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DISCOVERING THOUGHTS AND INVENTING FUTURE

Highlights

- Skepticism Toward Advertising
- Consumer Preference Coca Cola
- Formal and Informal Source
- Post-Consolidation Analysis

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The Influence of Formal and Informal Sources on Consumer Buying Behavior

By Shahzad Khan

MS Research Scholar Institute of Management Sciences Peshawar Pakistan.

Abstract - All over the world there are two sources that influence consumer buying behavior. The first is formal source, which is a kind of source which is well planned and paid for example advertising, personal selling, sale promotion and public relation. The second source is informal which is a kind of source which is not pre planned and non paid like reference group, culture etc. This research emphasizes that how formal and informal sources affect consumer buying behavior. For the research a sample of 200 students of three private universities targeted from Peshawar region. On the basis of their responses a regression and correlation analysis was conducted. Findings and results of the study shows that formal sources have more influence on consumer buying behavior. Within the formal sources advertising is the key factor which contributes more towards consumer buying behavior for telecom services. While in case of informal sources reference group contribute more in comparison of other informal sources towards consumer buying behavior for telecom services.

Keywords : Formal sources, Informal sources, Consumer buying behavior and Telecom industry.

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THEINFLUENCEOFFORMALANDINFORMALSOURCESONCONSUMERBUYINGBEHAVIOR

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The Influence of Formal and Informal Sources on Consumer Buying Behavior

[A Study of Telecom industry Peshawar Pakistan]

Shahzad Khan

Abstract - All over the world there are two sources that influence consumer buying behavior. The first is formal source, which is a kind of source which is well planned and paid for example advertising, personal selling, sale promotion and public relation. The second source is informal which is a kind of source which is not pre planned and non paid like reference group, culture etc. This research emphasizes that how formal and informal sources affect consumer buying behavior. For the research a sample of 200 students of three private universities targeted from Peshawar region. On the basis of their responses a regression and correlation analysis was conducted. Findings and results of the study shows that formal sources have more influence on consumer buying behavior. Within the formal sources advertising is the key factor which contributes more towards consumer buying behavior for telecom services. While in case of informal sources reference group contribute more in comparison of other informal sources towards consumer buying behavior for telecom services.

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I. Introduction

According to Owais (2011) consumer buying behavior is dependent upon one or more than one factors. There are different factors that influence buying behavior of consumers. Shahzad (2011) among those factors two types of sources are very known I.e. formal and informal source. A formal source is a kind of source which is planned one and company pay for it like television, print media, billboards ets. On the other hand some factors are unplanned and unpaid but still it can contribute to the company positively or negatively. Such type of source is known as informal source like reference group, culture influences etc. research emphasize that in telecom industry how each sources affect consumer buying behavior.

a) *Formal Sources*

According to Shahzad (2011) in daily life human watch billboards while crossing roads, in the streets, watching TV, and going on drive face a number of ads. Similarly read newspaper and listen radio and came across different advertisements from different companies. Baton. A (1999) Companies invest huge money on these advertisements. All those sources for which the company pays for the promotion, positioning & capturing of market share is known as formal sources. All these advertisements tools are paid and planned. Formal sources are of following types:

- Advertisement
- Personal selling
- Sales promotion
- Publicity

According to Carl F (1998) promoting the ads on mass media like television, interment, radio and newspaper are the paid and formal sources of promotional on convincing of consumer towards purchase of a particular goods or services.

According to Barton (1999) Personal selling carry personal contacts which makes it is unique. The conditions where the target market is concentrated, personal selling can be used. This may also applicable if the product is complex and of high value. Personal selling also know face to face selling is a formal source that most often brings the buying decision process to a satisfactory conclusion for buyer & seller. According to Jagdish (1995) the strength of personal selling is that it is flexible & provides immediate feedback. The sales presentation can be personalized based upon the wants of customer. Many customers don't know what they want & it is through personal selling that marketer can help him out.

Kristof (2001) in his study describe that sale promoting is a short term benefits offered by the company for the enhancement of sale or attraction of consumers. Sale promotion can be in terms of extra quantity, coupons, buy one get one free, free sample etc. Similarly public relation has also an impact on consumer buying behavior.

b) *Informal Sources*

Mery (1985) describes in his study that after using a product user has a perception about the product and can express his opinion on others. These expressions are unpaid and unplanned and are known as informal sources. On the other hand formal paid and planned. These are advertisement, sales promotion etc Shahzad (2011).

Informal sources are basically unpaid, unplanned. They are also known as the societal

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sources. E.g. if a person goes to a shopkeeper to buy LG color TV but someone tells him that LG televisions are not as durable as SONY is. If the first person changes his decision & buy SONY color TV then, one can say that informal source has effected the person buying decision. So these sources after careful study have been divided into three categories.

According to Abraham (2011) individuals identifies with the group to the extent that he takes on many of the values, attitudes or behaviors of group members. There are three types of groups. Membership group is a kind of group to who human belongs. The second is Aspiration Groups to which a person wants to belong to. The third group is disassociate. It is a type of groups to which a person does not want to belong to. Honda tries to disassociate from biker group. Wilfred (2008) the degree of individual's susceptibility & strength of involvement to the reference group effects his/her purchase decision.

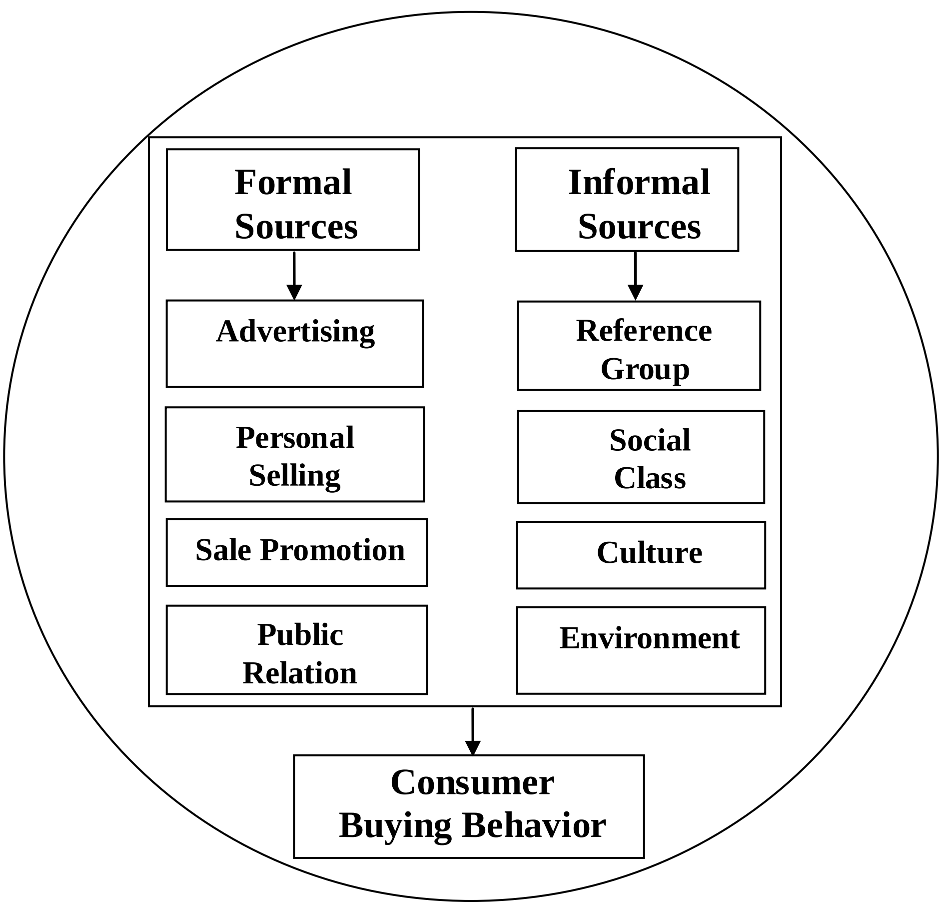
Paul (2000) in his study describe that the social class also has an impact on consumer buying behavior. A person belongs to a particular class deals to his/her type environment. For example upper class American prefer luxury car like Ferrari.

According to Jacqueline (2002) culture is the combination of values, beliefs and customs which are accepted by a group of people living in a particular area. It is the cultures who determine what is acceptable with product eat, wear, reside & travel. According to Ramzan (2011) culture effects what people buy, when they buy and how they buy. While subculture groups those individuals who have similar value & behavior patterns within the group but differ from those in other groups e.g. if local culture does not permit alcohol consumption then no matter one cannot sell alcoholic beer there. In this case company decides to change the product to non-alcoholic beer. Raska (2011) explain in his study that environment is the factor that can change the actions of human being. These actions may relate to buying or to genral life.

II. Theoretical Frame Work of the Study

There are two variables discussed in this study, i.e. independent and dependent variables. The below figure shows the variables that consumer buying behavior is dependent upon formal and informal sources as shown in figure below.

The theoretical frame work of the study includes all those variables that are identified along with co-relation after applying the statistical tools. Both formal and informal sources and its factors are independent variables of the study. The formal sources are advertising, personal selling, sale promotion and public relation. While informal sources includes reference group, social class, culture and environment.



Research Framework of the Study

Study identified the relationship among above variables. On the basis of these variables a conclusion and recommendations is provided.

III. Methodology

As this research is focused on the Telecom industry. So from telecoms industry consumers Peshawar a sample of 200 was selected for data analysis. The Likert scale questionnaire is designed for collecting the data from the mention sample. The data is collected from the students of departments of management's science of three private universities Preston, Sarhad and City University.

