Online ISSN : 2249-460X
Print ISSN : 0975-587X

Global Journal

of Human-Social Sciences: E

Economics

Highlights

Poor Funding Cripples

Business Model for Xiaomi

Screen Information Kiosk

Modélisation et Qantification

Discovering Thoughts, Inventing Future

Volume 14 Issue 7 Version 1.0

Global Journal of Human-Social Science: E
Economics

Global Journal of Human-Social Science: E
Economics

Volume 14 Issue 7 (Ver. 1.0)

Open Association of Research Society

Incorporation No.: 0423089
License No.: 42125/022010/1186
Registration No.: 430374
Import-Export Code: 1109007027
Employer Identification Number (EIN):
USA Tax ID: 98-0673427

Global Journals Inc.

*(A Delaware USA Incorporation with "Good Standing"; **Reg. Number: 0423089**)*

Sponsors: *Open Association of Research Society*
Open Scientific Standards

Publisher's Headquarters office

Global Journals Headquarters
301st Edgewater Place Suite, 100 Edgewater Dr.-Pl,
Wakefield MASSACHUSETTS, Pin: 01880,
United States of America
USA Toll Free: +001-888-839-7392
USA Toll Free Fax: +001-888-839-7392

Offset Typesetting

Global Journals Incorporated
2nd, Lansdowne, Lansdowne Rd., Croydon-Surrey,
Pin: CR9 2ER, United Kingdom

Packaging & Continental Dispatching

Global Journals
E-3130 Sudama Nagar, Near Gopur Square,
Indore, M.P., Pin:452009, India

Find a correspondence nodal officer near you

To find nodal officer of your country, please email us at *local@globaljournals.org*

eContacts

Press Inquiries: *press@globaljournals.org*
Investor Inquiries: *investors@globaljournals.org*
Technical Support: *technology@globaljournals.org*
Media & Releases: *media@globaljournals.org*

Pricing (Including by Air Parcel Charges):

For Authors:
22 USD (B/W) & 50 USD (Color)
Yearly Subscription (Personal & Institutional):
200 USD (B/W) & 250 USD (Color)

Contents of the Issue

Global Journal of HUMAN-SOCIAL SCIENCE: E
Economics
Volume 14 Issue 7 Version 1.0 Year 2014
Type: Double Blind Peer Reviewed International Research Journal
Publisher: Global Journals Inc. (USA)
Online ISSN: 2249-460X & Print ISSN: 0975-587X

Reaching the Unreached through Touch Screen Information Kiosk: A Field Study

By Dr. G. R. K. Sharma

College of Veterinary Science, India

Abstract- The landless livestock owners who rear different livestock for their livelihood are the vulnerable groups struggling to more out of poverty. Information is an important input in development. This is especially so when the people are more disadvantaged with other resources like land and capital. Information is an important factor that can help the livestock owners to raise their livestock better and to achieve more certainty and security in life. Information has economic value if it leads to the satisfaction of human desires. Information and Communication technologies can play a pivotal role in improving access to information by the poor.

Keywords: *e-extension, livestock extension and livestock livelihood.*

GJHSS-E Classification : FOR Code: 140299

REACHINGTHEUNREACHEDTHROUGHTOUCHSCREENINFORMATIONKIOSKAFIELDSTUDY

Strictly as per the compliance and regulations of:

Reaching the Unreached through Touch Screen Information Kiosk: A Field Study

Dr. G. R. K. Sharma

Abstract- The landless livestock owners who rear different livestock for their livelihood are the vulnerable groups struggling to more out of poverty. Information is an important input in development. This is especially so when the people are more disadvantaged with other resources like land and capital. Information is an important factor that can help the livestock owners to raise their livestock better and to achieve more certainty and security in life. Information has economic value if it leads to the satisfaction of human desires. Information and Communication technologies can play a pivotal role in improving access to information by the poor.

Keywords: e-extension, livestock extension and livestock livelihood.

I. Introduction

Livestock have a complex role in the livelihoods of the poor. They have a dual role of bringing daily 'cash income' (milk, meat and egg) as well as 'capital strength' or moving bank (livestock). The cash income helps them to carry on with the day-today expenditure, whereas their capital strength helps them to face crucial financial exigencies like constructing huts, marriages and emergency health care etc. Information plays an important role in decreasing the poverty among farmers by increasing their ability to use human and social capital through making good and useful decisions. Studies also revealed that the poor farmers are also poor in access to information as well (Cecchini 2002 and Garforth 2003).

In development, making people realize the importance of information in improving their livelihoods is a challenging task. This requires added effort from development personnel involved in this field like more deliberations and effective delivery methods of information dissemination. In this era of Information society, Information and Communication Technology (ICT) application provides new tools for improving access to information. In the context of information management, modern communication techniques and technologies offer powerful force multipliers to conventional extension efforts. The poor need access to locally-contextualised information, which must be substantially demand-driven. Information and Communication Technology appropriately designed and used could help other wise vulnerable group to move out of the disadvantage of information-exclusion.

Author: Professor & Head, Department of Veterinary & A.H. Extension Education, College of Veterinary Science: Tirupati – 517502, Andhra Pradesh, India. e-mail: sharmagrk@yahoo.com

II. Relevance of Information Kiosk in Information Dissemination

ICT is an emerging tool of information access, directly related to social and economic development of rural population and helped to reach the un-reached. It is well known that, the ICTs has the power to cut across social and geographical distance and help people by finding new ways of facilitating the flow of Information and knowledge and is recognized as a development communication tool.

Although, information on all aspects of livestock farming exists in all the farmer-related institutions, but its transfer and uptake by the livestock owners needs radical revision at all levels of information transfer. The landless livestock owners or resource poor farmers are vulnerable groups struggling to move out of poverty. The resources they have are their labour and time, which they are converting into products through livestock rearing. Appropriate value additions to their knowledge on livestock rearing will help them in their struggle to alleviate poverty.

In this regard, enhancing the farmers' information system through appropriately designed content and outreach methods, which meet the expressed needs and objectives of the resource poor, is one of the important strategies for reducing information - poverty and to realize the importance of information in improving their livelihoods. The un-correctable limitations of existing traditional methods and enormous advantages of latest ICT tools have guided this project to come into existence.

The latest interventions of ICT tools in the process of improving knowledge of the landless livestock owners has remarkable impact in providing sustainable livelihood and reducing poverty. The prevailing conditions have stimulated the investigator to work out with the Touch screen information kiosk project. Touch screen information kiosk are put into use by different sectors, across the country and recently livestock sector has made its mark in utilization of ICT tools for effective and efficient dissemination of technologies. In the process of catching the latest trend, the department of Veterinary & animal husbandry extension of this college has tried to procure touch screen kiosks and develop related software under state plan supported project on 'Action research on needful information on livestock Production and Management for the development of resource poor farmers through Touch Screen Information Kiosks'

III. Designing of Touch Screen Information Kiosk

The Information Kiosk designed for livestock farming information dissemination was thus considered an important information kit. The Information Kiosk has two parts in its synthesis.

1. The machine i.e. hardware part (computer with interactive screen).
2. The matter i.e. software part (programme which has text and pictures with audio back-up)

a) *The Machine*

Technical specification of the computer: Intel Pentium IV with 1 GB DDR RAM 800MHz, 120GB HDD, DVD R & R/W Combo Drive, Mechanical Keyboard, Optical Scroll Mouse, 100 kbps internal modem and with 19 inch TFT Touch Screen monitor, windows XP operation system, rust free cabinet with wheels (Fig. 1).

b) *The Matter*

The information matter prepared in consultation of selected livestock owners, field veterinarians and its correctness verified by the faculty of college of veterinary science,Tirupati. Appropriate pictures, photographs and animations were added to the text. later these were translated into local language. The voice back-up was added in both English and local languages for the benefit of those livestock owners who can not read (Table 1 and Fig. 2).

IV. Information at Kiosk

At the beginning giving emphasis to the evolution and role of livestock farming in rural livelihood and later, it lead to Main screen, which contains twelve categories related to different livestock farming and waits for the user to interact for instant access to the latest information on every aspect of livestock production and management. The user interface multimedia content, displays the information on an attractive screen along with the voice interface (for those who cannot read) in both the languages such as English and local. The main screen contains Twelve major categories, which in turn includes many more multimedia screens along with text and voice interface in both English and local languages, such as:

❖ About Us	❖ Emu Farming
❖ Cattle and Buffalo Production	❖ Fodder Production
❖ Sheep and Goat Production	❖ Developmental and Welfare Activities
❖ Pig Production	❖ Success Stories
❖ Rabbit Production	❖ Related Links
❖ Backyard Poultry Production	❖ Contact Us

V. Installation of Information Kiosk

The place of installation of the farmer usable Information Kiosk is one of the important factors that will decide the effectiveness of the information dissemination. A workshop was organized with the livestock owners and field veterinarians to discuss on the site of installation of kiosk. Although various alternatives like local leader's house, public library and local primary school were in the list, all were of the opinion to have it in the veterinary dispensaries of the Government. They felt that the people could access the kiosk in this venue without any inhibition, since all of them come to the veterinary dispensaries for artificial inseminations and first aid treatment of their livestock. Three touch screen Information Kiosks were procured as an initiation and were installed in peri-urban areas of Tirupati.

VI. Usefulness of the Information Kiosk

The Kiosk was useful in the sense that the livestock owners can avail the information that they were not aware. The livestock owners are particular in accessing that information which is of immediate use i.e. relevance to the latest management practices. In general, the farmwomen are giving more importance and interest in getting the information than men, probably because of their higher degree of involvement in cattle rearing than their male counterparts. Some of the male livestock owners feel that it might be more useful to the females who are much involved in cattle rearing activities on a day-to-day basis. Milk producers or Vendor feel that they know much of the information from their experience as they were moving to different places and coming across different type of animals and diseases. So generally they won't spend much time with the Kiosk and they even opinioned that it was really useful to those who recently opted for livestock farming without much exposure. Finally they expressed that it will take time to get tuned to this type of new interventions (Kiosk) but time will come that they realize the worth of the information. The presence of the kiosk has converted the places of installation into better information centres. In spite of the monotonous routine practices, local veterinarians opinioned to have the satisfaction in making the livestock owners to get the latest and basic information on various aspects of livestock farming. It is observed that Kiosk stimulates discussion / thinking among the livestock owners and other stakeholders thus helps in information dissemination by 'Value added waiting time' to the livestock owners who bring their animals to veterinary dispensaries for various purposes.

VII. Ideal Conditions for Effective Working of Information Kiosk

- The Information Kiosk must be placed in an appropriate site.
- The information in the kiosk should be need - based or demand driven and in understandable form at farmer's level.
- Care must be taken that not to overload kiosk with information.
- Information must be interesting, useful, reliable and accessible in minimum time (since study reveals that majority that the farmers tend to view only 5 screens which take appropriately 15 minutes).
- Up gradation and communication variability to be ensured based on user's feedback, but with a caution not to create 'information explosion'.
- Livestock owners must always find the kiosk in functional condition.
- Close co-operation from the personnel working at the place of kiosk installation.
- Advantages of Information Kiosk
- It saves money and time
- User friendly i.e. less assistance to operate, easy to operate and interesting to operate.
- Easily accessible and credible source
- Able to get information in their own language
- Livestock owners can get 'Whole information' on a topic, compared to the 'bits of information' they get from other sources.
- Seeing the pictures makes the information clearer and complete
- Sequence of information gives a better perspective
- The information provided strengthens the services delivered to the livestock owner in the veterinary dispensary and making it a better 'information centre'.
- It helps in information dissemination by 'value added waiting time' to the livestock owners who bring their animals to the veterinary dispensaries for services.
- It is an improvised version of 'Farmers' call center' as it provides both audio and visual content of the information.
- Draw backs of Information Kiosk
- Kiosk needs continuous power supply.
- It is operational only during the working hours of the Veterinary Dispensaries.
- It cannot get immediate answers for specific questions of the livestock owners.
- Kiosk needs up - gradation at frequent intervals to avoid disinterest among the livestock owners to view the static information.

VIII. Conclusion

The livestock owners were satisfied to get information in their own language at an easily accessible place in their locality. They felt that the kiosk saves time and money other wise they would have to spend to gather the same information from various sources. Livestock owners felt they could get whole information on a topic compared to the bits of information they usually get from the veterinary professionals. Seeing the pictures, animations and short movies on different aspects of livestock farming has made the livestock owners to be more satisfied. Kiosks also helped in stimulating further dialogues / discussions with the personnel at the place of installation and / or neighbours and friends. The ability of the Information Kiosk to add value to their waiting time was note worthy.

References Références Referencias

1. Cecchini S 2002 Can Information and Communications Technology Applications Contribute to Poverty Reduction? Lessons from Rural India. Information and Communication Technologies and Development: New Oppurtunities, Perspectives and Challenges. Proceedings of the Seventh International Working Conference of International Federation for Information Processing (IFIP). Indian Institute of Management, Bangalore, India.
2. Garforth C 2003 Management of Knowledge and Information for Improved Animal Health. Paper presented at the Workshop held on 20th and 21st March, 2003 at Rajiv Gandhi College of Veterinary and Animal Sciences. Pondicherry, India.
3. Heffernan C and Misturelli F 2001 The Livestock Poverty Assessment Methodology. Livestock Development Group, VEERU, School of Agriculture, Development and Policy, University of Reading, Reading, UK. http://www.nan.ac.uk/idpm/idpm_dp.htm#devinf_wp
4. Heffernan C 2003 The Delivery of Veterinary Services to the Poor: Findings from Pondicherry. Paper presented at the Workshop held on 20th and 21st March, 2003 at Rajiv Gandhi College of Veterinary and Animal Sciences. Pondicherry, India. http://www.nan.ac.uk/idpm/idpm_dp.htm#devinf_wp
5. Krugger, S. (2002). Information Village : Bridging the digital divide in rural India in Information and Communication Technologies and Development : new opportunities, perspectives and challenges. International Federation for Information Processing. Proceedings of the Seventh International Working Conference of International Federation for

Information Processing (IFIP), Indian Institute of Management, Bangalore, India.
6. O'Farrell C 2001 Information Flows in Rural and Urban Communities: Access, Processes and People. Paper presented at the Development Studies Association annual conference, University of Manchester.
7. Pattanaik B K 2003 Property, Poverty and Rural livelihood, Kurukshetra. Vol.51. # 5. pp.41-46
8. Ramkumar S, Rao S V N, Garforth C and Ganesan R 2003 Cattle health information system of the landless cattle owners in the peri urban regions of Pondicherry. Paper presented at the Workshop held on 20th and 21st March, 2003 at Rajiv Gandhi College of Veterinary and Animal Sciences. Pondicherry, India.
9. Roman R and Colle R D 2002 Development Informatics. Working Paper series. Paper No.10.
10. Themes and Issues in Telecentre Sustainability. Institute for Development Policy and Management. University of Manchester. Manchester.
11. Taylor J, Bellamy C, Raab C, Dutton W H and Peltu M 1996 Innovation in Public Service Delivery. Information and Communication Technologies – Visions and Realities. Oxford University Press. pp. 265 – 269.

Table 1 : Methodology adopted in the preparation of information material for the kiosk

S.No.	Activity	Methodology
1	Identification and prioritization of need based information on livestock farming	1.1 Personal interviews with the livestock owners 1.1.1 Livestock owners 1.1.2 Milk producers 1.1.3 Farmwomen 1.1.4 Field Veterinarians 1.2 Workshops with stakeholders 1.2.1 Livestock owners 1.2.2 Milk producers 1.2.3 Farmwomen 1.2.4 Field Veterinarians
2	Preparation of relevant text for livestock owners to be incorporated in the information kiosk.	2.1 Printed texts from text books, farmers training manuals and other references collected by project leader and Research Workers - Draft text in English prepared. 2.2 Text got finalized through a series of meetings with faculty of Department of Veterinary Extension and research workers of the project. 2.3 Comments from the subject experts i.e. faculty of Livestock Production and Management, Poultry Science, Animal Reproduction and Gynaecology, Clinical medicine, Preventive Medicine and Veterinary Public Health were duly considered. 2.4 Translated into local language (Telugu) with appropriate words as suggested by the livestock owners. 2.5 Initially the conversion of available information from author format to multimedia format in both the languages was carried out, later touch sensitive and user interface format i.e. 'kiosk-tailored' versions was designed in both English and Telugu languages.
3	'Text-as-in-kiosk' prepared for all screens.	3.1 Pictures / photographs / animations are selected from different sources. 3.2 Scope for graphics / animations analyzed for each screen. 3.3 Text was finalized for each screen based on the discussion with the stakeholders.

4	Designing the Information Kiosk	4.1 Finding the right programmer 4.2 Hand-over the screen-wise texts and graphics designed, to be installed in the touch screen mode of information kiosk. 4.3 Working with the team of programmers to edit texts, pictures, graphics and animations. 4.4 Relevant sound recording and voiceover was incorporated in the Information Kiosk on all the aspects of livestock farming both in English and Local languages. 4.5 Relevant Movies on certain important aspects of livestock farming, fodder production, success stories were prepared. 4.6 Touch sensitive and user interface Multimedia software was designed in both English and Telugu languages. 4.7 Newly developed multimedia software was calibrated and tested for the compatibility and suitability with the available speed / processor of the kiosk / computer.
5	Information Kiosk on "Virtual world of information on livestock production and management" for the peri-urban landless livestock owner in Tirupati, Andhra Pradesh installed on a trial basis.	5.1 Selection of places of installation of information kiosks at peri-urban area of Tirupati was in consultation with selected livestock owners, field veterinarians and faculty of the veterinary college.
6	Modification of the information material based on formative evaluation.	6.1 Formative evaluation of the Information Kiosk. 6.1.1 Observation 6.1.2 Critical Group Reflection and 6.1.3 Individual evaluation on the kiosk and contents of the kiosk.

This page is intentionally left blank

Global Journal of HUMAN-SOCIAL SCIENCE: E
Economics
Volume 14 Issue 7 Version 1.0 Year 2014
Type: Double Blind Peer Reviewed International Research Journal
Publisher: Global Journals Inc. (USA)
Online ISSN: 2249-460X & Print ISSN: 0975-587X

The Overall Review of Perceived Quality Determinants: Which are the Most Significant Indicators?

By Lee Zhao Jian & Rashad Yazdanifard
HELP Collge of Arts and Technology, Malaysia

Abstract- The paper seeks to discover the most significant indicators or determinants that influence the perceived quality. In this comprehensive paper, past research findings are used to support the significance of each indicator. Six indicators, including price, brand image, familiarity, package size, brand origin, and self-image congruence are examined as follows. The importance of these indicators is compared based on previous or contemporary findings. Present article contributes not only to marketers, but also customers. It allows the marketers to focus on the most significant indicators in targeting consumer perceived quality. On the other side, it raises the awareness in the consumers that they should avoid deceived by their own thoughts of perceived quality. In this paper, the objective is clearly defined. Next, the major findings are cited and some arguments are discussed. Lastly, the conclusion of the article is indicated. The conclusion reveals that brand image and familiarity are to be the most significant indicators, following by brand origin as the moderate significant indicator. The remaining three indicators, price, package size and self-image congruence are concluded as the least significant indicators of perceived quality. Finally, more future research in exploring the most significant indicators is required to carry out with addition of more indicators.

Keywords: most significant indicators, perceived quality, customers, consumers.

GJHSS-E Classification : FOR Code: 149999

THEOVERALLREVIEWOFPERCEIVEDQUALITYDETERMINANTSWHICHARETHEMOSTSIGNIFICANTINDICATORS

Strictly as per the compliance and regulations of:

The Overall Review of Perceived Quality Determinants: Which are the Most Significant Indicators?

Lee Zhao Jian [α] & Rashad Yazdanifard [σ]

Abstract- The paper seeks to discover the most significant indicators or determinants that influence the perceived quality. In this comprehensive paper, past research findings are used to support the significance of each indicator. Six indicators, including price, brand image, familiarity, package size, brand origin, and self-image congruence are examined as follows. The importance of these indicators is compared based on previous or contemporary findings. Present article contributes not only to marketers, but also customers. It allows the marketers to focus on the most significant indicators in targeting consumer perceived quality. On the other side, it raises the awareness in the consumers that they should avoid deceived by their own thoughts of perceived quality. In this paper, the objective is clearly defined. Next, the major findings are cited and some arguments are discussed. Lastly, the conclusion of the article is indicated. The conclusion reveals that brand image and familiarity are to be the most significant indicators, following by brand origin as the moderate significant indicator. The remaining three indicators, price, package size and self-image congruence are concluded as the least significant indicators of perceived quality. Finally, more future research in exploring the most significant indicators is required to carry out with addition of more indicators.

Keywords: most significant indicators, perceived quality, customers, consumers.

I. Introduction

The article will be reviewing on the indicators that contribute to the consumers' view of perceived quality. It benefits the marketing field not only in the perspective of marketers, but also consumers. Knowing that consumers are apt to be influenced by certain indicators can have the marketers to put more effort in targeting the direct demands of the consumers. Yet, the marketers may pack up these indicators nicely rather than emphasizing their objective quality. Thus, this study may also benefit the consumers. Consumers who have known the tricks by marketers are able to be especially cautious on these targeted indicators.

In marketing field, quality is one of the most significant attributes that contributes to certain product's fame. Advertising or promoting the quality is not only focusing on the objective quality, which is any testable and comparable property (Zeithaml, 1988), of the product service itself. Yet, the method may not be persuasive all the time. From the perspective of consumers, perceived quality, which is the quality interpreted by others rather than real quality existed by itself (Zeithaml, 1988), seems to influence more than the objective quality of product services. It is implausible for all of them to know deeply about the objective quality of every product. One main reason is that the objective quality of product services undergoes changes in almost every year. Also, the manufacturer, seller or servicer may not convey the message regarding the objective quality fully. Hence, it is not ridiculous at all if the consumers link other indicators with quality.

Unknowingly, the majority of the customers tends to associate the quality of the product services with the surface characteristics or indicators, such as price and brand reputation. This happens because it appears to be a 'shortcut' in understanding a product service. Automatically, the consumers are prone to be persuaded in a peripheral route that consists of messages other than central information (Aronson, Wilson, & Akert, 2013). Could these indicators be reliable? Which indicators appear to be more reliable? It seems wrong because certain objective quality of beneficial or harmful may be hidden from them. However, the process is definitely tiring if one wants to understand fully on all of the product services one is using.

Finding out the indicators that contribute to perceived quality appears to be notable in retailing field too. Past studies have also shown that the perceived quality of retailers is able to greatly affect their initial plan or thought of buying products from sellers (Das, 2014). In one 1993 article, researcher, Selnes has revealed that the way retailers view quality influences brand fame and consumer contentment, which eventually affects their faithfulness towards the brand (as cited in Das, 2014). Similar philosophy also applies to consumer behaviors which their satisfaction and intention of buying back certain brand product services are affected by perceived quality. This shows the significance of knowing the buyer's perceived quality in every marketing connection

Author α: Center for Southern New Hampshire University Programs HELP College of Arts and Technology.
e-mail: leezhaojian@hotmail.my,
Author σ: Center for Southern New Hampshire University Programs HELP College of Arts and Technology.
e-mail: rashadyazdanifard@yahoo.com

(from wholesaler and retailer to dealer and consumer). However, indicators that impact more or most under certain circumstances are questioned. Hence, the article reviews numbers of past research studies in order to explain consumer behaviors from the aspect of indicators of the perceived quality.

II. Indicators and Perceived Quality

There has been tremendous amount of marketing research in seeking the customer perceived quality since half century ago. Although these findings are basic research that finds out explanation and understanding on certain doubts (Aronson, Wilson, & Akert, 2013), they are useful in contributing to contemporary or future application as marketing research field focuses more on applied research, such as seeking solution and solving problems, recently. Still, this article will emphasize on basic research topic and discuss the most important indicators of perceived quality. The topic appears to be novel since handful past research examines the question. In this paper, several indicators that are proposed by past articles including price (Völckner & Hofmann, 2007), familiarity (Sheau-Fen, Sun-May, & 2012), package size (Yan, Sengupta, & Wyer, 2014), brand origin (Bhuian, 1997), self-image congruity (Jamal & Goode, 2001), and brand image or reputation (Cretu & Brodie, 2007) will be reviewed.

III. Price and Perceived Quality

As predicted and examined by many research studies, price is one of the realistic indicators that most of the consumers use to associate with the quality of product services. In one comprehensive finding from 1989 to 2006, researchers find that the correlation between price and quality perception has become weaker (Völckner & Hofmann, 2007). However, Völckner and Hofmann (2007) also reveal that customers continue to utilize price indicator as their quality perception. When certain products are having promotion, customers may associate the dropping of price with dropping of quality. For example, some may consider the discounted products as old or expiring stocks and others may consider them as sampling products. Yet, a longitudinal study in Austrian customers has shown a weak relationship between price and perceived quality (Kirchler, Fischer, & Hölzl, 2010). The correlation seems weak because the indicated situations merely constitute minority in marketing field as a whole.

Still, Kirchler points out that price is a useful indicator in determining quality of products, such as skin care product knowledge, that are hard to be understood by non-experts (as cited in Kirchler, Fischer, & Hölzl, 2010). Besides that, consumers may also adopt price as indicator when they have limited knowledge about the products under time pressing condition. Another research has also supported price-quality perception relationship. Vlaev and his colleagues (2009) have conducted an experiment and found that consumers continue holding the price-quality perception if not knowing the purpose of price reduction. Conversely, the correlation seems to be lowered when knowing the purpose of price reduction such as having large quantity of stocks or having long-term stable supplier (Vlaev, Chater, Lewis, & Davies, 2009).

Furthermore, one latest research conducted in a Japan university reveals the price-perceived quality correlation varies across different context. Shirai (2014) has found that "the "high quality and low price" appeal works better for an inexpensive store than an expensive store". This indicates that price may not be an effective predictor of customer quality perception in so many different contexts. Another study also supports the research by showing that price and quality perceptions are different in various standards of store. Participants in high standard shop with promotion of price reduction are prone to perceive the product value greater than in promotion of improved quality (Yoon et al., 2014). However, Yoon and other colleagues (2014) find no differences between two promotions in low standard shop. The finding, once again shows that price-perceived quality relationship is not strong. In the same finding, the researchers also reveal that price, as a determinant is mediated by other factors (Yoon et al., 2014) which show the greater significance of other determinants than price. Hence, price as a determinant appears to be insignificant due to its weak correlation indicated by overall review of several past studies and consumer's greater emphasis on other indicators.

IV. Familiarity and Perceived Quality

Perception on certain products is also found to be associated with familiarity. Familiarity acts as a hint for the consumers to access with the desired products they are looking for. This indicator is also useful to predict the consumer quality perception. Usefulness of familiarity is confirmed by the scholars in social psychology field (Aronson, Wilson & Akert, 2013). The state of familiarity is also known as mere exposure effect, which people are prone to prefer things that they are familiar (Moreland & Topolinski, 2010). Similarly, customers are apt to select the products that they know better.

The indicator is especially helpful for customers who know nothing or little about the desired product service. However, familiarity as a determinant certainly has its premise. The results shown in Norton's and colleagues' (2007) research reveal that people will increasingly hate the object or person that gives negative impression from its continuous exposure (as cited in Aronson, Wilson, & Akert, 2013). This also explains why companies put effort in reducing negative

Global Journal of Human-Social Science (E) Volume XIV Issue VII Version I Year 2014

news of them since negative impression breeds more dislikes as number of exposure increases. Moreover, familiarity can also act as a powerful mechanism to provoke consumer's preference that is embedded unconsciously. For example, a new product may be promoted with the emphasis that it is produced by a renowned company. It is promoted in such way because the selling products of the renowned company are known positively by the consumers. Unknowingly, the consumers may associate the new product with high quality and highly prefer trying it.

Consumers prefer buying new brand may not always because of familiarity with the company. Rather, consumers may be familiar with the products they have not used before. They may make use of their familiarity, or basic knowledge of the products in choosing them. Past research has especially pointed out that familiarity and quality perception relationship is among the strongest link in group-emphasis culture like Malaysia (Sheau-Fen, Sun-May, & Yu-Ghee, 2012). In local (possibly other countries as well), the power of familiarity is contributed by such major factors as promotions and advertisements. Promotion is one of the ways to inject the information of new products or technologies into the customer's mind. Most of the promotions will be held for several days or places. This is to increase the number of exposure to new customers.

Also, advertisements appear to be the most powerful tool in implanting product familiarity in customer mind. Like or not, the ads are released and posted everywhere. The ad content, positive aspects of product services, is checked and approved by specific profitable group (Schaefer, 2010). As customers expose to the favorable promotion and advertisement, their familiarity increases. Another finding reveals that consumers who have used a brand product will more likely to rebuy the same brand product (Labeaga, Lado, & Martos, 2007). Sheau-Fen and other researchers (2012) have also stressed that the effect of familiarity on quality perception may greatly impact consumer's repurchase intention. Various research studies have addressed the importance of familiarity as an indicator. Thus, it should be taken into account in targeting consumer behavior.

V. Package Size and Perceived Quality

Different package sizes of products are designed to fit different consumer needs. However, package size may also influence the perceived quality despite of having the same objective quality. One latest research on package size as indicator of quality perception shows that smaller packaging goods is viewed as better than the same goods of bigger ones (Yan, Sengupta, & Wyer, 2014). Yet, researchers stress that the effect on how customers see the product quality is depended on the intimate link between package size and unit price (Yan, Sengupta, & Wyer, 2014). This implies that package size as an indicator alone is not strong enough to influence quality perception. Also, there is little research been done and updated in the relation of package size and quality perception. Thus, more research should focus in the correlation between package size and perceived quality in order to make conclusion about the effectiveness of package size as a determinant.

VI. Brand Origin and Perceived Quality

The origin of the brand somehow seems to affect how consumer perceives its quality too. In this article, brand origin is defined as the place or country where the brand is from. One of the earliest studies of Saudi Arabia has examined the brand origin and quality perception with six countries, including Eastern country of Japan, Western country of United States, and European countries like German (Bhuian, 1997). In this research, data reveal that brand origin does affect Arabic consumer quality perception. In another Taiwanese study, Lee and Lee (2011) have also supported previous research that brand origin has an impact on consumer behavior. One of the major mediating factors is quality perception (Frank, Torrico, Enkawa, & Schvaneveldt, 2014). Brand origin appears to be a major determinant in judging the product service quality. Yet, lack of contemporary research supports the correlation between brand origin and quality perception. Still, future research should take brand origin as consideration in studying perceived quality.

VII. Self- Image Congruence and Perceived Quality

Some consumers may choose products that reflect themselves. They may perceive these products as higher quality. One previous study reveals a related research. Scholars propose that high congruity of product image and consumer self-image can help generating consumer's favorable view towards the products (Jamal & Goode, 2001). Jamal and Goode (2001) also show the results that positive congruence of self-image on the purchased product highly generates the product purchase satisfaction. One of the reasons is that consumers desire to increase their self-image from a real form to ideal form through the products they purchase (McDaniel, Lamb, & Hair, 2012). Another research supports previous study and shows a positive relationship between brand personality and quality perception (Ramaseshan & Hsiu-Yuan, 2007). However, self-image personality still appears to be a weak indicator (McDaniel, Lamb, & Hair, 2012). Although various findings have supported the correlation between self-image congruence and perceived quality, its effect is more on purchase satisfaction than quality perception.

Global Journal of Human-Social Science (E) Volume XIV Issue VII Version I Year 2014

VIII. Brand Image and Perceived Quality

In selecting the brand that the customers trust and are confident of its quality, brand image or reputation seems to be an important determinant. Several past research have found that international brand image is positively associated with quality (Bauer, Exler & Bronk, 2007). Brand image is defined as the understanding a person deems as true and holds about certain brand (McDaniel, Lamb & Hair, 2012). The determinant contributes to most of the companies who advertise and promote their products using their brand image. Awards, experience and years are the major components that build up a good reputation. For example, a global company, McDowell's brand has positive image in selling whisky drinks. It also utilizes its long history of brand (1826-present; USL at a Glance, 2014), major awards and production experience (McDowell's No.1, 2014) in promoting its products. Many other companies are also doing so in order to support the brand image, and subsequently increase the customer's perceived quality on it. A researcher, Yang (2012) addresses that shop brand is perceived to have poorer quality than national brand even though the objective quality of shop brand is better. This is because consumers are in trust with the better national brand image rather than shop brand image. Also, a prominent finding shows that store brands are able to construct consumer brand loyalty through quality perception (Yang & Wang, 2010). The finding also implies the significance of brand image in predicting the outcomes caused by consumer perceived quality.

In one study, researchers have found that brand image is able to affect the quality of product services perception (Cretu & Brodie, 2007). Corresponding to past research, company prestige will impact consumer value which subsequently brings the effect to consumer loyalty (Cretu & Brodie, 2007). Although Cretu and Brodie (2007) have stressed the difference between company prestige and brand image in impacting particular aspects, both company prestige and brand image will influence consumer perceived quality anyway. Another astonishing finding expounds that it is worse to have a poor brand image than poor quality product services (Homer, 2008). Various evidences show that brand image is able to represent certain product service quality. Past findings even point out that it may surpass the objective quality itself. Therefore, brand image is comparatively appeared to be one of the significant indicators.

IX. Discussion

Several indicators like price and brand reputation have been reviewed above. Some indicators may appear to be more significant and some indicators appear to be insignificant based on past research findings. However, which indicators are more significant in determining perceived quality? The first indicator reviewed is price. The research on price appears to be one of the hottest topics of perceived quality determinant. In the comprehensive findings of similar studies of so many years, most of the researchers have concluded that price is weak indicator to determine quality perception (Kirchler, Fischer, & Hölzl, 2010; Völckner & Hofmann, 2007). Still, some customers may use price as indicator if little is known about the product. Yet, some of its so-called useful function may get replaced by other indicators too. Although several studies have revealed its effectiveness in certain contexts or status, it is in overall the insignificant determinant.

Another indicator is familiarity. In overall research findings, the implication of review shows that familiarity tends to be a strong indicator. The argument is also supported by social psychology field (Aronson, Wilson, & Akert, 2013). The power of familiarity is applicable to any extent of knowledge a customer has on certain brand. This is because consumers will associate their familiarity with the perceived quality. Automatically, the quality has become reliable even though consumers themselves do not know the evident reason of trusting it. Of course, familiarity is so powerful that can change customer's mind between two opposite extreme-----like or hate. Familiarity will lead to devastating effect when a lot of negative comments are found on the brand. Comparatively, familiarity is a more significant and reliable indicator of perceived quality than price. Moreover, package size and quality perception correlation is found to be insignificant. The indicator is shown to work only together with another insignificant indicator, price. However, more research should be conducted and integrated on package size as an indicator alone in order to conclude its effectiveness.

Past study and recent research support another seemingly significant indicator, brand origin (Bhuian, 1997; Frank, Torrico, Enkawa, & Schvaneveldt, 2014). Most of them conclude that brand origin is significant determinant of quality perception. However, present article argues that current research on related indicator is not sufficient to support the conclusion. Present article also argues that brand origin as indicator may not be as strong as brand image. Consumers may not believe in the quality from the place the brand comes from, yet they may still perceive the quality as good due to its brand image. This is supported by enormous findings from past studies which brand image is found to be one of most important determinants (Cretu & Brodie, 2007). The fact is undeniable because various findings reveal the results that show strong positive correlation between brand image and perceived quality. Also, present article finds that familiarity appears to be mediator between brand image and quality perception. Brand image and familiarity work hand-in-hand in influencing perceived quality. Customers may perceive the brand as high in quality due to their familiarity towards the positive brand image. The role of these two most significant indicators is able to influence one another in determining quality perception.

The importance of last indicator, self-image congruence is supported by little research. Still, its effect on perceived quality is found to be low. This is mainly due to its greater impact on purchase satisfaction than quality perception (Jamal & Goode, 2001). At last, present essay review concludes two most significant indicators, which are brand image and familiarity in determining perceived quality. The only moderate significant indicator is brand origin. This paper also concludes the least significant indicators as price, package size and self-image congruence.

X. Conclusion

In conclusion, this article review has concluded the significance of indicators from the most important to the least important ones based on the overall evidence provided by past research. The classification of indicator importance is done to examine the effectiveness of every indicator in determining perceived quality. This paper of review is meant to contribute to the study of what makes the consumer to perceive certain product services as high quality. This paper concludes findings from past study to help finding out the most effective indicator and excluding the least significant ones. From evidence shown by past research findings, indicators like familiarity, brand image and brand origin are comparatively found to be the most significant from the perspective of customers. Similar to the marketer's perspective, these indicators appear to require putting more emphasis by the marketer. In some indicators like price, findings from previous studies have arguments on both strong and weak correlation about the indicator-perceived quality relationship. There is lacking of previous support on the firm conclusion of each indicator's influence on perceived quality. Besides that, this review has also found the insufficiency of contemporary research on some indicators. Although this paper concludes that package size and self-image congruence to be the least important indicators, more contemporary research are required to find out the causes and support the findings conducted by previous researchers. In future, more comprehensive research on indicator-quality perception relationship is required to be examined with more indicators to be discussed.

