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Marketing

Product Perceived Quality

Food Sector Future Growth

Highlights

Study on Dealers Preference

Social Entrepreneurship Development

Discovering Thoughts, Inventing Future

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The Italian Food Sector Future Growth in Thai's Market

By Prof. Edel Lemus, M.I.B.A.

Carlos Albizu University, United States

Abstract- The purpose of this article is to explore recent existing trends of opportunities in launching a new product in Thai's market such as Italian Pasta. In addition, Bella Pasta Italiana is a fictitious company that introduces a SWOT analysis in the literature review that discusses, in depth, the main strategies of Bella Pasta Italiana doing business in Thailand. Moreover, Bella Pasta Italiana will adopt a marketing mix business strategy proposed by Griffin and Pustay (2015). Furthermore, from 2013 to 2020, the government of Thailand is willing to invest \$67 billion in the country's logistical infrastructure system (U.S. Commercial Service, 2014).

Keywords: *international marketing, marketing mix, competitive market environment, ASEAN countries, strategic location.*

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Prof. Edel Lemus, M.I.B.A.

Abstract- The purpose of this article is to explore recent existing trends of opportunities in launching a new product in Thai's market such as Italian Pasta. In addition, Bella Pasta Italiana is a fictitious company that introduces a SWOT analysis in the literature review that discusses, in depth, the main strategies of Bella Pasta Italiana doing business in Thailand. Moreover, Bella Pasta Italiana will adopt a marketing mix business strategy proposed by Griffin and Pustay (2015). Furthermore, from 2013 to 2020, the government of Thailand is willing to invest \$67 billion in the country's logistical infrastructure system (U.S. Commercial Service, 2014). For example, as The World Bank (2014) index indicates, it is very easy to do business in Thailand and the country index ranked Thailand as number 26 as compared to other populated countries in the Asian region. Therefore, from 2014 to 2018 the business environment in Thailand will improve its marginal and sustainability position (The Economist Intelligence Unit, 2014).

Keywords: *international marketing, marketing mix, competitive market environment, ASEAN countries, strategic location.*

I. INTRODUCTION

This article will introduce reasons as to why the infrastructure system in Thailand is weak. In addition, Thailand's former Prime Minister, Yingluck Shinawatra, indicated to the government of Thailand that the total value of investment in building a solid infrastructure system is budgeted at \$72 billion. Moreover, Thailand's government remains skeptical about the investment infrastructure project of \$72 billion over the next seven year period. For example, Thailand's government needs to build dams and drainage systems by investing approximately \$11 billion, equivalent to 340 billion Thai Baht (THB) (Thailand currency). Furthermore, the initial investment of \$11 billion will help to retain foreign investors in the country's market such as Nissan, Hitachi, and Toshiba. Therefore, The Association of Southeast Asian Nations (ASEAN) is willing to connect and expand the commercial channels with Thailand's neighbor countries such as Myanmar and Vietnam if the government of Thailand is willing to invest \$72 billion in rebuilding the infrastructure system for the next seven years (Yoon, & Davies, 2012).

The 2013 World Factbook suggests that the government of Thailand, for the next seven years, is willing to invest \$75 billion to improve the infrastructure

system of the country and protect, as well, the welfare of Thailand's economic system (Central Intelligence Agency, 2013). In addition, there is an existing demand for Italian pasta in urban and rural cities in Thailand. However, the main weakness in the Thai market is the infrastructure system and shortage of skilled labor. Furthermore, consumers in Thai's market expect that companies selling a product in their market are associated with Buddhism culture. Therefore, the existing gaps in the Thai market are as follows: (1) low economic levels, (2) inequality of income, (3) shortage of labor skill professionals and (4) an inadequate infrastructure system (Guillen-royo, Velazco, & Camfield, 2013).

II. LITERATURE REVIEW

a) Thailand's Geography

Thailand is located in the Southeastern region of Asia and bordered by Malaysia, Laos, Burma, and Cambodia (Central Intelligence Agency, 2013).