The number of participants who contacted was 200. For data collection among 200 consumers a research instrument was distributed. The response from respondent was 96% and regression and correlation analysis is conducted on mentioned sample size.

a) Reliability of Scale

The table 1 below shows the reliability of the data collected from respondents. The following scales show that the data collected from mentioned sample is reliable and respondents answered accurately. Because the variables are exceeding from 70% which is the standard of acceptance for reliability.

Table 1 : Reliability of the Scale of the study

S.No	Variables	Cronbach's Alpha
1	Consumer Buying Behavior	0.833
2	Advertising	0.903
3	Personal Selling	0.819
4	Sale Promotion	0.782
5	Public Relation	0.725
6	Reference Group	0.766
7	Social Class	0.879
8	Culture	0.910
9	Environment	0.718

The above table calculations suggest that the responses given by respondents of the study are reliable.

IV. Hypotheses of the Study and Regression Analysis

An overview of the hypothesis related to the relationship between consumer buying behavior with formal and informal sources. In order to test the hypothesis of the study eight regression equations were developed along with eight hypotheses. Study shows that there is significant relationship between the consumer buying behavior and following hypothesis.

Objectives	Hypothesis
Relationship between Formal sources and consumer buying behavior.	*H:1* *There is a positive relationship between consumer buying behavior and advertising.* *H:2* *Personal selling has an impact on consumer buying behavior. .* *H:3* *There is a positive relationship sale promotion and consumer buying behavior.* *H:4* *Public relation has an impact on consumer buying behavior.*
Relationship between Informal sources and consumber buying behavior.	*H:1* *Reference group has a significant impact on consumer buying behavior.* *H:2* *Social class influence consumer buying behavior.* *H:3* *Culture has a positive relationship with consumer buying behavior.* *H:4* *Environment of consumer can influence the buying behavior of consumer. .*

Table 2 below shows significance relationship between the dependent and independent variables. It explains that the consumer buying behavior has significant relationship with formal and informal sources. Table 2 show that the overall model is highly significant.

Table 2 : Regression Results for Variables of the study.

FORMAL SOURCES								
S. No	Dependent Variables	Independent variable	Adjusted R square	F	B	St. Error	T	P. Value
1	Consumer Buying Behavior	Advertising	0.63	12.110	0.189	0.239	21. 430	0.000
2	Consumer Buying Behavior	Personal Selling	0.31	16.916	0.350	0.289	32.251	0.000

3	Consumer Buying Behavior	Sale Promotion	0.25	7.202	0.301	0.283	19.254	0.000
4	Consumer Buying Behavior	Public Relation	0.57	19.173	0.619	0.217	26.328	0.000
INFORMAL SOURCES								
1	Consumer Buying Behavior	Reference Group	0.51	11.112	0.822	0.240	49.258	0.000
2	Consumer Buying Behavior	Social Class	0.24	18.261	0.364	0.281	37.199	0.000
3	Consumer Buying Behavior	Culture	0.44	10.021	0.219	0.265	15.297	0.000
4	Consumer Buying Behavior	Environment	0.36	09.465	0.811	0.212	49.788	0.000

Table 2 above shows significance relationship between Consumer buying behavior and informal sources. There is an significant relationships exist between Consumer buying behavior and advertising (t-statistic = 21. 430 and P-value= 0.000) which mean advertising has an impact on Consumer buying behavior. There is significant relationship exist between Consumer buying behavior and personal selling (t-statistic = 32.251 and P-value= 0.000). There is significant relationship exist between Consumer buying behavior and sale promotion (t-statistic = 19.254 and P-value= 0.000). There is a significant relationships exist between Consumer buying behavior and public relation (t-statistic = 49.788 and P-value= 0.000) which mean that public relation has an impact on Consumer buying behavior.

Table 2 above shows that there is a significant relationships exist between Consumer buying behavior and reference group (t-statistic = 49. 258 and P-value= 0.000) which mean reference group has an impact on Consumer buying behavior. There is significant relationship exist between Consumer buying behavior and social class (t-statistic = 37.199 and P-value= 0.000). There is significant relationship exist between Consumer buying behavior and culture (t-statistic = 15.297 and P-value= 0.000). There is a significant relationships exist between Consumer buying behavior and environment (t-statistic = 26.328 and P-value= 0.000) which mean environment has an impact on Consumer buying behavior.

Hence the above result shows that the Consumer buying behavior is dependent upon above mentioned variables.

V. Correlation Analysis

As shown in table 3 below, there is strong association between Consumer buying behavior and formal and informal sources.

Survey demonstrates that there is a strong relationship between Consumer buying behavior and advertising with Correlation coefficient (r = 0.938). For Consumer buying behavior and Personal selling correlation coefficient is (r = .721) which is high. Which mean that Personal selling has a greater influence on Consumer buying behavior. As shown in table 3, there is strong association between Consumer buying behavior and sale promotion with correlation coefficient (r = .842). There is a significant relationship exist between Consumer buying behavior and public relation with correlation coefficient (r = .729)

Table 3 : Correlation Analysis for Variables of the study.

FORMAL SOURCES				
S. No	Dependent Variables	Independent variable	R	R Square
1	Consumer Buying Behavior	Advertising	0.938	0.879
2	Consumer Buying Behavior	Personal Selling	0.721	0.519
3	Consumer Buying Behavior	Sale Promotion	0.842	0.708
4	Consumer Buying Behavior	Public Relation	0.729	0.531
INFORMAL SOURCES				
1	Consumer Buying Behavior	Reference Group	0.843	0.710

2	Consumer Buying Behavior	Social Class	0.619	0.383
3	Consumer Buying Behavior	Culture	0.726	0.527
4	Consumer Buying Behavior	Environment	0.643	0.413

In case of informal sources there is a significant relationship exist between Consumer buying behavior and reference group with correlation coefficient (r = .843). Which mean that reference group has an impact on consumer buying behavior. There is a relationship exist between Consumer buying behavior and social class with correlation coefficient (r = .619). Which mean that social class can influence the buying behavior of the consumers. Culture is another informal source that can influence the Consumer buying behavior with correlation coefficient (r = .726). Environment has a influence on the Consumer buying behavior with correlation coefficient (r = .643).

VI. Conclusion

Research finds that there is a significant relationship between formal and informal sources and consumer buying behavior for telecom sectors. Both sources play a vital role in the purchase behavior of consumer but formal resources play more vital role in buying decision. In formal sources advertising is the dominant factor which contributes more towards purchase behavior in comparison of other formal sources with correlation (r = .938).

While in case of informal sources reference group is the key player with correlation (r = .843) which contribute more toward the consumer purchase behavior. Over all between all formal and informal sources the vital role is from the formal sources. Hence it is concluded that both formal and formal sources has the influence on consumer buying behavior but formal sources has greater influence on consumer buying behavior.

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Consumer Preference Coca Cola versus Pepsi-Cola

By Abdul Munam Jamil Paracha, Muhammad Waqas, Ali Raza Khan & Sohaib Ahmad

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Abstract - This study is conducted between two global giants Coca Cola & Pepsi-cola. This research paper is basically a comparative study of two well known competitors in beverage industry of Pakistan which are Pepsi Cola & Coca Cola. The primary purpose of this paper is to find out which company is leading the market. This research required us to conduct the consumer research on why they chose the drink. To find out the factors & reasons that influence to choose their preferred drink.

Keywords : Giants, Comparative, Competitors, Leading, Factor & Reasons.

GJMBR-A Classification : FOR Code: 150505,150501, JEL Code: D11, D12

CONSUMERPREFERENCECOCACOLAVERSUSPEPSI-COLA

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Consumer Preference Coca Cola Versus Pepsi-Cola

Abdul Munam Jamil Paracha[α], Muhammad Waqas[σ], Ali Raza Khan[σ] & Sohaib Ahmad[σ]

Abstract - This study is conducted between two global giants Coca Cola & Pepsi-cola. This research paper is basically a comparative study of two well known competitors in beverage industry of Pakistan which are Pepsi Cola & Coca Cola. The primary purpose of this paper is to find out which company is leading the market. This research required us to conduct the consumer research on why they chose the drink. To find out the factors & reasons that influence to choose their preferred drink.

Keywords : Giants, Comparative, Competitors, Leading, Factor & Reasons.

I. Introduction & Literature Review

The world's soft drinks market is totally subject by just two players: - Coke & Pepsi. Coke, 'The genuine thing' other than a century old was born eleven years more on of its competitor & a century later on, still maintains the original lead. Pepsi, 'The challenger', even now poses as the hurried, young upstart & is struggle the cola was as the drink for the younger age group.

The tale of Coke was 1st geared up by pharmacist John Styth Pemberton in 1886. at first, the drink was introduced in Atlanta, Georgia, & was sell for five cents. In 1886, sales of Coke averaged 9 drinks per day. In 1891, Atlanta entrepreneur Asa G C&ler acquire entire ownership of the Coke business & in 1919; The Coca Cola alliance was sold to a set of investor for twenty five million. In the history 112 years, Coke has surrounded itself into American society. In 1994, the American consumption was further than 773 million helping of Coke, diet Coke Sprite, Fanta, & other foodstuffs of The Coca Cola Company.[1]

The company's beverage products consist of bottled & canned beverages produced by independent & company owned bottling & canning operations. A variety of products of the business are Coke, Coca Cola classic, diet Cherry Coke, caffeine free Coca Cola classic, diet Coke, caffeine free diet Coke, Cherry Coke Fanta & soft drinks, Sprite, diet Sprite, Mr. PiBB, Mello Yellow, TAB, Fresca, caffeine free Coca Cola, Barq's root beer & other flavors, Surge, PowerAde, Fruitopia, Minute Maid flavors, Saryusaisai, Aquarius, Bonaqa & other products developed for particular countries, including Georgia & ready-to-drink coffees. The Minute Maid Company, with operations first & foremost in the US & Canada, produces, distributes & markets mainly juice & juice-drink products, as well as Minute Maid & products; Five lively & refreshment beverages; Bright & breakfast beverages; Bacardi & tropical fruit mixers & Hi-C & geared up to serve fruit drinks. The mainly fashionable company of the US at currency value is $ 17 billion.