References Références Referencias

1. Aronson, E., Wilson, T. D., & Akert, R. M. (2013). *Social Psychology* (8th edition). United States of America: Pearson Education.
2. Bauer, H. H., Exler, S., & Bronk, L. (2007). Brand perception: Is global always better? *AMA Winter Educators' Conference Proceedings*, *18,*307-309.
3. Bhuian, S. N. (1997). Marketing cues and perceived quality: Perceptions of Saudi consumers toward products of the U.S., Japan, Germany, Italy, U.K. and France. *Journal of Quality Management*, *2*(2), 217-234. DOI: 10.1016/S1084-8568(97)90004-3
4. Cretu, A. E., & Brodie, R. J. (2007). The influence of brand image and company reputation where manufacturers market to small firms: A customer value perspective. *Industrial Marketing Management*, *36* (2), 230-240. doi:10.1016/j.ind marman.2005.08.013
5. Das, G. (2014). Linkages of retailer awareness, retailer association, retailer perceived quality and retailer loyalty with purchase intention: A study of Indian food retail brands. *Journal of Retailing & Consumer Services*, *21* (3), 284-292. doi:10.1016/j.jretconser.2014.02.005
6. Frank, B., Torrico, B. H., Enkawa, T., & Schvaneveldt, S. J. (2014). Affect versus cognition in the chain from perceived quality to customer loyalty: The roles of product beliefs and experience. *Journal of Retailing.* http://dx.doi.org/10.1016/j.jretai.2014.08. 001
7. Homer, P. (2008). Perceived quality and image: When all is not "rosy". *Journal of Business Research, 61*(7), 715-723. doi:10.1016/j.jbusres.2007.05.009
8. Kirchler, E., Fischer, F., & Hölzl, E. (2010). Price and its relation to objective and subjective product quality: Evidence from the Austrian market. *Journal of Consumer Policy*, *33*(3), 275-286. doi:10.1007/s10603-010-9138-1
9. Jamal, A., & Goode, M. H. (2001). Consumers and brands: A study of the impact of self-image congruence on brand preference and satisfaction. *Marketing Intelligence & Planning*, *19* (7), 482-492. doi:10.1108/026345001104 08286
10. Labeaga, J. M., Lado, N. N., & Martos, M. M. (2007). Behavioural loyalty towards store brands. *Journal of Retailing & Consumer Services, 14* (5), 347-356. doi:10.1016/j.jretconser.2007.01.001
11. Lee, H., & Lee, C. (2011). Country-of-origin and brand redeployment impact after brand acquisition. *Journal of Consumer Marketing*, *28*(6), 412-420. doi:10.1108/07363761111165921
12. McDaniel, C., Lamb, C. W. & Hair, J. F. (2012). *Marketing essentials* (7th edition). Canada: Cengage Learning.
13. McDowell's No.1. (2014). *United Spirits.* Retrieved from World Wide Web: http://unitedspirits.in/mcdowells-no-1-whisky.aspx
14. Moreland, R. L., & Topolinski, S. (2010). The mere exposure phenomenon: A lingering melody by

Robert Zajonc. *Emotion Review*, *2* (4), 329-339. doi:10.1177/1754073910375479
15. Ramaseshan, B. B., & Hsiu-Yuan, T. (2007). Moderating effects of the brand concept on the relationship between brand personality and perceived quality. *Journal of Brand Management*, *14*(6), 458-466. doi:10.1057/palgrave.bm.2550090
16. Schaefer, R. T. (2010). *Sociology* (12th edition). New York: McGraw-Hill.
17. Sheau-Fen, Y., Sun-May, L., & Yu-Ghee, W. (2012). Store brand proneness: Effects of perceived risks, quality and familiarity. *Australasian Marketing Journal (AMJ)*, *20* (1), 48-58. doi:10.1016/j.ausmj.2011.10.014
18. Shirai, M. (2014). Effects of quality and price appeals on consumers' internal reference prices and quality perceptions. *Modern Economy*, *5*, 831-840. http://dx.doi.org/10.4236/me.2014.58076
19. USL at a Glance. (2014). *United Spirits.* Retrieved from World Wide Web: http://unitedspirits.in/about us.asp x
20. Vlaev, I., Chater, N., Lewis, R., & Davies, G. (2009). Reason-based judgments: Using reasons to decouple perceived price–quality correlation. *Journal of Economic Psychology*, *30*(5), 721-731. doi:10.1016/j.joep.2009.06.003
21. Völckner, F., & Hofmann, J. (2007). The price-perceived quality relationship: A meta-analytic review and assessment of its determinants. *Marketing Letters*, *18*(3), 181-196. doi:10.1007/s11002-007-9013-2
22. Yan, D., Sengupta, J., & Wyer, R. S. (2014). Package size and perceived quality: The intervening role of unit price perceptions. *Journal of Consumer Psychology (Elsevier Science)*, *24* (1), 4-17. doi:10.1016/j.jcps.2013.08.001
23. Yang, D. F. (2012). The Strategic Management of Store Brand Perceived Quality. *Physics Procedia, 24*(b), 1114 – 1119. doi:10.1016/j.phpro.2012.02.166
24. Yang, D., & Wang, X. (2010). The effects of 2-tier store brands' perceived quality, perceived value, brand knowledge, and attitude on store loyalty. *Frontiers of Business Research in China, 4*(1), 1-28. doi:http://dx.doi.org.ezproxy.snhu.edu/10.1007/s11782-010-0001-7
25. Yoon, S., Oh, S., Song, S., Kim, K. K., & Kim, Y. (2014). Higher quality or lower price? How value-increasing promotions affect retailer reputation via perceived value. *Journal of Business Research*, *67,* 2088–2096. http://dx.doi.org/10.1016/j.jbusres.2014.04.017
26. Zeithaml, V. A. (1988). Consumer perceptions of price, quality, and value: A means-end model and synthesis of evidence. *Journal of Marketing*, *52*(3), 2-22. Retrieved from World Wide Web: http://areas.kenan-flagler.unc.edu/Marketing/FacultyStaff/zeithaml/Selected%20Publications/Consumer%20Perceptions%20of%20Price,%20Quality,%20and%20Value-%20A%20Means-End%20Model%20and%20Snthesis%20of%2 0Evidence.pdf

Global Journal of HUMAN-SOCIAL SCIENCE: E
Economics
Volume 14 Issue 7 Version 1.0 Year 2014
Type: Double Blind Peer Reviewed International Research Journal
Publisher: Global Journals Inc. (USA)
Online ISSN: 2249-460X & Print ISSN: 0975-587X

Guerrilla Marketing; A Successful Business Model for Xiaomi

By Ong Khai Lun & Dr. Rashad Yazdanifard

HELP College of Arts and Technology, Malaysia

Abstract- As consumers are shifting away from the traditional marketing campaign, companies need different marketing campaign to continue to differentiate themselves from other companies. One of the latest marketing trends is guerrilla marketing. Guerrilla marketing is a type of marketing campaign that uses unique, extreme and eye-catching to attract more customers. This article is to explore guerrilla marketing and how it became a successful business model for Xiaomi. Besides that, Word-of-Mouth will also be explored and how it becomes an important element in guerrilla marketing. This article will increase the understanding of guerrilla marketing and how Xiaomi utilize it.

Keywords: guerrilla marketing, word-of-mouth, xiaomi.

GJHSS-E Classification : FOR Code: 150599

GUERRILLAMARKETINGASUCCESSFULBUSINESSMODELFORXIAOMI

Strictly as per the compliance and regulations of:

Guerrilla Marketing; A Successful Business Model for Xiaomi

Ong Khai Lun [α] & Dr. Rashad Yazdanifard [ρ]

Abstract- As consumers are shifting away from the traditional marketing campaign, companies need different marketing campaign to continue to differentiate themselves from other companies. One of the latest marketing trends is guerrilla marketing. Guerrilla marketing is a type of marketing campaign that uses unique, extreme and eye-catching to attract more customers. This article is to explore guerrilla marketing and how it became a successful business model for Xiaomi. Besides that, Word-of-Mouth will also be explored and how it becomes an important element in guerrilla marketing. This article will increase the understanding of guerrilla marketing and how Xiaomi utilize it.

Keywords: guerrilla marketing, word-of-mouth, xiaomi.

I. Introduction

Marketing is a strategy for a company to raise awareness for the company's brand, products or services (Mughari, 2011). There are different marketing strategies that able to be used by a company to raise awareness about their brand, products or services. Guerrilla marketing is one of the strategies that are commonly used by companies nowadays. Guerrilla marketing is a way to raise awareness of brand, products or services in the public with an unexpected way. Guerrilla marketing is a low-cost or near to no cost way of marketing that able to raise profits of a company if it is implemented correctly (Manker, 2014). By using guerrilla marketing, companies nowadays choose to market their product through social media (Facebook, Twitter, Weibo, etc) where most of the audiences spend their time at. By doing advertisement through social media, companies spend less or not spending any marketing budget compared to conventional on-ground activation campaign. There are few companies that used guerrilla marketing but the company that became successful by using guerilla marketing is Xiaomi; a software company. Xiaomi concentrate their marketing through social media sites mostly on Weibo (in China) and Facebook (in global market). Their communication with customers is made through Weibo or Facebook. They will announce their new product and date of sales through Weibo or Facebook.

II. Guerrilla Marketing

Guerrilla marketing is low-cost or near to no cost marketing strategic to raise awareness of the company's brand, products or services. Guerrilla marketing usually will do advertisement with unusual way to implement memory about the company's brand, products or services deep in the customers' brain. There are 7 basic guidelines for a successful guerilla marketing (Levinson, 1994), (1) Be focus on a particular place, time or event to achieve a temporary dominancy over the customers. (2) Make sure that the ideology behind the product is carried out along with the product. (3) Never follow the existing marketing trends or pattern, analyze the current marketing trend, and outrun the existing marketing trend. (4) Identify other side effects of the post marketing campaign. (5) Overcome all doubt on the marketing plan in the marketing team. (6) Search for all possible shortcuts for a better option, in other word, do not conduct the plan in a direct path. (7) Be as flexible as possible for any possible variables in the plan.

Be focus on a particular place, time or event to achieve a temporary dominancy over the customers, Mughari (2011) state that in order for a company to be successful in guerrilla marketing, the first thing the company needs to concentrate is where to put the advertisement, how to put the advertisement and when to put the advertisement in order for the company to gain attraction from customers. For example, the company needs to do one big promotion activity at the right location, which the promotional activity should be eye-catching and able to create lots of attention. Make sure that the ideology behind the product is carried out along with the product, Prévot (2009) state that the ideology behind the company's brand needs to be carried out with the product the company is pushing because guerrilla marketing is not about just capturing customers' attention toward the products instead wants to make customers to blend with the company's brand.

Never follow the existing marketing trends or pattern, analyses the current marketing trend and outrun the existing marketing trend,the third guideline explains that guerrilla marketing activity should be unique in its way and should not follow what others had been done in the past (Baltes&Leibing, 2008). The uniqueness in guerrilla marketing represent that a company should not use the same marketing style to promote two different products. For example, Google embedded questions on items around the town to promote their search engine (Nudd, 2014); this makes Google's way of marketing is very unique and eye catching. In contrast, Bing uses the

Author α σ: Center for Southern *New Hampshire University, HELP College of Arts and Technology. e-mails: alex5313@hotmail.com, rashadyazdanifard@yahoo.com*

same way of marketing like Google's, this makes the promotion not effective and not unique. Identify other side effects of the post marketing campaign; the fourth guideline explains that the company should search for every possible effect that can produce by the marketing campaign and uses the effects to create stronger effect that able to influence the consumers (Prévot, 2009; Ay, Aytekin, &Nardali, 2010). Guerrilla marketing is type of marketing campaign that always searching for stronger influences on consumers.

Overcome all doubt on the marketing plan in the marketing team; the fifth guideline explains that the company should eliminate all the doubt that surface in the marketing when guerrilla marketing campaign is introduced (Baltes&Leibing, 2008). By doing this can ensure that blame will not occur among team members and same amount of effort by team members. Search for all possible shortcuts for a better option, in other word, do not conduct the plan in a direct path; Mughari (2011) explain that consumers are more attracted to the unexpected path of marketing, which it is able to set apart from the competition and outstanding. Be as flexible as possible for any possible variables in the plan; According to Prévot (2009), guerrilla marketing campaign must be flexible to adapt necessary changes. This is due to creativity come in all sorts of forms. When the company is able to be flexible in accepting creative & unique idea, success will be seen in no time.

III. Word-of-Mouth

Word-of-Mouth is one of the important effects in guerrilla marketing. This is the idea or strategy that able to make people to talk about a company's brand, products or services (Keller, 2007; Okazaki, 2009; Notarantonio& Quigley, 2009). Word-of-Mouth is a strategy where consumers are aware of a specific company's brand, products or services and start spreading the company's brand, product or services to more people around them. When a customer use a company's product or service, he or she would share his or her experience with the product or service no matter he or she has a good or bad experience with the company's product or service. The experience sharing of the customer will increase the awareness of the company's brand and increase the sales revenue of the company. Thus, it is very important for a company to build a strong brand loyalty with the customers (Shimp, Wood &Smarandescu, 2007; Notarantonio& Quigley, 2009).

IV. Xiaomi

Xiaomi is a software company that founded by 8 co-founder in 2010. Their first product is MIUI which has over 70 million user-bases to the date of this article (En.miui.com, 2014; Stone, 2014). Xiaomi's priority is to distribute their MIUI to global and their involvement in hardware business in 2011 is to help boost their MIUI user-base. In order to have more people buying their hardware, Xiaomi decided to sell their products near-to-cost (Bhagat, 2014). For Xiaomi, setting up a physical store might increase the cost of the product and due to this Xiaomi concentrated their business through online. Due to Xiaomi's product will not available on the website all time, Xiaomi needs a way for them to communicate with their customers. Since Xiaomi concentrate their business through online, the best way for them to communicate with their customers is by social media (Facebook and Weibo). Xiaomi strategy of concentrated their business through social media allows their brand to be known in no time (Shih, Lin, &Luarn, 2014; Stone, 2014).

Since Xiaomi's MIUI launched in 2010, Xiaomi had built a strong user-base. Xiaomi's hardware business just helps their customers to spread Xiaomi brand easier as it has hardware for people to test out (Seifert, 2013). MIUI needed complex procedure to have it on MIUI supported devices. Normal smartphone user will not waste their time to learn how to port MIUI to their current smartphone. As Xiaomi's first hardware released, MIUI enthusiastic users manage to show MIUI to their friends and family easily. Besides that, Xiaomi can be so successful because they followed guerrilla marketing guidelines. Xiaomi focused their marketing through social media (Facebook and Weibo) and utilize the current hot topic. For example, Xiaomi is able to utilize the topic of petrol price increased for RM 0.20. Xiaomi make fun of the petrol price increased by promising their customer that they will not increase their products by RM 0.20 also by posting it on Facebook (Mi Malaysia, 2014). This quickly becomes a hot topic among Xiaomi's customers. Xiaomi's customers felt that the post is hilarious and share the post on their profile. As they are sharing the post, more friends or family members who did not know about Xiaomi will notice the price of the products or the brand.

Xiaomi also able to spread it ideology of "Always believe that something wonderful is about to happen" with their products. When a customer receives his or her package from Xiaomi, it always has the "Wow" factors to surprise the customer when they open their package. The "Wow" factors that make Xiaomi's customers to keep buying their products and also spread Xiaomi's brand to their friends or family members. Xiaomi's way of marketing is different from their competitors as they will use their sales number to market how demanding their products is (Olson, 2014; Bhagat, 2014). For example, in 3rd of July, 2014, Xiaomi is able to sell out 7000 sets of XiaomiMi 3 in just 35 seconds (Mi Malaysia, 2014) and Xiaomi posted it on Facebook. Many people are frustrated and many people are happy with the sales. People who did not heard the Xiaomi as a brand before might have the chance to know the brand as people who managed to get one of the 7000 sets or people who did not manage to get one will post in their profile to complain or show off. This outstanding way of marketing managed to capture people attention.

Xiaomi do not just blindly advertise their success, they also cover customers' normal day life. Xiaomi's mascot, MiTu (米兔) became the tools for Xiaomi's marketing campaign. Xiaomi do not always market their smartphone instead Xiaomi uses MiTu as a medium to communicate with customers. MiTu always plays a role as a friend for the customers. MiTu advertisement always related about daily life questions. For example, Xiaomi will post a photo in Facebook and in the picture MiTu will ask how your work day is. By just doing that, customers will start to comment in the post which the post will also appear in customers' friends' newsfeed.Xiaomi style of marketing considered as constant as the content is directly connected to their products or the content is trying to communicate with their customers. To reach that point, Xiaomi have communicate with their marketing team as their doubt have been eliminate and put confident into the marketing content constantly. Xiaomi way of marketing is very flexible and unique. Xiaomi concentrate their communication with their customers solely through social media. It allows them to always send out latest information to their customers.

V. Discussion

As the research above able to point out, Word-of-Mouth is an important element for guerrilla marketing to become successful. Word-of-Mouth does not always work as it is influenced by different elements (YuPing, 2012; Smith, Coyle, Lightfoot & Scott, 2007). Xiaomi.s strategy can be so successful is due to mobile internet that is so accessible and most of the people in this world are accessing it. Due to this element, Word-of-Mouth became the important element that influences the brand recognition of Xiaomi. Besides that, the price of Xiaomi's products also one of the elements as it is so friendly and attractive (Olson, 2014; Bhagat, 2014). Their products' quality is also acceptable by the public. As the first batch of people bought their products and enjoy them, they started to spread it around to their family members and friends. People start considering buying it as the price is so friendly and attractive. Word-of-Mouth start working as people started to promote Xiaomi's products. Besides that, Xiaomi's marketing is also very effective as they make their competitive price as the main title. When customersare scrolling their Facebook feed and they saw the advertisement about Xiaomi's products, people automatically attracted by the price. Besides that, the unique advertisements also attract conversation from people in Facebook. Xiaomi is able to utilize guerrilla marketing by making unique, eye-catching advertisements and make the advertisements become conversation to people. Besides that, recently in an interview JonyIve complaint that Xiaomi is the copy-cat of Apple it became a hot topic for people to talk about the incident (Pasick, 2014). Apple just gave a free publicity to Xiaomi no matter it is a negative or a positive publicity. Any news headline that is related to Xiaomi will receive attention as customers starting to notice the brand, Xiaomi. Although the news headline of Xiaomi copying Apple gave Xiaomi's customers negative impression towards Xiaomi but there are also a group of Xiaomi customers that backed-up Xiaomi. This might cause Xiaomi to lose a certain amount of customers because of this incident. At the same time, due to the friendly and attractive price that Xiaomi offer, that incident might just increase the brand recognition from many more people and buying more Xiaomi products.

At last, Xiaomi's success is not build by days, weeks or even months. Xiaomi's brand is built through the trust from its primary product which is MIUI that currently used by over 70 million of users. With the amount of users, Xiaomi is able to become well known by the world by having the users to spread its brand and reputation. Word-of-Mouth is able to function due to good reputation and trust that Xiaomi is able to build with their MIUI users throughout the years.

VI. Conclusion

Guerrilla marketing is a cost effective marketing style for a new company and a small company like Xiaomiand Xiaomi is able to utilize the strategy and became successful with it. Word-of-Mouth became the primary element for Xiaomi's success as Xiaomi is able to make people to talk about their products no matter where they are. Besides that, the trust that Xiaomi able to build with their customers are so strong that even bad news headlines will not affect the customers continue to support Xiaomi's products. The friendly and attractive price of Xiaomi's products became eye-catching as people willing to stop scrolling their Facebook feed to read more about it. Aside from that, the friendly and attractive price also became the conversation topic from teenagers to retired people. The friendly and attractive price quickly become attention by all ages and start becoming a conversation topic regardless of how good or how bad is the quality of the products. Besides that,the fast sold out of their products make people curious about how good is their products and again created conversation among people. Word-of-Mouth is working perfectly through the support of Xiaomi's customers as they will continue to remind people that how cheap and how good are the products without themselves knowing that they are promoting or advertising the brand Xiaomi. Xiaomi's success is not easy as they only started as a software company and to build trust from their users is very difficult because there are also many similar products that are offer in the market. Despite of all difficulties that Xiaomi faces, Xiaomi is still able to breakthrough and build strong user-base. The strong MIUI user-base allows Xiaomi to continuously sell their hardware and adapt new users for MIUI. Word-of-Mouth helps Xiaomi to spread their brand to the global market outside China and Guerrilla Marketing helps Xiaomi to sell their hardware.

References Références Referencias

1. Ay, C., Aytekin, P., & Nardali, S. (2010). Guerrilla Marketing Communication Tools and Ethical Problems in Guerilla Advertising. American Journal Of Economics & Business Administration, 2(3), 280-286.
2. Allsop, D. T., Bassett, B. R., & Hoskins, J. A. (2007). Word-of-Mouth Research: Principles and Applications.Journal Of Advertising Research, 47(4), 398-411.
3. Baltes, G., & Leibing, I. (2008).Guerrilla marketing for information services? New Library World, 109 (1/2), pp. 46-55.
4. Belić, S., & Jönsson, E. (2012). Guerrilla marketing: and its effects on consumer behavior. International Business And Economics Program. Retrieved 12 October 2014, from www.divaportal.org/smash/get/diva2:540084/FULLTEXT01.pdf
5. Bhagat, H. (2014). XiaomiRedmi 1S launched at Rs 5,999; smartphone maker takes fight to the entry level –The Economic Times. The Economic Times. Retrieved 19 October 2014, from http:// economic times.indiatimes.com/magazines/panache/xiaomi-redmi-1s-launched-at-rs-5999-smartphone-maker-takes-fight-to-the-entry-level/articleshow/40917760.cms
6. Cho, S., Huh, J., & Faber, R. J. (2014). The Influence of Sender Trust and Advertiser Trust on Multistage Effects of Viral Advertising. Journal of Advertising, 43(1), 100-114. doi:10.1080/00913367.2013.811707
7. Cleland, R.S. (2000), Building successful Brands on the Internet. MBA Dissertation, University of Cambridge
8. En.miui.com,. (2014). Overview of MIUI 6 - MIUI Official English Site. Retrieved 12 October 2014, from http://en.miui.com/overview.php
9. Keller, E. (2007). Unleashing the Power of Word of Mouth: Creating Brand Advocacy to Drive Growth. Journal of Advertising Research, 47(4), 448-452.
10. Levinson, J.C. (1994), The Guerrilla Marketing Handbook, Houghton Mifflin, Boston, MA.
11. Manker, A. (2014). What Is Guerrilla Marketing? - Definition, Strategies & Examples | Education Portal. Education Portal. Retrieved 12 October 2014, from http://education-portal.com/academy/lesson/what-is-guerrilla marketing-definition-strate gies-examples.html#lesson
12. Mi Malaysia,. (2014). Facebook. Retrieved 12 October 2014, from https://www.facebook.com/XiaomiMalaysia/photos_stream
13. Mughari, A. (2011). Analysis of Brand Awareness and Guerrilla Marketing In Iranian SME.Iranian Journal of Management Studies, 4(1), 115-129.
14. Notarantonio, E. M., & Quigley, C. J. (2009). The Effectiveness of a Buzz Marketing Approach Compared to Traditional Advertising: An Exploration. Journal Of Promotion Management, 15(4), 455-464. doi:10.1080/10496490903270174
15. Nudd, T. (2014). Google Embeds Itself in NYC With Some Delightful Site-Specific Outdoor Ads. AdWeek. Retrieved 13 October 2014, from http://www.adweek.com/adfreak/google-embeds-itself-nyc-some-delightful-site-specific-outdoor-ads-160636
16. Okazaki, S. (2009).Social influence model and electronic word of mouth. International Journal of Advertising, 28(3), 439-472.
17. Olson, P. (2014). China's Xiaomi Becomes World's 5th Largest Smartphone Maker. Forbes. Retrieved 19 October 2014, from http://www.forbes.com/sites/parmyolson/2014/07/31/chinas-xiaomi-becomes-worlds-5th-largest-smartphone-maker/
18. Pasick, A. (2014). JonyIve's copy-cat complaints about Xiaomi sound eerily familiar. Quartz. Retrieved 19 October 2014, from http://qz.com/ 279263/jony-ives-copy-cat-complaints-about-xiaomi-sound-eerily -familiar/
19. Prévot, A. (2009). The Effects of Guerrilla Marketing on Brand Equity. Consortium Journal of Hospitality & Tourism, 13(2), 33-40.
20. Seifert, D. (2013). What is Xiaomi? Here's the Chinese company that just stole one of Android's biggest stars. The Verge. Retrieved 19 October 2014, from http://www.theverge.com/2013/8/29/4672668/what-is-xiaomi-china-smartphonehugo-barra-android
21. Shih, C., Lin, T. Y., & Luarn, P. (2014). Fan-centric social media: The Xiaomi phenomenon in China. Business Horizons, 57(3), 349-358. doi:10.1016/j.bushor.2013.12.006
22. Shimp, T. A., Wood, S. L., & Smarandescu, L. (2007). Self-Generated Advertisements: Testimonials and the Perils of Consumer Exaggeration. Journal of Advertising Research, 47(4), 453-461.
23. Smith, T., Coyle, J. R., Lightfoot, E., & Scott, A. (2007). Reconsidering Models of Influence: The Relationship between Consumer Social Networks and Word-of-Mouth Effectiveness. Journal Of Advertising Research, 47(4), 387-397.
24. Stone, B. (2014). Xiaomi's Phones Have Conquered China. Now It's Aiming for the Rest of the World.Businessweek.com. Retrieved 19 October 2014, from http://www.businessweek.com/articles/

2014-06-04/chinas-xiaomi-the-worlds-fastest-growing-phone-maker
25. YuPing, L. (2012). Seeding Viral Content: The Role of Message and Network Factors. Journal of Advertising Research, 52(4), 465-478. doi:10.2501/JAR-52-4-465-478

Global Journal of Human-Social Science (E) Volume XIV Issue VII Version I 18 Year 2014

This page is intentionally left blank

Global Journal of HUMAN-SOCIAL SCIENCE: E
Economics
Volume 14 Issue 7 Version 1.0 Year 2014
Type: Double Blind Peer Reviewed International Research Journal
Publisher: Global Journals Inc. (USA)
Online ISSN: 2249-460X & Print ISSN: 0975-587X

Poor Funding Cripples the Public Health Sector in Zimbabwe: Public Hospitals become Death Traps for Sick Patients in Great Need of Medical Help (2013 - 2014)

By Dr. Silas Luthingo Rusvingo

Great Zimbabwe University, Zimbabwe

Abstract- The Paper seeks to investigate how poor funding has crippled the public health sector into a death trap for sick patients in great need of medical help. A short literature review will be carried out to measure the extent of the problem. Later on in the same Paper the Author will proffer a Summary, Conclusion and Recommendations to wrap up the discourse.

Keywords: funding, sector, health, hospitals, zimbabwe, patients, medical help.

GJHSS-E Classification : FOR Code: 149999

POORFUNDINGCRIPPLESTHEPUBLICHEALTHSECTORINZIMBABWEPUBLICHOSPITALSBECOMEDEATHTRAPSFORSICKPATIENTSINGREATNEEDOFMEDICALHELP2013-2014

Strictly as per the compliance and regulations of:

Poor Funding Cripples the Public Health Sector in Zimbabwe: Public Hospitals become Death Traps for Sick Patients in Great Need of Medical Help (2013 – 2014)

Dr. Silas Luthingo Rusvingo

Abstract- The Paper seeks to investigate how poor funding has crippled the public health sector into a death trap for sick patients in great need of medical help. A short literature review will be carried out to measure the extent of the problem. Later on in the same Paper the Author will proffer a Summary, Conclusion and Recommendations to wrap up the discourse.

Keywords: funding, sector, health, hospitals, zimbabwe, patients, medical help.

I. Introduction

Zimbabwe: "It is all just misery, death and pain". On 08 january 2009 TongaiChinamano, 35, of Hopely Farm on the outskirts of the capital Harare described being HIV positive in Zimbabwe as a death sentence. Poor Chinamano was diagnosed with Kaposi's Sarcoma, a type of skin cancer common in people living with HIV, in June 2008. The Doctor who attended to him recommended that he immediately begins life saving radiotherapy to treat the large painful lesions on his legs but he has yet to receive any treatment. Chinamano visited Parirenyatwa hospital – one of the country's largest referral hospitals and the only public hospital in the poor and developing country that offers life prolonging radiotherapy – shortly after being diagnosed only to be told that all 18 of the ospital's radiotherapy machines were broken down. He returned to the hospital every week for three months, but the machines were still not repaired.

"I spent a lot of my meagre pension money on transport to Parirenyatwa with the hope that I would one day receive good news. The cancer is eating into my leg bit by bit and the pain is unbearable, Chinamano told Irin/Phis News.

By October of the same year Chinamano was unable to walk without a walking stick. Desparate for treatment he went to Parirenyatwa hospital once again. This time he was told that although one of the machines had been repaired there was no one to attend to him as the doctor's and nurses were on strike. Poor Chinamano said he slumped against a tree outside the hospital and wept uncontrollably while his wife looked on helplessly.

Author: Accounting and Information Systems Department, Faculty of Commerce.Great Zimbabwe University. e-mail: srusvingo@yahoo.com

"I cried with no shame that day because I was hurting inside that day" he recalled. "All I wanted to do that day was to just die. I felt I had suffered enough."

Chinamano's heart wrenching story resonates with many people in Zimbabwe who confronted with illness and the high cost of medical care in the private sector are struggling to get even the most basic services through the country's collapsed public health sector (Zimbabwe Irin 2014). In brief, this is the pathetic state of thepublic hospitals in Zimbabwe. From saving people's lives they have all of a sudden become the country's main death traps. Up next is how the Author intends to go about gathering evidence to authenticate poor Chinamano's sad story.

II. The Short Relevant Literature Review to Gather Evidence of Poor Funding for Zimbabwe's Public Health Sector

The Author ransacked both the private media and the Internet in search of the evidence that the country's public health sector is in deed in a sorry state because of poor funding. For the sack of business ethics which must come ahead of professional journalism the Author circumvented the public media for the simple reason that it favours to tell the people propaganda instead of the sober truth as it is on the ground and stated without fear, favour or prejudice. This was the basis on which the evidence for the Paper's literature review was carried out.

a) Our hospitals have become death traps (Irin Zimbabwe 2014)

The health worker strike led to the virtual closure of three hospitals in the Harare area – Harare Central, Chitungwiza and Parirenyatwa, all of which have clinics that dispence antiretroviral drugs (ARVs) and treatment for HIV related opportunistic infections. The angry health workers argue that it is furtile for them to return to work just to "watch patients die "because there are no drugs and essential medical equipment is not functioning because of poor funding.

> "As health workers we greatly symphathise with the suffering of the people but even if we opened the hospitals in the state that they are in, we would not be able to do much for them (patients)", said President of the Zimbabwe Hospital Doctors Association DrAmonSiveregi.
>
> "Our hospitals have become death traps. All we want is just to make things right, we do not enjoy the situation", he added. "We are very disappointed that the paranoid government is not taking the health crisis seriously."

For many Zimbabweans, getting medical treatment now depends on having a relative who is a nurse or doctor or on having enough foreign currency to access treatment through the efficient private sector. Patients can expect to pay as much as US$ 200 for a consultation and a prescription at a private clinic, an amount that few people can afford in a country with runaway inflation which at one time peaked at 79.6 billion% and 80% unemployment (Irin Zimbabwe 2014).

Aids activist, Sebastian Chinhare called on the Zimbabwean government to admit its failures and request financial assistance from the international donor community to rescuscitate the country's health delivery system.

> "While other African countries are rejoicing at the advent of life saving ARVs and better life for their HIV positive populations, we have nothing here to celebrate", Chinhaire told Irin/Plus News. "It is all just misery, death and pain".

Minister of Health and child Welfare, Honourable David Parirenyatwa said that government was doing its best 'under the circumstances'.

To underscore the gravity of the problem of under funding in the public health sector in Zimbabwe Mpilo Hospital in bulawayo is reported in dire need of funding. Details on the story coming to you shortly.

b) Mpilo hospital in dire need of funding (Dube 2013)

A serious financial crisis has forced Mpilo hospital in Bulawayo to extend its begging bowls to school children in the city. This resonates with the statement that poor funding cripples the public health sector in Zimbabwe. The hospital whose standards over the years had deteriorated due to a serious lack of funds was asking school children to contribute at least one rand to help improve the hospital services. Mpilo hospital chief Executive Officer (CEO) Lawrence Mantiziba said the underfunded government institution was facing many challenges in service delivery due to financial constraints. CEO said the hospital was taking several initiatives to save it including asking for a rand contributions from school children.

> "Mpilo is now building community relations. School children in Bulawayo are contributing one rand and some have already started" he said during a tour of the hospital by the health and child care Minister Honourable David Parirenyatwa.
>
> He said,the hospital was faced by a shortage of important drugs.
>
> "Drugs and surgical stores are all ill stocked. Provisions for patients are inadequate, while cleaning detergents, protection clothing and linen are in short supply said Mantiziba.
>
> "Other challenges faced by the hospital are in theatres where only four out of 12 are fairly working. Out of 7 elevators only two are functioning. The laundry has not been spared as most of the equipment there is obsolete", Mantiziba said the infrastructure at the hospital was dilapidated and about US$ 15 million was urgently needed for renovations (Dube 2013).
>
> "The hospital infrastructure is being affected due to leaking roofs. The financial situation is equally critical with the hospital basically surviving on US$ 15 000 raised weekly", Mantiziba said.

Mantiziba went on to say the hospital was providing compromised health care service and was not in a position to handle any major disaster. The hospital can accommodate 2 222 patients but currently has 1770.

On working capital, again, Mpilo hospital was also found at sixes and sevens. Below is more on the heart stopping story on the critical shortage of working capital then adversely affecting the public hospitals.

c) Hospital owes over US$ 2 million to service providers (Dube 2013)

Lawrence Mantiziba said there was a critical shortage of manpower especially those dealing with specialization services. He said out of the 41 specialist consultant doctors required only 11 were available, with the hospital not having a single radiologist.

> "From the period January to October 2013, releases to the hospital on approved 2013 recurrent expenditure budget of US$ 1.9 million have been a mere US$ 576 029.00. As per the 2013 approved budget, Mpilo should have received a total of US$ 1 416 200.00 thus resulting in deficit funding of US$ 840 171.00", said a worried Mantiziba.

What the above figures potray is that up to October 2013, which is more than ¾ way through the 2013 financial year Mpilo hospital was surviving on only a ¼ of the approved resources. Mwarirambidzai! (Meaning God forbid!). To further compound the working capital requirements of the hospital, Mantiziba revealed the financially hamstrung hospital owed over US$ 2 million to drug suppliers and other service providers. The Mpilo boss further revealed that since 2009 the hospital had accumulated a total of US$ 2 684 061 for goods and services received on credit from suppliers. From an accounting perspective, of which the Author is an Accountant with several years of experience, Mpilo hospital is in serious solvency problems to put the lives of sick patients in serious jeopardy. People can afford this financial laxity with abottle store or beerhall and not a hospital, where people's lives are meant to be saved. Again the Author out of a deep sense and feeling of grief had to say Mwarinevadzimuvenyikainodaimarambidza (meaning an appeal is hereby made to you the Almighty God and the country's Ancestral Spirits to intervene and save the situation at Mpilo hospital from further deteriorating) (Dube 2013).

Even if it may be said "Government to address some of the challenges" the Author feels that with people's lives at stake this is "too little coming too late". For more on this promise by the financially humstrung government more details coming your way.

d) Government to address some of the challenges (Dube 2013)

According to the facts and figures released about the financial position of Mpilo hospital most of the suppliers, were owed money from as far back as January 2011. The debt was largely due to the shortfalls of the disbursements received against the approved budgets during the period January 1, 2009 to 31 October 2013,Mantiziba continued to unravel the financial atrocities against the Mpilo hospital.

"Due to the liquidity challenges, the hospital is experiencing it is becoming increasingly difficulty for the hospital to find suppliers willing to accept the hospital's orders for goods and services", said Mantiziba.