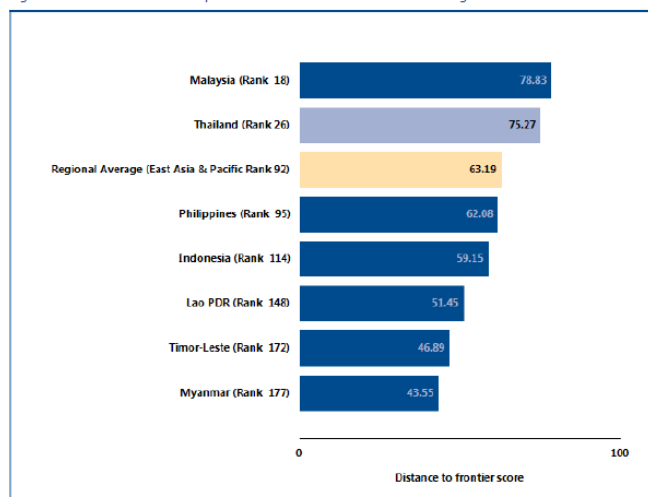
b) Thailand's Economy Overview

Thailand intends to keep growth steady by encouraging domestic consumption and promoting more the exportation trading position of the country. In addition, the unemployment rate is less than 1 percent of the labor with Thailand attracting more than 2.5 million migrants from neighboring countries. Furthermore, the income category of the Thailand population is in the upper middle income level. For example, as noted by The World Bank (2013) "the population is 66,785,001, the gross national income per capita (US\$) 5,210, and DB number 18 worldwide" (p.5). However, since 2009, Thailand's export trading position has been severely affected because of the global economic recession crisis. As a result, Thailand's economy has expanded by 7.8 percent. Therefore, for the next seven years the government of Thailand has approved \$75 billion to improve the infrastructure system of the country and protect, as well, the welfare of Thailand's economic system (Central Intelligence Agency, 2013).

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c) Thailand's Business Environment

Figure 1.2 How Thailand and comparator economies rank on the ease of doing business



(The World Bank, 2014, p. 8)

As The World Bank (2014) index indicates, it is very easy to do business in Thailand and the country index ranked Thailand as number 26 as compared to the population of other countries in the Asian region (The World Bank, 2014).

d) Thailand's Market Overview

Thailand represents the 27th largest exporting destination for the United States. In addition, Thailand has a bilateral investment agreement with more than 39 countries, as well as members from the Association of Southeast Asian Nations (ASEAN). Moreover, in the ASEAN economies, Thailand is the second largest economy behind Indonesia. For instance, Thailand depends heavily on international trade; therefore, from 2013 to 2020 the government of Thailand is willing to invest \$67 billion in the logistical infrastructure system of the country (U.S. Commercial Service, 2014).

e) Thailand's Market Challenges

Thailand possesses an open market economy and has a well diversified competition from both global and domestic suppliers. However, United States companies are concerned about the lack of transparency that exists in Thailand's market and that the government of Thailand has not been able to prevent corruption from political officials. For example, the violation of intellectual property rights has created weaknesses in Thailand's market; therefore, the United States Commercial Service advises American companies doing business in Thailand to prepare an extensive marketing strategy plan to avoid volatility risk (U.S. Commercial Service, 2014).

f) Thailand's Market Opportunities

Thailand has experienced vibrant economic growth in different sectors by attracting mainly United States and European companies. The government of Thailand is focusing their efforts in reshaping the

infrastructure system of the country. As a result, the government of Thailand offers a great deal for United States suppliers that are willing to export defense equipment, environmental technological equipment, and so forth (U.S. Commercial Service, 2014).

g) Thailand's Market Entry Strategy

The United States Commercial Services indicates, that in order to make an effective entrance strategy into Thailand's market, engaging a business relationship with a local partner is a great contribution asset. In addition, partnering with a local partner in Thailand will help you as a company to reach Thai's buyers and consumers faster than expected. Moreover, the United States Commercial Service situated in the capital of Thailand, Bangkok can serve as a source of information that can help you prepare a strong marketing strategy plan to continue venture expansion in Thailand's market. Therefore, understanding the cultural aspect that exists between buyers, agents, distributors, and locals will guide a company to have a successful entrance penetration into Thailand's market (U.S. Commercial Service, 2014).