The tale of Pepsi-Cola was shaped in the late nineties by pharmacist Caleb Bradham, & Frito-Lay Inc was created by the 1961 joining of the Frito Company, establish by Elmer Dolin in 1932, & the H W Lay Company, found by Herman W Lay, also in 1932. PepsiCo Inc was found in 1965 by Donald M Kendall, president & chief executive officer (CEO) of Pepsi-Cola & Herman W Lay, chairman & CEO of Frito-Lay, through the merger of the two companies. Herman Lay is chairman of the board of directors of the new business; Donald M Kendall is President & CEO. The company from its beginning had strong on the diversified portfolio of products. With sales of $ 510 million & 19,000 staff, the products of the new corporation were Pepsi Cola, Diet Pepsi, Mountain Dew, Fritos & corn chips, Lay's & potato chips, Cheeotos & cheese flavored snacks, & Ruffles & potato chips & Rold Gold & pretzels.[2]

In the year 1984 with a move to merge core businesses, PepsiCo was restructured to focus on its 3 businesses: soft drinks, snack foods & restaurants. Transportation & sporting cargo businesses were sold off. At current, Pepsi-Cola products are offered in nearly 150 countries & territory all over the world. Snack foods operations are in 10 inter- national markets. At present, Pepsi-Cola is a $22 billion company with approximately 140,000 employees worldwide.

In 1886, when Atlanta & Fulton County approved prevention legislation, Pemberton responded by increasing Coca Cola, basically a non alcoholic edition of French Wine Coca.[3] The 1st sales were at Jacob's Pharmacy in Atlanta, on May 8, 1886.[4] It was at the begin sold as a patent medicine for five cents a glass at soda fountain, which is well liked in the United States at the occasion due to the trust that carbonated water was fine for the fitness. Pemberton claims Coca Cola cure many diseases, comprise morphine addiction, impotence, dyspepsia, headache, & neurasthenia Pemberton run the 1st advertisement for the beverage on 29th May of the similar year in the Atlanta Journal.[5]

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In 1888, 3 versions of Coca Cola sold by 3 part businesses were on the market. Asa Griggs C&ler obtain a stake in Pemberton's corporation in 1887 & integrated it as the Coca Cola business in 1888. The similar year, while suffering from an constant habit to morphine,[6] Pemberton sold the rights a 2nd time to 4 extra businessmen: J.C. Mayfield, A.O. Murphy, C.O. Mullahy & E.H. Bloodworth. In the meantime, Pemberton's alcoholic sons Charley Pemberton start selling his personal story of the manufactured goods.

In 1892 C&ler integrated a second company, The Coca Cola Company, & in 1910 C&ler had the earliest report of the company burn, further obscuring its lawful origins. By the position of its 50th anniversary, the drink had reached the position of a nationwide icon in the USA. In 1935, it was expert kosher by Rabbi Tobias Geffen, later than the company made tiny changes in the sourcing of some ingredients.[7]

On April 23, 1985, Coca Cola, among lot publicity, attempted to modify the method of the drink with "New Coke". Follow-up taste test showing that the majority consumers favored the taste of New Coke together Coke & Pepsi, but Coca Cola administration was not ready for the public's wistfulness for the older drink, leading to a criticism. The company gave in to protests & returned to a difference of the old formula, below the name “Coca Cola Classic” on 10 July, 1985.

On 7th February, 2005, the Coca Cola Company publicize that in the 2nd quarter of 2005 they designed to start a Diet Coke product sugared with the artificial sweetener sucralose, the similar stimulus at present use in Pepsi One. On 21 March, 2005, it announces 1 more diet product, Coca Cola Zero, sweetened to a certain extent with a mix of aspartame & acesulfame potassium. In 2007, Coca Cola begin to put up for sale a innovative "healthy soda" Diet Coke with vitamins B12, niacin, magnesium, and B6, plus zinc, marketed as "Diet Coke Plus."

In November 2009, due to a clash over general prices of Coca Cola products, Costco closed restocking its shelves with Coke & Diet Coke, However, some Costco locations (like the ones in Tucson, Arizona sell imported Coca Cola from Mexico.[8]

In 1903, Bradham motivated the bottling of Pepsi-Cola from the drugstore to a borrowed storehouse. This year, Bradham sold 7,968 gallons of syrup. The next year, Pepsi sold in 6 ounce bottles & sales better to 19,848 gallons. In 1909, automobile race establish Barney Oldfield was the first celebrity to endorse Pepsi-Cola, telling it as "A bully drink refreshing, refreshing, a fine bracer before a race." The advertising idea "Delicious & Healthful" was then used over the next two decades. In 1926, Pepsi expected its 1st logo redesign since the unique drawing of 1905. In 1929, the logo was altered once more.

In 1931, at the depth of the Great Depression, the Pepsi-Cola Company entered bankruptcy in outsized part due to financial losses incur by speculate on eccentrically changeable sugar price as a consequence of World War I. Property were sold & Roy C. Megargel buy the Pepsi trademark. 8 years later, the company went bankrupt another time. Pepsi's resources were then purchase by Charles Guth, the President of Loft Inc. Loft was a c&y creator with put up for sale stores that contained soda fountains. He requisite replace Coca Cola at his stores' fountains subsequent Coke refuse to give him a price cut on syrup. Guth then had Loft's chemists reformulate the Pepsi Cola syrup formula.[9]

On three separate occasions between 1922 & 1933, the Coca Cola Company was offered the chance to buy the Pepsi Cola company & it declined on each occasion.[10]

II. Methodology & Empirical Results

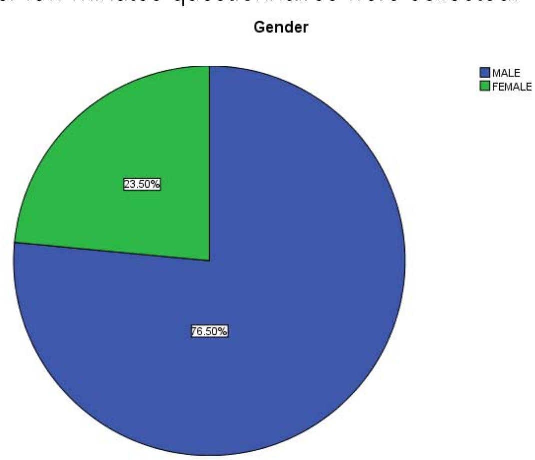
A total of 400 samples were selected from different population. The samples should be such that the consumer of cola drinks. We also tried to get an adequate ratio of men & women in the samples. The main demographic targeted were the younger age group as they are more conscious & aware about the brand. Also we tried to focus more on students & young professionals as they would be more interested in trying out new products & were more conscious.

Buyers who have been consuming cola drinks were better able to answer the questions regarding the influencing factors & the reasons for their consumption & purchase.

Simple random sampling was use in this study. In this study population was divided into mainly four samples that were found as follows:

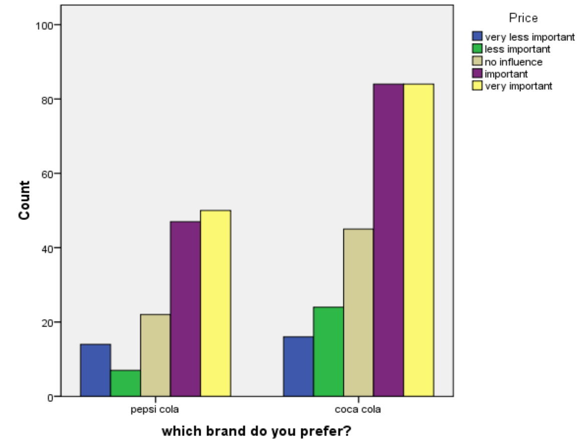
Sample 1: (Students)
Sample 2: (Employees)
Sample 3: (Businessman)
Sample 4: (Labor)

Questionnaires were distributed to sample and after few minutes questionnaires were collected.

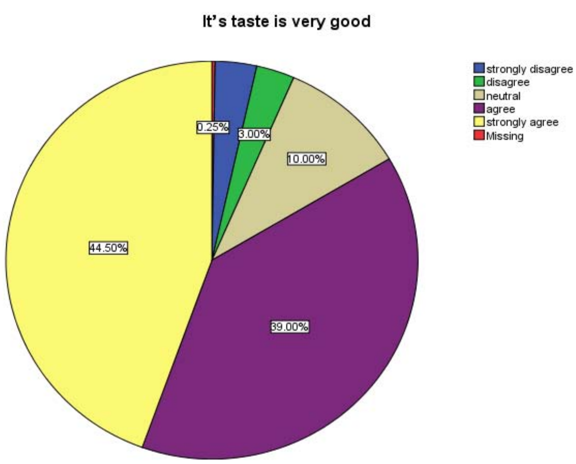


The Pie Chart shows that we have collected data from 76.50% males & 23.50% females.

This Bar chart shows that out of 400 questionnaires 259 prefer Coca Cola & 141 prefer Pepsi-cola no value was missing which means 64.75% people prefer Coca Cola & 35.25% prefer Pepsi-cola.



This Bar chart shows that price is an important factor to choose the brand according to our study.