The Mpilo hospital which is being run like a rural tuckshop is now in negative goodwill with all its suppliers so much so that no one is prepared to risk any further business with the financially hamstrung suppliers who supplied the hospital with services sometime ago are now threatening legal action to recover what they are owed by the hospital", he said. Mantiziba further said that the reimbursement maternity user had not been forthcoming from none other than the cashless ZANU PF government.

"Submitted claims for re-imbursement from October 2012 to September 2013 totalling US$ 2 406 650.00 are still to be paid. This deficit had affected the smooth operations of the hospital", said the hospital official.

"The current nurse patient ratio is 1:15 whereas the standard ratio is 1:5. The staff bids for nurses have not received a positive response after the expansion of the maternity hospital, paediatrics hospital and the opportunistic infectious clinic", he said.

ThMpilo CEO added that the completion of the new mortuary had been stalled due to financial constraints. The minister of Health and Child Care, Honourable David Parirenyatwa said, he was concerned at the state of the hospital. He promised that the government would address some of the challenges.

"It is sad that a hospital like this one which serves half of the country has no radiologist. We need to equip this hospital in terms of human resources. The supply chain of drugs is also poor", the Honourable Minister said.

Parirenyatwa said the infrastructure particularly the main building was now dilapidated and needed urgent attention (Dube 2013).

In yet another disconcerting story from the same public health sector is a story about the rot at Harare hospital. The Author caught up with DumisaniSibanda of the Newsday and below is the sad story about the rot at Harare hospital.

e) Rot at Harare Hospital embarrassing (Sibanda 2013)

On 30 October 2013, the Health and Child Care Minister Honourable David Parirenyatwa came face to face with the epitome of the rot at most public health centres when he was taken around an incomplete mortuary whose construction was abandoned in 2006 resulting in trees and shrubs growing inside the structure at Harare Central Hospital. The Honourable Parirenyatwa, who was accompanied by his Deputy, Honourable Paul Chimedza and Health Services Board Chairman Dr Lovemeore Mbengeranwa described the building as an "embarrassment".

"The mortuary being built is an embarrassment. We have mazhanje and jacaranda trees growing in there. It was built in 2006. We need to go back and look at the tender for that project and find out why it is in that state", Parirenyatwa said.

Staff at the hospital's old mortuary said the morge had a carrying capacity of 140 bodies but was holding an average of 300 corpses at any given time (Dube 2013). These problems would be over if the mortuary was completed", one of the mortuary attendents said.

A senior hospital official lamented the state of the lecture room being used by the students in the school of Midwifery which they described as too small and had a leaking roof.

"We were instructed to have three intakes of 46 students each per year, but there was no corresponding increases in the resources. The classroom is supposed to have 25 students so we end up having some learning under the tree at times", said an official who declined to be named.

The hospital official also raised concern over staff shortages.

"We have a situation in the ward where one nurse takes care of patients during the day and one nurse looks after 15 patients at night yet the recommended rate is one nurse to four patients", the hospital official said (Dube 2013).

The Minsiter of health and child Care Honourable Parirenyatwa had this to say:

"We need all of us and the press can help in here to lobby for recruitment in the health sector to be unfrozen because we are dealing with life here and it is important", speaking at the same meeting Mbengeranwa said government did not have money to improve workers salaries ad other conditions of service.

"Remember at one time we had all civil servants getting US$ 100.00 per month but we are now trying to have a proper salary structure. We have a plethora of allowances, houses and car loans which are still to be rescuscitated. We had said let us pay our staff 50% of what their counterparts in the region are getting. But you know, money is not the only thing to retain the staff. Having state of the art equipment at the hospitals as is now happening is important", Mbengeranwa said.

Parirenyatwa urged hospital staff to compile their financial needs ahead of a parliamentary workshop on next year's budget to be held in Victoria Falls at the weekend (Sibanda 2013).

Another heart-wrenching rot is awaiting the Reader this time from Parirenyatwa group of hospitals. For details on this coming your way shortly.

f) Hospitals of death (Chikwanha 2914)

The time was nine oclock in the morning and there is hustle and bustle at the country's largest medical centreParirenyatwa hospital. The emergency room is packed to the rafters with patients sitting on benches, wheel chairs and stretcher beds. Some are bleeding profusely some are groaning in excruciating pain others are lying lifelessly on stretcher beds and on floors while concerned relatives are performing amateurish first aid on their relatives who are yet to be attended hospital patients. It is the same terrible situation if not worse at Harare Central hospital. You can smell death in the corridors of Parirenyatwa and Harare hospitals – visitng the two health institutions is certainly not for the faint-hearted or nervous disposition. The bleak situation prevailing at the once world farmousParirenyatwa hospital, named after the first black doctor Tichafa Samuel Parirenyatwa reveals that this basic fundamental human right will remain a pipe dream for the average Zimbabwean that provision of efficient and affordable health care was a strong rallying issue during the 15 year liberation struggle which ended in 1979 with the country gaining its independence from Britain on 18 April 1980. Sadly Zimbabweans are no better off 33 years after independence (Chikwanha 2014).

Bogged down by serious brain drain which has seen a good number of qualified health personnel migrate in search of greener pastures in the region and abroad, Parirenyatwa hospital also faces a serious shortage of basic equipment. The big hospital which has a medical, surgical paediatrc maternity section in the main complex, has literally become a centre of death as it fails to function at full capacity. Nothing about the manner in which patients presenting themselves at the hospitals'emergency section are attended to resemble a sense of urgency. One day in the morning the famous Daily news had spent half a day at Parirenyatwa hospital where scores of patients some who had come as early as 5 am had still not been attended to by 11 am. A wailing police woman who was wheeled into the hospital on a stretcher bed by her fellow cops only received attention after her colleagues intervened. Even though her blood soaked body revealed that she might have been involved in an accident (Chikwanha 2014).

One would have expected the hospital staff to rush to the aid of the blood soakedwoman who was writhing in pain but they took their time to attend to her. At one time an elderly nurse who seemed to be the matron, came out and complained about the slow service by the lackadaisical hospital staff but that did not improve matters. She seemingly overwhelmed staff went on a tea break, giving one the sense staffers at the hospital which also houses the University of Zimbabwe College office of Health Sciences had gotten accustomed to screaming in the passages to have their breakfast sandwiches. The emergency section also boasts of a rescuscitation section where at least five patients were being attended to. At least eight lying lifeless on the stretcher beds in the corridor near the rescuscitation room probably waiting for their chance to be served (Chikwanha 2014).

At around 10.30 am a Doves Funeral Parlor vehicle pulled up and carried away a body. The service at the hospital is lethargic. It literally took about 30 minutes for a very sick woman to be lifted out of the taxi she had arrived in. The bewildered relatives had to first of all find a stretcher bed where they struggled to put her in. And this is normal procedure for patience who do not arrive in ambulances. The daily News was made to understand that there are just three functioning ambulances in the whole of Harare with a population of two million. A few who arrived in private ambulances from organisations like EMRAS were attended to quickly. An old lady who only identified herself as Ambuya Banda who was holding a two week old baby said she had brought her daughter – in – law to the emergency section at 6 am but had not been treated by 11 am.

"My daughter-in-law had a ceasarean operation two weeks ago but now the operation has burst. We came here very early hoping to be attended to but she still has not received treatment because by the time we got here the queue was already long", she said (Chikwanha 2014).

At around 12pm the daughter-in-law came back with news that the hospital wanted US$ 15 as consultation fees.

" I can't believe this. We were charged US$ 100.00 for the operation two weeks ago and now they are demanding another US$ 15 a distressed Ambuya Banda said.

She only cooled down after being informed the hospital would treat her daughter-in-law on a pay later basis. But she continued to lament the high cost of maternity services in the country in spite of government's directive to scrap user fees in public health institutions. Another elderly woman who had escorted her husband also complained about the prohibitive cost of treatment and the small pace at the hospital (Chikwanha 2014).

"This is definitely not what we went to war for, this is not what was promised at independence.My husband has to undergo dialysis twice every week and just one session costs US$ 100", she said.

The situation currently prevailing makes a mockery of the 2005 quality management programme spearheaded by Parirenyatwa hospital Chief Executive Thomas Zigora. Parirenyatwa is said to have in excess of 5 000 beds and 12 theatres an annexe, psychiatric and the Sekuru Kaguvi eye treatment section. Harare Central hospital is bogged down with similar problems of staff and equipment shortages. Just last week in October 2013, 15 women who had given birth were crammed on the floor at the hospital when the Daily News visited. All of this is happening at a time when His Excellence President Mugabe has appointed David Parirenyatwa as new Minister of Health and child Care (Chikwanha 2014).

During the swearing in of Cabinet Ministers in August 2013, His Excellence President Mugabe said appointment decisions were based on party loyalty and not necessarily competence (Chikwanha 2014).

How can you sacrifice competence at the expense of loyalty. A minister who is incompetent is not only a disservice to the service consumers but to His Excellence President Mugabe in terms low popularity because people are not enjoying mediocrity by his incompetent ministers. So the decision to appoint ministers on party loyalty at the expense of competence will come back to haunt His Excellence President Mugabe himself.

"The decision was based on how much of ZANU PF are you, how long have you been with us and how educated you are", he said.

The ZANU PF strongman all but pledged that his new administration would pay close attention to the people oriented programmes which also included eradiction of diseases like HIV/AIDS. Honourable David Parirenyatwa was Minister of Health during the cholera outbreak/epidemic which saw at least 4 000 perish, a tragedy which brought his competence as minister into sharp focus. He has never apologized for the 4 000 deaths which happened under his leadership of the ministry. Parirenyatwa also did not score notable milestones in the fight against HIV/AIDS which His Excellence said had afflicted of many men and women in the country. Parirenyatwa's appointment comes at a time when public institutions like the hospital named after his father and other public health institutions are facing serious staff and equipment shortages. Efforts to secure a comment from HonourableParirenyatwa, his deputy Honourable Paul Chimedza, permanent secretary Brigadier Gwinji were not fruitful as their mobile phones remained unavailable all day on the day that they were phoned (Chikwanha 2014).

It remains to be seen if the Honourable Minister Parirenyatwa will be able to turn around the fortunes of the hospital named after his biological father,Tichafa Samuel Parirenyatwa (Chikwanha 2014).

With the short and relevant literature review on hospitals now over, it is now time to wrap up the discourse which must be done in three phases to comply with what was aforementioned in the Abstract section of this Paper. The first phase features the Summary which is a precis of what has been discussed in the Paper. After Summary comes the Conclusion. Conclusion is an acceptance or rejection of either of the two conflicting statements given in the Research hypothesis of the discourse vis-avis the evidence exposed by the short and relevant literature review of the study. The third and final phase comprise the Recommendations primarilydesigned for risk treatment. All said and done up next is the Summary of the Paper.

III. Summary

The first episode in this narrative is the encounter with TongaiChinamano of Hopely farm who had travelled to Harare Central Hospital to receive treatment for cancer which was eating into his legs bit by bit because he could not receive treatment on time due to poor service at Harare Central Hospital in Southerton, Harare.

Irin Zimbabwe (2014) reports that public hospitals in Zimbabwe had become death traps because of poor funding from the health service delivery system in a long queue before they receive treatment because doctors and nurses are on strike for more money.

From Harare Central Hospital the Author shifts his focus on to Mpilo Hospital in Bulawayo where, as at Harare central Hospital, Mpilo hospital is again reported to be in dire need of funding. To underscore the poor funding for the public hospital school children had been approached for 1 rand contribution each to raise funds for the hospital which had been deserted by suppliers for non payment of accounts payable.

From Harare Central Hospital, the Author shifts his focus on Parirenyatwa hospital, named after the father of the minister of Health Honourable David Parirenyatwa. The minister is son to Tichafa Samuel

Parirenyatwa the first ever black doctor in Zimbabwe. The first encounter at this hospital is the emergency room which is packed to the rafters with patients who have come for treatment which they cannot get on time because the hospital is bogged by a serious brain drain which has seen a good number of health personnel migrate in search of greener pastures either in the region or aborad. Basic equipment is also in short supply because of poor funding. Patients are complaining the high fees charged for medical treatment. In a nutshell Parirenyatwa hospital has become a hospital of death and not a hospital to save life. And the root cause of all this is poor funding from government. From a 2014 national budget of US$ 4.1 billion ministry of health only got US$ 337 million which amounts to 8% of the national cake (Staff Reporter 2014). This is a life saving ministry. So much about the Summary, up next is the Conclusion.

IV. Conclusion

According to Rusvingo (2008:8) Kenkel (1984:342) defines a research hypothesis as:

> "a statement about the value or set of values that a parameter or group of parameters can take."

According to Kenkel (1984:343)

> "The purpose of a hypothesis testing is to choose between two conflicting research hypothesis about the value of a population parameter. The two conflicting research hypotheses are referred to as the Null Hypothesis denoted H_0 and the Alternative hypothesis denoted H_1. These two research hypotheses are mutually exclusive so that when one is true the other is false.

The definition of the Null and Alternative research hypotheses are that:

> "The Null hypothesis an assumption or statement that has been made about some characteristics (parameter) of the population being studied. The Alternative hypothesis specified all possible values of the population parameter that were not specified in the Null hypothesis".

For this research there were two research hypotheses which are the Null hypothesis (H_0) and the Alternative hypothesis (H_1).

The Null hypothesis (H0) and the Alternative hypothesis H0 in respect of this study titled, "Poor funding cripples the public health sector in Zimbabwe: Public hospitals become death traps for patients in great need of medical help (2013-14) shall be:

H_0

Poor funding does not cripple the public health sector in Zimbabwe: Public hospitals are therefore not death traps for patients in great need of medical help (2013-14).

H_1

Poor funding cripples the public health sector in Zimbabwe. Public hospitals become death traps for patients in great need of medical help (2013-14).

Given the overwhelming evidence in the research which came out in support of poor funding crippling the public health delivery systems in Zimbabwe the Conclusion is to accept the Alternative research hypothesis as above and at the same time reject the Null hypothesis as above stated.

With the Conclusion now out of the way what remains to be done is to declare time for Recommendations which are up next.

V. Recommendations

The overriding question is given the Conclusion as above what is then the appropriate risk treatment designed to either eliminate or reduce the underlying causes of these risks militating against the public health sector getting adequate funding. To improve funding for the public health sector the underlisted need to be religiously done without fail:

- Public health sector is all about saving the lives of the human capital who are the key drivers of the economy. And without an economy there is no Zimbabwe. The paltry 8% of the national cake that was allocated to the Public health sector should be upped to say 15% of the national cake.
- The lackadaisical approach to work exhibited by nurses, doctors and the ancillary hospital staff at the major hospitals visited should be addressed as amatter of urgency. That people can die in a queue for medical attention is not acceptable in this modern world of increasing complexity. Life is too precious to be shortlived.
- It was lamentable to hear His Excellence President Mugabe preaching to the world, if ever they care to listen , that he appoints his cabinet minister on how much of ZANU PF they are, loyalty to the party and not necessarily on competence. But it is the competency of your ministers to deliver to the people that in turn brings you popularity with the masses. So, by ignoring the competence of your cabinet ministers, what are you saying your Highness?
- It is disturbing to note that nurses and doctors are migrating to either the region or abroad in search of greener pastures. Health is an essential service which should receive priority in resource allocation to stem the tide.
- Honourable David Parirenyatwa was Minister of Health when the budiriro Cholera epidemic claimed at least 4 000 lives for which he did not give an apology to the nation. Yet His Excellence President Mugabe in a show of disrespect for the people Zimbabwe in particular relatives of the deceased, went ahead to reappoint him, Minister of health as if

this was a thank you for a job well done. His Excellence should spare a thought for these people who were disadvantaged by the actions of the Ministry of Health.

- It was again lamentable to see poor people complaining about the high fees charged for treatment at public hospitals. The double tragedy for these people is that they ran away from the expensive private sector only to be given same if not worse treatment by the public health sector which is expected to be cheap or provide free treatment to the poor.
- And finally where is the free health promised the people each time it is election time in Zimbabwe? Please honour your election promises or face the consequences come 2018, the next election date in Zimbabwe.

Given the plethora of health and social problems exposed by this research in this Paper, a short prayer to give peace of mind to the people of Zimbabwe will do in the circumstances as follows: Mwarine Vadzimuvesevenyikaye Zimbabwetibatsireiwo (Meaning God and all the country's Ancestral Spirits please help us to overcome the life threatening challenges facing us).

VI. Key Assumption

In presenting this Paper the Author would, right from the outset, wish to reassure the beloved Reader that all the facts and figures as contained herein are stated as they are on the ground without fear, favour or prejudice.

References Références Referencias

1. Chikwanha, T. (2014 October 3) Hospitals of death. Retrieved on http://www.dailynews.co.zw/articles/2013/0
2. Dube, M. (2013 November 23) Mpilo hospital in dire need of funding.The Standard, p6.
3. Irin Zimbabwe (2014 October 2) Zimbabwe government hospitals have ….. Retrived on http://www.irinnews.org/report/82263/zim
4. Kenkel, J.L. (1984) Introductory Statistics for Management and Economics (2dn Ed). Boston: Duxbury Press.
5. Rusvingo Rusvingo, S. (2008)An investigation into the variables which militate against a world class service delivery by the Harare City Council in the then turbulent political economic, legal, technological, ethical, diplomatic and socio-cultural environments as measured in Zimbabwe between 2000-2008. An unpublished PhD thesis, Irish University Business School. London. UK Retrieved from a book binded textbook.
6. Sibanda, D. (2013 October 31) Rot at Harare hospital embarrassing. Newsday, p5.
7. Staff Reporter (2014 October 4) Health Sector suffers from underfunding. Retrieved on http://www.newsday.co.zw/2014/01/07/health

This page is intentionally left blank

Global Journal of Human-Social Science: E
Economics
Volume 14 Issue 7 Version 1.0 Year 2014
Type: Double Blind Peer Reviewed International Research Journal
Publisher: Global Journals Inc. (USA)
Online ISSN: 2249-460X & Print ISSN: 0975-587X

The Review of the Significant Role of Customers towards the Success of Companies to Remain Relevant, Sustainable and Competitive in the Market

By Khoo Swee Lyn & Dr. Rashad Yazdanifard

HELP College of Arts & Technology, Malaysia

Abstract- This paper examine areas of customer feedback, customer satisfaction, brand experience and brand loyalty in order to determine the significance of customers in terms of the areas mentioned above towards the success of companies to remain relevant, sustainable and competitive in the market. The findings were that there is a strong correlation between customer feedback, customer satisfaction, brand experience and brand loyalty and the performance of a company that may have a profound impact towards the success of firms.

Keywords: customers satisfaction, relationship between customers and companies, customer feedback, brand experience, brand loyalty, marketing.

GJHSS-E Classification : FOR Code: 150599

The Review of the Significant Role of Customers towards the Success of Companies to Remain Relevant, Sustainable and Competitive in the Market

Khoo Swee Lyn [α] & Dr. Rashad Yazdanifard [ρ]

Abstract- This paper examine areas of customer feedback, customer satisfaction, brand experience and brand loyalty in order to determine the significance of customers in terms of the areas mentioned above towards the success of companies to remain relevant, sustainable and competitive in the market. The findings were that there is a strong correlation between customer feedback, customer satisfaction, brand experience and brand loyalty and the performance of a company that may have a profound impact towards the success of firms.

Keywords: customers satisfaction, relationship between customers and companies, customer feedback, brand experience, brand loyalty, marketing.

I. Introduction

In recent years, several multinational enterprises have been buffeted by a great many obstacles and problems in the tempestuous and often volatile world of business. In most cases, customers played a major role in driving several multinational enterprises to undergo a process in which they require an exigency to modify itself to adapt to changes to stay pertinent to the current market and customers' needs. Furthermore, the role of customers is indispensable towards a company's survival, as it can be argued that the market exists for the customer in the first place. This places a heavy pressure on multinational enterprises as these companies need changes to remain relevant in the ever evolving market of the 21st Century. It is therefore hard to deny that the role of customers is vital towards a company's survival.

In addition to other multidimensional resources such as labor, capital, raw material and etc, the success of companies are mostly tied down to the power of customers' demands. Customers are the scarcest resource (Peppers, 2013). They are also an essential resource which companies depend on for prosperous growth and to ensure the continuing success of their business. Unlike other resources, customers must be enticed and cannot be traded or collected like other commodities. Companies would not have privilege to be able to borrow customers from a bank for the purpose of creating value out of them and then letting the company to shell out back with interest. A company must therefore resort to creating whatever value a company can from whatever customer.

Companies of today are constantly researching and trying to match up with the latest marketing dynamics and needs, adapting and evolving to become more flexible and responsive towards customers. The needs of customers are constantly changing; they are subject to the whims of the time as well as that of the demographic. As such a company's continued survival is dependent not only on the profit gained but also on the capricious demands of customers. Companies may find the need to undergo changes because of the wishes of customers. The role of customers is a major one in the market and serves as one of the main motivators for companies to undergo changes to adapt to their needs. Hence, this paper will attempt to review the significance of customers in terms of customer feedback, customer satisfaction, brand experience and brand loyalty towards the success of companies to remain relevant and competitive in the market.

II. Mcdonalds and Pepsico's Changes in the Market

McDonalds is an example of a world-renowned and well-established multinational enterprise that managed to have met the customers' needs after a major uproar from customers on their food menu. This fast food restaurant was initially known as a provider of cheap fast food to folks which became very popular among families with children. Despite or maybe because of their popularity, McDonald's found itself at the receiving end of a concentrated media assault as research increasingly deemed that McDonald's menu was detrimental towards health. This caused severe backlash from a generation that was suffering from obesity and heart diseases as well as many other ailments due to their poor knowledge of nutrition (Daily Mail, 2007). The impact from the media has caused

Author α σ: Center of Southern New Hampshire University Programs HELP College of Arts & Technology.
e-mails: sweelyn.khoo@hotmail.com, rashadyazdanifard@yahoo.com

McDonalds to quickly reassess their strategies and methods by conducting market research over the years to slowly learn about the contemporary consumer preferences to continue to stay relevant as well as to attract a wider range of customers and audiences. Hence, they came up with healthier food options such as salads, yogurt, fruit juice and high-end coffee to counter the negative hype from the media (Daily Mail, 2007).

PepsiCo's take on one of their brands, Tropicana orange juice, hit the company's wallet hard. The new packaging put Tropicana in jeopardy when it had caused a loss of $33 million in three months after their changes back in 2000 (Zmuda, 2009). Tropicana's new Pure Premium packaging had been on the market less than two months before the company decided to get rid of the newly redesign packaged. PepsiCo was also bombarded with complaints that the new packaging was "ugly", "stupid" and "resembled a generic bargain brand" according to The NY Times (2009). In a bid to control the amount of damage, PepsiCo hurriedly reverted back to its original package design.

III. Customer Feedback

Customer feedback is perhaps one of the most important driving forces for improvements within an enterprise. In cases where multinational enterprises experienced a backlash of negative comments from the media and customers, it is crucial to work on garnering constructive customer feedback towards the brand. Ekinci and Wyatt (2011) mention that customer satisfaction is critical to ensure long-term success in business. Both compliments and complaints from customers play a crucial role in helping the enterprise to achieve continuing improvement. Constructive compliments help in identifying the strengths that should be further maintained or reinforced and for the best practices that are of particular value to customers to be communicated and implemented across a service organization (Wirtz, Tambyah & Mattila, 2010). Customer complaints are important too as they help the organization to determine the weaknesses of the company through customer service processes, products and policies. By doing so, enterprises and organizations can build a reputation for staying close to the customers and ensuring their satisfaction through the consideration and application of feedback when necessary and carrying out research for marketing innovations as well as establishing good communication (Piranfar & Matthews, 2008).

Ducati has a unique way of using their customer feedback which has drawn profound interest from various quarters (Sawhney, Verona, Prandelli, 2005). Ducati uses online customer surveys and feedback for activities where their website was formed by customer feedback and even the guests for live chats on the website were also selected based on customers input. Besides that, Ducati also collected fans' feedback on purpose to construct the new Sport Classic through ad-hoc surveys about the three concepts for the Ducati Sport Classic. About 15,000 answers had 96% recommendation were received by the company for the making of all the three models.

IV. Fellow Customers

Besides that, a customer's opinion may be influence by other customers' experience. Since time immemorial, people have always relied on the experience and recommendation of their friends to make decisions. This inclination has become even more pronounced in our modern society as advertisement weary people are more likely to believe the word of their friends rather than listening to a company's well-rehearsed marketing pitch. Miao and Mattila (2011), agree that another customers' experience does have an effect on the customers' cognitive, affective, social, and physical response towards the enterprise's services.

The experience of another customer can also pose a dangerous treat for most multinational enterprises or companies. In a study conducted by Brocato, Voorhees and Baker (2012), it was suggested that customers may draw their inference from cues in the physical surroundings and the employees that are available to them. A similar study was also conducted by Yan and Lotz in 2009, with results that support that of Brocato and colleagues. Yan and Lotz research suggested that potential customers can be affected by other customers' perception even when both of the customers have never interacted.

Hlavinka and Sullivan (2011) who are a part of the Colloquy company, carried out a survey relating to word-of-mouth, to investigate 3,295 consumers in order to determine the possibility of customers to share bad news about their own customer experience with others. Their findings were that 96% of their surveyors were more than likely to talk about their bad customer service experience with friends, family as well as co-workers. Another interesting fact was that customers who considered themselves loyal to a specific company or brand were likely to also talk about a negative experience to others. The findings in this investigation has also found that 31% of the same surveyors have said that they would also be more than likely to share a bad customer service experience than a good one. Moreover, another survey has shown that respondents who experienced bad customer service experience were also 50% more likely to share it on social media than the other 30% who had good experiences (Dimensional Research, 2013).

V. Customers Satisfaction

A happy customer is more than likely to go back to the same brand and continue to enjoy the services given. As described by Bennett, Kennedy, and Coote (2007), the intention to repurchase and the level of commitment to the brand is more likely to be influenced by satisfaction from a prior purchase experience than the degree of importance in purchase. An example would be the findings of a study by Namkung and Jang (2007), which reveals that restaurateurs could boost customer satisfaction by adding healthy and nutritious menu products because customers placed higher value on healthy food instead of focusing on the external trappings such as the interior design and decoration. By gratifying the needs of these customers, the healthy food option could significantly influence the customer's satisfaction and repeated patronage. In addition, customer satisfaction has also been proved as an optimistic impact towards a company's future human capital (Luo & Homburg, 2007).

VI. Brand Experience and Brand Loyalty

When a customer is satisfied, a company will gain an advantage against its competitors. A good brand experience means delivering an experience a customer remembers favorably as that would be what customers would remember about a particular brand whenever the thought crosses their mind. The physical elements of the brand such as colors, shapes and etc can trigger the emotions of the customer, in which these elements may serve as a reminder for customers to remember the brand (Hollebeek, 2011). Hence, customers would remember the brand and relate the physical elements of the brand with their experiences. Customer's brand experiences are crucial as well towards the amount of satisfaction they feel. It encompasses every feature of a company's reputation- the quality of customer care, publicity, packaging, goods, service aspect and ease of use (Meyer & Schwager, 2007). Brakus, Schmitt and Zarantonello (2009) add that brand experience can be experienced in a multifarious of conditions when consumers explore and shop for the brands.

Assael (1993) described brand loyalty as a repeated purchase behavior based on a customers' satisfaction from their experiences in purchasing the same brand. Growth and McDaniel (1993) are of the same school of thought as Bennett and Rundle-Thiele (2000), whereby these academic researchers believe that brand loyalty can be best measured with affective loyalty. Improving customer loyalty plays an essential role since an increased in customer loyalty results in pleasing outcomes such as customers' repurchasing and optimistic word-of-mouth will be of assistance to nudge the competitors' customer base as well as cross-selling (Stokburger-Sauer, 2010).

When customers are satisfied with the brand, the quality of a relationship can be developed between the brand and its customers which can also result in customers slowly becoming loyal towards the brand. Aurier and Lanauze (2012) are of the opinion that the worth of the bond advanced with a brand, is measured through trust and affective devotion that would have a stronger impact on attitudinal loyalty. Trust and affective commitment will lead to a better and stronger relationship between the customers and the brand; this may be able to reinforce emotional attachment between customers and brands. An example of this would be the 2013 research conducted by So, Parsons and Yap, which found that by cultivating the customer's emotional commitment with the brand could contribute positive impact towards brand loyalty in the fashion industry through corporate connection, functional benefits and symbolic benefits. This study is also supported by credited studies done by Grisaffe and Nguyen (2011) along with Park, MacInnis, Preister. Eisingerich and Iacobucci (2010) who also argue that customer emotional connection enhances brand loyalty.

VII. Discussion

McDonalds and PepsiCo were forced to undergo changes to adapt to the current market because of one important aspect- customers. These changes were needed to stay relevant and to continue to attract customers and profit. It can be seen here that the role of customers is a vital one towards a company's survival against other competitors and to allow them to continue to gain profit while staying relevant to the market's needs.

Whether it is McDonalds who decided to add more healthier food options on their menu to deal with the uproar from their customers and media or PepsiCo who decided to revert back to their original Tropicana cover design due to the intense criticism of its look from their customers, these multinational enterprises took action and acted based on their customers' feedback and needs. By undergoing these changes in order to suit their customers' preferences, these multinational enterprises were then able to keep up with current market trends as well as to keep their customers happy.

Hence, customer feedback is important because it is crucial not only to improve a company's profits but also as a means to improve a corporation by reinforcing its strengths and overcoming the weaknesses found. Luo and Homburg (2007) suggested that customer satisfaction can increase advertising and promotion efficiency. These researches also added that it can help to save on future marketing costs and help to consume resources in the future while achieving greater efficiency such as saving future marketing communications cost at a given level of sales.

Due to the on-going, rapid fire technological change in the commercial world, businesses are carried out in a very competitive environment; it can sometimes be a challenge to obtain customers' feedback. The response of some customers may be a very simple response such as "its good" or "yes" when there is actually a problem. With the breakneck speed of technological advancement, technology has provided us with several customer feedback tools that enable companies to easily get in touch with their customers and obtain their feedback. R&G Technologies, an IT company in Brisbane, experienced significant year on year growth and a major increase of 15% over a 12 month period just by using one of the latest technology customer feedback tools known as Client Heartbeat (Client Heartbeat, n.d).

If the suggestions obtained through customer feedback could be fulfilled and be listened attentively to, then perhaps there would be more happy customers, which can result in an increase in customer satisfaction and loyalty towards the company. Customer satisfaction may help to increase loyal customers towards the brand and it is also crucial towards helping to increase the profit of corporations. Customer satisfaction may be difficult to please as there has been a finding which implies that the effects of customer satisfaction on behavior are not equal across consumer groups (Walsh, Evanschitzky, & Wunderlich, 2007). Hence corporations should research on different and suitable ideas to increase customer satisfaction in all groups.

It has always been assumed that if a customer is satisfied, the loyalty towards a company would be strengthen, however, Omotayo and Joachim (2008), adds that customer satisfaction does not necessary lead to customers' loyalty. A customer who is unsatisfied and unhappy increases the likelihood of spreading a bad experience about the corporation or brand that may affect the corporate image of the company as what Hlavinka and Sullivan (2011) discovered in their survey. Dimensional Research (2013) also added that customers are likely to spread the bad experiences than good ones through social media as well.

Word of mouth is seen to be the most prominent communication channel than advertising in this social media era because consumers may find consumer reviews to be more trusted than company sources of information or descriptions that comes from a manufacture (Keller, 2007; Allsop, Bassett &Hopkins, 2007). Since in today's technologically advanced world where people are easily connected, complaints and rants regarding the bad experience could spread like wildfire and to a wider audience through social media faster than non-virtual human interaction.

If customers are not satisfied because the company may not have carried out an action to respond to customers' needs or fix a current problem, their brand experience may be a downfall as well. Experienced customers or new customers may very well be influenced and may not formed a good or accurate impression of what the brand has to offer, and whether it is capable in fulfilling the current market needs: Does it have the quality of resilience and a reputation of responsibility about the future? This could lead to a company losing even their loyal customers. A good brand experience helps develop loyalty in customers towards a specific service of a corporation. Customers who become loyal are an important factor for the formation of a cash cow as companies would not need to spend so much to keep attracting their loyal customers as they can concentrate more investment on attracting newer customers. However, if the brand experience is bad, corporations may lose their cash cow.

Emotional attachment between customers and the brand may also be a way to increase the number of loyal customers and provide maximum customer satisfaction. Corporate enterprises may also want to focus on developing brand loyalty by triggering and creating an emotional bond with customers. And it just takes a simple moment to make customers feel valued and appreciated. Strohmetz, Rind, Fisher and Lynn (2012) carried out an experiment to test the effects of the wait staff giving mints to patrons in a restaurant. The two groups which received mints had increased tips of 21% and 14% versus the 3% in tips received by the one group that were given no mints. The level of service however did not change the slightest; the only thing that changed was the different approach with mints for the three groups. It can be concluded from this experiment that a personal touch can have a measurable impact on how a customer may feel about a brand.

VIII. Conclusion

The good opinion of customers is a determinant towards the growth of a company. The above areas of customers: customer feedback, customer satisfaction, other customers, brand experience and brand loyalty, could make or break a company and it can decrease the firms' profits through a ripple effect. Hence, companies should focus on creating innovative ideas and also fulfilling patrons' criteria in order to bring in more customers to generate more profit and to have a competitive edge against other competitors.

However, in the era of social media, information can be transmitted as easily as a click of a button, thus it is imperative that firms or enterprises remain vigilant in addressing complaints or negative images and words portrayed by customers through social media and while continuously innovating their products to cater to the needs of the consumers.

Hence, in the future, further research should be done in extracting honest and constructive feedback from customers to ensure that companies could access accurate information to be able to meet customers' needs to ensure long term customer satisfaction. More investments in research could prove profitable in the long term when companies are able to act accordingly to the customers' needs.

References Références Referencias

1. Allsop, D. T., Bassett, B. R., & Hoskins, J. A. (2007). Word-of-Mouth Research: Principles and Applications. *Journal of Advertising Research*, *37*(4), 398-411.doi:10.2501/S0021 849907070419
2. Aurier, P., &Lanauze, G. S. (2012). Impacts of perceived brand relationship orientation on attitudinal loyalty: An application to strong brands in the packaged goods sector. *European Journal of Marketing*, *46*(11/12), 1602-1627.
3. Brakus, J. J., Schmitt, B. H., & Zarantonello, L. (2009). Brand Experience: What Is It? How Is It Measured? Does It Affect Loyalty? *Journal of Marketing*, *73*(3), 52-68. doi:10.1509/jmkg.73.3.52
4. Brocato, E. D., Voorhees, C. M., & Baker, J. (2012). Understanding the influence of cues from other customers in the service experience: a scale development and validation. *Journal of Retailing*, *88*(3), 384-398. doi:10.1016/j.jretai. 2012.01.006
5. Client Heartbeat. (n.d.). Client Heartbeat. Retrieved from https://www.clientheartbeat.com/ customers/ rgtechnologies
6. Daily Mail. (2007, February 27). McDonalds - target for backlash over junk food | Daily Mail Online. Retrieved from http://www.dailymail .co.uk/news/ article-438994/McDonalds--target-backlash-junk-food.html
7. Daly, A., & Moloney, D. (2004).Managing corp orate branding. *Irish Marketing Review*, *17* (1/2), 30.
8. Dimensional Research. (2013). Customer service and business results: a survey of customer service from mid-size companies. Retrieved from http:// cdn.zendesk.com/resources/whitepapers/Zendesk_ WP_Customer_Service_and_Business_Results.pdf
9. Ekinci, Y., &Whyatt, G. (2011).Brand equity, brand loyalty and consumer satisfaction. *Annals of Tourism Research*, *38*(3), 1009-1030. doi:10.1016/ j.annals. 2011.01.015
10. Grisaffe, D. B., & Nguyen, H. P. (2011). Antecedents of emotional attachment to brands. *Journal of Business Research*, *64*(10), 1052-1059. doi:10.1016 /j.jbusres.2010.11.002
11. Hlavinka, K., & Sullivan, J. (2011). Urban Legends: Word-of-Mouth Myths, Madvocates and Champions Debunking Myths About Brand Conversations and Word-of-Mouth in Social Media. *COLLOQUY talk*, *3*(11), 1-15. Retrieved from http://www. colloquy.com/files/2011-COLL OQUY-Talk-Talk-White-Paper.pdf
12. Hollebeek, L. (2011). Exploring customer brand engagement: definition and themes. *Journal of Strategic Marketing*, *19*(7), 555-573. doi:10.1080/ 0965254X.2011.599493
13. Keller, E. (2007). Unleashing the Power of Word of Mouth: Creating Brand Advocacy to Drive Growth. *Journal of Advertising Research*, *47*, 448-552.doi:10.2501/S0021849907070468
14. Luo, X., & Homburg, C. (2007).Neglected Outcomes of Customer Satisfaction. *Journal of Marketing*, *7*, 133-149. doi:10.1509/jmkg.71.2.133
15. Meyer, C., & Schwager, A. (2007).Understanding Customer Experience. *Harvard Business Review*, *85*(2), 116.
16. Miao, L., & Mattila, A. S. (2011). The impact of other customers on customer experiences: a psycho logical distance perspective. *Journal of Hospitality & Tourism Research*, *37*(1), 77-99.
17. Namkung, Y., & Jang, S. (2007). Does Food Quality Really Matter in Restaurants? Its Impact On Customer Satisfaction and Behavioral Intentions. *Journal of Hospitality & Tourism Research*, *31*(3), 387-409. doi:10.1177/109634 8007299924
18. NY Times. (2009). Advertising - Tropicana Discovers Some Buyers Are Passionate About Packaging - NYTimes.com. Retrieved from http://www.nytimes. com/2009/02/23/business/media/23adcol.html?pag ewanted=all&_r=0
19. Omotayo, O., & Joachim, A. A. (2008).Customer service in the retention of mobile phone users in Nigeria. *African Journal of Business Management*, *2*(2), 026-031.
20. Park, W. C., MacInnis, D. J., Priester, J. R., Eisingerich, A. B., & Iacobucci, D. (2010). Brand attachment and brand attitude strength: conceptual and empirical differentiation of two critical brand equity drivers. *Journal of Marketing*, *74*(6), 1-17.
21. Peppers, D. (2013). Customers Are Your Scarcest Resource | Don Peppers | LinkedIn. Retrieved from https://www.linkedin.com/today/post/article/201307 01120039-17102372-customers-are-your-scarcest-resource
22. Piranfar, H., & Matthews, R. (2008).A complexity view of organisational reputation. *International Journal of Environmental Technology and Manag ement*, *8* (1), 87-102. doi:10.1504/ IJETM. 2008. 016300
23. Sawhney, M., Verona, G., &Prandelli, E. (2005). Collaborating to create: The Internet as a platform for customer engagement in product innovation. *Journal of Interactive Marketing*, *19*(4), 1-14. doi:10.1002/dir.20046
24. So, J. T., Parsons, A. G., & Yap, S. F. (2013). Corporate branding, emotional attachment and

brand loyalty: the case of luxury fashion branding. *Journal of Fashion Marketing and Management: An International Journal*, *17* (4), 403-423.