h) Selling: United States Products and Services in Thailand's Market

The United States Commercial Services (2014) proposed four strategic steps to effectively sell United States products and services in Thailand. The first step consists in hiring an agent or a distributor to guide you as a company to make an effective entrance presence into the Thai's market. Also, since the franchise industry has expanded up to 20 percent and the members of franchises are expected to increase up to 460 by 2017, the second step would be to associate your company with a channel of franchise companies. The third step consists in implementing a direct marketing strategy, which is a \$2 billion industry and companies in Thailand employ over \$1 million in direct marketing. The fourth step consists in utilizing trade promotion and advertising. Therefore, the four steps mentioned previously serve as a strategic avenue for selling United States products and services in Thailand (U.S. Commercial Service, 2014).

Pricing: United States companies have to be aware that the market in Thailand is an open economy market and is very competitive as well. As a result, as United States companies continue doing business in Thailand, they need to have a greater understanding about pricing because the price of the product is a successful key leading indicator to attracting Thai buyers since Thai consumers are price oriented individuals. Overall, bellow is illustrated the margin structure of Thailand's market (U.S. Commercial Service, 2014):

Convenience Stores	18-20 %
Discount Stores	8-10 %

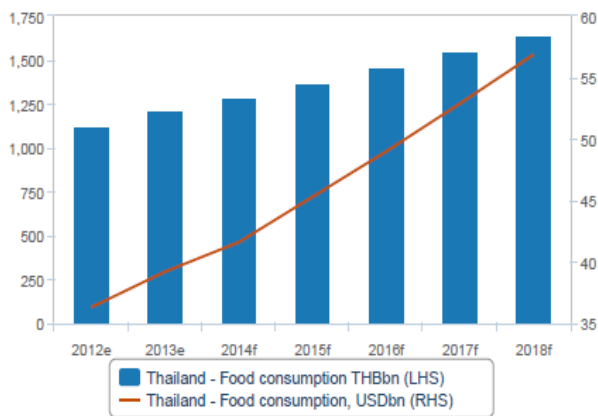
Department Stores	40%
Manufacturers or Wholesalers	5-10 %
Distributors of Local Products	10-15 %
Direct sale of specialty products	60-80 %
Direct sale of general product	40 % max.
Importers of large equipment or machinery	5-10 %
Importers of luxury products	60 % min (p. 16)

III. ANALYSIS OF THE CUSTOMER AND CONSUMER NEEDS

Italian pasta is one of the most wanted products by consumers in the Thai market. In addition, the majority of tourists who traveled to Thailand from neighboring countries in the Asian region such as Japan, China, South Korea, and Singapore prefer a different life style for dining. Moreover, the concept of Italian pasta has been introduced to local residents in Bangkok, Thailand and the pasta attained a high acceptability ratio. Furthermore, the per capita demand from consumers is expected, in the next few years, to increase. Therefore, there is an existing demand for Italian pasta in urban and rural cities of Thailand (Business Monitor International, 2014).

Food Consumption

2011-2018



(Business Monitor International, Forecast, p. 17).

According to the above Business Monitor International (2014) forecast, the consumption of food in Thailand is most likely expected to increase through 2018.

IV. ANALYSIS OF THE COMPETITIVE ENVIRONMENT

1.	Eat Me
2.	Issaya Siamese Club
3.	Seven Spoons
4.	Le Beaulieu at Plaza Athenee
5.	Bo Lan
6.	Nahm
7.	Sra Bua
8.	Enoteca Italiana
9.	La Table de Tee
10.	Long Table

(Bangkok best restaurants, 2014).

The benchmark of top competitors in Thai's market is illustrated above (Bangkok Best Restaurants, 2014).