In this Pie chart 44.50% sample is strongly agree that the taste of their preferred cola is good, 39.00% only agree, 10.00% people neutral, 3.00% disagree & 0.25% strongly disagree with this statement.

Gender vs preferred cola

Count

		which br& do you prefer?		
		pepsi cola	coca cola	Total
Gender	MALE	102	204	306
	FEMALE	39	55	94
Total		141	259	400

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	2.096[a]	1	.148		
Continuity Correction[b]	1.754	1	.185		
Likelihood Ratio	2.063	1	.151		
Fisher's Exact Test				.174	.093
Linear-by-Linear Association	2.091	1	.148		
N of Valid Cases[b]	400				

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 33.14.

b. Computed only for a 2x2 table

Table 1 is shows that When comparing gender versus preferred cola 102 male preferred Pepsi & 204 Coke while 39 female preferred Pepsi & 55 Coke since p value is greater than 0.05 therefore there is no association between preferred cola & gender.

Table 2

Age		
Questions	No of Samples	P-value
Which br& do you prefer	393	0.000
From whom do you buy cola	390	0.000
What quantity do you prefer to buy	393	0.000
It's satisfy my basic thirst	385	0.012
Frequency of advertisement	387	0.006
Br& ambassador	385	0.001
Br& value/Br& name	387	0.004

Question of table 2 are associated with age in which some questions p value is 0.000 which is highly associated with age so H0 is rejected & H1 is accepted.

Table 3

Average Income		
Questions	No of Samples	P-value
From whom do you buy cola	275	0.002
How often do you have drink cola	276	0.044
What quantity do you prefer to buy	276	0.006
Which is your most preferred channel for purchasing this drink	276	0.027
It's provide enjoyment	276	0.032
Flavor	273	0.049
Cleanliness of bottles/not damaged	272	0.015
Manufacture & expire date	274	0.018
Br& value/Br& name	270	0.033

Questions of table 3 are associated with average income because there p value is less than 0.05 so here our null hypothesis is rejected & alternative hypothesis is accepted.

III. Conclusion

According to this research 259 sample prefer to drink coca cola out of 400 & 149 prefer Pepsi cola. One of the reasons is that people like Coca cola as it taste is very good. Another reason is that Coke also acts as refreshment to our sample which influence on them to preferred coke. Price is also very important factor that influence to choose their preferred brand. Frequency of advertisement is also important factor for coke customer to choose their brand. It will be also notice in our study that promotion scheme & discount are also important to purchase their preferred brand. Mostly people come to know about their preferred brand through advertisement on TV so people who watch TV are more aware of their preferred cola as compare to other medium of advertisement. Availability of convince is also important factor to choose the proffered brand. The customers of Coca Cola give importance to the brand ambassador while Pepsi-cola customers have no influence on brand ambassador. Coca cola customer are think that it is not only used to fill their basic thirst but also for other purposes while Pepsi cola customer think that there preferred cola is important because it fill their basic thirst. Both brand customer think that manufacture & expire date is very important so that they proffered there cola according to their perspective. Thus Pepsi have to work more to compete with Coke & to lead the market.

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Impact of Viewer Response Profile on Skepticism toward Advertising

By Muhammad Umair Akram, Rashid pervaiz & Tabassum Riaz

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Abstract - Aim of this study was to examine the impact of viewer response profile on skepticism toward advertising and how they affect viewer response profile to skepticism toward advertising. General public was selected for this study and 170 Questionnaire were distributed out of which 150 were receiving back with response rate 88%. Findings of this study showed that viewer response profile has positive and significant impact on skepticism toward advertising. On the practical level viewer response profile and skepticism toward advertising enhance the profitability and achieve the organization goals. Newness of this study is its originality that concerns with the affect of viewer response profile on skepticism toward advertising.

Keywords : *Viewer response profile, Skepticism toward advertising, General Public.*

GJMBR-A Classification : *FOR Code:150503 JEL Code: M37*

IMPACTOFVIEWERRESPONSEPROFILEONSKEPTICISMTOWARDADVERTISING

Strictly as per the compliance and regulations of:

Impact of Viewer Response Profile on Skepticism Toward Advertising

Muhammad Umair Akram [α], Rashid pervaiz [σ] & Tabassum Riaz [ρ]

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I. Introduction

Marketing is considered as a boundary line between the organization and its environment. This environment consist of different stakeholders out of which customer is an important one. Marketing constitute of various marketing activities and these activities left their lasting impact on sale of any company. Marketing mix is used in order to quantify the impact of these activities on sales.

As promotion is one of the most important factors of marketing mix. Promotion is basically a bridge between buyer and seller for the purpose of informing, influencing and pursuing the customer about the business products or services. For promotion of any product or services, advertising is used as powerful tool for marketing. Advertising is an influential signal toward customer for the purchase or to give some response upon company products, services or ideas. For promotional strategy advertising is considered as a major component of creating awareness and conditional factor in the mind of the consumer to make purchase decision.

In marketing strategy advertisement is one of the most important tools and has provided a great deal of deliberation round about last ten to fifteen years. Through Advertisement emotions can be modified as well as helpful in giving insensible message. As there are different channels at which advertising can be done such as TV, radio, newspaper, internet, bill boards etc. out of these channels TV is considered to be an appropriate channel because every social class, age group, knowledgeable group, uninformed group and many more can easily access to that and easily understand it. TV advertisement gives Information's to general public in order to inform about new goods or services and assist to lift up the overall sales which leads finally toward efficiency of nation's economy. Advertisement has an evident role in introducing a product, retention of consumer to the products and convincing the people to purchase the product.

The previous research shows that promotion is one of the marketing mixes from the 4P's of marketing. For promotion for the product and services, advertising is used as powerful tool for marketing. As a promotional strategy advertising is considered as a major component of creating awareness and conditional factor in the mind of the consumer to make purchase decision (Adeolu et al. 2005).

Skepticism toward advertising is defined as the general tendency toward disbelief of advertising claims. Skepticism is hypothesized as a general trait that varies across individuals and is related to general persuadability. The measure assesses a generalizable characteristics rather than response to specific ads or ad claims. Moreover, the construct is more limited than concept such as attitudes toward advertising in general and attitudes toward marketing (Carl Obermiller and eric R. Spangenberg 1998).

The viewer response profile gauges affective reactions to advertisements. It focuses on the emotional component of communication effect and indicates how people feel after seeing a commercial rather than what they know (Schlinger 1979). The VRP assesses few facets relating to how people feel about an advertisement, as follows, Entertainment, confusion, relevant news and empathy.

Entertainment is the degree to which a commercial is pleasurable, enjoyable, and fun to watch. Confusion is the degree to which the viewer feels that the commercial is difficult to follow. Relevant news is the degree to which viewers feel that the commercial has told them something important and interesting about brand, or some useful information. Empathy is the degree to which viewers participate vicariously in event,

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feelings, and behaviors that are shown in the ads. This empathy can be positive or negative.

Different studies have been conducted taking advertising. This study attempts to examine the effect of viewer response profile on Skepticism toward advertising. Advertising perform the vital role in organization to increase the profitability. The purpose of this research is to analyze that how viewer response profile affects on Skepticism toward advertising.

II. Literature Review

Moore and Moschis (1981) analyze the mass media and interpersonal influences on teenage consumer behavior and suggested that interpersonal communication with parents and peers about goods and services appears to contribute in child awareness of the relevant goods and services and development of consumer behavior due to various kinds of advertisement and media may be social process as it's the way to inform consumers. They also find out that a cognitive developmental approach may not accurately explain adolescent consumer socialization.

Adeolu B. Ayanwale et al. (2005) concluded that brand preferences does not exist in food drink industry, however, advertising helps in projecting product quality and value prior to the consumers. They regard the most effective of all media in advertising the product is television, because it combines motion, sound, and special visual effects and offers wide geographic coverage and flexibility when the message is presented. They also find out that advertisement should not be age oriented and selective and results showed that advertising does not varying impact on age group.

Consumers high in skepticism toward advertising are influenced by a high price when brand familiarity is high but not when brand awareness is low. Consumer's low skepticism toward advertising is correlated to price regardless of brand familiarity (Hardest et al. 2002). For Less familiar brands, more skeptical consumers are confidently influence by high orientation price claims for most familiar brands it seems that because they discount instead of totally ignore the reference price claim (weilbaker et al. 1988). Consumer's evaluation to brand is negatively related to advertising skepticism (obermiller and spangenberg, 1998). Hardest et al. (2002) discussed that brand familiarity moderated by skepticism of advertising on the unstable price level. Consumers are more skeptical about biased than intention ad claims and are more skeptical about claims for practice than qualities of product. Consumers should be extra skeptical of belief than experience claims and consumers must be more skeptical of experience argue superior price than low priced product. It is also discussed that consumers experience toward the market place effect critical distinguishing feature affecting their reaction to advertising skeptics (Feick and Gierl, 1996).

It is concluded that, there is a partial effect of family socialization to ad skepticism toward brand information and family intergenerational transfer of ad skepticism to children and it is related to brand preference. It is found that overlap between ad skeptical beliefs about advertising and sales people, butt ad skepticism id different from skepticism from brand information (Obermiller and spangenberg, 2000). Moeere-shay and Lutz (1998) found that mothers were less trustful of advertising and less inclined to assume a positive price quality relationship. The result suggests that skepticism toward advertising is an attitude learned through interaction with parents, peers and televisions. It is suggested that relations with socialization mediator affects skepticism mainly for the reason that of its effects on teen's market place knowledge (Mangleburg and Bristol, 1998).