25. Strohmetz, D. B., Rind, B., Fisher, R., & Lynn, M. (2002).Sweetening the Till: The Use of Candy to Increase Restaurant Tipping1. *Journal of Applied Social Psychology*, *32* (2), 300-309. doi:10.1111/j.1559-1816.2002.tb00216.x
26. Wirtz, J., Tambyah, S. K., &Mattila, A. S. (2010). Organizational learning from customer feedback received by service employees : A social capital perspective. *Journal of Service Management*, *21*(3), 363-387. doi:10.1108/0956 4231011050814
27. Yan, R. N., & Lotz, S. (2009). Taxonomy of the influence of other customers in consumer complaint behavior: a social-psychological perspective. *Journal of Consumer Satisfaction, Dissatisfaction and Complaining Behavior*, *22*, 107-126.
28. Zmuda, N. (2009). Tropicana Line's Sales Plunge 20% Post-Rebranding | News - Advertising Age. Retrieved from http://adage .com/article/news/Tropicana-line-s-sales-plunge -20-post-rebranding /135735/

Global Journal of HUMAN-SOCIAL SCIENCE: E
Economics
Volume 14 Issue 7 Version 1.0 Year 2014
Type: Double Blind Peer Reviewed International Research Journal
Publisher: Global Journals Inc. (USA)
Online ISSN: 2249-460X & Print ISSN: 0975-587X

Consumerism Indicators Construction: A Portrait of Household Food Consumption in Surabaya

By Francisia SSE Seda, Lugina Setyawati, Timoti Tirta, Pebriansyah & Ilham Andika

Introduction- The measurement of levels of consumerism is important to understand the characteristics of the global and domestic economy, which play a role in shaping the characteristics of the national economy. This is in agreement with the post-Fordist economic thought, which underlines consumption as an important aspect of the framework of capitalism. Consumption can influence the daily social life of community, including but not limited to lifestyle. Lifestyle in a society appears not without the role of post-Fordist capitalism, as its mode of existence depends on the activity of consuming its products (Amin, 1994).

In order to understand the role of consumerism in colouring the characteristics and foundations of the national economy, it is necessary to understand the characteristics of the domestic economy at the household level. In the context of the heterogeneous Indonesian society, based on geography, social economic status and cultural backgrounds, there is a need of a comprehensive perspective to study the dynamics of the domestic economy, which indicates the economic characteristics of the society. The Indonesian society, comprising of urban and rural communities, show the importance of the dimensions of consumerism to observe specific economic characteristics that differentiate the two communities. This study focuses on the economic characteristics of the urban society, which illustrates the urban consumerist society characteristics as the realisation of the interaction of local and global economy.

GJHSS-E Classification : FOR Code: 150501

CONSUMERISMINDICATORSCONSTRUCTIONAPORTRAITOFHOUSEHOLDFOODCONSUMPTIONINSURABAYA

Strictly as per the compliance and regulations of:

RESEARCH | DIVERSITY | ETHICS

Consumerism Indicators Construction: A Portrait of Household Food Consumption in Surabaya

Francisia SSE Seda [α], Lugina Setyawati [σ], Timoti Tirta [ρ], Pebriansyah [Ѡ] & Ilham Andika [¥]

I. Introduction

The measurement of levels of consumerism is important to understand the characteristics of the global and domestic economy, which play a role in shaping the characteristics of the national economy. This is in agreement with the post-Fordist economic thought, which underlines consumption as an important aspect of the framework of capitalism. Consumption can influence the daily social life of community, including but not limited to lifestyle. Lifestyle in a society appears not without the role of post-Fordist capitalism, as its mode of existence depends on the activity of consuming its products (Amin, 1994).

In order to understand the role of consumerism in colouring the characteristics and foundations of the national economy, it is necessary to understand the characteristics of the domestic economy at the household level. In the context of the heterogeneous Indonesian society, based on geography, social economic status and cultural backgrounds, there is a need of a comprehensive perspective to study the dynamics of the domestic economy, which indicates the economic characteristics of the society. The Indonesian society, comprising of urban and rural communities, show the importance of the dimensions of consumerism to observe specific economic characteristics that differentiate the two communities. This study focuses on the economic characteristics of the urban society, which illustrates the urban consumerist society characteristics as the realisation of the interaction of local and global economy. The Indonesian urban society, open to the global economy through its workings in the media and various institutions, provides opportunities for the development of the practice of consumerism in the society. This study also focuses on the activity of household food consumption representing three social strata: lower, middle and upper.

A research done by Pacivis of FISIP UI in 2013 on the household food consumption patterns in two sub districts in Jakarta Capital Region (Lebak Bulus and Kelapa Gading subdistricts) show that the economic, cultural and social dimensions interact and build each other, resulting in characteristic patterns of consumption among households of lower, middle and upper social strata in urban Jakarta. The finding shows that these communities fulfil Bauman's (2005) definition of a consumerist society. The three dimensions show through in the characteristics of consumerism that appear in urban households, especially in food consumption. The study, which was done as a survey of 240 households, underlines the importance of integrating the economic, social and cultural dimensions in studying economic activities at the household level.

This article is an exposition of the results of a study applying the instrument of consumerism indicators formulated by the writers through household surveys in two districts in Surabaya (Semampir and Rungkut). In accordance to the objective of the study, the description of this article shows the household food consumption patterns based on the economic, cultural and social dimensions.

II. Research Methods

This study utilises survey and in-depth interview as data collection methods. The survey is done to test the prepared indicators of consumerism, through questionnaires as the key instrument. The survey is the main method to obtain an illustration of consumerism in the urban society. In-depth interview is done to obtain more comprehensive understanding of the survey results at the household level. To that extent, in-depth interviews are done following the implementation of the survey, and directed towards informants who are expected to represent the survey data variation.

This study is done in two districts: Rungkut and Semampir. The choice of the two districts is intended to represent the heterogeneity of Surabaya. Rungkut is a recently developed district, marked with the development of new residential areas. The area has a heterogeneous characteristic, with a significant percentage of newcomers to the area. On the other hand, Semampir is an old urban settlement, in which indigenous Surabayaans have lived for more than two generations. There is also a significant and concentrated Middle Eastern community living in the district.

The survey is done to 120 households, 60 each in Rungkut and Semampir. The samples of the survey are households representing the lower, middle and upper social strata.

III. Theoretical Framework

The characteristics and foundations of the national economy are important factors in crises.

Author α σ ρ Ѡ ¥: e-mails: saveria09@gmail.com, lugina_setyawati@yahoo.com, timoti.tirta@yahoo.com, pebriansyah@hotmail.com, ilhamandika47@gmail.com

Government policies and articulations of capital concentrated domestically are push factors to the intense dynamics of the domestic economy, and also a main contributor to the development of the Indonesian economic foundations. As an attempt to understand the characteristics of the national economy, putting the socio-cultural aspect as one of the basis, this study intends to develop a construction of consumerism indicators measured through the economic, social and cultural dimensions.

The initial output of this study is the construction of consumerism indicators that is validated through a household survey. The conceptualisation of the indicators of consumerism is expected to demonstrate the consumption patterns of various commodities by the society especially foodstuffs, which has always supported the national economy of Indonesia, by showing cultural values (as the result of the interaction between cultural, economic and social elements) in the society. Besides, it also shows how food commodities that are consumed become the main form of how the society observes and practices cultural values. The indicators are expected to provide input for the government in studying and formulating decisions related to the attempt of maintaining national economic resilience.

The second output of the study is the verification of consumerism indicators based on food consumption patterns, done through household surveys of lower, middle and upper classes. Survey results are described as the indication of the necessity of indicators of the necessity of indicators of consumerism in measuring Indonesia's economic resilience.

This study defines consumerism as community consumption patterns – specifically food consumption - consisting of households in which the food consumption patterns are formed through the influences of three dimensions: economic, cultural and social. The cultural dimension refers to cultural elements influencing the activity of food consumption by individuals/households. The economic dimension includes economic elements that influence the activity of food consumption by individuals/households. The social dimension illustrates how social elements play a role in influencing the activity of food consumption by individuals/households.

This study starts at the complexity of the interrelations of the concepts of consumption and production in accordance to post-Fordist perspective. In the perspective, production remains as the mainstay of profit accumulation, however, it has changed into a production of consumption. The process of consumption in post-Fordism refers to commodities resulting from a process of production (Lazzarato, 2004). Production, thus, results in factors preconditioning the activity of consumption (Idem, 1996, 2004; Hardt, 1999; Hardt & Negri, 2000; Virno, 2007). This is a character of post-Fordist capitalism, in which it produces a network of social relations, which according to Lazzarato, creates a world of its own, which becomes the precondition for its continued existence (i.e. profit accumulation). If the production of goods and services are considered as material production, the production of social relations networks is considered as immaterial production (Idem, 1996). The theoretical problems to be answered in order to develop a set of consumerism indicators in the post-Fordist era are, first, mapping social relations patterns that are created and are the preconditions of the consumption of consumer subjects; second, mapping institution networks that are the materialisation of existing social relation patterns; third, describing the operations of the social relations networks in accommodating and canalising the drive of consumer subjects.

The aspects of social relation pattern networks, networks of institutions playing a role in creating food consumption, are structurised in the study through the development of consumerism indicators to be tested. The indicators of consumerism in the study are presented in the following matrix:

IV. Description of the Study Areas

Semampir is a district located in the northern part of Surabaya. The total population of this district is as many as 154,455 inhabitants. Semampir district consists of five subdistricts, namely Ampel, Pegirian, Wonokusumo, Ujung and Wonotopo. The district has a total area of 8.76 km^2.

The main location of the study is the subdistrict of Ampel. The subdistrict has 21,907 inhabitants, and according to official data from the subdistrict, about 60 percent of the population is of Middle Eastern descent. Ampel Subdistrict is located in the southern part of Semampir District, and is quite close to the Java coast across the island of Madura. This location contributes to the composition of its population, in which there is a significant Madurese population. However, according to subdistrict officials, Ampel Subdistrict is dominated by people from Middle Eastern descent, from Saudi Arabia, Tunisia and other regions. They have settled for scores, even hundreds of years in the location. Therefore, even the people of Middle Eastern descent there speaks the Eastern Javanese dialect.

In the subdistrict of Ampel, one can find an object of religious tourism, namely the tomb of Sunan Ampel, and there is a highly visible presence of Middle Eastern culture. This is evident from the Islamic way of clothing, food sold in restaurants and street vendors representing Middle Eastern culture, and even the way of life of the people of Arab descent who tend to live among extended families.

Despite the dominance of Arabic culture and population, the subdistrict shows peaceful coexistence between people from the Middle East and Madurese descent. There is no meaningful social distance in this subdistrict, especially among males, who hang out in various corners of the subdistrict, especially in coffee shops that become meeting centres of the inhabitants. Not only ethnic differences, economic class also does not preclude relations between the inhabitants. Anyone can get along with others without being restricted by economic boundaries.

However, unlike men, the women, especially of Middle Eastern descent, are very much closed. Usually they only interact with their families and female neighbours. They keep a distance from the men, which is a habit from their ancestors.

In Ampel, it is very difficult to find "international" food such as fast food restaurant that otherwise flourish in other areas, such as Pizza Hut, McDonald's, KFC and others. On the other hand, Arabic cuisine is very easy to find, such as biryani rice ("nasi kebuli"), unleavened flat bread ("roti Maryam") etc. There are many bakers of roti maryam, Whose products are sold in Ampel and elsewhere. There is only a traditional market in the subdistrict, and no supermarket.

Rungkut is a district located in the eastern part of Surabaya, close to Sidoarjo. The total population of this subdistrict is 101, 252. The district consists of six subdistricts: Kali Rungkut, Rungkut Kidul, Kedung Baruk, Penjaringan Sari, Wonorejo, and Medokan Ayu. The total area of the district is 2,286.21 ha.

The district of Rungkut comprises mostly of indigenous East Javanese people, although there are several housing complexes inhabited mostly by people from Chinese descent. Here, one can easily find traditional cuisine such as fried duck, cow lip salad ("rujak cingur"), soto, etc., even international restaurants like McDonald's.

In Rungkut, there are traditional markets and supermarkets, consisting of smaller ones such as Superindo and Alfamart, to hypermarkets such as Giant and the like. In contrast to Ampel, where Arabic culture very strongly influences the activity of the community, in Rungkut, In contrast to Ampel, where Arabic culture very strongly influences the activity of the community, in Rungkut, availability of global retailers/hypermarkets and in turn, global foodstuffs, is much wider, resulting in wider consumption of these commodities.

This is reflected in the availability of a variety of retailers offering products and commodities with a variety of local and global brands. In Rungkut, while the diversity is not as comprehensive as in the centre of Surabaya, there are various facilities and infrastructure that provide the food needs of its citizens fairly such as traditional markets, supermarkets, to small shopping malls.

Unlike in Ampel region, in Rungkut, the communities from different social classes tend to live separately. This can be seen from the varied residential complexes that mark the boundaries of social classes. For example, upper class residential areas tend to be guarded by security forces, while the middle class live in older housing complexes. The lower class lives in the peripheries of the district, bordering other districts that tend to lack middle and upper strata communities. There is only limited social interaction taking place across social strata, so that interaction tends to take place between people from the same social stratum. The intensity of interaction between neighbours in the middle and upper strata communities tend to be low. According to the informants, their economic activity taking place outside of residences is one factor that contributes to the lack of opportunity to interact with other residents.

V. Characteristics of Surabaya Survey Respondents

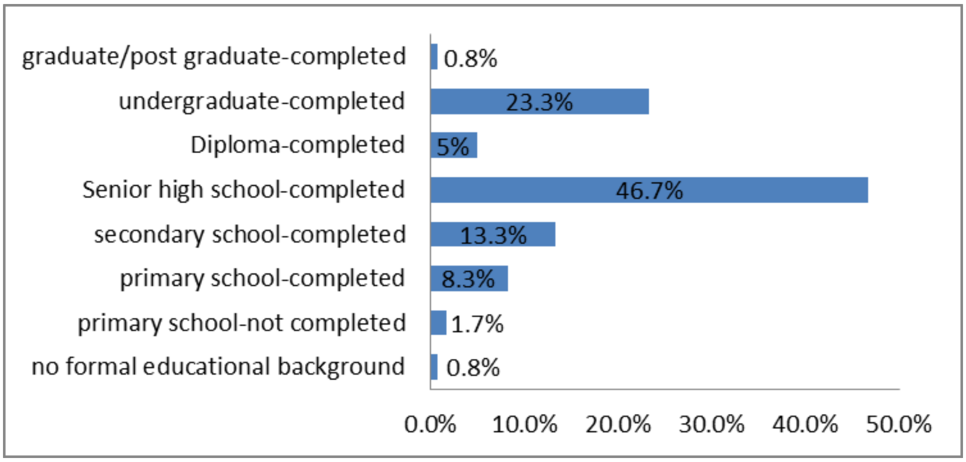
The survey participants consisted of 120 respondents, of which 60 each come from Rungkut and Semampir districts in Surabaya. The survey respondents represent the three social strata: lower, middle, and upper. This study puts the wife/mother as the unit of observation, considering the characteristics of Javanese culture where the women act as household managers. Thus, in order to find out information related to consuming activity - preparing, processing, producing and consuming food - the wife/mother is the person who understands the process.

a) *Respondent Occupation*

Of the 120 respondents, 60.8% are in salaried jobs, while 39.2 % work as housewives. Among the respondents who work, the highest proportion work as entrepreneurs. It seems that being an entrepreneur is considered to suit the status as a wife/mother, as the time spent for the occupation can be adapted to the situation and the conditions in the home and family. As described by a respondent of Arab descent, according to the norms and values of her ethnic traditions, women are encouraged to do activities centred in the home, so for her, the choice of economic activities that generate money is to trade a variety of products (bed sheets, perfume etc.) through on-line means.

b) *Respondent Education*

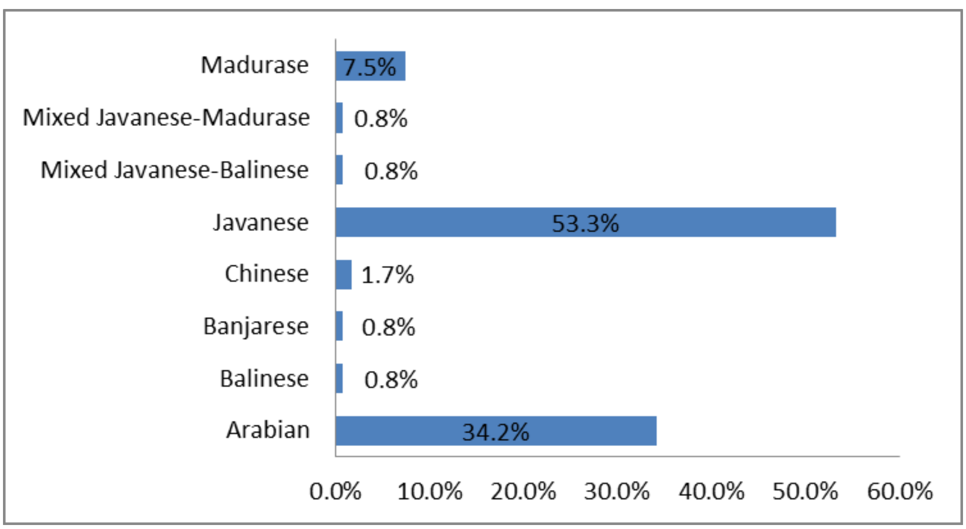
The survey data show that among the 120 respondents, 46.7% graduated from high school/equivalent. In addition, quite a large number of respondents have university level education (23.3%). Nevertheless, 0.8% of the respondents never had any formal education



Graph 1 : Educational Background of Respondents (n= 120)

VI. Ethnicity and Religion

In accordance with the location of this study, the majority of respondents are ethnic Javanese, making up 53.3% of the respondents. Although Rungkut is more heterogeneous, the Javanese ethnic group remains dominant. Based on the survey results, 34.2% of the respondents are of Middle Eastern descent (Yemen, etc.). This is due to the selection of Semampir as a survey location, being known as the Arab Town section of Surabaya. According to local history, the Arab community began to settle in the area when Sunan Ampel arrived from Arabia, alongside his 3000 followers who also settled. The Middle Eastern presence in Semampir has lasted for a long time, many of them have settled for 4 or 5 generations. As stated by community leaders in Semampir, the Arabs of Semampir tend to live clustered in accordance to their clan, and houses are passed down from generation to generation through the sons. There is thus a tendency that a family lives in the same location for a long time. Those who move out of the house, or out of the community, are the daughters of the family, because the patrilineal inheritance system passes the property to the sons. Besides, the daughters leave the house or even the cluster to follow their husbands.

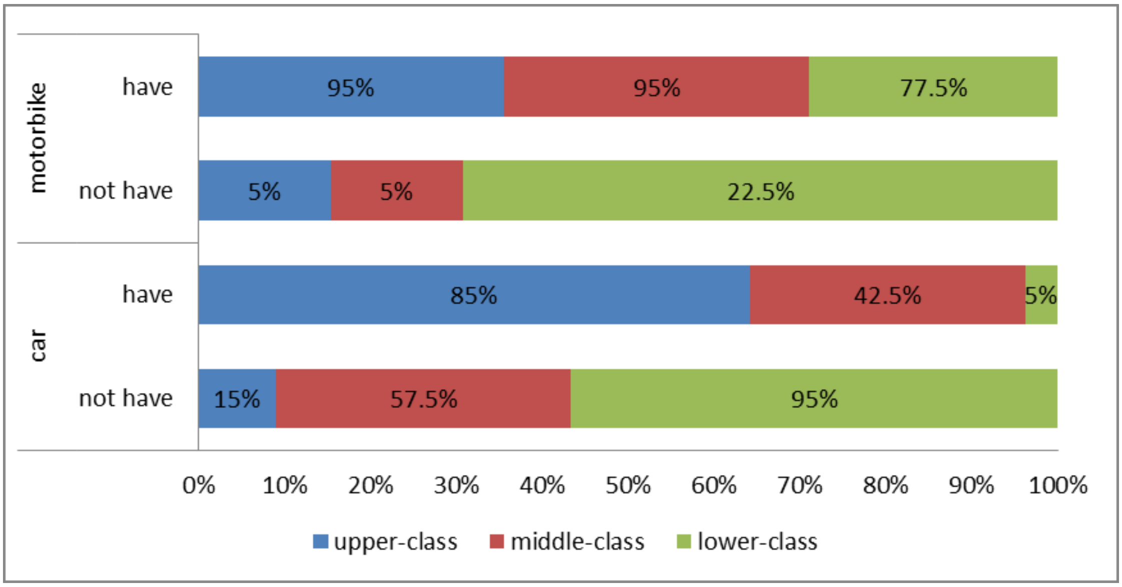


Graph 2 : Ethnic Background of Respondents (n= 120)

Both in Rungkut and in Semampir, the majority of of the respondents are Muslim. The composition is 92% Muslim, 5% Catholic, 2% Protestant Christian, and 1% Hindus. Islam is the dominant religion, and according to the former subdistrict head, Semampir is 100% Muslim.

a) Vehicle ownership

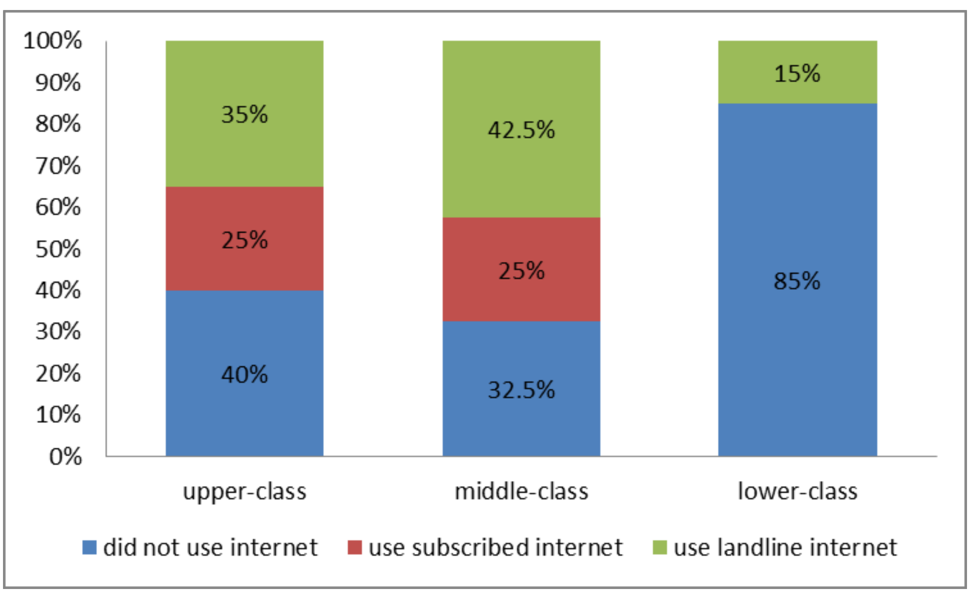
The survey uses an ownership indicator that is less commonly applied in social surveys to illustrate consumerism at the family level (such as house and motor vehicle ownership). The survey shows that 85% of upper class households have a car, while only 42.5% of middle class households and 5% of lower class households do. On the other hand, 77.5% of lower class households have a motorbike, while among the middle and upper classes, motorbike ownership is almost universal (over 95%).



Graph 3 : Vehicle ownership (n=120)

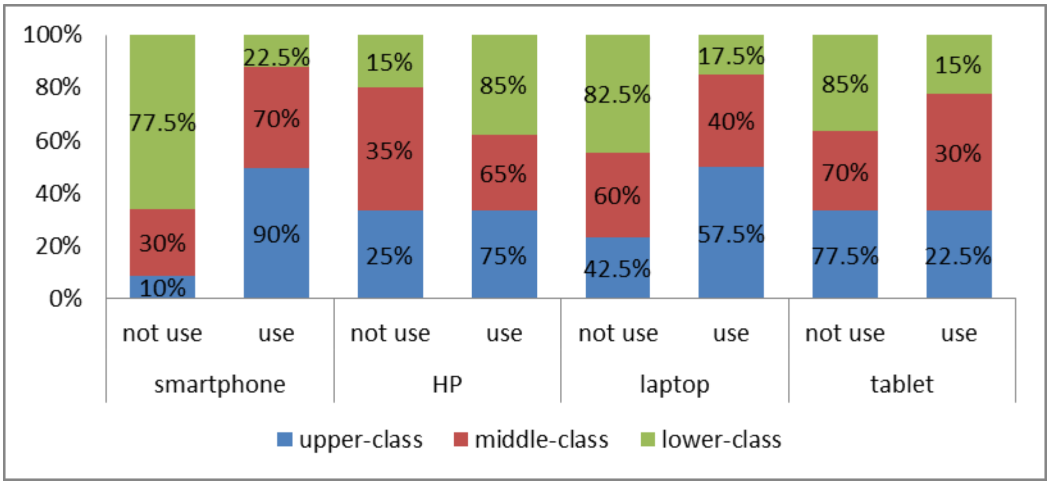
VII. Social Media and Communication Technology Devices

The study positions the social media as one of the factors that play an important role in influencing family food consumption patterns through information shared by family members. Thus, information regarding the use of the Internet is a concern of this survey. Based on the results of survey data, Internet usage is more common in families originating from the middle social strata (42.5% using a landline and 25% using Internet subscription). This is similar to the upper social stratum, among whom the same percentage subscribe to an Internet connection and 35% use a landline. Among the lower classes, 85% of the families lack Internet access in any form (subscription or landline).



Graph 4 : Respondent Internet Usage (n= 120)

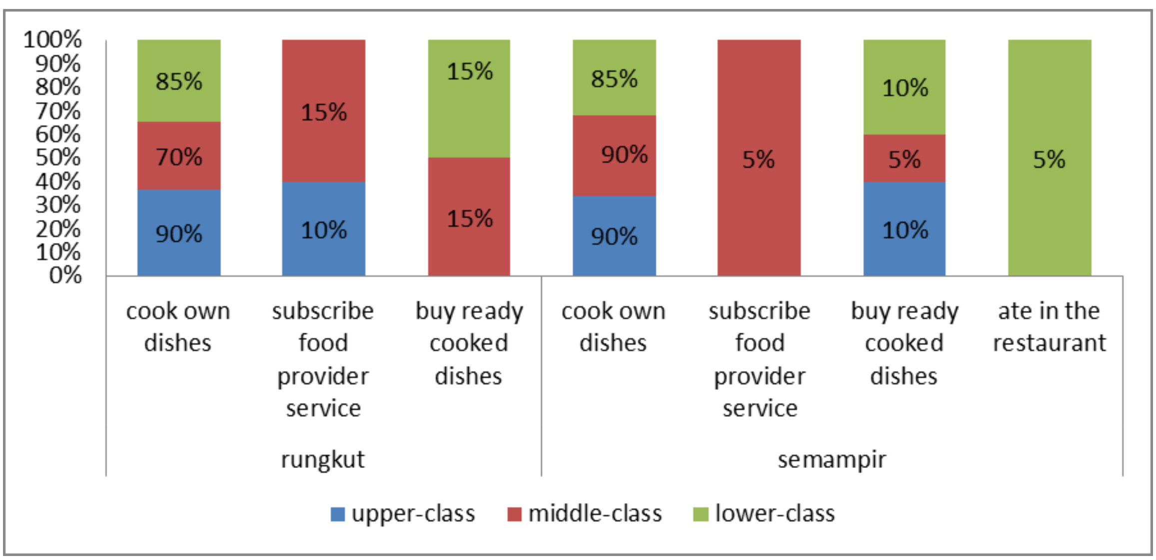
In addition to the Internet, laptops/notebooks, tablets, smartphones, and mobile phones are important tools that facilitate people to communicate and access information in a global world. Among respondent families, there is a tendency that the higher the social class, the higher the ownership of smartphones and tablets for electronic communications. Over 90% of upper stratum households own smartphones, while only 22.5% of the lower stratum do. 22.5% of upper stratum households own tablets, while only 15% of the lower stratum do. Conversely, feature mobile phones are more commonly found among the lower stratum (85% to 75%) than in the upper stratum. The rate of utilisation of tablets and feature phones do not differ much between the upper and lower strata, though. Notebook/laptops are more widely used among the upper stratum (57.5%) compared to the lower (17.5%). Notebook and laptops are more convenient and flexible for users, compared to desktop computers, which cannot be carried anywhere by the users.



Graph 5 : Respondent Use of Communication Technology (n = 120)

VIII. Economic Dimension

The economic dimension of consumption discusses the sources of dishes served on weekdays, weekends and during special occasions, by different households in the research locations.



Graph 6 : Sources of Dishes Served during Weekdays by area (n = 120)

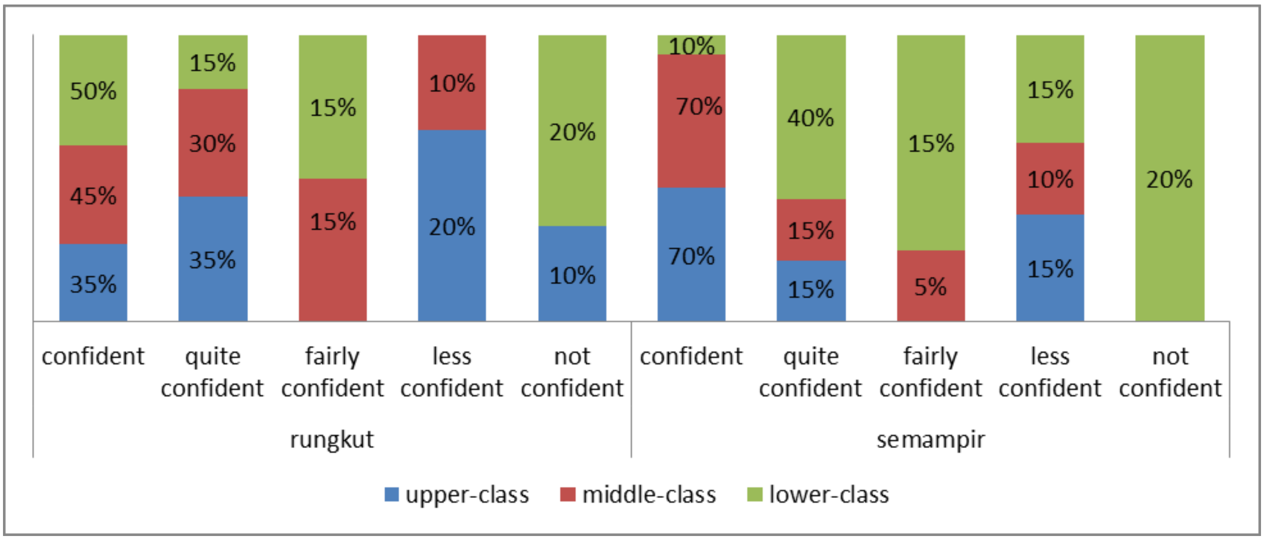
The graph on the sources of dishes presented during weekdays by social status indicates that there are no significant differences between the social classes. It is interesting to note that both in Rungkut and Semampir, all social strata cook their own dishes. In Semampir, compared to Rungkut, more households of all social strata cook their dishes. This is due to the homogeneously Arabic culture and tradition of Semampir, resulting in the Arabic cuisine of the area, and the majority of the housewives preferring to cook themselves to cater to their families.

Similarly, there are no significant differences between social groups of households regarding the source of dishes presented on weekends. Compared to the graph on sources of dishes on the weekdays (Graph 4.7), data on the weekends (Graph 4.8) shows a similar tendency. In both Rungkut and Semampir, across the social strata, most families cook their own food. The only difference is that in both Semampir and Rungkut, the upper stratum is found to prefer buying ready cooked food or eating out in restaurants in weekends, compared to the middle and lower strata. Compared to weekdays, weekends show that in both locations, more ready cooked food are purchased, and more people eat out. However, the majority of the families still cook their own food.

As for the source of dishes on special occasions, there are no significant differences between the strata. Graph 4.9 shows that more families cook their own dishes for special events in Semampir, compared to in Rungkut. This is due to their specific Arabic cuisine, and because each member of the extended family (kinship group/clan) contribute in preparing dishes at special events.

Thus, in the economic dimension, especially in the sources of dishes, there is no significant difference between groups of households during weekdays, weekends and special events. The only difference lies in the cultural context compared to the social strata.

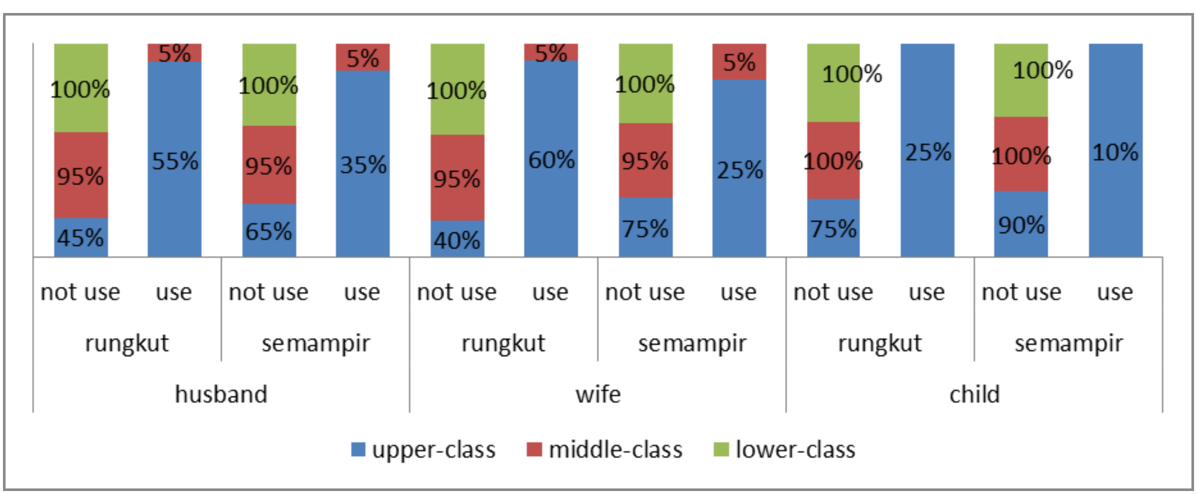
The economic dimension of this study also discusses their confidence of their income in the next 5 years, and also the use of credit cards by the households.