The interest in achieving positive immediate advertising response stems from findings that show that such a response is an important mediator variable in the link between ad exposure and the formation of an attitude toward the advertised offering (Mackenzie, Lutz, and Belch 1986; Mitchell 1986; Shimp1981).

Demographic characteristics influence how individuals respond emotionally, but not to a huge extant and found that older viewers of the ad respond more emotionally towards the ad's than the younger viewers. Viewers who seen more ad's in their life time and no past experience with brand would more likely to find ad's not attractive than brand users and younger viewers for whom ad seems more unique. It is also suggested that individuals varies in their emotions, ability to recognize and interpret the ad (Stout and Rust, 1993).

Emotions and attitudinal components do appear between ad content and viewing time. Ad processing time (time compression) in viewer mind vary from ad to ads. Time compression had little effects on cognitive processing and post viewing attitude of viewers towards TV ads (Schlinger et al. 1983). Zinkhan and Burton (1989) indicate that viewer response to ad's have significant but unequal impact on attitude toward the brand and choice behavior. Advertising helps to catch the new and old cultural senses and devote them in consumer goods where they easily reachable to the consumer. Advertising changes according to the cultural changes to make ad messages more recognizable (Friedmann and Zimmer, 1988).

Lord and Burnkrant (1993) found that program involvement and dramatic attention devices used in television ads, there interaction with one another and with viewer's processing motivation, have the capacity to improve or delay the generation of viewer thoughts relevant to ad messages. If ad involvement is high, a low amplification program comes into view to be desirable. Public service broadcast messages attain audiences less motivated to attend to and intricate upon them.

The Viewer responses to frequent messages to a new product television commercial increase with frequency of exposure. Viewers appear to separate their negative feelings toward seeing the commercial again from their other attitude. Viewers, viewpoint about the advertisers influential intent, poor media planning and other associated factors may be responsible for division and initial formation of attitude toward new commercial requires partial amount of cognitive dealing out on the part of the consumer (Rethans et al. 1986). Joyful commercial viewed in the framework of a happy program was assessed more favorably than the same commercial viewed after experience to a sad program. Sad commercial, the reverse effects for this measure were obvious as this commercial execute more favorably in the situation of a sad program relative to a happy commercial (Kamins et al. 1991).

Based on the above discussions the study poses the following research questions.

a) Research Question

1) What is the impact of viewer response profile on skepticism toward advertising?

b) Research objective

1) The objective of this study is established to the impact of viewer response profile on skepticism toward advertising.

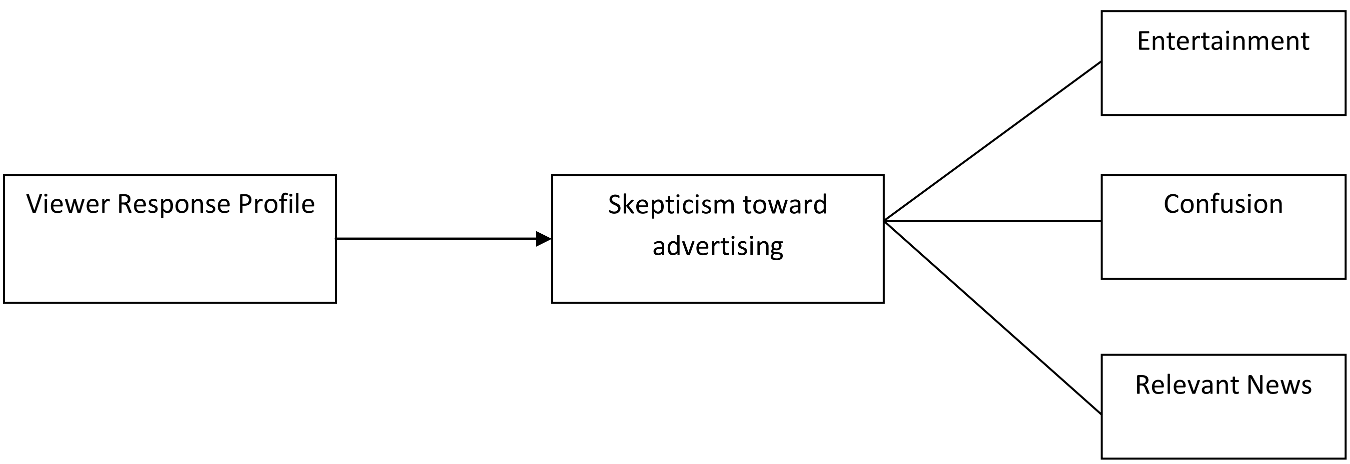
c) Variables

The present study based on two variables that are independent variable and dependent variable. The independent variable is Viewer response profile and dependent variable is Skepticism toward advertising. This study will trace out the relationship between Viewer response profile and Skepticism toward advertising.

d) Hypothesis

H_1: There is impact of viewer response profile on skepticism toward advertising

Schematic Diagram for Theoretical Framework



Independent Variable: *viewer response profile*
Dependent Variable: *skepticism advertisement*

III. Methodology

a) Sample and data collection

The population of this study is all viewers of advertising in Pakistan. The target population was general public of Islamabad. The data will be collected from all population living in Islamabad city in Pakistan. A Sample of 170 people was considered for analysis and received back 150 questionnaire with response rate of 88%.

b) Instrument and Measures

Independent variable viewer response profile was measures through adopted questionnaire of 20 items by Schlinger, Mary, (1979) has been used for the purpose of this study and 5 point likert scale was used this research. Dependent variables for measure the skepticism toward advertising scale used by (Obermiller and Spangenberg 1998). The overall Cronbach's alpha reliability scale was amounted 0.849. SPSS 17.0 version was used for analysis.

IV. Findings And Conclusion

Table 1 : Regression Analysis (Dependent Variable 'skepticism toward advertising')

Regression	.784
R^2	.614
Adjusted R^2	.612
Standard error	.62578

Table 1 shows the model summary of regression analysis of Independent variables and dependent variable. R value of the table shows the Correlation coefficient (r) of the analysis (r=.784), which shows that there is positive relationship between viewer response profile and skepticism towards advertising. The value of R square (R2) shows the amount of change in dependent variable due to independent variable. Value of R square (R2=.614) in table shows that 61.4% of the change in skepticism towards advertising is due to viewer response profile and rest can be attributed to other factors.

Table 2 : Coefficients Analysis

Beta	S.E for Beta	T	Sig
2.501	.163	15.350	.0

Dependent variables: SKEP

Table 2 shows the significance of relationship between Independent variables and dependent variables. It shows (Unstandardized Coefficients Beta) value that if there is one unit change in Independent variable what would be unit changes in dependent variable. Result in the table shows that if there is one unit change in viewer response profile (independent variable) there would be 2.501 changes in skepticism towards advertising (dependent variable). The significance (p) value (p=.000<.05) shows that there is significant relationship between viewer response profile and skepticism towards advertising.

Table 3 : Mean and S.D for Viewer Response profile, it dimensions and Skepticism toward Adv.

	Mean	standard Deviation
VRP	3.1144	0.31469
ENT	3.3033	0.80177
CON	3.3183	1.07788
REV	3.4080	1.02450
SKEP	3.8156	1.00412

Table 3 shows mean scores and standard deviation for overall viewer response profile and its dimensions. The mean and standard deviation of skepticism toward advertising also given in this table. The mean score for viewer response profile is 3.1144 which show that respondents are more agree that viewer response profile. Viewer response profile dimensions shows that respondents are highly satisfied on the "Entertainment" "Confusion" and "Relevant news". The skepticism toward advertising show the mean 3.8156 which indicates that respondent are mostly satisfied with advertising.

V. Discussion

Findings show that there is positive and significant impact of viewer response profile on skepticism toward advertising. Advertising play a vital role to increase efficiency and effectiveness of organization as well as to achieve the organizational goals. Many products not sell without advertising because advertisement brings awareness in the people regarding the products. Respondents are more agree to viewer response profile affect on skepticism toward advertising. Further regression analysis showed that there is 61.4% variation takes place in skepticism toward advertising due to viewer response profile.

VI. Limitations And Future Research

The limitations related with this research are acknowledged. This study is also limited to one city concerning data collection. The sample size of this research is small to generalize the study. As this research is new one in its nature so it can be conducted to others sector and in other countries relating to their own cultural conditions to enhance the scope of this research. The results might be different when it is conducted in different scenario. This study also provide base and add literature for researchers to hit this issue more deeply in future. Further research can also be conducted by testing the skepticism toward advertising with other variables and by increasing sample size.

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Marketing Strategies and Bank Performance in Nigeria: A Post-Consolidation Analysis

By Oke, Micheal Ojo.
Ekiti State University, Ado Ekiti, Nigeria.

Abstract - This paper examines the effect of marketing strategies on banks performance in the Nigeria consolidated industry using fifteen of the twenty consolidated banks in Nigeria. Qualitative data were sourced through the administration of structure questionnaire while the quantitative data were sourced from the Central Bank of Nigeria publications and the Nigerian Stock Exchange fact book. The quantitative data were transformed to quantitative data with the use of Likert scale. The Ordinary Least Square estimation technique was employed for analysis while the Marketing Efficiency Model Approach was adopted and modified to suit the Nigerian context. The findings in this study shows an overall significance of the marketing variables adopted, although not much effect is seen when a marketing variable is compared with bank performance in isolation of other variables.

Keywords : Marketing Strategy, Marketing Efficiency Model, Banking Reforms, Ordinary Least Square Estimation Technique, Marketing Mix.

GJMBR-A Classification : FOR Code: 150504, 150503 JEL Code: M31, M51, P27

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Keywords : Marketing Strategy, Marketing Efficiency Model, Banking Reforms, Ordinary Least Square Estimation Technique, Marketing Mix.

I. Background Of The Study

A market-focused organization first determines the potential customer's desire, and then builds the products or services. Marketing theory and practice are justified in the belief that customers use a product or service because they have a need, or because it provides a perceived benefit (Kotler and Keller, 2006).Two major factors of marketing are the recruitment of new customers (acquisition) and the retention and expansion of relationships with existing customers (base management. For marketing plan to be successful, the mix of the four "Ps" must reflect the wants and desires of the consumers in the target market. Trying to convince a market segment to buy something they do not want is extremely expensive and seldom unsuccessful. Marketers depend on insights from marketing research, both formal and informal, to determine what consumers want and what they are willing to pay for. Marketers hope that this process will give them a sustainable competitive advantage (Meldan, 1984).The study of Akinyele (2011) for the oil and gas sector in Nigeria suggest that strategic marketing is a driver of organizational positioning in a dynamic environment, and that it helps to enhance the development of new product/service for existing markets.

Banks offer wide range of financial services, to personal and business customers; some of these services which are bank account, guarantor ship, and investment adviser are needed by an appreciable number of customers, but many other financial services such as import/export services, money transfers, credit cardsandsoonhave to be brought to the attention of potential users, who then must be persuaded to use them (Abolaji, 2009, Eckie, 1973).Many services offered by banks are also offered by 'rival' organizations Building societies have developed customer accounts which are similar in many ways to a bank account. Thrift and cooperative societies provide lending services to their numerous members and indirectly to the society at large. Solicitors act as executors, and trustees and accountants give advice and so on. Banks not only compete with each other but also have to contend with challenges from other types of organization in the market (Soyinbo, 1988). To do this successfully, bankers need an understanding of the process of marketing which will aid in improving banks performance. Marketing is an area of activity infamous for re-inventing itself and its vocabulary according to the times and the culture.

The major problem in the Nigeria banking industry is that bank services are still lacking in so many spheres in Nigeria, yet the banks perception of marketing has not shifted from mere advertising until recently as a result of stiff competition brought about by reforms. Banks fail to focus on marketing research and new product development that could attract the unbanked thereby leading to inadequate exploitation of its benefits as well as not giving appropriate value to the banking public. The study will focus on the relationship between marketing strategies and banks performance. These objectives of this study are to examine the effect of marketing strategies on bank performance, identify the problems facing marketing of banking services with

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the aim of providing solutions and to examine the marketing strategies of banks with the view to establishing its effectiveness.

II. Literature Review

Banking sector reforms and consolidation all over the world are predicted upon the need for repositioning of the existing state of affairs in the sector in order to attain an effective and efficient status. This is more so in the developing nations like Nigeria where the banking sector has not been able to effectively provide the needed funds and services for the development of the real sector as expected. Hence, banking reforms become inevitable in the light of the global dynamic exigencies and emerging landscape. Consequently, the banking sector, as an important sector in the financial landscape needs to be reformed in order to enhance its competitiveness and capacity to play a fundamental role of financing investments. The Nigerian experience indicates that banking sector reforms are propelled by the need to deepen the financial sector and reposition it for growth; to become integrated into the global financial architecture; and evolve a banking sector that is consistent with regional integration requirements and international best practices.

Bank consolidation is viewed as the reduction in the number of banks and other deposit-taking institutions with a simultaneous increase in size and concentration of the consolidated entities in the sector. It is mostly motivated by technological innovations, deregulation of financial services, enhancing intermediation and increased emphasis on shareholder value, privatization and international competition (Berger, N. Allen., (1998); De Nicolo and Gianni 2003; IMF, 2001). The nexus between consolidation and financial sector stability and growth is explained by two polar views. Proponents of consolidation opine that increased size could potentially increase bank returns, through revenue and cost efficiency gains. It may also, reduce industry risks through the elimination of weak banks and create better diversification opportunities (Berger, 2000,). On the other hand, the opponents argue that consolidation could increase banks' propensity toward risk taking through increases in leverage and off balance sheet operations. In addition, scale economies are not unlimited as larger entities are usually more complex and costly to manage.

Banking reforms involve several elements that are unique to each country based on historical, economic and institutional imperatives. For example, in the reforms in the banking sector proceeded against the backdrop of banking crisis due to highly undercapitalization of state owned banks; weakness in the regulatory and supervisory framework; weak management practices; and the tolerance of deficiencies in the corporate governance behavior of banks (Gyargy Szapáry,2001). In the Yugoslav economy, banking industry restructuring was motivated by the need to establish a healthy banking sector that will carry out its financial intermediation role at a minimal cost; effectively provide services consistent with world standards and which will involve foreign financial institutions; and banks privatization as the ultimate goal. The central focus was to shore up the capital base of banks consolidated through mergers and takeovers of local banks and selection of strategic investors for additional capitalization. Specifically, foreign banks permeated the industry exclusively by providing additional capitalization through investment in the existing infrastructure, particularly new banking products and operating technologies and buying shares of the existing banks. Also, the banking sector reforms and consolidation in Japan involved the reform of the regulatory and supervisory framework, the safety net arrangements, as well as mechanisms to speed up attempts at resolution of banks' non-performing loans. From the above, it is obvious that the fundamental objective of banks consolidation is the repositioning of the banking industry to attain an effective and efficient status that will promote economic development. Consequently, consolidation has increased the level of competition in the industry and this in turn has increased the marketing activities in the Nigerian banking industry as well as other nations of the world.

a) *Marketing Strategy Models*

Various models and have been developed empirically to analyze the impact of marketing strategies on corporate performance. Some of these empirical studies are reviewed below:

i. *The Resource Based View (RBV)*

This model recognizes the importance of a firm's internal organizational resources as determinants of the firm's strategy and performance (Grant 1991; Wernerfelt 1984,). Grant(1991) defines the term internal organizational resources as all assets, capabilities, organizational processes, firm attributes, information, knowledge, that are controlled by a firm and that enable it to envision and implement strategies to improve its efficiency and effectiveness. Although the RBV recognizes that a firm's physical resources are important determinants of performance, it places primary emphasis on the intangible skills and organizational resources of the firm (Collis, 1991). Some intangibles resources of the firm are the market-assets such as customer satisfaction and brand equity.

ii. *The Dynamic Capabilities Model*

The Dynamic Capabilities view strengthens the RBV, it emphasis on how combinations of resources and competences (Teece et al., 1997) can be developed, deployed and protected. The factors that determine the essence of a firm's dynamic capabilities are the organizational processes where capabilities are embedded, the positions the firms have gained (e.g. assets endowment) and the evolutionary paths adopted and inherited. Based on this perspective, the marketing factors that determine the competitive advantage are marketing efficiency resulting from the marketing organizational process and the endowments of market assets that has generated such as customer satisfaction and brand equity, i.e. marketing positions.

In the context of global competition, RBV and Dynamic capabilities theory suggest that historical evolution of a firm (accumulation of different physical assets and acquisition of different intangible organizational assets through tacit learning) constrains its strategic choice and so will affect market outcomes (Collis, 1991). According to Douglas and Craig (1989), the development of a Marketing Strategy is carried out during the stage of global rationalization. It means that the firm has had to take the step of initial foreign market entry and expansion of national markets during its process of internationalization. Consequently, in the two previous stages, the firm learned and accumulated not only different physical assets but also different intangible organizational assets; likewise, it faced and took risks in different and complex market contexts. This process of learning affected its performance.

iii. *Marketing Impact Model*

The need for measuring marketing impact is intensified as firms feel increasing pressure to justify their marketing expenditures (Gruca and Rego 2005; Rust et al., 2004;Srivastava et al.,2001). Accordingly, marketing practitioners and scholars are under increased pressure to be more accountable for showing how marketing activities link to shareholder value. It is important to know that marketing actions, such as packaging, brand name, density of the distribution channel, advertising, permanent exhibitions, sponsoring, press bulletins, among others (Van Waters hoot and Van den Bullet, 1992) can help build long-term assets or positions as brand equity and customer satisfaction (Srivastava et al., 1998). These assets can be leveraged to deliver short-term profitability and shareholder value.

iv. *Marketing Efficiency Model/ Data Envelopment Analysis (DEA)*

The other way by which research in Marketing has faced Marketing performance is related to efficiency. Charnes, Cooper and Rhodes (1978) define the efficiency as the comparison among firms of the ratio of outcomes over the inputs required to achieve them. On the other hand, Sheth et al. (2002) define marketing efficiency as the ratio of marketing output over input. Sheth and Sisodia (1995) in referring to their definition of marketing productivity, include two of the dimensions, efficiency as well as effectiveness, i.e. getting loyal customers at low marketing costs. On the other hand, Rust et al. (2004) use the term marketing productivity to refer to how marketing activities are linked to short-term and long-term profits. In reference to literature review, Charnes et al. (1985) first suggested applying DEA to gain insights into efficiency of marketing efforts. Since then, there have been some marketing studies that used the DEA as a methodology. Kamakura et al. (2002) used DEA to measure welfare loss and market efficiency. Mahajan (1999) studied a DEA model for assessing the relative efficiency of sales units that simultaneously incorporates multiple sales outcomes, controllable and uncontrollable resources, and environmental factors.

III. Research Methodology

This paper adopts the Data Envelopment Analysis (DEA) formulated by Charnes et al (1985). Data envelopment analysis is a model that tests marketing efficiency of an organization. The method was developed as an evaluation tool to measure and compare decision-making unit productivity. It is a mathematical method of comparing different decision making productivity base on multiple inputs and multiple outputs.