Graph 7 : Confidence in the Income in the Next 5 Years (n = 120)

The graph on the confidence the family income in the next 5 years shows no significant differences between strata. In Rungkut, the upper households feel confident and quite confident about their income in the next 5 years, while the middle and lower households feel confident, too. It is not different in Semampir, where the upper and middle households feel confident about their income in the next 5 years, while the lower households feel quite confident. This indicates that the economy in both regions, Semampir and Rungkut, tend to be stable in the next immediate years.

The chart below shows the use of credit cards in households, showing that in both Rungkut and Semampir, the middle and lower strata generally do not use credit cards. The upper stratum in Rungkut, both the husbands and the wives, generally use credit cards, but the upper stratum in Semampir generally do not use credit cards.

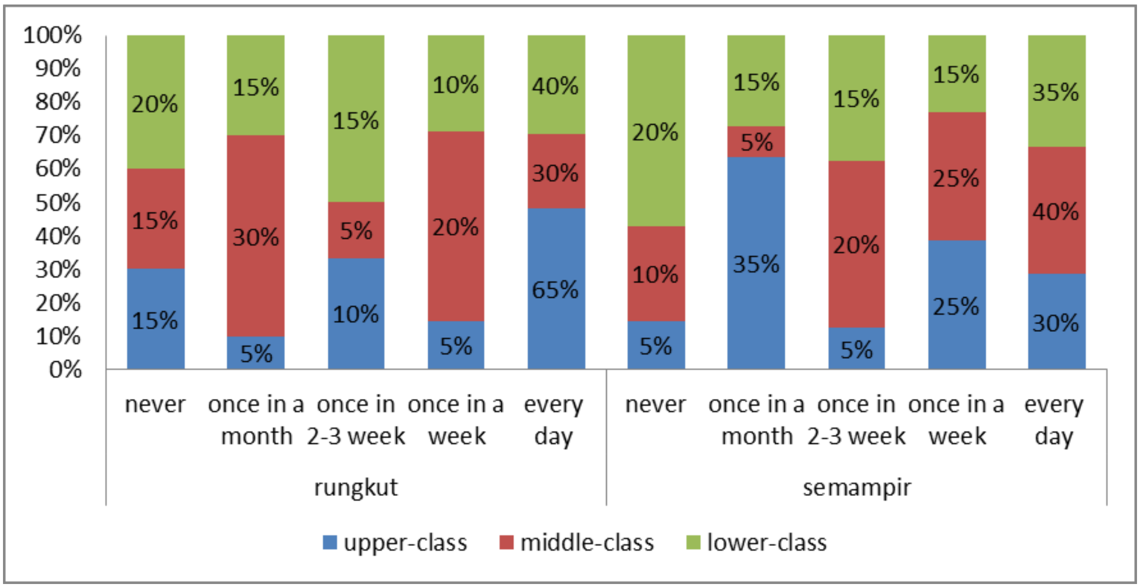


Graph 8 : Credit Card Usage by area (n=120)

IX. Cultural Dimension

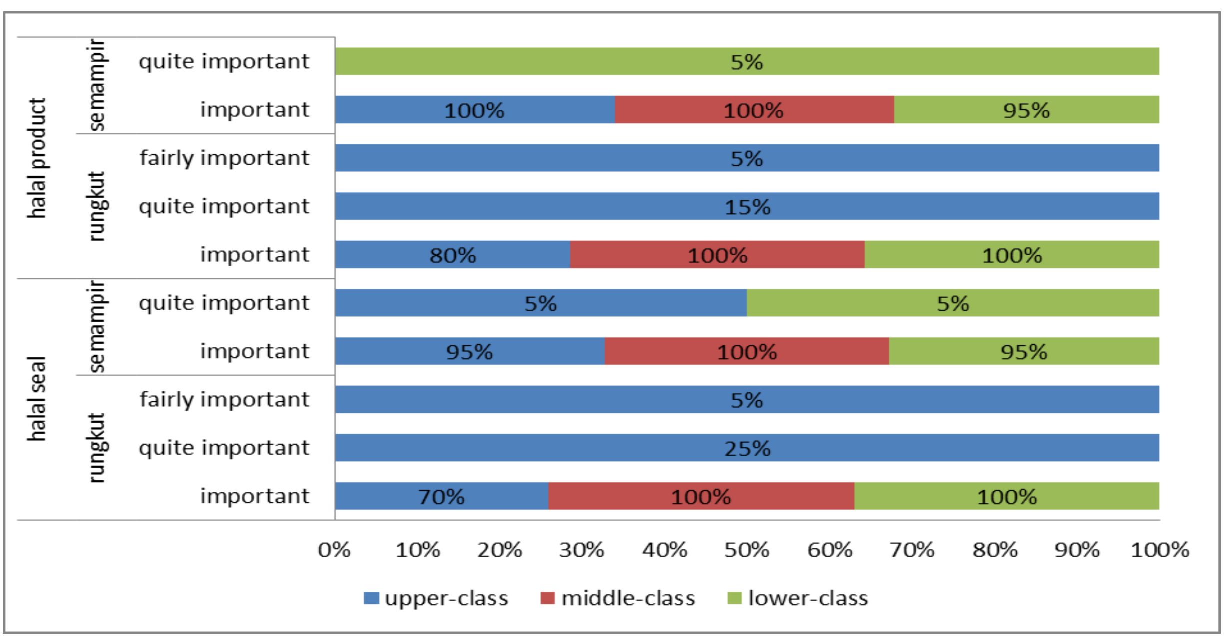
This section describes the influence of traditions, culture of origin and religion professed by the families. The influence of tradition is indicated by the frequency of traditional dishes served in the daily menu for the consumption of the family. Meanwhile, the role of religious values in the consumption pattern is represented by the concern in regard to the halal status of food products. In addition, this section also outlines the views of respondents about their image to be shown through the food they consume.

Based on the results of the survey shown in the bar chart below, there are similar indications among respondents in Semampir and Rungkut that they tend to eat traditional meals on a daily basis. Nevertheless, the higher tendency is found in families in Rungkut. The results of in-depth interviews in Rungkut and Semampir show that traditional foods from the place of origin are still the main dishes on the menu on a daily basis. The Javanese families in Rungkut serve at least one Javanese dish daily, while in Semampir, the community dominated by families of Arabic origin (Middle Eastern) continues to routinely prepare and serve ethnic food.



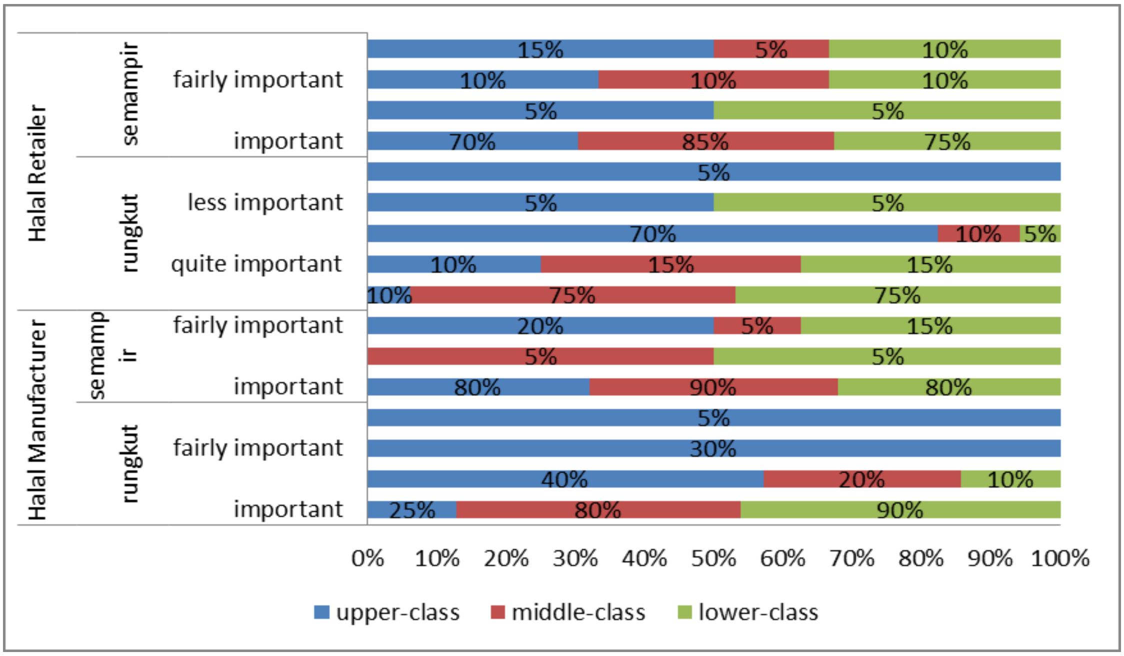
Graph 9 : Frequency of Presentation of traditional Dishes from Place of Origin (n = 120)

Meanwhile, based on the social strata, those from the upper social stratum in Rungkut show the highest consumption of traditional dishes compared to other strata. In Semampir, it is the middle stratum who show the highest consumption of traditional dishes.



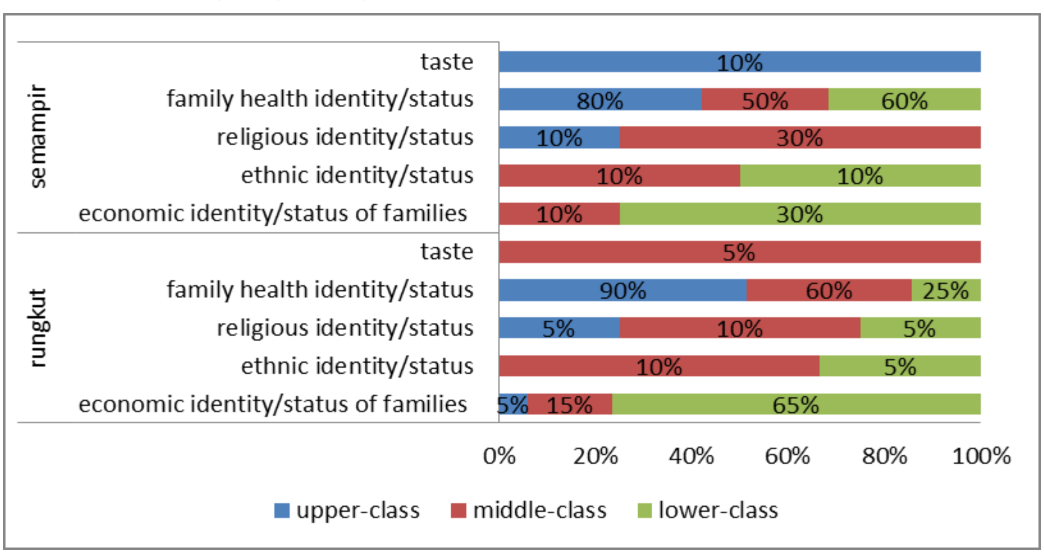
Graph 10 : Halal Seal and Halal Product Considerations in Household Consumption (n = 120)

Survey results on the role of religious values shown in the graph above show similar indications between households in Rungkut and Semampir, namely the tendency of families to consider the halal seal and halal product in their consumption patterns. While among the different strata there are similar indications, among the upper strata, there is a slight difference between the two locations. In Semampir, the importance of halal seal is stated by 95% of respondents, compared to 70% in Rungkut. Similarly, the importance of halal products is mentioned by 100% of respondents in Semampir, compared to 80% in Rungkut. This is because families in Semampir are of Middle Eastern origin, who hold strongly Islamic values, including the issue of halal food.



Graph 11 : Halal Manufacturer and Halal Retailer Considerations in Household Consumption (n = 120)

The graph above shows the role of religious values in the consumption patterns of families on the importance of halal producers and retailers. The survey indicates the same indications among the middle and lower strata households in Semampir and Rungkut, who consider important the issue of halal manufacturers and retailers. However, the upper strata in the two locations show a difference. Those in Rungkut generally consider halal manufacture to be quite important, or are neutral, unlike those in Semampir, who consider halal manufacture to be important. Similarly, regarding halal retailers, those in Rungkut tend to be neutral about it, while in Semampir it is considered important. This difference is due to the staunchly Islamic value of the families in Semampir.

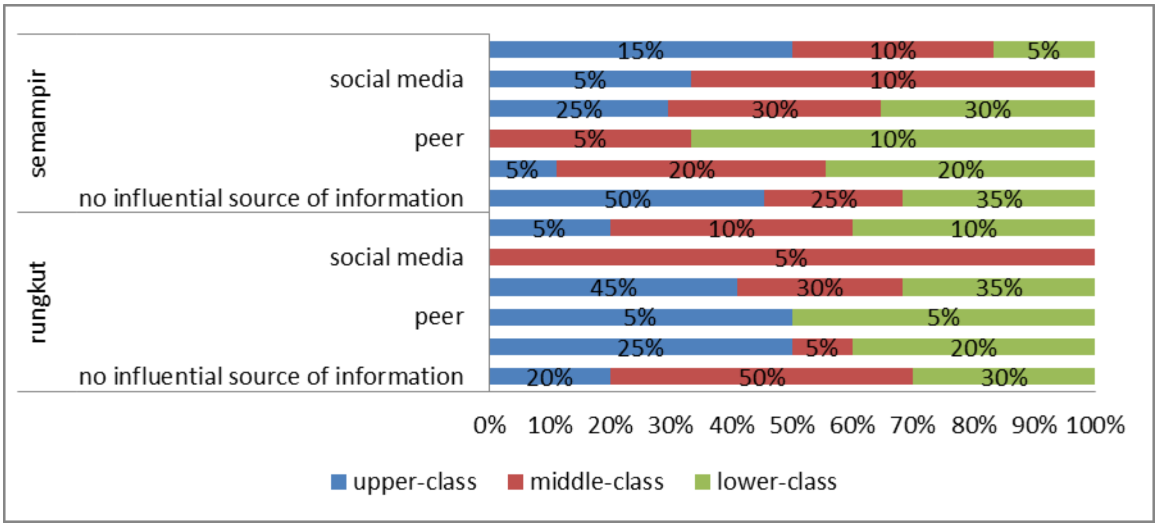


Graph 12 : Image of Family to be Shown Through Food Consumption (n = 120)

The graph above shows the image to be shown by the family through food consumption. The survey indicates that the upper and middle strata in Rungkut and Semampir intend to show their family health identity in their pattern of consumption. Among the lower stratum, in Rungkut, they tend to show their economic identity, while in Semampir, they tend to show the health identity. This illustrates how the lower strata in Semampir families have a high awareness of the importance of healthy food for the family.

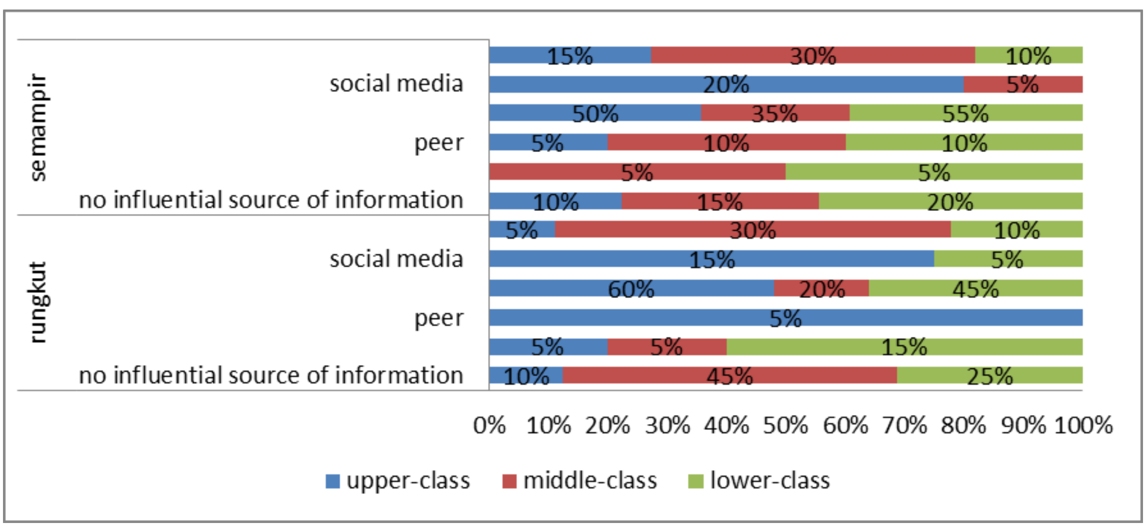
X. Social Dimension

The social dimension includes sources of halal food information, healthy food, and traditional dishes according to the views of the household.



Graph 13 : Sources of Information of Halal Food Information (n = 120)

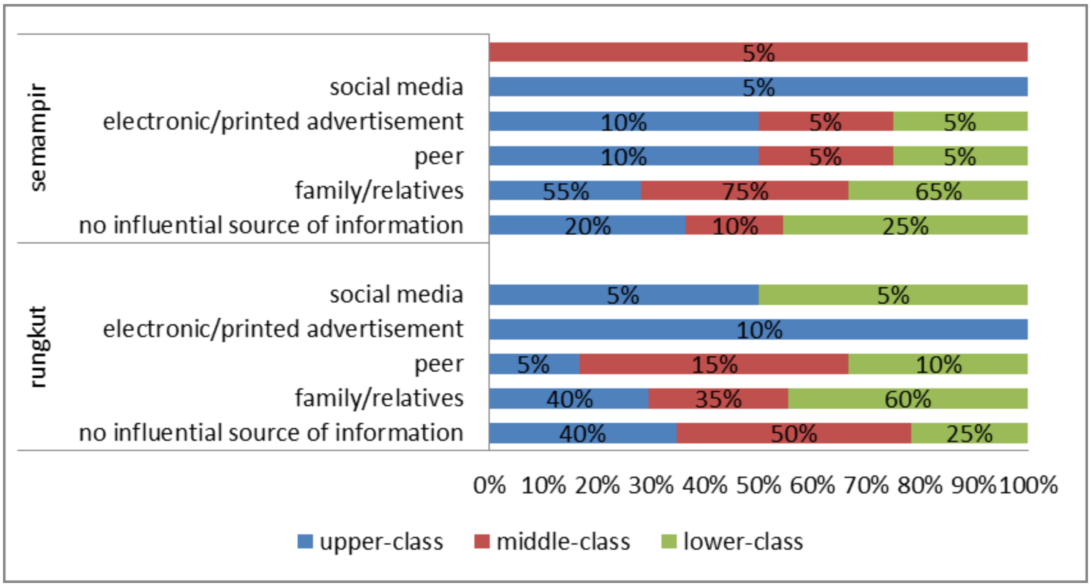
The above graph shows that there are no sources of halal food information in both Rungkut and Semampir, in all social strata. This means that the consumption of halal food is already known in generations, so no certain sources are mentioned. Other information is obtained through the printed and electronic media, instead of the social media, family/relatives, friends, and experts.



Graph 14 : Sources of Healthy Food Information by area (n = 120)

Sources of healthy food information show differences between the social strata. For the upper stratum, the main source is the media, for the middle stratum, experts, and for the lower stratum, the media. It is interesting to see that for healthy food, many middle class households in Semampir and Rungkut obtain their information from experts. This is partly due to two factors. First, there is an awareness of the importance of health in order not to increase household spending due to the cost of care required due to preventable food borne diseases. Second, the presence of family members or relatives working in the medical sector can be sources of credible information.

Global Journal of Human-Social Science (E) Volume XIV Issue VII Version I Year 2014



Graph 15 : Sources of Information of Traditional Dishes by area (n = 120)

In all social strata, information about traditional dishes is obtained from the family. This is because family members, including children, become the reference when choosing traditional dishes. Among those who answer 'none' for the question, it means that consumption of traditional food is regarded as part and parcel of the family culture, so no specific information source is references. The social dimension shows that there are different sources of information depending on the social class and type of food.

XI. Conclusion

This study intends to critically examine Indonesian economic fundamentals reflected through food consumption patterns at the household level. Food consumption is the focus to analyse consumerism, as food is a basic need of each household. The illustration of consumerism shown by food consumption will provide another perspective to review the characteristics of the national economy, influenced by the global economic structure, and the dynamics of local and domestic economics. Household consumption patterns are domestic realities, yet are influenced and result from interactions with the global economic characteristics. Global economics manifest through the types of dishes, eating activities, especially as a form of recreation, and processing of food for everyday consumption. The penetration and influence of global economics are facilitated through various channels, facilities and media. Facilities such as hypermarkets and supermarkets, modern retail shops, are present alongside small domestic/local markets. The media take form as mass media (TV, newspapers and their advertisements), social networks (Facebook and the Internet), including ownership of various modern communications gadgets allowing exposure to various food commodity products, either local or global. Besides, the roles of financial institutions and modern manufacturers are important in colouring household consumption pattterns.

In order to obtain more comprehensive understanding about food consumption patterns, this study uses the three dimensions of economy, culture and social, to illustrate the interaction between the three dimensions, which results in characteristic consumption patterns among the lower, middle and upper social strata. This study concentrates on the urban area, considering that the global and domestic economic interactions, marked by the flow of information about global products and commodities, and availability of global and domestic facilities, are more present at the urban areas, compared to rural. In general, the three dimensions influence consumption patterns, although the strength of the influence depends on the social class of the respondent being studied.

This study intends to develop indicators of consumerism as an alternative method to study national resilience and characteristics of the Indonesian economy. As indicators to be developed into an index applicable at the wider scale, the study implements a survey to verify the results of the consumerism indicator construction. The survey is done in 120 households, which proportionally represent the lower, middle and upper social strata, respectively. The research is done in Surabaya, namely Rungkut and Semampir Districts.

In relation to the economic dimension, this study shows that the majority of households, especially in providing meals on a day to day basis, continue to cook the food themselves. The role of modern economic institutions, namely credit cards, is beginning to be visible among the upper social strata, although still on a limited basis. However, what is interesting from the findings in general is that the ownership of credit cards, which is a symbolic status of the consumer society, is quite low in the Semampir Districts, those who access credit cards come from the upper social strata. This indicates that in the Semampir Districts, credit card ownership in one household is still not regarded as a necessity and has not even been considered as a desire. In contrast, the upper social strata of the Rungkut Districts are indicating that credit card ownership in one household is necessary and has become a desire, such as the character of a consumer society.

The workings of the cultural dimension is marked by the role of the values and principles of tradition and religion that strongly influence food to be consumed and eating locations selected when eating out. The role of tradition is shown in the habit of households of all strata, which routinely serve traditional dishes in daily menus. The role of religion also shows in the issue of halal food, which is regarded as important in all social strata.

The social dimension is marked by the role of various institutions to household consumption patterns. Reference groups and the media play important roles in influencing consumption patterns, and social strata confirms these factors. Survey findings show that the role of the electronic and printed media are quite significant in influencing all social strata in obtaining information about healthy and halal food. Information about traditional food is dominatingly provided by family members and relatives.

References Références Referencias

1. Agamben, Giorgio. 1996. Form-of-Life. Terj. C. Cesario, dalam M. Hardt & P. Virno. Peny., Radical Thought in Italy: A Potential Politics. London: Uni Minnesota Press.
2. Amin, Ash. 1994. Peny. Post-Fordism: A Reader. Oxford:Blackwell.
3. Baudrillard, Jean. 1981. For A Critique of the Political Economy of the Sign. Terj. C. Levin. Telos Press.
4. Baudrillard, Jean. 2001. Seduction. Terj. B. Singer. Montreal: New World Perspectives.
5. Bauman, Zygmunt. 2005. Liquid Life. Cambridge.
6. Bennett, David. 2005. "Getting the Id to Go Shopping: Psychoanalysis, Advertising, Barbie.
7. Dolls, and the Invention of the Consumer Unconscious". Public Culture, Vol. 17, 1. Brouillette, Sarah. **2009**. "Creative Labor". Mediations, Vol. 24, 2.
8. Deleuze, Gilles & Guattari, Felix. 1987. A Thousand Plateaus: Capitalism and Schizophrenia. Volume II. Terj. B. Massumi. London: Athlone.
9. Deleuze, Gilles & Guattari, Felix. 1983. Anti-Oedipus: Capitalism and Schizophrenia. Volume I. Trans. R. Hurley, M. Seem & H. R. Lane. London: Athlone.
10. Gill, Rosalind & Pratt, Andy. 2008. "Precarity and Cultural Work In the Social Factory Immaterial Labour, Precariousness and Cultural Work". Theory, Culture & Society, Vol. 25, 7-8.
11. Hardt, Michael & Negri, Antonio. 2000. Empire. Harvard: Harvard Uni Press.
12. Hardt, Michael. 1999. "Affective Labor". Boundary 2, Vol. 26, 2.
13. Kellner, Douglas. 1983. "Critical Theory, Commodities and the Consumer Society" Theory, Culture & Society, Vol. 1, 3.
14. Lacan, Jacques. 1967. Seminar 14: The Logic of F antasy, [unpublished].
15. Lazzarato, Maurizio. 2004. "From Capital-Labour to Capital-Life". Terj. V. Fournier dkk. Ephemera, Vol. 4, 3.
16. Lazzarato, Maurizio. 1996. "Immaterial Labour". Terj. P. Colilli & E. Emery, dalam M. Hardt & P. Virno. Peny. Radical Thoughts in Italy: A Potential Politics. Minnesota: University of Minnesota Press.
17. Lazzarato, Maurizio. 2007. "Strategies of the Political Entrepreneur". SubStance #112, 36, 1.
18. O'Cass, Aron & Hmily McEwen. 2004. "Exploring consumer status and conspicuous Consumption". Journal of Consumer Behaviour, Vol. 4, 1.
19. Sandhusen, Richard. 2000. Marketing. Edisi ketiga. NY: Barron's Educational Series. Shukla, Paurav. 2010. "Status consumption in cross-national context: Socio-psychological, Brand and situational antecedents". International Marketing Review, Vol. 27, 1.
20. Virno, Paolo. 2007. "Post-Fordist Semblance". SubStance #112, 36, 1.

Global Journal of Human-Social Science (E) Volume XIV Issue VII Version I Year 2014

Global Journal of HUMAN-SOCIAL SCIENCE: E
Economics
Volume 14 Issue 7 Version 1.0 Year 2014
Type: Double Blind Peer Reviewed International Research Journal
Publisher: Global Journals Inc. (USA)
Online ISSN: 2249-460X & Print ISSN: 0975-587X

Can Green Marketing Play as a Competitive Advantage for Multinational Enterprise in New Economy

By Adrian Pravin Timothy & Dr. Rashad Yazdanifard

HELP College of Arts and Technology, Malaysia

Abstract- The idea of green marketing has experienced gigantic change as a business technique since its first appearance in the 1980's. Business firms have understood the vitality of green marketing as a method for picking up advantage over opponents in the business. Business strategy of a business is concocted in light of the changing needs in the business sector and green marketing has gotten a gigantic help with the recovery of environmental consciousness among shoppers. Green marketing indeed speaks to an ideal model change methodology in numerous business firms since it has changed the way in which a business goes about in contacting the clients. The research paper examines the significance of playing point for a business firms and how green marketing is, no doubt depended upon by business firms further bolstering acknowledge good fortune. The term green marketing and its fundamental qualities are portrayed to comprehend the import of it in the present business world connection. The vital requirements for an effective green marketing strategy are distinguished and the downsides experienced by a business firm setting out on green marketing strategy are examined while assessing a few methods set up. The achievement of green marketing procedure, as the research paper underlies, rests generally on the commitment, connection and collaboration between distinctive stakeholders of a business.

Keywords: green marketing, competitive advantage, sustainability.

GJHSS-E Classification : FOR Code: 91019

CANGREENMARKETINGPLAYASACOMPETITIVEADVANTAGEFORMULTINATIONALENTERPRISEINNEWECONOMY

Strictly as per the compliance and regulations of:

OPEN ASSOCIATION OF RESEARCH SOCIETY, USA
RESEARCH | DIVERSITY | ETHICS

Can Green Marketing Play as a Competitive Advantage for Multinational Enterprise in New Economy

Adrian Pravin Timothy [α] & Dr. Rashad Yazdanifard [ρ]

Abstract- The idea of green marketing has experienced gigantic change as a business technique since its first appearance in the 1980's. Business firms have understood the vitality of green marketing as a method for picking up advantage over opponents in the business. Business strategy of a business is concocted in light of the changing needs in the business sector and green marketing has gotten a gigantic help with the recovery of environmental consciousness among shoppers. Green marketing indeed speaks to an ideal model change methodology in numerous business firms since it has changed the way in which a business goes about in contacting the clients. The research paper examines the significance of playing point for a business firms and how green marketing is, no doubt depended upon by business firms further bolstering acknowledge good fortune. The term green marketing and its fundamental qualities are portrayed to comprehend the import of it in the present business world connection. The vital requirements for an effective green marketing strategy are distinguished and the downsides experienced by a business firm setting out on green marketing strategy are examined while assessing a few methods set up. The achievement of green marketing procedure, as the research paper underlies, rests generally on the commitment, connection and collaboration between distinctive stakeholders of a business.

Keywords: green marketing, competitive advantage, sustainability.

I. Introduction

According to Choudhary and Gokarn (2013), green marketing is known as natural advertising and reasonable promoting, alludes to an association's exertions at outlining, pushing, estimating and conveying items that won't hurt nature's turf. Green marketing concentrated on the green advertising exertions organizations use, including corporate social responsibility arrangements and supportability endeavors (Leader, 2014). Green marketing has become the choice for many companies due to the concern of the environment. When we combine "green" and "marketing" together we can be certain that this strategy was to achieve the company's goal of putting themselves known to the world as in these recent years green marketing has become a hot topic due to many environmental factors.

Author α σ : Center of Southern New Hampshire University Programs HELP College of Arts and Technology. e-mails: iantim94@gmail.com, rashadyazdanifard@yahoo.com

According to Dabija and Pop (2013) the companies that know how to adopt and develop a strategy to render their own activities sustainable by adopting environmental protection principles and an environmental friendly management of their own resources, by implementing green marketing policies and resorting to clean energy, have indeed managed a better adaptation to the permanent environmental changes and tempestuous conditions on the markets where they operate. Most consumers in this current age are also looking for more eco-friendly items or brands therefore having a company that prioritizes green marketing in their company are quite certain to have the upper advantage.

Furthermore according to Crassous and Gassmann (2012), green marketing defines marketing activities of an organization which are associating sustainable development with business growth opportunities. Competitive advantage is the managed ability to addition, create, and keep up a gainful business offer by means of offering better esteem than the client through either one of a kind profit that counterbalance a higher cost then again lower costs than contenders for equal profits and therefore many companies apply green marketing to outsmart their rivals in the industry to gain the upper (Ussahawanitchakit, 2012).

II. What is Green Marketing?

As has been characterized by numerous specialists it can be reasoned that green marketing alludes to all promoting exercises which are responsive towards ensuring the environment (Arseculeratne & Yazdanifard, 2013). There is much avoidable perplexity with respect to the term green marketing, as individuals approximately recognize it with different phenomena in the present period. Some property it as being responsive towards environmental change and worldwide temperature alteration, while others think being in similarity with ecological measures as green marketing.

Since marketing is seen as a methodology whereby the promoting blend is utilized to react to the needs of clients while attaining business destinations, numerous marketers have seen green marketing as essentially an alternate method for fulfilling buyer needs under the same promoting blend. However the more critical take a gander at the idea of green marketing demonstrating a different variety that has changed the customary marketing considering (Kotler, 1991).

Over the past years the term green marketing has undergone and evolved with different terminology (Dua, 2013). Green showcasing started in Europe in the early 1980s at the point when certain items were discovered to be destructive to the earth's climate. Thus new sorts of items were made, called "green" items that would bring about less harm to nature. The development rapidly got on in the United States and has been developing relentlessly following the time when. The improvement of environmentally more secure items, recyclable and biodegradable bundling, vitality productive operations, and better contamination controls are all parts of green marketing (Dua, 2013). The organizations as well have reacted in equivalent measure by stressing and fusing these ecological concerns in their business exercises (Grant, 2007).Green marketing includes securing a connection between the business and client; and this procedure involves an all-encompassing methodology since business will characteristically need to coordinate all its exercises in accordance with ecological concerns (Arseculeratne & Yazdanifard, 2013). As a technique, green advertising includes vital choices, for example, Green items, Green bundling, Green costs and Green communication (Ottman, 1999).

Green items are perceived as biologically inviting items. Green bundling which is the unequivocal phenomena in many occurrences needs to do with suitable bundling that diminishes ecological harm. Green costs demonstrate the impression of natural concerns in fiscal terms which are inborn and transferable to the client. Green communication encourages a positive picture and groups a business company's worry towards the environment and the general population (Ottman, 1999).

III. Strategies in Green Marketing

Change is inexorable in any circle of control and showcasing is no special case. The developing concern among buyers towards environment has constrained business associations to roll out improvements in their advertising methods. Green Marketing procedure includes two crucial qualities; Firms will need to fare thee well to create an item that would fulfill buyers' requirements acceptably with least negative effect on nature's domain; coupled with this is the making of a recognition in the personalities of the clients in order to underscore the nature of the item and the company's dedication towards the earth (Cronin Jr, Smith, Gleim, Ramirez & Martinez, 2011).

The proactive approach in Green marketing is aimed at gaining competitive advantage by deliberately situating the items in the personalities of clients. The coordinated business capacities need to consolidate suppliers, merchants and business accomplices. All the key players down the business pipeline need to be made mindful of green marketing goals and this obliges instilling a feeling of natural cognizance among all the real players (Peattie, 1999).

In advancing a Green marketing technique to derive competitive advantage, an organization needs to do its own particular home work by being sure about what it should do. This viewpoint needs to be given thought since attaining hierarchical goals would not just bring about benefits; rather they include making a positive commitment towards the earth. Keeping in mind the end goal further bolstering harvest good fortune, a green marketing technique needs to address some crucial territories of criticalness, for example, market division, creating a green item, green situating, setting green costs, application of green logistics, fitting waste administration, dispatch of green advancement, producing green organizations also generally having the right green marketing blend (Peattie, 1999). An organization in any case needs to choose the client bunch or the business action which needs to be bridled to procure profits. A few organizations like to enjoy advertising their items through pro-environmental media to contact earth conscious gatherings of clients (Staib, 2009).

Most clients are concerned with the configuration of the item since numerous natural risks can be followed to the outline some piece of the item. Henceforth, it is occupant upon an organization to make fundamental changes in the item outline to be in agreement the earth. This may oblige putting resources into new item advancement and looking for methods for presenting new plans in items. Having planned or created items, they have to be situated fittingly (Prakash, 2002).

Compelling green advancement is generally a result of selecting the right mode of means, channels and messages at the correct time to contact the planned gathering of clients. One needs to tolerate as a primary concern that no advancement would be effective unless what is constantly engendered is not practiced at the business. In straightforward dialect this alludes to walk the talk; that is doing what you say you will do. This is a range where the believability of business is evaluated by the clients. One of central imperfections that have exploded backward in green showcasing methods in the past is the unlucky deficiency of interpretation of words into deeds (De Bakker & Frank, 2009).

The proactive approach in green marketing needs to perceive the estimation of ceaseless learning and adjusting to the changing needs of clients. New advances must be presented and there ought to be new techniques for utilizing common assets. A business firm utilizing green marketing strategy will need to dependably investigate and see heretofore unexpressed yearnings and needs of the clients. These needs need to be stimulated, coddled what's more fulfilled. In every exertion towards picking up focal point a business must be mindful of the need to be in consistence with environmental guidelines (Fraj, Martinez & Matute, 2011).

IV. The Effectiveness of Green Marketing as a Business Strategy

A green marketing procedure realizes certain profits to a business which can be saddled further bolstering infer good fortune. One of the fundamental profits has been the diminishment in expense of creation. Green generation methodology would bring about chopping down expenses regarding less waste, less utilization of crude material and sparing vitality costs. A critical decrease in reason would raise the benefits of a business (Baker & Sinkula, 2005).

An alternate preference that accumulates to a business as a consequence of green marketing would be the brand unwaveringness. Studies have demonstrated that clients connect less vitality to brand loyalty on account of items which convey natural profits. Green items are held in an alternate point of view owing to their commitment to the earth. Expanded brand dedication would make an item less value touchy so regardless of the fact that the item conveys a premium still clients would have a tendency to purchase them. Indeed in times of monetary downturn, green items would witness a less drop in deals since owing to well-being concerns even best case scenario times shoppers search for a positive result (Baker & Sinkula, 2005).