The Data Envelopment Analysis also called marketing efficiency model has revenue and operating profit as the output variables and advertising as the input variables. Functionally, the relationship between marketing strategy and performance can be expressed as:

Advertising ⟷ Revenue ⟷ Operating profit

This implies that:

Revenue and operating profit = f (Advertising)

From the above relationship, the model of Charnes et al (1985) shows that there is relationship between marketing strategies represented by advertising and profit represented by revenue and operating profit. This is what this study will adopt to test the effect of marketing strategies on banks performance.

a) *Model Specification*

Based on the research design, the Data Envelopment Analysis model was modified and expressed in functional relationship to accommodate more marketing strategies apart from advertising. These include: Price, Product development and distribution channels. The essence of modification of the marketing efficiency model is to enable the model to fit into the analysis. The relationship between marketing strategies and bank performance will be represented with respect to the following two models:

Model 1

This model denote the effect of the various marketing mix on bank's performance represented by profit

PAT = f (PX, PD, PM, PL) .... (1)

Where

PAT = Profit after Tax
PX = Price of Service
PD = Product Development
PM = Promotional Activities
PL = Place and channel of distribution of banking services

Model 2

This model denotes the benefits and costs of marketing activities on bank's earnings.

EPS = f (TCD, LA, OPE).. (2)

Where:

EPS = Earning Per Share
TCD = Total Customers' Deposit
OPE = Operating Expenses

b) Research Hypotheses

Based on the above models, the following hypotheses stated in the null forms are formulated and tested:

For model 1: HO: There exists no significant positive relationship between marketing strategies and banks profitability

For model 2: (i) Ho: There exists no significant positive relationship between Total Customers' Deposit (TCD) and earning per share (EPS) (ii) HO: There exists no significant positive relationship between Loans and Advances (LA) and Earning per share (EPS) (iii) HO: There exists no significant positive relationship between Operating Expenses and EPS

c) Population And Scope Of The Study

In Nigeria as at today, there are 20 banks but 15 of these banks were selected for this study based on simple random techniques. The banks were grouped into 5 groups with five in each group. 3 banks were selected from each group to ensure adequate representativeness. The study population consists of all the officials and customers of the selected banks

d) Descriptions Of Variables

The above variables are briefly described below:

Profit after Tax (PAT): The difference between revenues (Sales) and cost of goods sold is called gross profit. When the other expenses, including interest and taxes are deducted from Gross profit we obtain profit after tax (PAT). Profit after tax or net profit is generally regarded as a traditional measure of performance.

Pricing: Prices means the value of a commodity or service expressed in monetary terms. Price in banks includes: interest charges on loans and advances, interest paid on deposits, commission and fees charge as well bank services. It is believed that banks fees and charges should not be exploitative but should reflect the true value of the service. Price as one of the marketing mix in banks is a major marketing strategy, because it has major impact on profit (Zethaml and Bittner, 2000).

Product: Kotler (2001) defines a product as anything that can be offered in a market that is satisfying a want or need. Product could be physical goods, service, experience, event, ideas etc. New product development that satisfies needs will have great impact on banks profitability. Banks products or services includes: (1) retail banking product such as current account and saving deposit. (2) Corporate banking products such as loan syndication, equipment leasing, treasury and foreign operation.

Promotion: This is regarded as the marketing function concerned with persuasive communication to target audience in order to facilitate exchange between banks and their customers. Promotion mix include – advertising, personal selling, sales promotion and public relations (Brassington and Pettitt, 2000). Promotional activities of banks in Nigeria have increased greatly because of the level of competition in the industry. Thus, promotional activities is believed to have great impact on banks returns

Place: This is simply the distribution strategy. It is concerned with making the banking products and services available at the desired time and place (Abolaji, 2009). Channel of distribution in Nigeria banks have greatly increased since the consolidation agenda of the Central Bank of Nigeria. Channels of distribution in banks include Automated Teller Machine, Branch Network, Credit Cards, Mobile banking, Telephone Banking, and E-mail Banking among others. The more channels of distribution a bank has, the more customers it serves and the more returns it makes.

Earnings Per-Share (EPS): Earning Per-Share shows the profitability of a firm on a per-share basis. It is generally taken in corporate organization as a measure of performance. The EPS is one of the major measures of performance in the capital market.

$$\text{Mathematically, EPS} = \frac{\text{Profit after tax}}{\text{Numbers of common shares outstanding}}$$

Total Credit/Loans and Advances (LA): Traditionally, banks are expected to give credit in form of loans and advances to the deficit sectors of the economy. This is to enhance the economic development of the nation. The ability of the bank to provide the necessary credits for investment activities will in turn promote economic development.

This is measure by the aggregation of credit given to the private sector for investment activities.

Total Customers' Deposit (TCD): Deposit refer to all form of account kept by bank customer. These include: Demand deposit, Savings deposits, Term deposits, special and other account of banks' customers. These deposits are the stock in trade of banks. For a bank to be regarded as performing, it must be able to mobilize scatter funds from the surplus sector of the economy.

Operating Expenses (OPE): these refer to the expenses incurred in the process of banking activities. Marketing activities involve huge expenses; such expenses include staff costs, expenses on new product development, expenses on promotional activities, sponsorship of programmers and branch networking among others. Since banking in the post consolidation era is more of marketing, the operating expenses can be taken as a proxy for marketing expenses

For estimation purposes, equation 1 and 2 can be written as:

$$PAT = a_0 + a_1 PX + a_2 PD + a_3 PM + a_4 PL + U1 \quad \ldots (3)$$

$$EPS = b_0 + = b_1 TCD + b_2 LA + b_3 OPE + U2 \quad \ldots (4)$$

From equation 3 and 4, the variables are defined as:

PAT, PX, PD, PM, PL, EPS, TCD, LA and OPE as defined earlier and a_o and b_0 are defined as the constant or intercepts of the regression line of the model while a_1, a_2, a_3, a_4, b_1, b_2, b_3 are the co-efficient of independent variables. The PAT and the EPS are the dependent variable or explanatory variables.

e) *Expected Result*

From equations 3 and 4, the following relationships are expected:

Equation 3

$a_1 > 0$: This means adequate pricing of banking services is expected to have a positive effect on returns (Profitability)

$a_2 > 0$: This means that new product development should impact positively on banks profit.

$a_3 > 0$: Promotional activity such as advertising, personal selling, sales promotion and good public relation should impact positively on revenues and returns of banks.

$a_4 > 0$: This implies that convenience banking service through adequate distribution should positively affect bank performance (profitability).

Equation 4

$b_1 > 0$: This means Total Customers' Deposit (TD) is expected to have a positive with EPS.

$b_2 > 0$:

This means that the coefficient of loans and advances is expected to have a direct relationship with EPS. Meaning that increase in LA is expected to increase the banks' investment, which is a function of profitability, hence increase in EPS.

$b_3 < 0$: it is expected that OPE has either a direct or indirect relationship on EPS.

This indicates that all things being equal, all the marketing strategies and marketing activities adopted in this study should be positively related to the dependent variables

f) *Estimation Techniques*

The Ordinary Least Square (OLS) techniques of multiple regressions was adopted to examine and determine the effect of the independent variables (Price, Product, Promotion, Place, Total customers' deposit, Loans and advances and operating expenses) on the dependent variable (PAT and EPS) The multiple regression analysis was employed to analyze both equation 3 and 4. The OLS was adopted because it has been used in a wide range of economic relationship with fairly satisfactory results.

g) *Method And Administration Of Data Collection*

The data for this study were generated from both primary and secondary sources. This is to capture both the quantitative and qualitative aspect of marketing. The primary data were sourced through structured questionnaire. Copies of the questionnaire were administered to both the administrative and the management staff of the selected banks. The questionnaire was administered in state capital of the each of the selected banks and the responses of the questionnaire were ranked with the aid of Likert Scale. Cross sectional secondary data were sourced from the financial statement of the selected banks, Nigeria Stock Exchange Fact book, Central Bank of Nigeria publication. Some of the secondary data sourced for the study are: Incomes and Profit figures of the banks, Operating Expenses of the banks, Deposit base of the banks and Total credit to the private sector among others.

IV. Data Analysis And Discussion

Table 4.1 : Summary of result for model 1

Variables	Coefficient	Standard Error	T-Stat	Prob.
C	-1598021.	10984484	-0.145480	0.8872
PX	-22112.69	9841.279	-2.246933	0.0484
PM	-27296.30	12848.22	-2.124519	0.0596
PD	-13702.94	15072.59	-0.909129	0.3847
PL	75074.17	15496.45	4.844604	0.0007

$PAT = a_0 + a_1PX + a_2PM + a_3PD + a_4PL + \mu_1$

$PAT = -1598021 - 22112.69PX - 27296.30PM – 23820.38PD + 7507.17PL$

$R^2 = 0.717191$, Adjusted $R^2 = 0.604067$ F-stat $= 6.339885$, D.W $= 2.036715$

The above result explained the combined effect of marketing strategies or variables on banks performance. The coefficient of the constant parameters which explains the value of the dependent variable, i.e profit after tax (PAT) at zero level of the explanatory or independent variable is given as -1598021. This indicates a negative relationship between the constant parameter and profit after tax. Although, constant parameter has no significant meaning in the model. Again, the result exert a negative relationship between pricing of bank services and PAT. The coefficient of price, which is -22112.69 shows that a percentage increase in price will cause the profit or revenue to decrease by –22112.69 naira. Though, the banking institution in Nigeria operate under a guided price regulated regime, the banks are still able to take advantage of weak regulation by charging hidden costs in form of commissions and charges on services rendered to customers.