Green items would encourage a positive picture about brands and the business overall. Being green may build client fascination and the organization may pick up distinguishment among the people on the loose. Indeed shoppers who don't utilize results of an organization may switch their devotion. Green item organizations would have the capacity to addition acknowledgement from controllers and the overall population so that numerous limited time exercises would prove to be fruitful without much exertion since the overall population everywhere would react to them excitedly. The situating of item in the psyche would involve a key position with the goal that most green items would get to be top of the see any problems items as they can be effortlessly reviewed by clients. This would serve as a remarkable offering suggestion so that a business emerges among adversary firms effectively (Baker & Sinkula, 2005).

Creating or offering of green items would bring about an average business environment with decrease in clamorous business exercises. This would upgrade the climate and sound nature's turf. Since the procedure of developing a green marketing includes an all encompassing methodology adjusting all the capacities of the business a vital consistency can be achieved. Separated from this, the method detailing would fabricate better associations with representatives as their interest is looked for. Worker engagement would increment and there would be a common seeing between diverse stakeholders of a business (Zint & Frederick, 2001).

A business would remain to addition mileage in the event that it acquaints an inventive ecological item with the business as clients can be baited from existing items in the business. A green marketing method would bring about a win-win circumstance for business stakeholders as simultaneously there would be pooling together of one another's aptitudes, capacities and assets which are exchanged. At last buyer fulfilment increments since clients would have the capacity to get superb items at sensible costs. This would expand the generally welfare of an economy and a reasonable improvement would come about because of green marketing activities (Baker & Sinkula, 2005).

V. Limitations of Green Marketing as a Strategy

Green marketing as a business procedure came to tempt organizations in the early piece of the 1980's as the proof propose that there was a developing concern among buyers to devouring green items. Corporate segment started to react to this worry by making green items & green practices as central to their business forms. Truth be told toward the start of the 1990's numerous organizations that effectively wandered into green marketing remained to increase over their opponent firms. It can be watched that at the tallness of green marketing there was a plenty of corporate exercises and scholarly enthusiasm toward the subject as though free for all was on (Vaccaro & Cohn, 2010).

However, starting from the last piece of the 1990's green marketing started to lose a great part of the elation encompassing it owing to different reasons. It is appropriate to comprehend these reasons as they give an intimation as to the constraints of green marketing method as a method for picking up preference (Crane, 2000). One of the downsides of green marketing method lies in the distinction between the sympathy toward nature's domain what's more making an interpretation of this worry into real buy choices. The greater part of the statistical surveying completed would bear affirmation to the way that customers lean toward environment items and they to be sure esteem nature's domain. In any case the buy choices of clients would not be exclusively administered by their sympathy toward the earth. This is a complex phenomenon connected with customer behavior (Crane, 2000).

It can't be denied that the items in the standard markets throughout the years have enhanced their quality and diminished the effect nature's domain. In the light of this, green items might no more have all the earmarks of being predominant or favored by clients. Basic to this issue is the developing negativity with which green items are seen by clients. Since there has been a polarization of the business with cases of being green, clients have started to uncertainty the validness of such claims. Absence of trust serves as a significant hindrance to empower obtaining choices of clients. Some green items are no more special following as clients accept that the industry itself has ended up green. An excessive amount of stress on green has made the clients affirm the inclination for them as non-specific (Vaccaro & Cohn, 2010).

Green marketing method frequently would be obliged by the finance orientation in marketing. There can be an inclination in a business to hold onto green marketing exclusively as an expense cutting measure since lessening bundling can be touted as a reaction towards being green. Truth be told a fund introduction would make short-termism and a business may be ravenous in its green exercises. As opposed to creating new items business may be hindered by expense cutting. Green marketing experiences compartm entalization since green marketing technique is bound to the marketing division and there is little exertion if no exertion at all in coordinating it with the business technique. As a result green marketing turns into a secluded action with less enter from different business capacities. In such a situation the technique might never help the organization further bolstering addition good fortune (Vaccaro & Cohn, 2010).

Numerous business firms have gone under feedback for depending on green marketing since they are seen to be occupied with a green turning. A few faultfinders would contend that a business that has been toward the end of feedback for harming nature's domain might abruptly turn green or engender being green as a diversionary strategy. Henceforth a green procedure may be seen as eyewash and subjected to criticism by pressure groups and media in addition to other equals in the business (Singh, 2004).

Green strategies when all is said in done and green marketing procedures specifically are excessive and they oblige long haul arranging. The conclusion of a green marketing method can't be normal in the short run. The majority of the profits of green promoting are not straightforwardly identified with customer choice making since they may not obviously distinguish them. Separated from this ecological profits can't be measured so effortlessly and they can't be straightforwardly credited to a marketing method (Crane, 2000).

The achievement of a green marketing method is to a great extent subject to the commitment made by distinctive stake holders of a business and distinctive useful divisions of a business. The top administration duty towards a green market sector method would be urgent following in numerous occurrences green techniques have neglected to convey the merchandise owing to the interior motion with in the associations. To defeat these troubles, a business needs to take a gander at the idea of green marketing in an inventive approach to procure the profits. It must be yielded that green marketing alone would no help a firm further bolstering addition good fortune in the present business setting (Baker & Sinkula, 2005).

VI. Discussion

Competitive advantage gives a business firm predominance over its adversaries with the goal that it can procure benefits reliably. Business firms use differing procedures further bolstering addition good fortune over opponents running from minimal effort, separation, focus strategy and so on. The kind of method to be utilized as a part of the business world has stimulated much investment and it can be induced the method excessively is responsive towards the buyer needs.

Throughout the years marketing strategists now have come to terms with ecological issues influencing the worldwide group and some have considered reacting to these concerns as the majority of the ecological issues need to do with utilization. Green marketing has started to accept imperativeness as consequence of firms discovering ways and method for being open to ecological concerns. Firms have perceived the estimation of green marketing as a step towards indulging client needs while admiring the noteworthiness to the development and extension of a business.

As the term is comprehended at present, the idea of green marketing involves certain trademark, for example, marketing items which are naturally sheltered; creating and marketing items to minimize ecological dangers; deliver, push, and bundle items in a way befitting in order to secure the nature's turf. Green marketing includes securing a connection between the business and client. A green marketing method achieves a qualitative change in the relationship in the middle of clients and a business association.

VII. Conclusion

With a specific end goal to further bolster increase of competitive advantage, a green marketing procedure needs to address some crucial regions of imperativeness, for example, market division, creating a green item, green situating, setting green costs, application of green logistics, legitimate waste administration, dispatch of green promotion and producing green associations.

A green marketing technique realizes certain profits to a business which can be harnessed to infer competitive advantage. These profits would collect to a business as decrease in expense of generation, encouraging a positive picture about brands and the business all in all, situating of item in the mind of client would make it a top of the mind review item. Shopper fulfillment increments since clients would have the capacity to get fantastic items at sensible costs along these lines expanding financial welfare of the general public.

Since there has been a polarization of the business with cases of being green, clients have started to uncertainty the credibility of such claims. A green marketing technique may be helpless against money orientation, developing criticism, green turning, and green offering. The accomplishment of a green marketing system is generally subject to the commitment made by diverse stake holders of a business and distinctive practical divisions of a business.

References Références Referencias

1. Arseculeratne, D., & Yazdanifard, R. (2013). How Green Marketing Can Create a Sustainable Competitive Advantage for a Business. International Business Research, 7(1), 130.
2. Baker, W., & Sinkula, J. (2005). Environmental marketing strategy and firm performance: effects on new product performance and market share. Journal of The Academy Of Marketing Science, 33(4), 461--475.
3. Choudhary, A., & Gokarn, S. (2013). Green Marketing: A Means for Sustainable Development. Journal of Arts, Science & Commerce, (ISSN 2231-4172).
4. Crane, A. (2000). Facing the backlash: green marketing and strategic reorientation in the 1990s. Journal of Strategic Marketing, 8(3), 277--296.
5. Crassous, T., & Gassmann, J. (2012). Gaining Competitive Advantage Through Green Marketing: How green marketing is used as a competitive advantage?.
6. Cronin Jr, J., Smith, J., Gleim, M., Ramirez, E., & Martinez, J. (2011). Green marketing strategies: an examination of stakeholders and the opportunities they present. Journal of The Academy Of Marketing Science, 39(1), 158--174.
7. Dabija, D., & Pop, C. (2013). Green marketing-factor of competitiveness in retailing. Environmental Engineering And Management Journal, 12(2), 393--400.
8. Davies, R. (2007). Why John Grant has helped make sense of the green debate. Green Marketing Manifesto, 47.
9. De Bakker, & Frank, G. A. (2009).Corporate Culture and Environmental Practice: Making Change at a High-Technology Manufacturer. Organization & Environment, 22(2). http://doi:10.1177/1086026609338170.
10. Dua, H. (2013). Green Marketing – The Growing Marketing Mantra, 3, 447-452.
11. Fraj, E., Martinez, E., & Matute, J. (2011).Green marketing strategy and the firm's performance: the moderating role of environmental culture. Journal of Strategic Marketing, 19(4), 339--355.
12. Kotler, P. (1991). Marketing Management: Analysis, Planning, Implementation and Control. Journal of Marketing Management, 7(4), 426–427.
13. Leader, E. (2014).DuPont: India Confident In Green, Biobased Products. Environmental Management & Sustainable Development News. Retrieved 21 October2014, from http://www.environmentalleader.Com/category/green-marketing/.
14. Ottman, J., & Miller, D. S. (1999). Green Marketing. Electronic Green Journal.
15. Peattie, K. (1999). Shifting to a Greener Paradigm. In Charter, M., & Polonsky, M. (Eds.), Greener marketing, A Global Perspective on Greening Marketing practice. Greenleaf Publishing.
16. Prakash, A. (2002). Green marketing, public policy and managerial strategies. Business Strategy and The Environment, 11(5), 285—297.
17. Singh, S. (2004). Market Orientation, Corporate Culture and Business Performance. Ashgate Publishing.
18. Staib, R. (2009). Business management and environmental stewardship: environmental thinking as a prelude to management action. Palgrave Macmillan.
19. Ussahawanitchakit, P. (2012). Information Richness, Marketing Effectiveness, IT Competency, and Competitive Advantage: Evidence From Thai E-Commerce Business. International Journal of Business Strategy, 12(1), 10.
20. Vaccaro, V., & Cohn, D. (2010). Green Marketing Strategies, Diffusion of Innovation, and Global Consumer Values for Sustainability. Proceedings of The Northeast Business & Economics Association, 596-598.
21. Zint, M., & Frederick, R. (2001). Marketing and Advertising a Deep Green Company. Journal of Corporate Citizenship, 2001(1), 93--113.

This page is intentionally left blank

Global Journal of HUMAN-SOCIAL SCIENCE: E
Economics
Volume 14 Issue 7 Version 1.0 Year 2014
Type: Double Blind Peer Reviewed International Research Journal
Publisher: Global Journals Inc. (USA)
Online ISSN: 2249-460X & Print ISSN: 0975-587X

Modélisation et Qantification de la Rentabilité des Systèmes Éducatifs: Formation d'Une Année

By Mohammed El Khomssi & Ghizlane Chaibi

Faculté des Sciences e Technique Fès, MAROC

Résumé- Les chercheures en économie d'éducation ont étudié le fonctionnement des systèmes éducatifs à l'aide de leurs caractéristiques (Hamidou Nacuzon Sall), l'un des axes de ces recherches est le calcul de la rentabilité qui joue un rôle central lorsqu'il s'agit de déterminer la qualité et la productivité d'une formation. Comme la poursuite des études est un investissement, il est possible de lui associer un taux de rendement. Nous proposons une formulation mathématique de telle façon que la rentabilité soit un zéro d'un polynôme très particulier, la recherche de ce zéro passe par deux étapes :

– L'étude de l'existence et l'unicité de ce zéro.
– La détermination des conditions naturelles à fin d'appliquer une méthode numérique convenable.

Nous clôturons ce travail avec des résultats numériques, des commentaires et des interprétations.

Motsclés: coût, racine d'un polynôme, rentabilité, revenu, temps de retour.

GJHSS-E Classification : FOR Code: 349999

MODELISATIONETQANTIFICATIONDELARENTABILITEDESSYSTEMESEDUCATIFSFORMATIONDUNEANNEE

Strictly as per the compliance and regulations of:

Modélisation et Quantification de la Rentabilité des Systèmes Éducatifs: Formation d'Une Année

Mohammed El Khomssi [α] & Ghizlane Chaibi [ρ]

Résumé- Les chercheures en économie d'éducation ont étudié le fonctionnement des systèmes éducatifs à l'aide de leurs caractéristiques (Hamidou Nacuzon Sall), l'un des axes de ces recherches est le calcul de la rentabilité qui joue un rôle central lorsqu'il s'agit de déterminer la qualité et la productivité d'une formation. Comme la poursuite des études est un investissement, il est possible de lui associer un taux de rendement.

Nous proposons une formulation mathématique de telle façon que la rentabilité soit un zéro d'un polynôme très particulier, la recherche de ce zéro passe par deux étapes :

- L'étude de l'existence et l'unicité de ce zéro.
- La détermination des conditions naturelles à fin d'appliquer une méthode numérique convenable.

Nous clôturons ce travail avec des résultats numériques, des commentaires et des interprétations.

Mots-clés: coût, racine d'un polynôme, rentabilité, revenu, temps de retour.

I. Introduction

Evaluer la rentabilité d'un projet, c'est comparer les gains futurs de ce projet au coût initial de l'investissement. L'éducation définie comme le stock de connaissances accumulées par l'individu, est un capital, auquel on peut associer une rentabilité qui, elle-même, va déterminer le comportement de demande des individus (TEMPLE, 2001). On peut aussi déterminer la valeur actuelle nette de l'investissement. Les êtres humains peuvent investir en eux même pour devenir plus productifs de façon permanente toute leur vie (KHOTI, 1964), cet investissement nécessite des coûts dont la rentabilisation sera l'objectif. Dans ce papier, nous étudions cette notion de rentabilité pour ce qui concerne l'enseignement et la formation, et nous proposons une équation bilan qui tient compte du temps de formation (une année[1]), et l'espérance de vie.

Author α: Professeur d'enseignement supérieur, Faculté des Sciences et Technique Fès MAROC. e-mail: khomsixmath@yahoo.fr

Author ρ: Étudiant doctorante chercheur au Laboratoire de Modélisation et Calcul Scientifique Faculté des Sciences et Technique Fès MAROC. e-mail: Ghizlane.CHAIBI@usmba.ac.ma

[1] Dans un travail en cour de rédaction, nous cherchons la rentabilité d'une formation préparée sur N année, et nous tenons compte de la durée du chômage qui est une réalité sociale, ce qui rend l'écriture mathématique plus générale.

II. Formulation Mathématique de la Rentabilité

a) *Taux de rentabilité interne*

Évaluer un projet d'investissement conduit à comparer le capital investi à l'ensemble des cash-flows liés à ce projet, mais il est nécessaire d'actualiser les flux générés à la date début de l'investissement. Il existe quatre critères principaux d'évaluation: la valeur actuelle nette, l'indice de profitabilité, le délai de récupération du capital, et le taux de rentabilité interne (Nathalie, 2006). La valeur actuelle nette notée (VAN) se calcule en faisant la somme de tous les flux générés par le projet, chaque flux étant ramené à sa valeur actuelle à l'année 0:

$$VAN = -capital + \sum_{n} \frac{flux}{(1+i)^n} \tag{1}$$

Quand les dépenses d'investissement s'étalent sur plusieurs périodes, la valeur actuelle nette devient:

$$VAN = -\sum_{m} \frac{dépenses}{(1+i)^m} + \sum_{n} \frac{flux}{(1+i)^n} \tag{2}$$

- Le taux d'actualisation à utiliser noté i est le taux de rentabilité minimum exigé par l'entreprise. Théoriquement, ce taux représente le coût des capitaux utilisés par l'entreprise.
- Le taux de rentabilité d'un projet noté (TRI) est le taux d'actualisation qui donne une VAN nulle, il est utilisé comme critère d'élimination ou comme critère de comparaison entre les projets de même nature (REVERDY, 1997).

b) *Rentabilité interne d'une année*

Un étudiant venant de terminer un niveau donné, peut soit passer à un niveau supérieur, soit arrêter ses études pour intégrer le milieu professionnel (GRAVOT, 2007). Dans le premier cas il obtiendra un flux de revenus évalué à A_0 l'année suivante, A_1 la deuxième année,..., A_{n-1} la $n^{\text{ième}}$ année.

Dans le deuxième cas, s'il continue ses études une année supplémentaire, il subira pendant cette année des coûts directs[2] et indirects[3] D_0 et des coûts

[2] Les coûts directs sont des coûts liés à la poursuite des études (les droits d'inscriptions, l'accès à la bibliothèque, les activités sportives...).

d'opportunité[4]. S'il arrête ses études à ce niveau, il gagnera des revenus évalués à B_1 pour la première année (deuxième année pour le premier), B_2 pour la deuxième année,..., B_n pour la n[ième] année.

Les gains nets correspondant à l'investissement de celui qui a étudié une année de plus seront donc: $B_1 - A_1$ pour la première année, $B_2 - A_2$ pour la deuxième année,…, $B_n - A_n$ pour la n[ième] année.

Soit C_0 la somme des divers coûts, nous expliquons le parcours possible à l'aide de la figure suivante. Ce qui donne le chemin expliquant le passage d'une année à une autre

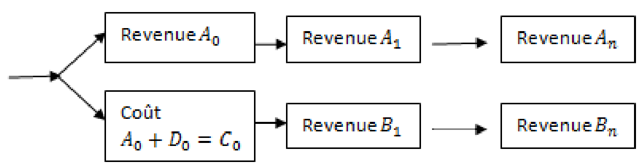


Fig.1

Tenant compte de (1), le bilan opérationnel du passage d'une année d'étude à une autre jusqu'à l'arrêt d'étude nous permet de formuler le taux de rentabilité que nous notons simplement r comme suit:

$$\frac{(B_1 - A_1)}{(1+r)} + \frac{B_2 - A_2}{(1+r)^2} + \cdots + \frac{B_T - A_T}{(1+r)^T} = C_0 \qquad (3)$$

avec T L'espérance de vie.

III. Problème Inverse de L'analyse de Rentabilité

a) *Formulation mathématique*

Précédemment, nous avons défini le taux de rentabilité r d'un investissement scolaire sur une année d'étude comme le taux d'actualisation vérifiant la relation:

$$\sum_{i=1}^{T} \frac{B_i - A_i}{(1+r)^i} = C_0$$

Pour compléter cette modélisation, nous allons définir trois inégalités :

- Le bon sens de la modélisation impose que $\forall\, i \in \{1,2,\dots,T\} \quad B_i > A_i$ car il n'y a aucun intérêt d'ajouter une année d'étude sans avoir un impact économique, sauf cause culturelle, qui n'est pas l'objectif dans ce papier.
- La deuxième condition naturelle est qu'il n'existe aucun système éducatif qui puisse amortir les coûts en une année, d'où : $\forall\, i \in \{1,2,\dots,T\} \quad B_i - A_i < C_0$

Ainsi, notre problème se transforme en la recherche de r solution de l'équation bilan

$$\sum_{i=1}^{T} \frac{B_i - A_i}{(1+r)^i} = C_0$$

sous les hypothèses suivantes :

H1 : Justification de la poursuite des études $\forall\, i \in \{1,2,\dots,T\} \quad B_i > A_i$

H2 : L'impossibilité de recouvrir les coûts en une année $\forall\, i \in \{1,2,\dots,T\} \quad B_i - A_i < C_0$

Pour résoudre ce problème, nous avons obtenu le lemme suivant:

Lemme : Le taux de rentabilité d'un investissement sur une année d'étude est lié à un zéro d'un polynôme P définit par:

$$P(x) = x^T - \sum_{k=0}^{T-1} a_k x^k$$

avec $a_k \in]0,1[\quad \forall\, k < T$.

Preuve: il suffit de faire le changement de variable trivial : $x = 1 + r$ et de poser

$$\mathrm{a_m} = \frac{\mathrm{B_{T-m}} - \mathrm{A_{T-m}}}{\mathrm{C_0}}$$

l'équation (3) s'écrit sous la forme:

$$x^T - \sum_{m=0}^{T-1} a_m x^m = 0$$

de plus, à partir de (H1) et (H2), il est facile de remarquer que $a_m \in]0,1[$, d'où le lemme.

Remarque: Nous pouvons étudier les zéros d'un polynôme à deux points de vue bien différentes, le premier est celui de l'Algèbre, il consiste à rechercher les propriétés de nature arithmétiques des zéros, connaissant ceux des coefficients ; c'est la théorie de Galois. Le second point de vue consiste à rechercher les positions des zéros dans le plan complexe à l'aide des propriétés analytique du polynôme ; c'est la théorie Analytique des fonctions holomorphe. Pour notre modélisation, le degré du polynôme lié à la rentabilité comme étant l'espérance de vie d'un être humain est très élevée[5] (T >32), pour cette raison il est très difficile, voire impossible d'exprimer ses zéros à partir de ses coefficients. Par conséquent, nous étudions le polynôme comme une fonction analytique.

[3] Les coûts indirects sont des dépenses spécifiques liées aux études (achat de livres, de polycopiés...).

[4] Le coût d'opportunité des études c'est le profil de revenus auxquels peut prétendre l'étudiant qui s'arrête les études au niveau de référence.

[5] La plus petite espérance de vie est 32 de Swaziland.

b) Existence et unicité des racines

La recherche du taux de rentabilité r via le lemme se traduit par l'existence et l'unicité de zéro de P.

Proposition : le polynôme P définit par:

$$P(x) = x^T - \sum_{k=0}^{T-1} a_k x^k$$

avec

$$\begin{cases} a_k \in]0,1[& \forall k < T \\ & x > 0 \end{cases}$$

admet une seule racine simple.

Preuve: Posons ψ la fonction au moins de deux dérivable définit par:

$$\psi(x) = \frac{P(x)}{x^T} = 1 - \sum_{k=0}^{T-1} a_k x^{k-T} \qquad pour\ x > 0$$

sa dérivée est:

$$\psi'(x) = \sum_{k=0}^{T-1} (T-k) a_k x^{k-T-1}$$

ψ est croissante pour x strictement positive et

$\lim_{x \to 0^+} \psi(x) = -\infty \qquad \lim_{x \to +\infty} \psi(x) = 1$

donc elle admet une seule racine, mais est-elle simple?

Soit R la racine de P, pour montrer que cette racine est simple, il faut et il suffit de montrer que P' ne s'annule pas. Supposons que R est une racine de la dérivée, donc R vérifie:

$$R^T = \sum_{k=1}^{T-1} \frac{k a_k}{T} R^k$$

or R racine de P, donc elle vérifie de plus :

$$a_0 + \sum_{k=1}^{T-1} a_k \left(1 - \frac{k}{T}\right) R^k = 0$$

Cette dernière égalité est impossible, car la somme des termes positifs non nuls ne peut pas être égale à zéro. Ainsi nous obtenons l'existence d'une racine simple unique strictement positive réalisant l'équation bilan. Reste à montrer qu'elle appartient à l'intervalle]1,2[puisque la rentabilité r ∈]0,1[. Pour cela nous rappelons le théorème suivant:

i. *Théorème(Lagrange)*

Soit P le polynôme défini par:

$$p(x) = a_n x^n + \cdots + a_1 x^1 + a_0$$

supposons que $a_n > 0$ et que les a_k ne sont pas tous positives ou nul. Soit $K < n$ le plus grand naturel tel que $a_K < 0$, posons $A = \max\{|a_k| : a_k < 0\}$ alors, tout zéro x>0 de P est tel que :

$$x < 1 + \sqrt[n-K]{\frac{A}{a_n}}$$

Il s'agit de l'inégalité de Lagrange qui détermine une boule localisant les racines.

À l'aide de ce théorème nous obtenons la proposition suivante:

Proposition : Considérons P défini par:

$$P(x) = x^T - \sum_{k=0}^{T-1} a_k x^k$$

avec $a_k \in]0,1[\quad \forall k < T$

tout zéro x de P est tel que $x \in]1,2[$.

Preuve: La preuve de la proposition est une conséquence du théorème de Lagrange, en effet ce théorème postule qu'il existe $a_n > 0$ ce qui est le cas pour $a_T = 1$. Les autres coefficients sont toutes négatives si nous écrivons

$$P(x) = x^T + \sum_{k=0}^{T-1} \tilde{a}_k x^k$$

avec

$$\begin{cases} a_T = 1 \\ \tilde{a}_k \in]-1,0[\quad \forall k < T \end{cases}$$

et nous appliquons l'inégalité de Lagarnge avec: $n = T,\ K = T-1\ et\ A = max_{m=0}^{T-1}\ a_m$

alors le zéro vérifie

$$x < 1 + max_{m=0}^{T-1}\ a_m < 2$$

pour démontrer l'autre inégalité nous avons

$$P(1) = 1 - \sum_{m=0}^{T-1} a_m = 1 - \sum_{m=0}^{T-1} \frac{B_{T-m} - A_{T-m}}{C_0}$$

or d'après l'équation (3) nous avons

$$\sum_{m=0}^{T-1} \frac{B_{T-m} - A_{T-m}}{(1+r)^{T-m}} = C_0$$

Par conséquent :

$$\sum_{m=0}^{T-1} B_{T-m} - A_{T-m} > C_0$$

Donc

$$P(1) < 0$$

et puisque

$$\lim_{x \to +\infty} P(x) = +\infty$$

donc

$$x \in]1, +\infty[$$

Ainsi nous obtenons l'existence et l'unicité de la solution.

c) *Algorithme de résolution*

Notre travail transforme la recherche de la rentabilité d'une formation d'une année à la recherche des zéros d'un polynôme définit à (partir de la différence des revenus et l'espérance de vie. Nous avons montré théoriquement l'existence d'un seul zéro simple pour ce polynôme dans l'intervalle]1,2[, ce qui permet pratiquement de choisir un algorithme convergeant vers ce zéro. Nous proposons l'algorithme de Newton adapté à notre problème, ce choix est possible car lorsque la suite itérative converge vers la solution nous n'avons pas de problème de divergence. Puisque la dérivée du polynôme ne s'annule pas au voisinage de la racine. Ainsi nous avons l'algorithme suivant:

$$x_{n+1} = \frac{x_n P'(x_n) - P(x_n)}{P'(x_n)} \quad avec\ x_0\ donnée$$

Si nous remplaçons les données par leurs expressions, nous obtenons:

$$x_{n+1} = \frac{(T-1)x_n^T \ + \sum_{k=1}^{T-1} \ (x_n a_k - k a_k) x_n^{k-1} + a_0}{T x_n^{T-1} - \sum_{k=1}^{T-1} \ k a_k x_n^{k-1}}$$

le test d'arrêt est simple, il suffit d'avoir :

$$e_n = |\, x_{n+1} - x_n \,| < \varepsilon \text{ donnée.}$$

une fois le zéro x est déterminé, nous obtenons le taux de rentabilité sachant que $r = x - 1$.

IV. Application

Cherchons la rentabilité de la formation Licence par rapport au DEUG. Pour cela, nous comparons les revenus annuels d'un salarié diplômé Licence et un autre diplômé DEUG. Pour rendre l'application plus concrète, nous considérons quatre filières différentes de Licence, notées F_1, F_2, F_3, F_4.

Pour chaque formation, nous précisions ces dépenses (D_0) et également le premier revenu annuel. Pour simplifier les calculs nous supposons qu'il varie annuellement avec un taux fixé. Nous récapitulons ces données dans le tableau suivant avec des chiffres approximatif des salariés Marocains donnés en Dollar($)

Table : 1

	F_1	F_2	F_3	F_4
Dépense	4515.36	9030.72	13546.08	9030.72
Revenus	8127.648	8127.648	8127.648	13546.08
Taux	1%	1.2%	1.3%	1%

Le premier revenu d'un diplômé de DEUG est :

A_0 =60 000 et il varié par un taux t=0.8%, donc son revenu de la n^{ième} année est $A_n=A_0(1+t)^n$. Le revenu salariés diplômés de Licence de la n^{ième} année est $B_n=B_0(1+t)^n$.

A l'aide du changement de variable suivant

$$a_m = \frac{B_{T-m} - A_{T-m}}{C_0}$$

avec

$$A_0 + D_0 = C_0$$

nous obtenons l'écriture de $P(x)$.

Pour chaque filière, nous cherchons son unique zéro dans l'intervalle]1,2[et nous traçons sa courbe comme suit:

- Pour F_1 nous avons
  $P(1) = -5.51$ et $P(2) = 9.07\ 10^{11}$
  le zéro est $x = 1.133$

la rentabilité de la filière F_1 est $r = 0.133$.

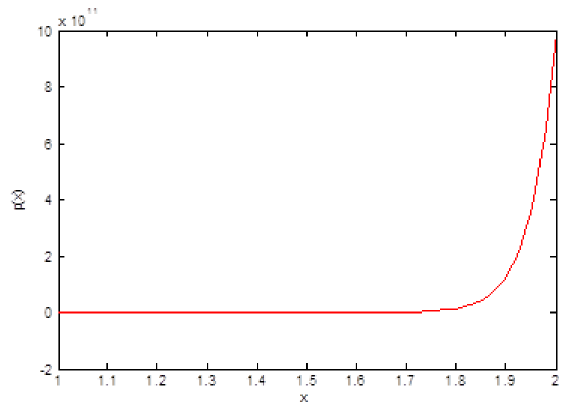


Figure : 2 La courbe de P pour F_1

Pour F_2 nous avons
$P(1) = -4.93$ et $P(2) = 1.006\ 10^{12}$
le zéro est $x = 1.107$
la rentabilité de la filière F_2 est $r = 0.107$

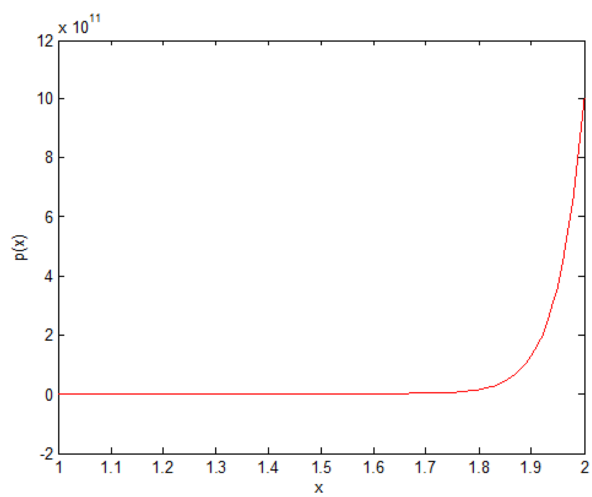


Figure : 3 La courbe de P pour F_2

Une des conséquences pratique de notre étude est qu'elle permet de déterminer le taux de rentabilité r que nous comparons avec le taux d'actualisation t_a. Tout système éducatif telle que $r \le t_a$ sera rejetable au sens économique, par suite, il faudra encourager le système éducatif sous la condition $r > t_a$.

Le même algorithme se répète pour la filière F_3 et F_4, nous traçons les quatre courbes dans le graphe suivant :

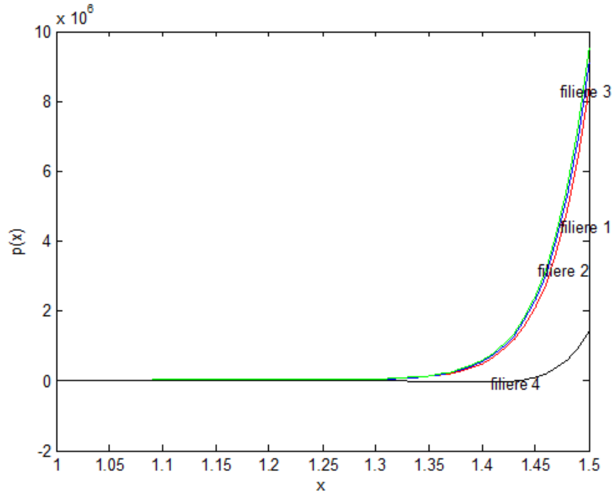


Figure : 4 La courbe de P pour les quatre filières

Maintenant si nous cherchons la rentabilité des quatre filières à l'aide de l'algorithme précédent mais avec des valeurs d'espérance de vie différentes, le tableau suivant donne les résultats obtenus :

Table : 2 La variation de la rentabilité avec l'espérance de vie

Espérance de vie	F1	F2	F3	F4
20	0,1161	0,0816	0,0938	0,4368
30	0,1296	0,1011	0,0947	0,4371
40	0,1332	0,1073	0,0953	0,3472
50	0,1342	0,1096	0,0956	0,3472
60	0,1346	0,1104	0,0958	0,3472
90	0,1347	0,1110	0,0960	0,3472
100	0,1347	0,1110	0,0960	0,3472

Remarquons que F_1 est toujours plus rentable que F_2 même si elles ont un revenu de base identique et un taux de variation de F_1 qui est inférieur à celui de F_2 . Ceci étant dû au fait que les dépenses de F_1 sont inférieur à ceux de F_2.

Remarquons également que F_4 est la plus rentable parmi les quatre filières, même avec la plus petite valeur du taux de variation (1%), c'est une conséquence directe du fait que le revenu de base est élevé en comparaison à ceux des autres filières étudiées.

a) Commentaire sur les graphes obtenus Nous constatons que

Les fonctions sont presque constante jusqu'à une valeur à partir de la quelle il varie rapidement (presque exponentiellement). Cela peut être expliqué par le recouvrement des coûts d'un certain nombre d'années d'activités professionnelles.

La figure 3, qui contient les courbes de diverses situations, montre l'influence des deux données à savoir le revenu ainsi que le taux de sa variation.

Nous pouvons conclure qu'on peut classifier en trois grandes catégories socioprofessionnelles la rentabilité d'un système éducatif à partir des trois possibilités :

- Salaire de base faible avec un taux de variation élevé.
- Salaire de base élevé avec un taux de variation faible.
- Salaire de base élevé avec un taux de variation élevé.

Une étude numérique nécessite des données réelles, chose que nous désirons faire dans un travail ultérieur.

V. Conclusion

La modélisation générale du bilan de rentabilité, nous a donné un polynôme très particulier dont la racine représente la rentabilité. L'existence et l'unicité sont assurées par une étude analytique de ce polynôme.

La technique numérique proposée complète cette étude en appliquant ce travail sur des données liées au système éducatif au MAROC. Dans un prochain papier, nous chercherons la rentabilité d'une formation durant N année au lieu d'une seule année. Nous travaillerons également sur la notion de moyenne via une écriture de groupe où lieu d'un individu.

References Références Referencias

1. Hamidou Nacuzon Sall, J. M. *Mesure et évaluation en éducation* (Vol. 19 n 3).
2. GRAVOT, P. (2007). *E_Thème N1: Capital Humain et Demande de Formation Initiale.*
3. KHOTI. (1964). *Le Rendement de l'Education, volume5.*
4. Nathalie, G. (29-6-2006). *Finance d'entepise, chapitre 2 la décision de l'investissement.*
5. REVERDY. (1997). *Evaluation de la Rentabilité Economique d'un projet d'Investissement.*
6. TEMPLE. (2001). *Effet de l'éducation et du capital social sur la croissance dans les pays de l'OCDE.* Revue Economique de l'OCDE.

This page is intentionally left blank

Global Journal of human-social science: E
Economics
Volume 14 Issue 7 Version 1.0 Year 2014
Type: Double Blind Peer Reviewed International Research Journal
Publisher: Global Journals Inc. (USA)
Online ISSN: 2249-460X & Print ISSN: 0975-587X

The Impact of Cultural Background and Gender Differences on Malaysian Consumption Patterns

By Wong Yong Le & Dr. Rashad Yazdanifard
HELP College of Arts and Technology, Malaysia

Abstract- It is important for sellers and marketers to understand consumers' consumption habits because it can directly affect marketing strategies. Different cultural background, religious values and gender result in different consumption patterns across many different countries. Therefore, it has become essential for marketers to understand gender and culture's influence on consumer behavior.

Keywords: consumer behavior, malaysia, gender, culture, malay, chinese, indian.

GJHSS-E Classification : FOR Code: 349999

THEIMPACTOFCULTURALBACKGROUNDANDGENDERDIFFERENCESONMALAYSIANCONSUMPTIONPATTERNS

Strictly as per the compliance and regulations of:

The Impact of Cultural Background and Gender Differences on Malaysian Consumption Patterns

Wong Yong Le [α] & Dr. Rashad Yazdanifard [ρ]

Abstract- It is important for sellers and marketers to understand consumers' consumption habits because it can directly affect marketing strategies. Different cultural background, religious values and gender result in different consumption patterns across many different countries. Therefore, it has become essential for marketers to understand gender and culture's influence on consumer behavior.

Keywords: consumer behavior, malaysia, gender, culture, malay, chinese, indian.

I. Introduction

As the world is becoming a global village, many corporations are expanding their business into global market, which means they need to deal with people from different countries and cultural backgrounds. Marketers start to acknowledge the essentials of understanding the consumption patterns of the growing amount of global consumers. Individuals have been known to behave and react differently to the same situations based on their cultural background and general experience (Kamaruddin & Kamaruddin). Other than culture, modern marketing has also relied on gender to help them understand and explain consumers and their consumption patterns (Caterall & Maclaran, 2002). Numerous studies suggest that culture and gender are both the key determinant that influences consumers' consumption patterns. Moreover, religiosity is also used as an explanatory variable to study about the differences in the consumption patterns of consumers from different countries (Moschis, 2011).

II. Impact of Cultural Background in Malaysia

It is important for marketers to understand the impact of cultural background on consumer behavior. Recent studies on Asian consumer behaviors are mostly carried out in Japan, Korea, Taiwan and mainland China. These Asian countries are culturally homogenous because their populations are mainly formed by one race, unlike Malaysia which hasrich multiracial cultures. Malaysia is a relatively small young nation with a population of around 26 million people formed by different ethnicitiesliving together even before the British Empire in 1957 (Lai et al., 2010). Hence, Malaysia can provide a good foundation to study Asian consumer behavior because this country shows an unusual harmony between three main ethnic groups and other minority subcultures. Majority of the population in Malaysia is formed by three main ethnic groups, which are Malays, Chinese and Indians. Although numerous studies about consumption patterns were done over the last decades, most of these studies are focusing on western countries instead of Asia. Therefore, corporations who seek to expand their market in Asia should investigate the cultural diversity and the impact of ethnics in Asia country, especially Malaysia which consists of many different Asian subcultures.

Author α ρ: Center of Southern New Hampshire University HELP College of Arts and Technology. e-mails: eva0119neo@hotmail.com, rashadyazdanifard@yahoo.com

III. The Malays

The Malays are the largest ethnic group in Malaysia, which form more than 50% of the population in this country. Therefore, this subculture is essential for researches and marketers to study Malaysians' consumption patterns. In Malaysia, the Malays are significantly related with the religion of Islam which constitutes a key role in their ethnic identity and culture (Mastor el al. 2000). The Malays have very different lifestyles from the Chinese and Indians although they live in the same country because Malays' lifestyle are largely shaped and influenced by the religion of Islam. Hence, the religion of Islam has great influences on the Malay culture and the development of their ethnic group. A person who is simultaneously born into the Malay culture and Islam is recognized as Malay and one who rejects Islam will no longer be considered as a Malay (Kamaruddin & Kamaruddin, 2009). Study indicates that Islam has influenced South East Asia since five hundred years ago and it has integrated with the Malay culture throughout history, thus Islam is considered as an inseparable partof the Malay culture. The *Qur'an*, showed words of God that providewell defined guidelines for the disciplesto follow (Jung & Kau, 2004). The guidance from *Qur'an*is comprehensive and includes the social, economic, political, moral and spiritual aspect of life (Jung & Kau, 2004). Moreover, the term *rezeki* in Islam refers to belief in the predestination of one's economic destiny and it further result in fatalism. As a result, Malaysian Malays are less likely to have achievement orientation because they believe that their destiny or fate is determined by *Allah*andmortals have no strength to change their own destiny. In addition, a research carried out by Kamaruddin (2009) shows that Malay consumers' consumption patterns emphasize more on the product's quality, effectiveness and value of money. They are also more likely to show interest in obtainingtechnologically produced and high quality products. Malay consumers reported inefficient in processing products and market information and further result in information confusion and overload (Kamaruddin & Kamaruddin, 2009). Some research suggests that religious factors may have an influencein consumers' consumption patterns but it is not sufficient to explain the Malays' consumer behavior because researchers cannot only rely on one factor to explain the complex of consumer behavior. Furthermore, in the Malaysian constitution, the Malays are allowed to enjoy their constitutional rights, which prompted them to view their future opportunities differently compared to Indians and Chinese, which are independent from the strength of religiosity (Moschis, 2011).

IV. The Chinese

The Chinese make up the second largest ethnic group, which is 25% of the population. The ancestors of Malaysian Chinese are Chinese who migrated from Mainland China to Peninsular Malaya between the early and the mid-20th century during Chinese civil war. During 20th century, these Chinese immigrants were mostly found in cities and they had dominated the majority of the economic power in Peninsular Malaya through tin mining and rubber business (Mokhlis, 2009). Before Peninsular Malaya become independent, it was ruled by British colonists. Therefore, the British colonial administration has great influence on Malaysian Chinese. Malaysian Chinese who are more affected by Western culture and values usually have weak identification with Confucian tradition and Chinese culture. In contrast, Malaysian Chinese who are less affected by western culture still have very strong ethnic identification with traditional Chinese culture which is passed down by their ancestors from Mainland China. Today, the new generations of Malaysian Chinese have fused their own culture with other subcultures in Malaysia. Although these Chinese are originally derived from Mainland China, they have formed their own culture that is different from their ancestors. According to studies, Confucianism is the most influential and respected philosophy in Chinese culture and the Chinese have followed Confucian values for nearly thousands years. Mokhlis (2009) indicates that the central to Confucianism are human relationships: parent-child relations, siblings' relation, marriage relations, clan relations, and finally community relations and friendship. Therefore, the Chinese place great importance in groups, community, interpersonal relationship and social interaction. Recent study states that the Chinese culture highly value the concept of 'face' when it comes to interpersonal relationship and social interaction. To the Chinese, the term 'face' refers to reputation, status or prestige. The Chinese tend to place high importance on the protection of '*face*' (Jung & Kau, 2004).The Chinese also believe that losing face in public can bring dishonor to their family, in contrast gaining face can bring great honor to their family. The Chinese's obsession of face-protection and face-gaining originate from Confucian value and later strengthen by the influences of Communists, in order to advocate individuals to become subordinate under groups or community. Lin (2013) indicates that Chinese consumers are more likely to make purchase which build face in public, but they tend to be thrifty in private, regardless of income level. They tend to spend more money in public because they don't want to be viewed as stingy or poor, which will result in loss of face. In addition, Chinese consumers' preferences and choices are driven by desire for gaining face. Lin (2013) suggests that Chinese consumers make purchasing decision by considering both gaining face and gaining value from the product. Furthermore, loyalty is regarded as a virtue in the Chinese community. Hence, the Chinese have been taught from early childhood to be loyal to their family and kin. As a result, study indicates that Chinese consumers are more likely to be loyal to their providers. This is because switching new provider would cause loss of face to the old provider, which is an undesirable behavior that a Chinese consumer would choose to avoid (Jung & Kau, 2004). According to Mokhlis (2009), the Chinese with high ethnic attitude are less likely to enjoy shopping and less likely to experience confusion caused by choice compared to Chinese consumers with low ethnic attitudes.

V. The Indians

The smallest ethnic group in Malaysia, the Indians, formsonly 10% of the population in Malaysia. Malaysian Indians are an Indian descent group who migrated to Peninsular Malaya during British Colonial administration. As the smallest ethnic group in Malaysia, there is only a few research carried out on Indian consumers' consumption patterns. Research indicates that caste differentiation still exist among Indian community in Malaysia. However, the caste differentiation has no formal function on the Indian community but some Indian still use caste system as a cultural marker to distinguish other. Moreover, the majority of Malaysian Indians are Hindus. Hinduism indicates that men are not born equal. The inequality of men was explained in terms of the merits and demerits accrued in previous incarnations (Jung & Kau, 2004).

VI. Hofstede's Cultural Dimensions Theory

Hofstede's cultural dimension theory is widely used in many cultural researches. In 1991, Hofstede proposed four independent dimensions of national culture. These four dimensions are: individualism/ collectivism, masculinity/femininity, uncertainty avoidance and power distance. Hofstede's cultural dimension theory demonstrates the impact of political, demographics, economic and geographic characteristics on a nation's society and culture.

VII. Individualism/ Collectivism

Individualism refers to societies in which the ties between individuals are loose and everyone is expected to take care of himself/herself and his/her immediate family, for example in the United States, England, Australia, Canada etc. (Hofstede, 1991). To individuals who are from a collectivistic culture, their identity tend to be much more connected to the social network and they tend to place great importance on membership and identification with group or community which they belonged, for example, in South American countries (Hofstede, 1991). Collectivist cultures emphasize on connectedness between individuals, social network and relationships (Singelis, 1994). Individualistic cultures value the freedom and uniqueness of individual over group or community whereas collectivist cultures value solidarity and unity of group rather than individual. Hence, individualistic cultures tend to prefer differentiation and uniqueness of individuals. Conversely, collectivistic cultures are more interested in building relationships and maintaining connections with others in the same community. According to research, people who come from collectivistic cultures are more affected by the preferences and choice of close ones while people of individualistic cultures are more motivated by personal preference (Arnold & Bianchi, 2001). Numerous studies state that Asians are more likely to be collectivistic whereas westerners are mostly individualistic. Therefore, family is very important to majority of the Asians, especially the three main ethnic groups in Malaysia. The Malays and Indians both exhibit high levels of collectivism because they believe that staying loyal to their community and family is one of the most important values in their culture. They place the well-being of the group as priority which is far more important than their personal desires (Lai et al, 2010). The Malays also believe that their religion holds them together as a community and it is Islam that shaped their collective identity (Lai, 1991). In Malay community, purchasing decisions are often based on group preferences rather than personal interest (Lai et al., 2010). Chinese's decline in collectivism may be due to the influence of western culture and value. The Malaysian Chinese reported that they exhibit higher on the level of individualism compared to Malays and Indians. This could be due to the new generation of Chinese who mostly move away from their parents' house after they start working or get married, which further result in the loss of intergenerational family (Jung & Kau, 2004).

VIII. Uncertainty Avoidance

The uncertainly avoidance dimension refers to the extent to which members of a culture feel threatened by uncertain or unknown situations and the degree of ambiguity and change that can be tolerate (Hofstede, 1991). Members of societies who have higher degree of uncertainty avoidance tend to feel insecure or anxious when they are threatened by uncertainty and ambiguity, and they will try to reduce their anxiety by formingrigid, formal rules to achieve stability. Societies with higher uncertainty avoidance often feel strong needs to be in control. Study indicates that consumers from high uncertainty avoidance societies display greater preference for established brand name, superior warranty, money-back guarantee, security and resistance to accept change, and they prefer a more traditional and conservative wayincommunicating, for example like Japan (Arnold & Bianchi, 2001). On the other hand, members from low uncertainty avoidance societies can tolerate and accept ambiguity better than high uncertainty avoidance societies. Furthermore, they accept uncertainty and handle it more effectively. Members from low uncertainty avoidance societies are also more flexible when it comes to uncertain or unknown situation thus they tend to prefer less control. According to research, high uncertainty avoidance consumers are more likely to engage in relational market behavior with firms, products, or brands (Arnold & Bianchi, 2001). Different levels of uncertainty avoidance level can affect consumption patterns and how consumers react and behave when they face unknown or uncertain situations (Jung & Kau, 2004). These consumer behaviors include brand loyalty, information search, perceived risk and innovativeness (Gentry et al. 1993). Members from high uncertainty avoidance cultures are more likely to have more brand loyalty, experiences higher levels of perceived risk, and engage in information search but they are less likely to try innovative products (Jung & Kau, 2004). In general, Malaysian Chinese and Indian reported to exhibit lower tolerance for ambiguity, uncertainty and risk. Chinese's protection of one's reputation result in selecting socially visible products which can gain praise (Lin et al., 2013). Conversely, Malays show higher tolerance for ambiguity and risk due to their trust in religion and belief of fatalism.

IX. Power Distance

Hofstede (1991) suggests that power distance is the extent to which less powerful members of institutions and organizations within a country expect and accept that power is distributed unequally. Members from high power distance societies are more likely to be submissive toward their rulers or leaders and they prefer a more authoritarian leader. In contrast, members from low power distance societies tend to value equality, freedom and democracy, and they view themselves equal to the leader. Moreover, power distance can also influence individuals' willingness to trust others (Hosfstede, 1991). Members from high power distance societies see other people as a threat and thus they develop lower amount of trust on others, Mexico for example. Members of low power distance societies tend to feel less threatened and develop more trust. In general, Malaysians scored high in power distance compared to westerners. The religion of Hinduism indicates that humans are not born equal and they are categorized to different social status. The Chinese, who are majority Buddhists or Christians, believe that men are equal and thus they exhibit lower levels of power distance than Malays and Indian. In power distance dimension, the predominantly Muslim community has a very high regard for authority and are willing to subject themselves to the leader (Lai et al., 2010). Research states that the degrees of power distance influence opinion seeking behavior. High power distance societies have larger number of opinion seekers and consumers in which they tend to seek opinion from someone who are older and have powerful status.

X. Masculinity/ Femininity

The masculinity/ femininity dimension refers to the dominant gender role pattern which is related to behaviors and values (Hofstede, 1991). Societies with high masculinity admire qualities like ambitiousness, achievements and assertiveness, with an understanding that performance is the means to gain wealth and admiration (Hofstede, 1991). Hofstede (1991) indicates that male societies think every individual should strive aggressively to advance their career, both by performing well and by gaining recognition from their superiors. Conversely, societies with high femininity value nurturance, quality of life, service, and interdependence (Hofstede, 1991). The female societies are related to patience and they have strong desires to work and serve rather than focusing on life or career. The Malays still hold traditional values toward gender role and gender expectation. Generally, Malay husbands prefer their wives to be submissive to them and become full-time housewives to take care of the children. Malay men still hold conservative sociocultural attitudes, regarding marriage (Jung & Kau, 2004). Majority of Malay men think that their *authority figures in the family shouldn't be challenged and they prefer wives with low education level.* Majority of the Chinese women nowadays are working wives thus they are economically independent from their husbands and they are capable of taking care of themselves. Hence, the Chinese score low in masculinity. The concept of women should stay at home and look after their children are changing due to the increased education level in the Indian community. Empirical study shows that the Indians are the most pro-feminists among three main ethnic group (Jung & Kau, 2004). Members from high masculinity cultures tend to engage in male dominant decision making because they believe that men are better at problem solving and should be in charge.

XI. Gender Differences

Our society oftenview women as shopaholicswho enjoy shopping, whereas men find shopping boring and have little interest in buying. This view is partly true because Helga (2004) indicates that women are much stronger buying involvement than did men, particularly in terms of emotional involvement whereas men are high on quality and efficiency. These differences between males and females are widely accepted in both western and eastern society. Gender plays an important role in consumption patterns. Although males and females cope and settle problems equally good, but the way they process information and how they deal with problems are quite different. According to research, an individual's sexual characteristics, social gender roles and gender identity significantly determine how they react to certain situation. Empirical Studies also suggest that males and females have different preference, decision making, information gathering and evaluation while buying. Generally, women are expected to be warm, nurturing and home-oriented. As a result, females are considered to be good at buying traditional female products, example like baby products, grocery, home furnishing etc. whereas males are expected to be logical, analytical and aggressive. Therefore, it is commonly believed that male are good at dealing with electronic products, automobiles etc. However, some studies indicate that there are some significant changes in male consumption pattern and domestic responsibilities. According to Teather (1995), men shoppers begin to behave more like female shoppers, such as doing more grocery shopping and becoming more brand-conscious. The difference between gender roles and expectations has become blurred due to the increasing amount of highly educated and working women. Study also indicates women are generally more involved in social issues and are also more concerned about environmental issues compared to men. Therefore, women are more likely to show more socially and ecological friendly consumption behaviors (Berenguer et al. 2005).

XII. Sex or Gender?

Sex refers to biological and physiological characteristics which define male and female whereas gender refers to characteristic that are culturally or socially learned, like masculine and feminine. Gender identity is a person's sense of their own gender. Gender roles refer to social norms and beliefs that decide how men and women should behave in a socially appropriate way according to their gender. Men and women in all societies or cultures are expected to follow the gender expectation and sex role norms since they are children. Although biological sex does have great influence on consumption patterns, a person's biological sex does not fully determine their behavior. Some studies argue about which variable have more influence on consumption behavior. Some products are designed for specific gender, for example cosmetics, whereas some are for specific biological sex, such as sanitary napkins. Products which are 'gendered' often associate with feminine or masculine image but are not necessarily connected to biological sex. For example, both women and men can use facial masks, but many people think that facial mask are only for women and it would be weird for men to use it because it is against the male gender role. Hence, consumers tend to buy products or brands which fit their gender role and majority of them are unwilling to try products or brands which are against their gender role. According to research, sex differences are not mainly caused by biological influences, but also often affected by social norms and cultural variations. Hence, "masculinity" does not equal to "male" and "femininity" does not equal to "female". Studies also indicate that gender identity plays a key role in shaping consumption patterns because it influences consumer brand perceptions through creating brand meanings for consumers (Ye, 2012). Consumers tend to define the meaning of the product or brand by associating their gender identity with the products or brand's image.

XIII. Discussion

The Malays are the largest ethnic group in Malaysia and they are greatly influenced by the religion of Islam. Islamic values and practices are noteworthy the primary factor which influences the development of Malaysian Malays' culture and community. Malay consumers focus more on the product's quality, effectiveness and value. Malay consumers are also inefficient in processing products and market information and overloaded information may cause confusion. In addition, Malays are a very strong male dominated society. Malaysian Indians are the smallest group among three main ethnic groups. Majority of the consumer behavior research carried out in Malaysia are mostly Malays and Chinese, there are very few research on Indian consumers' consumption patterns. Generally, Malaysian Chinese are more concern on the protection of the 'face' and their social status. In addition, study indicates that Chinese consumers are more likely to spend more money on a product or service when the purchase behavior occurs in public place or the products are often used in public, even if they have limited income. Hence, companies and marketers should understand that the primary factor that determine Chinese consumers' consumption pattern is gaining face. The Chinese have different purchase decision from other two ethnics. In general, majority of the Asian countries are collectivistic, so are Malaysians. The Chinese, Malays and Indian are more collectivistic compared to westerners. Among these three ethnic groups, Chinese exhibit higher individualism because their new generations are affected by western values and they show less loyalty to family and groups, thus result in decline in collectivism. The Malays and Indian still hold traditional values and view loyalty to their own community as a virtue. Therefore, both Malays and Indians still remain collectivistic in their culture. Malaysian Chinese and Indians are more likely to show uncertainty avoidance whereas Malays show higher tolerance for ambiguity and risk because of their trust in religion. In power distance dimension, Malaysian Indians score the highest level of power distance among the three ethnics because Hinduism states that men are not equal due to the previous incarnations. Malay men still hold conservative sociocultural attitudes and thus they score high in masculinity level. Majority of the Malays prefer their wives not to be graduates and they think that women should stay at home take care of children instead of working. They are dominant husband who expect wives to be submissive. Controversy, the Chinese and Indian are becoming more modernized. Increased education and achievements result in more dual-income family and independent working women. Chinese and Indian score higher on femininity compared to high masculine Malay society.Moreover, gender differences have significant influence on consumer behavior and it helps to explain and understand the differences between male and female consumption patterns. In most of the societies, women are always viewed as nurturing, warm, emotional and home oriented and thus they are always associated with child care products, grocery and home furnishing. Men are usually viewed as dominant, logical and adventurous and they are associated to products such as electronic device, automobiles and sport equipment. However, the increase in education level result in more male consumers willing to do more grocery shopping and become more brand-conscious thus the difference between gender role become blurred these days. Majority of the products or services are made and designed for specific gender type and these products or services can have feminine or masculine image. The consumers' gender role and gender identity influence how a product or service is viewed. Some studies argue that gender differences are not inborn, but are shaped through culture or society, and men learnt to behave in socially appropriate way. Recent studies also noted that gender does not only refer to biological, but includes a variety of sociological, cognitive and cultural influences that can affect our personality and behavior.

XIV. Conclusion

In conclusion, it has become essential for companies, marketers and product designers to understand consumers' needs and wants. Studying consumer behavior provides a platform for companies and marketers to design a more appropriate marketing strategy for their target consumer groups, especially consumers from different cultural backgrounds. Although there are numerous researches done on consumer behaviors, majority of these researches are Western bias, and lack of Asian consumer behavior studies. Moreover, there is still very little research on how cultural background can influence different people's consumption patterns. Even though there are very little research carried out on Asian consumption patterns, these countries are still racially homogenous, unlike Malaysia which has many interesting subcultures. Malaysia is a unique multiracial country, thus researchers can further study on the impact of ethnic, culture and religion on consumer behavior. Hence, understanding the differences between Malaysia and other countries allow companies and marketers to design strategies according to the cultural and gender differences.

References Références Referencias

1. Abd Rahim, R., Jalaludin, F., & Tajuddin, K. (2011). The importance of corporate social responsibility on consumer behavior in Malaysia. *Asian Academy Of Management Journal*, *16*(1), 119-139.
2. Arnold, K. A., & Bianchi, C. (2001). Relationship Marketing, Gender, and Culture: Implications for Consumer Behavior. Advances in Consumer Research, *28*(1), 100-105.
3. Bakshi, S. Impact of gender on consumer purchase behavior. *National monthly refereed journal research in commerce and management*, *1*(9), 1-8.
4. Bellman, S., Johnson, E. J., Kobrin, S. J., Lohse, G. L., Malshe, A., Gentry, J. W., & ... Groth, M. (2004). Competitive Paper Session: Cultural Influences on Consumer Behavior. *Advances In Consumer Research*, *31*(1), 362-374.
5. Caterall, M., & Maclaran, P. (2002). Gender Perspectives in Consumer Behaviour: An Overview and Future Directions. Marketing Review, 2(4), 1.
6. Clemons, E. K. (2008). How Information Changes Consumer Behavior and How Consumer Behavior Determines Corporate Strategy. *Journal of Management Information Systems*, *25* (2), 13-40.
7. Dahl, D. (2014). Social Influence and Consumer Behavior. *Journal Of Consumer Research*, S1-S2. doi:10.1086/670170
8. Dobscha, S. (1995). Gender issues and consumer behavior. *Journal Of Marketing Research (JMR)*, *32*(3), 379-381.
9. Fon Sim, O., Kassim, N., Peng, O., & Singh, T. (2014). Purchase Behaviour of Consumers of Functional Foods in Malaysia: An Analysis of Selected Demographic Variables, Attitude and Health Status. *Asia Pacific Management Review*, *19*(1), 81-98. doi:10.6126/APMR.2014.19.1.05
10. Haque, A., Khatibi, A. & Al Mahmud, S. (2009). Factors determinate customer shopping behavior through internet: the malaysian case. *Australian Journal of Basic and Applied Science*, *3*(4): 3452-3463.
11. Jogulu, U., & Ferkins, L. (2012). Leadership and culture in Asia: the case of Malaysia. *Asia Pacific Business Review*, *18*(4), 531-549. doi:10.1080/13602381.2012.690301
12. Kamaruddin, A. R., & Kamaruddin, K. (2009). Malay culture and consumer decision-making styles: an investigation on religious and ethnic dimensions. *Jurnal Kemanusiaan Bil 14,* 37-50.
13. Kongsompong, K. (2006). Cultural Diversities Between Singapore and Australia: An Analysis on Consumption Behavior. *Journal Of American Academy Of Business, Cambridge*, *9*(2), 87-92.
14. Lai, F. S., Chong, S. C., Sia, B. K., & Ooi, B. C. (2010). Culture and consumer behavior: Comparisons between Malays and Chinese in Malaysia. International Journal of Innovation, Management and Technology, *1*(2), 180-185.
15. Lin, L., Xi, D., & Lueptow, R. M. (2013). Public face and private thrift in Chinese consumer behaviour. *International Journal of Consumer Studies*, *37*(5), 538-545. doi:10.1111/ijcs.12023
16. Luchs, M., & Mooradian, T. (2012). Sex, Personality, and Sustainable Consumer Behaviour: Elucidating the Gender Effect. *Journal of Consumer Policy*, *35*(1), 127-144. doi:10.1007/s10603-011-9179-0
17. Macinnis, D. J., & Folkes, V. S. (2010). The Disciplinary Status of Consumer Behavior: A Sociology of Science Perspective on Key Controversies. *Journal of Consumer Research*, *36*(6), 899-914.
18. Majić, O., & Kuštrak, A. (2013). The influence of religion to consumer behaviour and further implications to international marketing. *International Journal of Management Cases*, *15*(4), 287-300.
19. Mokhlis, S. (2009). Malaysian Chinese consumers: Their ethnic attitudes and shopping orientations. *International Journal of Business and Management*, *4*(11), 53-62.
20. Mokhlis, S., & Salleh H. S. (2009). Decision-making styles of young Malay, Chinese and Indian consumers in Malaysia. *Asian Social Science*, *5*(12), 50-59.

21. Moschis, G. P., & Ong, F. (2011). Religiosity and consumer behavior of older adults: A study of subcultural influences in Malaysia. *Journal of Consumer Behaviour*, *10* (1), 8-17. doi:10.1002/cb. 342
22. Pop, N. I., & Pelau, C. (2012). The influence of the income on the consumer behavior and on the quality of life. *Romanian Journal of Marketing*, (4), 18-24.
23. Rahbar, E., & Abdul Wahid, N. (2010). The Malaysian Consumer and the Environment: Purchase Behavior. *Global Business & Management Research*, *2* (4), 323-336.
24. Williams, P. (2014). Emotions and Consumer Behavior. *Journal of Consumer Research*, S268-S269. doi:10.1086/674429
25. Ye, L. (2012), Gender identity: does it matter for consumers' perceptions. Journal of business diversity, *12* (3), 81-92.

Global Journals Inc. (US) Guidelines Handbook 2014

www.GlobalJournals.org

Fellows

FELLOW OF ASSOCIATION OF RESEARCH SOCIETY IN HUMAN SCIENCE (FARSHS)

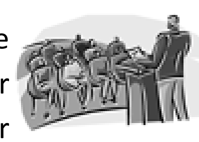
Global Journals Incorporate (USA) is accredited by Open Association of Research Society (OARS), U.S.A and in turn, awards "FARSHS" title to individuals. The 'FARSHS' title is accorded to a selected professional after the approval of the Editor-in-Chief/Editorial Board Members/Dean.

- The "FARSHS" is a dignified title which is accorded to a person's name viz. Dr. John E. Hall, Ph.D., FARSS or William Walldroff, M.S., FARSHS.

FARSHS accrediting is an honor. It authenticates your research activities. After recognition as FARSHS, you can add 'FARSHS' title with your name as you use this recognition as additional suffix to your status. This will definitely enhance and add more value and repute to your name. You may use it on your professional Counseling Materials such as CV, Resume, and Visiting Card etc.

The following benefits can be availed by you only for next three years from the date of certification:

FARSHS designated members are entitled to avail a 40% discount while publishing their research papers (of a single author) with Global Journals Incorporation (USA), if the same is accepted by Editorial Board/Peer Reviewers. If you are a main author or co-author in case of multiple authors, you will be entitled to avail discount of 10%.



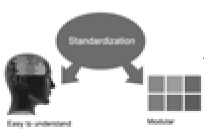
Once FARSHS title is accorded, the Fellow is authorized to organize symposium/seminar/conference on behalf of Global Journal Incorporation (USA). The Fellow can also participate in conference/seminar/symposium organized by another institution as representative of Global Journal. In both the cases, it is mandatory for him to discuss with us and obtain our consent.

You may join as member of the Editorial Board of Global Journals Incorporation (USA) after successful completion of three years as Fellow and as Peer Reviewer. In addition, it is also desirable that you should organize seminar/symposium/conference at least once.

We shall provide you intimation regarding launching of e-version of journal of your stream time to time.This may be utilized in your library for the enrichment of knowledge of your students as well as it can also be helpful for the concerned faculty members.

The FARSHS can go through standards of OARS. You can also play vital role if you have any suggestions so that proper amendment can take place to improve the same for the benefit of entire research community.

As FARSHS, you will be given a renowned, secure and free professional email address with 100 GB of space e.g. johnhall@globaljournals.org. This will include Webmail, Spam Assassin, Email Forwarders,Auto-Responders, Email Delivery Route tracing, etc.



The FARSHS will be eligible for a free application of standardization of their researches. Standardization of research will be subject to acceptability within stipulated norms as the next step after publishing in a journal. We shall depute a team of specialized research professionals who will render their services for elevating your researches to next higher level, which is worldwide open standardization.

The FARSHS member can apply for grading and certification of standards of the educational and Institutional Degrees to Open Association of Research, Society U.S.A. Once you are designated as FARSHS, you may send us a scanned copy of all of your credentials. OARS will verify, grade and certify them. This will be based on your academic records, quality of research papers published by you, and some more criteria. After certification of all your credentials by OARS, they will be published on your Fellow Profile link on website https://associationofresearch.org which will be helpful to upgrade the dignity.

The FARSHS members can avail the benefits of free research podcasting in Global Research Radio with their research documents. After publishing the work, (including published elsewhere worldwide with proper authorization) you can upload your research paper with your recorded voice or you can utilize chargeable services of our professional RJs to record your paper in their voice on request.

The FARSHS member also entitled to get the benefits of free research podcasting of their research documents through video clips. We can also streamline your conference videos and display your slides/ online slides and online research video clips at reasonable charges, on request.

The FARSHS is eligible to earn from sales proceeds of his/her researches/reference/review Books or literature, while publishing with Global Journals. The FARSHS can decide whether he/she would like to publish his/her research in a closed manner. In this case, whenever readers purchase that individual research paper for reading, maximum 60% of its profit earned as royalty by Global Journals, will be credited to his/her bank account. The entire entitled amount will be credited to his/her bank account exceeding limit of minimum fixed balance. There is no minimum time limit for collection. The FARSS member can decide its price and we can help in making the right decision.

The FARSHS member is eligible to join as a paid peer reviewer at Global Journals Incorporation (USA) and can get remuneration of 15% of author fees, taken from the author of a respective paper. After reviewing 5 or more papers you can request to transfer the amount to your bank account.

MEMBER OF ASSOCIATION OF RESEARCH SOCIETY IN HUMAN SCIENCE (MARSHS)

The ' MARSHS ' title is accorded to a selected professional after the approval of the Editor-in-Chief / Editorial Board Members/Dean.

The “MARSHS” is a dignified ornament which is accorded to a person’s name viz. Dr John E. Hall, Ph.D., MARSHS or William Walldroff, M.S., MARSHS.

MARSHS accrediting is an honor. It authenticates your research activities. Afterbecoming MARSHS, you can add 'MARSHS' title with your name as you use this recognition as additional suffix to your status. This will definitely enhance and add more value and repute to your name. You may use it on your professional Counseling Materials such as CV, Resume, Visiting Card and Name Plate etc.

The following benefitscan be availed by you only for next three years from the date of certification.

MARSHS designated members are entitled to avail a 25% discount while publishing their research papers (of a single author) in Global Journals Inc., if the same is accepted by our Editorial Board and Peer Reviewers. If you are a main author or co-author of a group of authors, you will get discount of 10%.

As MARSHS, you willbe given a renowned, secure and free professional email address with 30 GB of space e.g. johnhall@globaljournals.org. This will include Webmail, Spam Assassin, Email Forwarders,Auto-Responders, Email Delivery Route tracing, etc.

We shall provide you intimation regarding launching of e-version of journal of your stream time to time.This may be utilized in your library for the enrichment of knowledge of your students as well as it can also be helpful for the concerned faculty members.

The MARSHS member can apply for approval, grading and certification of standards of their educational and Institutional Degrees to Open Association of Research, Society U.S.A.

Once you are designated as MARSHS, you may send us a scanned copy of all of your credentials. OARS will verify, grade and certify them. This will be based on your academic records, quality of research papers published by you, and some more criteria.

It is mandatory to read all terms and conditions carefully.

Auxiliary Memberships

Institutional Fellow of Open Association of Research Society (USA) - OARS (USA)

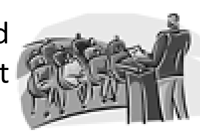
Global Journals Incorporation (USA) is accredited by Open Association of Research Society, U.S.A (OARS) and in turn, affiliates research institutions as "Institutional Fellow of Open Association of Research Society" (IFOARS).

The "FARSC" is a dignified title which is accorded to a person's name viz. Dr. John E. Hall, Ph.D., FARSC or William Walldroff, M.S., FARSC.

The IFOARS institution is entitled to form a Board comprised of one Chairperson and three to five board members preferably from different streams. The Board will be recognized as "Institutional Board of Open Association of Research Society"-(IBOARS).

The Institute will be entitled to following benefits:

The IBOARS can initially review research papers of their institute and recommend them to publish with respective journal of Global Journals. It can also review the papers of other institutions after obtaining our consent. The second review will be done by peer reviewer of Global Journals Incorporation (USA) The Board is at liberty to appoint a peer reviewer with the approval of chairperson after consulting us.
The author fees of such paper may be waived off up to 40%.



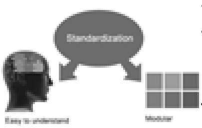
The Global Journals Incorporation (USA) at its discretion can also refer double blind peer reviewed paper at their end to the board for the verification and to get recommendation for final stage of acceptance of publication.

The IBOARS can organize symposium/seminar/conference in their country on behalf of Global Journals Incorporation (USA)-OARS (USA). The terms and conditions can be discussed separately.

The Board can also play vital role by exploring and giving valuable suggestions regarding the Standards of "Open Association of Research Society, U.S.A (OARS)" so that proper amendment can take place for the benefit of entire research community. We shall provide details of particular standard only on receipt of request from the Board.

The board members can also join us as Individual Fellow with 40% discount on total fees applicable to Individual Fellow. They will be entitled to avail all the benefits as declared. Please visit Individual Fellow-sub menu of GlobalJournals.org to have more relevant details.

We shall provide you intimation regarding launching of e-version of journal of your stream time to time. This may be utilized in your library for the enrichment of knowledge of your students as well as it can also be helpful for the concerned faculty members.



After nomination of your institution as “Institutional Fellow” and constantly functioning successfully for one year, we can consider giving recognition to your institute to function as Regional/Zonal office on our behalf.
The board can also take up the additional allied activities for betterment after our consultation.

The following entitlements are applicable to individual Fellows:

Open Association of Research Society, U.S.A (OARS) By-laws states that an individual Fellow may use the designations as applicable, or the corresponding initials. The Credentials of individual Fellow and Associate designations signify that the individual has gained knowledge of the fundamental concepts. One is magnanimous and proficient in an expertise course covering the professional code of conduct, and follows recognized standards of practice.

Open Association of Research Society (US)/ Global Journals Incorporation (USA), as described in Corporate Statements, are educational, research publishing and professional membership organizations. Achieving our individual Fellow or Associate status is based mainly on meeting stated educational research requirements.

Disbursement of 40% Royalty earned through Global Journals : Researcher = 50%, Peer Reviewer = 37.50%, Institution = 12.50% E.g. Out of 40%, the 20% benefit should be passed on to researcher, 15 % benefit towards remuneration should be given to a reviewer and remaining 5% is to be retained by the institution.

We shall provide print version of 12 issues of any three journals [as per your requirement] out of our 38 journals worth $ 2376 USD.

Other:

The individual Fellow and Associate designations accredited by Open Association of Research Society (US) credentials signify guarantees following achievements:

- The professional accredited with Fellow honor, is entitled to various benefits viz. name, fame, honor, regular flow of income, secured bright future, social status etc.

- In addition to above, if one is single author, then entitled to 40% discount on publishing research paper and can get 10%discount if one is co-author or main author among group of authors.
- The Fellow can organize symposium/seminar/conference on behalf of Global Journals Incorporation (USA) and he/she can also attend the same organized by other institutes on behalf of Global Journals.
- The Fellow can become member of Editorial Board Member after completing 3yrs.
- The Fellow can earn 60% of sales proceeds from the sale of reference/review books/literature/publishing of research paper.
- Fellow can also join as paid peer reviewer and earn 15% remuneration of author charges and can also get an opportunity to join as member of the Editorial Board of Global Journals Incorporation (USA)
- • This individual has learned the basic methods of applying those concepts and techniques to common challenging situations. This individual has further demonstrated an in–depth understanding of the application of suitable techniques to a particular area of research practice.