The coefficient of product development shows a negative relationship with profit after tax (PAT). This give -13702.94, indicating that a slight change in new product development will reduce the profit after tax (PAT) by approximately –N1370.94. If banks genuinely carry out market research and such research bring out new product that will satisfy the need of the bank and public, this will definitely increase patronage and increase revenue. But a situation whereby banks are merely duplicating the services of other banks, the effect may not be well pronounced on the revenue generated. On the other hand, the analysis shows a positive relationship between the placement of banking services and PAT. It was observed that a slight change in the distribution channel of banks will cause a N75074.17 change in PAT. Generally, better channels of distribution such as more branches, the use of mobile banking and electronic banking are channels of distributing banks services.

Apart from the above, the result also shows that promotional activities of banks have a negative relationship with PAT. Thus, a unit change in promotional activities of banks will constitute a fall in PAT by – N27296.30. This suggests that banks must compare the cost of their promotional activities with returns generated. The coefficient of determination which explained the explanatory power of the model is given as 0.717191 or 72%. This indicates that not less than 72% of variation in the PAT of Banks is being explained by the variation in the explanatory variable such as pricing (PX), placement and distribution channels (PL), new product development (PD) and promotional activities (PM) such as advertisement, public relation, sales relation and personal selling. The R2 of 72% suggests that other variables such as management ability, quality of asset regulation among others not captured by the model formulated in the study account for about 28% variation not explained by the model. Thus, the model sufficiently determined the behavior of the independent variables.

Table 4.2 : Presentation of Result for Model 2

Variables	Coefficient	Standard Error	T-Stat	Prob.
C	-1598021.	10984484	-0.145480	0.8872
PX	-22112.69	9841.279	-2.246933	0.0484
PM	-27296.30	12848.22	-2.124519	0.0596
PD	-13702.94	15072.59	-0.909129	0.3847
PL	75074.17	15496.45	4.844604	0.0007

The coefficient of the constant parameters which explains the value of the dependent variable, i.e. Earnings per-share (EPS) at zero level of the explanatory or independent variable is given as 58.39190. This indicates a positive relationship between the constant parameter and Earning per Share. Although, constant parameter has no significant meaning in the model.

Also, the Total Customers' credit (TCD) is appropriately signed and has a positive relationship as expected. It shows that a naira change in TCD wil increase the EPS by N1.90. In contrast, the Loan and advances (LA) has an inverse relationship with the dependent variable (EPS). This is not appropriately signed and could be caused by poor quality of loan for the period under review. It shows that a unit change will decrease the EPS by N4.13. The Operating Earnings (OPE) exerts a positive relationship with the EPS, it shows that an increase in OPE by a naira; will increase the EPS by N2.07.

a) T-ratio Statistics

The t-test for the parameters was done by comparing the t-calculated with the t-tabulated at 5% level of significant which is approximately 0.025 for a two-tail test.The decision rule is that, if t-calculated is greater than t-tabulated (i.e. t-cal>t-tab), we reject the null hypothesis and accept the alternative hypothesis The results of the t-test for the model are presented below:

Table 4.3 : Summary of T-Statistical Test for model 1

Coefficients	T-calculated	T-tabulated	Decision rule	
Constant (a_0)	-0.145480	2.131	t-cal<t-tab	Not significant
a_1 (PD)	-2.246933	2.131	t-cal>t-tab	Significant
a_2 (PL)	-2.124519	2.131	t-cal<t-tab	Not Significant
a_3 (PM)	-0.909129	2.131	t-cal<t-tab	Not Significant
a_4 (PX)	4.844604	2.131	t-cal<t-tab	Significant

Table 4.4 : Summary of T-Statistical Test for model 2

Coefficients	T-calculated	T-tabulated	Decision rule	
Constant (b_0)	2.284129	2.201	t-cal<t-tab	Significant
B_1	1.558387	2.201	t-cal>t-tab	Not Significant
B_2	-1.113324	2.201	t-cal<t-tab	Not Significant
B_3	1.137352	2.201	t-cal<t-tab	Not Significant

The t-ratio statistics revealed that the parameter employed for the analysis exert both positive and negative impact on the explained variables. In model 1,it was revealed that only the parameter a1 which denote the product development (PD) coefficient and parameter a4 which denote price (PX) are significant at 5% level of significance showed a negative and positive relationship respectively while in model 2, only the constant parameter a0 is significant at 5% level of significance showed a positive relationship.

b) Test of overall significance of the Models

The value of F-distribution table (F-tabulated) is given as 3.48 while the F-cal for model 1 is 6.3398. Thus, it is concluded that the model has an overall significance when all the marketing mix are combined (i.e. pricing strategy, product strategy, promotional strategy and distribution strategy). Thus, we accept the alternative hypothesis 1 which states that market strategies have a positive relationship with bank profitability.

For model 2, the F-cal is 4.719490 while the F-tab is 3.59. Thus, it is concluded that the model has an overall significance when all the marketing activities are combined (i.e. EPS, TCP, LA, and OPE). Thus, we accept the alternative hypothesis and reject the null hypothesis.

The Durbin Watson (DW) statistics value of model 1 which gives 2.036 and that of model 2 which gives 1.57 falls within the inconclusive region. Hence, we conclude that the presence of autocorrelation in both models are indeterminate. Hence, it is difficult to detect the presence of autocorrelation in the models.

V. Discussion And Implications Of Findings

Two model were formulated to evaluate the effect of marketing strategy on bank performance. In the first model, the profit after tax (PAT) of the selected banks were used as a dependent variables to capture the performance of banks while pricing, product development, promotional activities, and product distribution were used as proxies for the marketing strategies. The multiple regression analysis technique (OLS) was adopted to test the relationship between the explained and the explanatory variables. The primary data obtained through structured questionnaire were converted from qualitative to quantitative through the use of Likert scale. The estimated result explained that, though the parameters in terms of sign were positive and negative, the overall model was significant at 5% level of significance. The T-test and the standard error test equally reveal that as individual variable, there was not much significance. This implies that marketing strategies cannot be employed in isolation but rather an optimal combination of marketing mix has to be determined by the banks.

In the second model, the earning per-share (EPS) was adopted as another proxy of bank performance measure while the total customers' deposits (TCD), loans and advances (LA) and operating expenses (OPE) were the explanatory variables. High volume of customers' deposits and increase credits to the private sector of the economy reveal how well banks are performing their expected role of financial intermediation between the deficit and the surplus units of the economy .The operating expenses also revealed that an increase in marketing activities will have a positive effect on the organizational performance. The analysis showed that the model has an overall significance at 5% level of confidence.

Effective marketing mix is what can guarantee improved performance in service industry like financial institutions. This fact was attested to in the analysis under the overall significance when all the marketing mix or strategies adopted in this study were combined. Each bank must determine the appropriate marketing mix that will suit a particular market or region to ensure

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high return. Since it is believed that profit is not the only measure of performance, the study adopted another measure of performance, the EPS in addition to profit after tax (PAT) as a measure of bank performance. The study does not suggest that profit is the only goal a bank must pursue as a service industry, rather, it also needs to satisfy the needs of the customers and shareholders so that patronage and loyalty will be ensured. This will definitely increase the long run profitability of the bank as well as rendering quality service to the banking public.

Generally, the responses from the questionnaire of the pilot and the main study revealed a similar over all positive relationship between the marketing strategies variables and banks' returns. Thus, the findings of the analysis is consistent, reliable for the prediction of the entire banking population.

a) *Conclusion*

The study revealed that marketing has become a major function in the banking industry as a result of increased competition brought about by bank consolidation and reforms. As a matter of fact, banks staff involved in marketing activities in the post consolidation era have surpassed those in the pre consolidation era. Thus, there is a connection between banks competition brought about by banks reforms and marketing activities. The competition is supposed, among others, to facilitate effective deposit mobilization, technical efficiency, varieties of services, convenience banking services, productive efficiency, a locative efficiency, lower cost of fund, absence of customer exploitation, higher compensation to depositors, safety of depositors' funds, availability of funds for investment, increase savings that will transform and high quality services among others.

The findings in this study shows an overall significance of the marketing variables adopted, although not much effect is seen when a marketing variable is compared with bank performance in isolation of other variables. This helps to conclude that the marketing strategies techniques must be adequately combined in order to bring about improved performance. For example, if a bank should engage in promotional activities without adequate knowledge of the market, the aim of marketing will be defeated.

b) *Recommendations*

In view of the above discussion and findings, the following recommendations will be useful to banks in the process of marketing their services for better delivery of services to their customers which will in turn increase performance through patronage and customer loyalty.

1. Banks should embark, from time to time on marketing research. This is because effective marketing strategies are a product of marketing research. Thus, good and adequate marketing mix is a product of effective marketing research too. Marketing research will bring about innovation, better services for customer and better method of production and processing
2. In adopting marketing strategies, banks should also compare different company's strategies and access the success and the failure of such strategies in the industry.
3. In addition, banks are encouraged to be more customers-focused and embrace relationship marketing rather than transaction marketing. This will enable them to gain customers loyalty and maintain a long term relationship with customers.
4. The management of the banking institutions should be transparent and follow the laid down rules so as to create and sustain public confidence. This will definitely increase savings and in turn improve the level of economic growth.
5. Effective management of depositors' fund that will disallow failure should be stipulated by the monetary authorities.
6. Banks should avoid unethical marketing behavior such as: dishonesty, unexpected price change, being rigid, abuse of position, misuse of information, violation of confidentiality, lack of equitable treatment, and poor product quality among others.

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3. Submission of Manuscripts,

4. Manuscript's Category,

5. Structure and Format of Manuscript,

6. After Acceptance.

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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.

Administration Rules Listed Before Submitting Your Research Paper to Global Journals Inc. (US)

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.

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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

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