Note :

"

- In future, if the board feels the necessity to change any board member, the same can be done with the consent of the chairperson along with anyone board member without our approval.
- In case, the chairperson needs to be replaced then consent of 2/3rd board members are required and they are also required to jointly pass the resolution copy of which should be sent to us. In such case, it will be compulsory to obtain our approval before replacement.
- In case of "Difference of Opinion [if any]" among the Board members, our decision will be final and binding to everyone.

"

Process of submission of Research Paper

The Area or field of specialization may or may not be of any category as mentioned in 'Scope of Journal' menu of the GlobalJournals.org website. There are 37 Research Journal categorized with Six parental Journals GJCST, GJMR, GJRE, GJMBR, GJSFR, GJHSS. For Authors should prefer the mentioned categories. There are three widely used systems UDC, DDC and LCC. The details are available as 'Knowledge Abstract' at Home page. The major advantage of this coding is that, the research work will be exposed to and shared with all over the world as we are being abstracted and indexed worldwide.

The paper should be in proper format. The format can be downloaded from first page of 'Author Guideline' Menu. The Author is expected to follow the general rules as mentioned in this menu. The paper should be written in MS-Word Format (*.DOC,*.DOCX).

The Author can submit the paper either online or offline. The authors should prefer online submission.Online Submission: There are three ways to submit your paper:

(A) (I) First, register yourself using top right corner of Home page then Login. If you are already registered, then login using your username and password.

(II) Choose corresponding Journal.

(III) Click 'Submit Manuscript'. Fill required information and Upload the paper.

(B) If you are using Internet Explorer, then Direct Submission through Homepage is also available.

(C) If these two are not conveninet , and then email the paper directly to dean@globaljournals.org.

Offline Submission: Author can send the typed form of paper by Post. However, online submission should be preferred.

MANUSCRIPT STYLE INSTRUCTION **(Must be strictly followed)**

Page Size: 8.27" X 11'"

- Left Margin: 0.65
- Right Margin: 0.65
- Top Margin: 0.75
- Bottom Margin: 0.75
- Font type of all text should be Swis 721 Lt BT.
- Paper Title should be of Font Size 24 with one Column section.
- Author Name in Font Size of 11 with one column as of Title.
- Abstract Font size of 9 Bold, "Abstract" word in Italic Bold.
- Main Text: Font size 10 with justified two columns section
- Two Column with Equal Column with of 3.38 and Gaping of .2
- First Character must be three lines Drop capped.
- Paragraph before Spacing of 1 pt and After of 0 pt.
- Line Spacing of 1 pt
- Large Images must be in One Column
- Numbering of First Main Headings (Heading 1) must be in Roman Letters, Capital Letter, and Font Size of 10.
- Numbering of Second Main Headings (Heading 2) must be in Alphabets, Italic, and Font Size of 10.

You can use your own standard format also.
Author Guidelines:

1. General,

2. Ethical Guidelines,

3. Submission of Manuscripts,

4. Manuscript's Category,

5. Structure and Format of Manuscript,

6. After Acceptance.

1. GENERAL

Before submitting your research paper, one is advised to go through the details as mentioned in following heads. It will be beneficial, while peer reviewer justify your paper for publication.

Scope

The Global Journals Inc. (US) welcome the submission of original paper, review paper, survey article relevant to the all the streams of Philosophy and knowledge. The Global Journals Inc. (US) is parental platform for Global Journal of Computer Science and Technology, Researches in Engineering, Medical Research, Science Frontier Research, Human Social Science, Management, and Business organization. The choice of specific field can be done otherwise as following in Abstracting and Indexing Page on this Website. As the all Global

Journals Inc. (US) are being abstracted and indexed (in process) by most of the reputed organizations. Topics of only narrow interest will not be accepted unless they have wider potential or consequences.

2. ETHICAL GUIDELINES

Authors should follow the ethical guidelines as mentioned below for publication of research paper and research activities.

Papers are accepted on strict understanding that the material in whole or in part has not been, nor is being, considered for publication elsewhere. If the paper once accepted by Global Journals Inc. (US) and Editorial Board, will become the copyright of the Global Journals Inc. (US).

Authorship: The authors and coauthors should have active contribution to conception design, analysis and interpretation of findings. They should critically review the contents and drafting of the paper. All should approve the final version of the paper before submission

The Global Journals Inc. (US) follows the definition of authorship set up by the Global Academy of Research and Development. According to the Global Academy of R&D authorship, criteria must be based on:

1) Substantial contributions to conception and acquisition of data, analysis and interpretation of the findings.

2) Drafting the paper and revising it critically regarding important academic content.

3) Final approval of the version of the paper to be published.

All authors should have been credited according to their appropriate contribution in research activity and preparing paper. Contributors who do not match the criteria as authors may be mentioned under Acknowledgement.

Acknowledgements: Contributors to the research other than authors credited should be mentioned under acknowledgement. The specifications of the source of funding for the research if appropriate can be included. Suppliers of resources may be mentioned along with address.

Appeal of Decision: The Editorial Board's decision on publication of the paper is final and cannot be appealed elsewhere.

Permissions: It is the author's responsibility to have prior permission if all or parts of earlier published illustrations are used in this paper.

Please mention proper reference and appropriate acknowledgements wherever expected.

If all or parts of previously published illustrations are used, permission must be taken from the copyright holder concerned. It is the author's responsibility to take these in writing.

Approval for reproduction/modification of any information (including figures and tables) published elsewhere must be obtained by the authors/copyright holders before submission of the manuscript. Contributors (Authors) are responsible for any copyright fee involved.

3. SUBMISSION OF MANUSCRIPTS

Manuscripts should be uploaded via this online submission page. The online submission is most efficient method for submission of papers, as it enables rapid distribution of manuscripts and consequently speeds up the review procedure. It also enables authors to know the status of their own manuscripts by emailing us. Complete instructions for submitting a paper is available below.

Manuscript submission is a systematic procedure and little preparation is required beyond having all parts of your manuscript in a given format and a computer with an Internet connection and a Web browser. Full help and instructions are provided on-screen. As an author, you will be prompted for login and manuscript details as Field of Paper and then to upload your manuscript file(s) according to the instructions.

To avoid postal delays, all transaction is preferred by e-mail. A finished manuscript submission is confirmed by e-mail immediately and your paper enters the editorial process with no postal delays. When a conclusion is made about the publication of your paper by our Editorial Board, revisions can be submitted online with the same procedure, with an occasion to view and respond to all comments.

Complete support for both authors and co-author is provided.

4. MANUSCRIPT'S CATEGORY

Based on potential and nature, the manuscript can be categorized under the following heads:

Original research paper: Such papers are reports of high-level significant original research work.

Review papers: These are concise, significant but helpful and decisive topics for young researchers.

Research articles: These are handled with small investigation and applications

Research letters: The letters are small and concise comments on previously published matters.

5.STRUCTURE AND FORMAT OF MANUSCRIPT

The recommended size of original research paper is less than seven thousand words, review papers fewer than seven thousands words also.Preparation of research paper or how to write research paper, are major hurdle, while writing manuscript. The research articles and research letters should be fewer than three thousand words, the structure original research paper; sometime review paper should be as follows:

Papers: These are reports of significant research (typically less than 7000 words equivalent, including tables, figures, references), and comprise:

(a)Title should be relevant and commensurate with the theme of the paper.

(b) A brief Summary, "Abstract" (less than 150 words) containing the major results and conclusions.

(c) Up to ten keywords, that precisely identifies the paper's subject, purpose, and focus.

(d) An Introduction, giving necessary background excluding subheadings; objectives must be clearly declared.

(e) Resources and techniques with sufficient complete experimental details (wherever possible by reference) to permit repetition; sources of information must be given and numerical methods must be specified by reference, unless non-standard.

(f) Results should be presented concisely, by well-designed tables and/or figures; the same data may not be used in both; suitable statistical data should be given. All data must be obtained with attention to numerical detail in the planning stage. As reproduced design has been recognized to be important to experiments for a considerable time, the Editor has decided that any paper that appears not to have adequate numerical treatments of the data will be returned un-refereed;

(g) Discussion should cover the implications and consequences, not just recapitulating the results; conclusions should be summarizing.

(h) Brief Acknowledgements.

(i) References in the proper form.

Authors should very cautiously consider the preparation of papers to ensure that they communicate efficiently. Papers are much more likely to be accepted, if they are cautiously designed and laid out, contain few or no errors, are summarizing, and be conventional to the approach and instructions. They will in addition, be published with much less delays than those that require much technical and editorial correction.

The Editorial Board reserves the right to make literary corrections and to make suggestions to improve briefness.

It is vital, that authors take care in submitting a manuscript that is written in simple language and adheres to published guidelines.

Format

Language: The language of publication is UK English. Authors, for whom English is a second language, must have their manuscript efficiently edited by an English-speaking person before submission to make sure that, the English is of high excellence. It is preferable, that manuscripts should be professionally edited.

Standard Usage, Abbreviations, and Units: Spelling and hyphenation should be conventional to The Concise Oxford English Dictionary. Statistics and measurements should at all times be given in figures, e.g. 16 min, except for when the number begins a sentence. When the number does not refer to a unit of measurement it should be spelt in full unless, it is 160 or greater.

Abbreviations supposed to be used carefully. The abbreviated name or expression is supposed to be cited in full at first usage, followed by the conventional abbreviation in parentheses.

Metric SI units are supposed to generally be used excluding where they conflict with current practice or are confusing. For illustration, 1.4 l rather than 1.4 × 10-3 m3, or 4 mm somewhat than 4 × 10-3 m. Chemical formula and solutions must identify the form used, e.g. anhydrous or hydrated, and the concentration must be in clearly defined units. Common species names should be followed by underlines at the first mention. For following use the generic name should be constricted to a single letter, if it is clear.

Structure

All manuscripts submitted to Global Journals Inc. (US), ought to include:

Title: The title page must carry an instructive title that reflects the content, a running title (less than 45 characters together with spaces), names of the authors and co-authors, and the place(s) wherever the work was carried out. The full postal address in addition with the e-mail address of related author must be given. Up to eleven keywords or very brief phrases have to be given to help data retrieval, mining and indexing.

Abstract, used in Original Papers and Reviews:

Optimizing Abstract for Search Engines

Many researchers searching for information online will use search engines such as Google, Yahoo or similar. By optimizing your paper for search engines, you will amplify the chance of someone finding it. This in turn will make it more likely to be viewed and/or cited in a further work. Global Journals Inc. (US) have compiled these guidelines to facilitate you to maximize the web-friendliness of the most public part of your paper.

Key Words

A major linchpin in research work for the writing research paper is the keyword search, which one will employ to find both library and Internet resources.

One must be persistent and creative in using keywords. An effective keyword search requires a strategy and planning a list of possible keywords and phrases to try.

Search engines for most searches, use Boolean searching, which is somewhat different from Internet searches. The Boolean search uses "operators," words (and, or, not, and near) that enable you to expand or narrow your affords. Tips for research paper while preparing research paper are very helpful guideline of research paper.

Choice of key words is first tool of tips to write research paper. Research paper writing is an art.A few tips for deciding as strategically as possible about keyword search:

- One should start brainstorming lists of possible keywords before even begin searching. Think about the most important concepts related to research work. Ask, "What words would a source have to include to be truly valuable in research paper?" Then consider synonyms for the important words.
- It may take the discovery of only one relevant paper to let steer in the right keyword direction because in most databases, the keywords under which a research paper is abstracted are listed with the paper.
- One should avoid outdated words.

Keywords are the key that opens a door to research work sources. Keyword searching is an art in which researcher's skills are bound to improve with experience and time.

Numerical Methods: Numerical methods used should be clear and, where appropriate, supported by references.

Acknowledgements: Please make these as concise as possible.

References

References follow the Harvard scheme of referencing. References in the text should cite the authors' names followed by the time of their publication, unless there are three or more authors when simply the first author's name is quoted followed by et al. unpublished work has to only be cited where necessary, and only in the text. Copies of references in press in other journals have to be supplied with submitted typescripts. It is necessary that all citations and references be carefully checked before submission, as mistakes or omissions will cause delays.

References to information on the World Wide Web can be given, but only if the information is available without charge to readers on an official site. Wikipedia and Similar websites are not allowed where anyone can change the information. Authors will be asked to make available electronic copies of the cited information for inclusion on the Global Journals Inc. (US) homepage at the judgment of the Editorial Board.

The Editorial Board and Global Journals Inc. (US) recommend that, citation of online-published papers and other material should be done via a DOI (digital object identifier). If an author cites anything, which does not have a DOI, they run the risk of the cited material not being noticeable.

The Editorial Board and Global Journals Inc. (US) recommend the use of a tool such as Reference Manager for reference management and formatting.

Tables, Figures and Figure Legends

Tables: Tables should be few in number, cautiously designed, uncrowned, and include only essential data. Each must have an Arabic number, e.g. Table 4, a self-explanatory caption and be on a separate sheet. Vertical lines should not be used.

Figures: Figures are supposed to be submitted as separate files. Always take in a citation in the text for each figure using Arabic numbers, e.g. Fig. 4. Artwork must be submitted online in electronic form by e-mailing them.

Preparation of Electronic Figures for Publication

Even though low quality images are sufficient for review purposes, print publication requires high quality images to prevent the final product being blurred or fuzzy. Submit (or e-mail) EPS (line art) or TIFF (halftone/photographs) files only. MS PowerPoint and Word Graphics are unsuitable for printed pictures. Do not use pixel-oriented software. Scans (TIFF only) should have a resolution of at least 350 dpi (halftone) or 700 to 1100 dpi (line drawings) in relation to the imitation size. Please give the data for figures in black and white or submit a Color Work Agreement Form. EPS files must be saved with fonts embedded (and with a TIFF preview, if possible).

For scanned images, the scanning resolution (at final image size) ought to be as follows to ensure good reproduction: line art: >650 dpi; halftones (including gel photographs) : >350 dpi; figures containing both halftone and line images: >650 dpi.

Color Charges: It is the rule of the Global Journals Inc. (US) for authors to pay the full cost for the reproduction of their color artwork. Hence, please note that, if there is color artwork in your manuscript when it is accepted for publication, we would require you to complete and return a color work agreement form before your paper can be published.

Figure Legends: Self-explanatory legends of all figures should be incorporated separately under the heading 'Legends to Figures'. In the full-text online edition of the journal, figure legends may possibly be truncated in abbreviated links to the full screen version. Therefore, the first 100 characters of any legend should notify the reader, about the key aspects of the figure.

6. AFTER ACCEPTANCE

Upon approval of a paper for publication, the manuscript will be forwarded to the dean, who is responsible for the publication of the Global Journals Inc. (US).

6.1 Proof Corrections

The corresponding author will receive an e-mail alert containing a link to a website or will be attached. A working e-mail address must therefore be provided for the related author.

Acrobat Reader will be required in order to read this file. This software can be downloaded

(Free of charge) from the following website:

www.adobe.com/products/acrobat/readstep2.html. This will facilitate the file to be opened, read on screen, and printed out in order for any corrections to be added. Further instructions will be sent with the proof.

Proofs must be returned to the dean at dean@globaljournals.org within three days of receipt.

As changes to proofs are costly, we inquire that you only correct typesetting errors. All illustrations are retained by the publisher. Please note that the authors are responsible for all statements made in their work, including changes made by the copy editor.

6.2 Early View of Global Journals Inc. (US) (Publication Prior to Print)

The Global Journals Inc. (US) are enclosed by our publishing's Early View service. Early View articles are complete full-text articles sent in advance of their publication. Early View articles are absolute and final. They have been completely reviewed, revised and edited for publication, and the authors' final corrections have been incorporated. Because they are in final form, no changes can be made after sending them. The nature of Early View articles means that they do not yet have volume, issue or page numbers, so Early View articles cannot be cited in the conventional way.

6.3 Author Services

Online production tracking is available for your article through Author Services. Author Services enables authors to track their article - once it has been accepted - through the production process to publication online and in print. Authors can check the status of their articles online and choose to receive automated e-mails at key stages of production. The authors will receive an e-mail with a unique link that enables them to register and have their article automatically added to the system. Please ensure that a complete e-mail address is provided when submitting the manuscript.

6.4 Author Material Archive Policy

Please note that if not specifically requested, publisher will dispose off hardcopy & electronic information submitted, after the two months of publication. If you require the return of any information submitted, please inform the Editorial Board or dean as soon as possible.

6.5 Offprint and Extra Copies

A PDF offprint of the online-published article will be provided free of charge to the related author, and may be distributed according to the Publisher's terms and conditions. Additional paper offprint may be ordered by emailing us at: editor@globaljournals.org .

Before start writing a good quality Computer Science Research Paper, let us first understand what is Computer Science Research Paper? So, Computer Science Research Paper is the paper which is written by professionals or scientists who are associated to Computer Science and Information Technology, or doing research study in these areas. If you are novel to this field then you can consult about this field from your supervisor or guide.

TECHNIQUES FOR WRITING A GOOD QUALITY RESEARCH PAPER:

1. Choosing the topic: In most cases, the topic is searched by the interest of author but it can be also suggested by the guides. You can have several topics and then you can judge that in which topic or subject you are finding yourself most comfortable. This can be done by asking several questions to yourself, like Will I be able to carry our search in this area? Will I find all necessary recourses to accomplish the search? Will I be able to find all information in this field area? If the answer of these types of questions will be "Yes" then you can choose that topic. In most of the cases, you may have to conduct the surveys and have to visit several places because this field is related to Computer Science and Information Technology. Also, you may have to do a lot of work to find all rise and falls regarding the various data of that subject. Sometimes, detailed information plays a vital role, instead of short information.

2. Evaluators are human: First thing to remember that evaluators are also human being. They are not only meant for rejecting a paper. They are here to evaluate your paper. So, present your Best.

3. Think Like Evaluators: If you are in a confusion or getting demotivated that your paper will be accepted by evaluators or not, then think and try to evaluate your paper like an Evaluator. Try to understand that what an evaluator wants in your research paper and automatically you will have your answer.

4. Make blueprints of paper: The outline is the plan or framework that will help you to arrange your thoughts. It will make your paper logical. But remember that all points of your outline must be related to the topic you have chosen.

5. Ask your Guides: If you are having any difficulty in your research, then do not hesitate to share your difficulty to your guide (if you have any). They will surely help you out and resolve your doubts. If you can't clarify what exactly you require for your work then ask the supervisor to help you with the alternative. He might also provide you the list of essential readings.

6. Use of computer is recommended: As you are doing research in the field of Computer Science, then this point is quite obvious.

7. Use right software: Always use good quality software packages. If you are not capable to judge good software then you can lose quality of your paper unknowingly. There are various software programs available to help you, which you can get through Internet.

8. Use the Internet for help: An excellent start for your paper can be by using the Google. It is an excellent search engine, where you can have your doubts resolved. You may also read some answers for the frequent question how to write my research paper or find model research paper. From the internet library you can download books. If you have all required books make important reading selecting and analyzing the specified information. Then put together research paper sketch out.

9. Use and get big pictures: Always use encyclopedias, Wikipedia to get pictures so that you can go into the depth.

10. Bookmarks are useful: When you read any book or magazine, you generally use bookmarks, right! It is a good habit, which helps to not to lose your continuity. You should always use bookmarks while searching on Internet also, which will make your search easier.

11. Revise what you wrote: When you write anything, always read it, summarize it and then finalize it.

12. Make all efforts: Make all efforts to mention what you are going to write in your paper. That means always have a good start. Try to mention everything in introduction, that what is the need of a particular research paper. Polish your work by good skill of writing and always give an evaluator, what he wants.

13. Have backups: When you are going to do any important thing like making research paper, you should always have backup copies of it either in your computer or in paper. This will help you to not to lose any of your important.

14. Produce good diagrams of your own: Always try to include good charts or diagrams in your paper to improve quality. Using several and unnecessary diagrams will degrade the quality of your paper by creating "hotchpotch." So always, try to make and include those diagrams, which are made by your own to improve readability and understandability of your paper.

15. Use of direct quotes: When you do research relevant to literature, history or current affairs then use of quotes become essential but if study is relevant to science then use of quotes is not preferable.

16. Use proper verb tense: Use proper verb tenses in your paper. Use past tense, to present those events that happened. Use present tense to indicate events that are going on. Use future tense to indicate future happening events. Use of improper and wrong tenses will confuse the evaluator. Avoid the sentences that are incomplete.

17. Never use online paper: If you are getting any paper on Internet, then never use it as your research paper because it might be possible that evaluator has already seen it or maybe it is outdated version.

18. Pick a good study spot: To do your research studies always try to pick a spot, which is quiet. Every spot is not for studies. Spot that suits you choose it and proceed further.

19. Know what you know: Always try to know, what you know by making objectives. Else, you will be confused and cannot achieve your target.

20. Use good quality grammar: Always use a good quality grammar and use words that will throw positive impact on evaluator. Use of good quality grammar does not mean to use tough words, that for each word the evaluator has to go through dictionary. Do not start sentence with a conjunction. Do not fragment sentences. Eliminate one-word sentences. Ignore passive voice. Do not ever use a big word when a diminutive one would suffice. Verbs have to be in agreement with their subjects. Prepositions are not expressions to finish sentences with. It is incorrect to ever divide an infinitive. Avoid clichés like the disease. Also, always shun irritating alliteration. Use language that is simple and straight forward. put together a neat summary.

21. Arrangement of information: Each section of the main body should start with an opening sentence and there should be a changeover at the end of the section. Give only valid and powerful arguments to your topic. You may also maintain your arguments with records.

22. Never start in last minute: Always start at right time and give enough time to research work. Leaving everything to the last minute will degrade your paper and spoil your work.

23. Multitasking in research is not good: Doing several things at the same time proves bad habit in case of research activity. Research is an area, where everything has a particular time slot. Divide your research work in parts and do particular part in particular time slot.

24. Never copy others' work: Never copy others' work and give it your name because if evaluator has seen it anywhere you will be in trouble.

25. Take proper rest and food: No matter how many hours you spend for your research activity, if you are not taking care of your health then all your efforts will be in vain. For a quality research, study is must, and this can be done by taking proper rest and food.

26. Go for seminars: Attend seminars if the topic is relevant to your research area. Utilize all your resources.

27. Refresh your mind after intervals: Try to give rest to your mind by listening to soft music or by sleeping in intervals. This will also improve your memory.

28. Make colleagues: Always try to make colleagues. No matter how sharper or intelligent you are, if you make colleagues you can have several ideas, which will be helpful for your research.

29. Think technically: Always think technically. If anything happens, then search its reasons, its benefits, and demerits.

30. Think and then print: When you will go to print your paper, notice that tables are not be split, headings are not detached from their descriptions, and page sequence is maintained.

31. Adding unnecessary information: Do not add unnecessary information, like, I have used MS Excel to draw graph. Do not add irrelevant and inappropriate material. These all will create superfluous. Foreign terminology and phrases are not apropos. One should NEVER take a broad view. Analogy in script is like feathers on a snake. Not at all use a large word when a very small one would be sufficient. Use words properly, regardless of how others use them. Remove quotations. Puns are for kids, not grunt readers. Amplification is a billion times of inferior quality than sarcasm.

32. Never oversimplify everything: To add material in your research paper, never go for oversimplification. This will definitely irritate the evaluator. Be more or less specific. Also too, by no means, ever use rhythmic redundancies. Contractions aren't essential and shouldn't be there used. Comparisons are as terrible as clichés. Give up ampersands and abbreviations, and so on. Remove commas, that are, not necessary. Parenthetical words however should be together with this in commas. Understatement is all the time the complete best way to put onward earth-shaking thoughts. Give a detailed literary review.

33. Report concluded results: Use concluded results. From raw data, filter the results and then conclude your studies based on measurements and observations taken. Significant figures and appropriate number of decimal places should be used. Parenthetical remarks are prohibitive. Proofread carefully at final stage. In the end give outline to your arguments. Spot out perspectives of further study of this subject. Justify your conclusion by at the bottom of them with sufficient justifications and examples.

34. After conclusion: Once you have concluded your research, the next most important step is to present your findings. Presentation is extremely important as it is the definite medium though which your research is going to be in print to the rest of the crowd. Care should be taken to categorize your thoughts well and present them in a logical and neat manner. A good quality research paper format is essential because it serves to highlight your research paper and bring to light all necessary aspects in your research.

Informal Guidelines of Research Paper Writing

Key points to remember:

- Submit all work in its final form.
- Write your paper in the form, which is presented in the guidelines using the template.
- Please note the criterion for grading the final paper by peer-reviewers.

Final Points:

A purpose of organizing a research paper is to let people to interpret your effort selectively. The journal requires the following sections, submitted in the order listed, each section to start on a new page.

The introduction will be compiled from reference matter and will reflect the design processes or outline of basis that direct you to make study. As you will carry out the process of study, the method and process section will be constructed as like that. The result segment will show related statistics in nearly sequential order and will direct the reviewers next to the similar intellectual paths throughout the data that you took to carry out your study. The discussion section will provide understanding of the data and projections as to the implication of the results. The use of good quality references all through the paper will give the effort trustworthiness by representing an alertness of prior workings.

Writing a research paper is not an easy job no matter how trouble-free the actual research or concept. Practice, excellent preparation, and controlled record keeping are the only means to make straightforward the progression.

General style:

Specific editorial column necessities for compliance of a manuscript will always take over from directions in these general guidelines.

To make a paper clear

· Adhere to recommended page limits

Mistakes to evade

- Insertion a title at the foot of a page with the subsequent text on the next page
- Separating a table/chart or figure - impound each figure/table to a single page
- Submitting a manuscript with pages out of sequence

In every sections of your document

· Use standard writing style including articles ("a", "the," etc.)

· Keep on paying attention on the research topic of the paper

· Use paragraphs to split each significant point (excluding for the abstract)

· Align the primary line of each section

· Present your points in sound order

· Use present tense to report well accepted

· Use past tense to describe specific results

· Shun familiar wording, don't address the reviewer directly, and don't use slang, slang language, or superlatives

· Shun use of extra pictures - include only those figures essential to presenting results

Title Page:

Choose a revealing title. It should be short. It should not have non-standard acronyms or abbreviations. It should not exceed two printed lines. It should include the name(s) and address (es) of all authors.

Abstract:

The summary should be two hundred words or less. It should briefly and clearly explain the key findings reported in the manuscript--must have precise statistics. It should not have abnormal acronyms or abbreviations. It should be logical in itself. Shun citing references at this point.

An abstract is a brief distinct paragraph summary of finished work or work in development. In a minute or less a reviewer can be taught the foundation behind the study, common approach to the problem, relevant results, and significant conclusions or new questions.

Write your summary when your paper is completed because how can you write the summary of anything which is not yet written? Wealth of terminology is very essential in abstract. Yet, use comprehensive sentences and do not let go readability for briefness. You can maintain it succinct by phrasing sentences so that they provide more than lone rationale. The author can at this moment go straight to shortening the outcome. Sum up the study, with the subsequent elements in any summary. Try to maintain the initial two items to no more than one ruling each.

- Reason of the study - theory, overall issue, purpose
- Fundamental goal
- To the point depiction of the research
- Consequences, including definite statistics - if the consequences are quantitative in nature, account quantitative data; results of any numerical analysis should be reported
- Significant conclusions or questions that track from the research(es)

Approach:

- Single section, and succinct
- As a outline of job done, it is always written in past tense
- A conceptual should situate on its own, and not submit to any other part of the paper such as a form or table
- Center on shortening results - bound background information to a verdict or two, if completely necessary
- What you account in an conceptual must be regular with what you reported in the manuscript
- Exact spelling, clearness of sentences and phrases, and appropriate reporting of quantities (proper units, important statistics) are just as significant in an abstract as they are anywhere else

Introduction:

The **Introduction** should "introduce" the manuscript. The reviewer should be presented with sufficient background information to be capable to comprehend and calculate the purpose of your study without having to submit to other works. The basis for the study should be offered. Give most important references but shun difficult to make a comprehensive appraisal of the topic. In the introduction, describe the problem visibly. If the problem is not acknowledged in a logical, reasonable way, the reviewer will have no attention in your result. Speak in common terms about techniques used to explain the problem, if needed, but do not present any particulars about the protocols here. Following approach can create a valuable beginning:

- Explain the value (significance) of the study
- Shield the model - why did you employ this particular system or method? What is its compensation? You strength remark on its appropriateness from a abstract point of vision as well as point out sensible reasons for using it.
- Present a justification. Status your particular theory (es) or aim(s), and describe the logic that led you to choose them.
- Very for a short time explain the tentative propose and how it skilled the declared objectives.

Approach:

- Use past tense except for when referring to recognized facts. After all, the manuscript will be submitted after the entire job is done.
- Sort out your thoughts; manufacture one key point with every section. If you make the four points listed above, you will need a least of four paragraphs.

- Present surroundings information only as desirable in order hold up a situation. The reviewer does not desire to read the whole thing you know about a topic.
- Shape the theory/purpose specifically - do not take a broad view.
- As always, give awareness to spelling, simplicity and correctness of sentences and phrases.

Procedures (Methods and Materials):

This part is supposed to be the easiest to carve if you have good skills. A sound written Procedures segment allows a capable scientist to replacement your results. Present precise information about your supplies. The suppliers and clarity of reagents can be helpful bits of information. Present methods in sequential order but linked methodologies can be grouped as a segment. Be concise when relating the protocols. Attempt for the least amount of information that would permit another capable scientist to spare your outcome but be cautious that vital information is integrated. The use of subheadings is suggested and ought to be synchronized with the results section. When a technique is used that has been well described in another object, mention the specific item describing a way but draw the basic principle while stating the situation. The purpose is to text all particular resources and broad procedures, so that another person may use some or all of the methods in one more study or referee the scientific value of your work. It is not to be a step by step report of the whole thing you did, nor is a methods section a set of orders.

Materials:

- Explain materials individually only if the study is so complex that it saves liberty this way.
- Embrace particular materials, and any tools or provisions that are not frequently found in laboratories.
- Do not take in frequently found.
- If use of a definite type of tools.
- Materials may be reported in a part section or else they may be recognized along with your measures.

Methods:

- Report the method (not particulars of each process that engaged the same methodology)
- Describe the method entirely
- To be succinct, present methods under headings dedicated to specific dealings or groups of measures
- Simplify - details how procedures were completed not how they were exclusively performed on a particular day.
- If well known procedures were used, account the procedure by name, possibly with reference, and that's all.

Approach:

- It is embarrassed or not possible to use vigorous voice when documenting methods with no using first person, which would focus the reviewer's interest on the researcher rather than the job. As a result when script up the methods most authors use third person passive voice.
- Use standard style in this and in every other part of the paper - avoid familiar lists, and use full sentences.

What to keep away from

- Resources and methods are not a set of information.
- Skip all descriptive information and surroundings - save it for the argument.
- Leave out information that is immaterial to a third party.

Results:

The principle of a results segment is to present and demonstrate your conclusion. Create this part a entirely objective details of the outcome, and save all understanding for the discussion.

The page length of this segment is set by the sum and types of data to be reported. Carry on to be to the point, by means of statistics and tables, if suitable, to present consequences most efficiently.You must obviously differentiate material that would usually be incorporated in a study editorial from any unprocessed data or additional appendix matter that would not be available. In fact, such matter should not be submitted at all except requested by the instructor.

Content

- Sum up your conclusion in text and demonstrate them, if suitable, with figures and tables.
- In manuscript, explain each of your consequences, point the reader to remarks that are most appropriate.
- Present a background, such as by describing the question that was addressed by creation an exacting study.
- Explain results of control experiments and comprise remarks that are not accessible in a prescribed figure or table, if appropriate.
- Examine your data, then prepare the analyzed (transformed) data in the form of a figure (graph), table, or in manuscript form.

What to stay away from

- Do not discuss or infer your outcome, report surroundings information, or try to explain anything.
- Not at all, take in raw data or intermediate calculations in a research manuscript.
- Do not present the similar data more than once.
- Manuscript should complement any figures or tables, not duplicate the identical information.
- Never confuse figures with tables - there is a difference.

Approach

- As forever, use past tense when you submit to your results, and put the whole thing in a reasonable order.
- Put figures and tables, appropriately numbered, in order at the end of the report
- If you desire, you may place your figures and tables properly within the text of your results part.

Figures and tables

- If you put figures and tables at the end of the details, make certain that they are visibly distinguished from any attach appendix materials, such as raw facts
- Despite of position, each figure must be numbered one after the other and complete with subtitle
- In spite of position, each table must be titled, numbered one after the other and complete with heading
- All figure and table must be adequately complete that it could situate on its own, divide from text

Discussion:

The Discussion is expected the trickiest segment to write and describe. A lot of papers submitted for journal are discarded based on problems with the Discussion. There is no head of state for how long a argument should be. Position your understanding of the outcome visibly to lead the reviewer through your conclusions, and then finish the paper with a summing up of the implication of the study. The purpose here is to offer an understanding of your results and hold up for all of your conclusions, using facts from your research and generally accepted information, if suitable. The implication of result should be visibly described. Infer your data in the conversation in suitable depth. This means that when you clarify an observable fact you must explain mechanisms that may account for the observation. If your results vary from your prospect, make clear why that may have happened. If your results agree, then explain the theory that the proof supported. It is never suitable to just state that the data approved with prospect, and let it drop at that.

- Make a decision if each premise is supported, discarded, or if you cannot make a conclusion with assurance. Do not just dismiss a study or part of a study as "uncertain."
- Research papers are not acknowledged if the work is imperfect. Draw what conclusions you can based upon the results that you have, and take care of the study as a finished work
- You may propose future guidelines, such as how the experiment might be personalized to accomplish a new idea.
- Give details all of your remarks as much as possible, focus on mechanisms.
- Make a decision if the tentative design sufficiently addressed the theory, and whether or not it was correctly restricted.
- Try to present substitute explanations if sensible alternatives be present.
- One research will not counter an overall question, so maintain the large picture in mind, where do you go next? The best studies unlock new avenues of study. What questions remain?
- Recommendations for detailed papers will offer supplementary suggestions.

Approach:

- When you refer to information, differentiate data generated by your own studies from available information
- Submit to work done by specific persons (including you) in past tense.
- Submit to generally acknowledged facts and main beliefs in present tense.

THE ADMINISTRATION RULES

Please carefully note down following rules and regulation before submitting your Research Paper to Global Journals Inc. (US):

Segment Draft and Final Research Paper: You have to strictly follow the template of research paper. If it is not done your paper may get rejected.

- The **major constraint** is that you must independently make all content, tables, graphs, and facts that are offered in the paper. You must write each part of the paper wholly on your own. The Peer-reviewers need to identify your own perceptive of the concepts in your own terms. NEVER extract straight from any foundation, and never rephrase someone else's analysis.

- Do not give permission to anyone else to "PROOFREAD" your manuscript.

- Methods to avoid Plagiarism is applied by us on every paper, if found guilty, you will be blacklisted by all of our collaborated research groups, your institution will be informed for this and strict legal actions will be taken immediately.)
- To guard yourself and others from possible illegal use please do not permit anyone right to use to your paper and files.

Criterion for Grading a Research Paper (Compilation)
by Global Journals Inc. (US)

Please note that following table is only a Grading of "Paper Compilation" and not on "Performed/Stated Research" whose grading solely depends on Individual Assigned Peer Reviewer and Editorial Board Member. These can be available only on request and after decision of Paper. This report will be the property of Global Journals Inc. (US).

Topics	Grades		
	A-B	**C-D**	**E-F**
Abstract	Clear and concise with appropriate content, Correct format. 200 words or below	Unclear summary and no specific data, Incorrect form Above 200 words	No specific data with ambiguous information Above 250 words
Introduction	Containing all background details with clear goal and appropriate details, flow specification, no grammar and spelling mistake, well organized sentence and paragraph, reference cited	Unclear and confusing data, appropriate format, grammar and spelling errors with unorganized matter	Out of place depth and content, hazy format
Methods and Procedures	Clear and to the point with well arranged paragraph, precision and accuracy of facts and figures, well organized subheads	Difficult to comprehend with embarrassed text, too much explanation but completed	Incorrect and unorganized structure with hazy meaning
Result	Well organized, Clear and specific, Correct units with precision, correct data, well structuring of paragraph, no grammar and spelling mistake	Complete and embarrassed text, difficult to comprehend	Irregular format with wrong facts and figures
Discussion	Well organized, meaningful specification, sound conclusion, logical and concise explanation, highly structured paragraph reference cited	Wordy, unclear conclusion, spurious	Conclusion is not cited, unorganized, difficult to comprehend
References	Complete and correct format, well organized	Beside the point, Incomplete	Wrong format and structuring

INDEX

save our planet

Global Journal of Human Social Science

Visit us on the Web at www.GlobalJournals.org | www.SocialScienceResearch.org
or email us at helpdesk@globaljournals.org

ISSN 975587