V. ANALYSIS OF THE OVERALL ENVIRONMENT, INCLUDING ECONOMICAL, POLITICAL, TECHNOLOGICAL, SOCIAL, AND CULTURAL

The Thai economy is expected to increase 3.5% and by 2014 is expected to reach 4.0%. The sustainability plan of Thailand's economic growth comes primarily from the continuing investment effort to rebuild the infrastructure system of the country. Moreover, Thailand's public expenditure is expected to be the main growth of Thailand's economy. For example, public consumption will increase at a rate of 2.7% and public investment will rise at 12.3%. However, inflation is anticipated to be at 0.7%. As a result, the balance of the country's surplus will drop from \$4.9 billion to \$4.4 billion; therefore, the economic expansion of Thailand will be driven mainly by private consumption expansion, investment from the Thai government sector, and new investors in Thai's market in the next few years (Thailand: Fiscal (2013, October 1)).

VI. SUMMARY

a) Thailand's Long-term Economic Outlook

Growth and productivity (% change; annual av)	2013-20	2021-30	2013-30
Growth of real GDP per head	4.1	3.3	3.7
Growth of real GDP	4.3	3.3	3.7
Labour productivity growth	4.5	4.0	4.2

(The Economist Intelligence Unit, 2014, para. #)

The long-term economic stability of Thailand will depend upon the main decisions made by the government. In addition, the government of Thailand is trying to establish the necessary political authority to build the country's infrastructure system. Moreover, the government of Thailand is optimistic that new

businesses joining the Thai economy will create more opportunities in terms of employability for local citizens. Therefore, the contribution in the higher education sector is likely to improve gradually (The Economist Intelligence Unit, 2014).

b) Thailand: risk assessment

	Sovereign risk	Currency risk	Banking sector risk	Political risk	Economic structure risk	Country risk
September 2014	BB	BB	BB	CCC	BB	BB

(The Economist Intelligence Unit, 2014, para. #)

The former prime minister of Thailand, Yingluck Shinawatra, has provided political stability since the political elections held in 2011, but recently her popularity has decreased. However, the main political challenge in Thailand is between the government and the royal establishment (The Economist Intelligence Unit, 2014).

c) Thailand's Sovereign risk

The public debt of Thailand is likely expected to increase and the country will need necessary external borrowing from 2014 to 2015 to meet the country's financial obligation (The Economist Intelligence Unit, 2014).

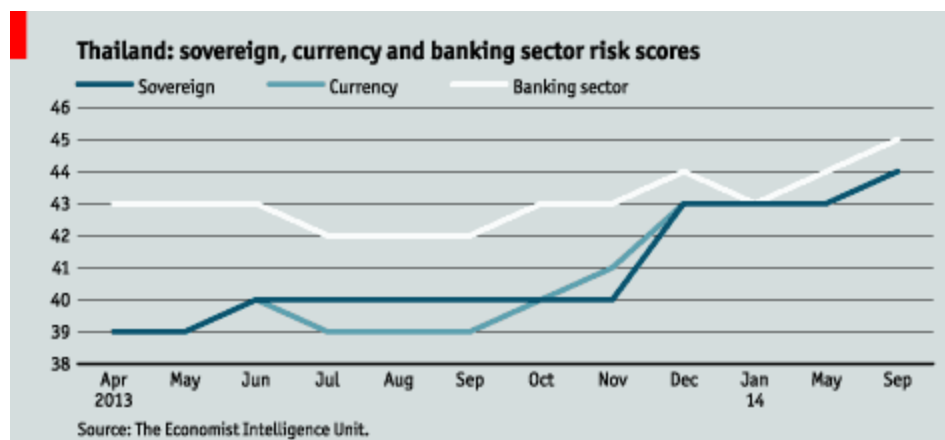
d) Thailand's Currency Risk

The Thai baht is gaining vulnerable value as compared to major currencies from the emerging

economic market, as well developing economies. The United States Federal Reserve has advised the government of Thailand to downward the pressure on the Thai baht in order to be able to attract more capital in Thai's affluent market by keeping the interest rate at current level (The Economist Intelligence Unit, 2014).

e) Thailand's Banking Sector Risk

The banking system in Thailand is relatively strong by contributing with high capital ratios. The government of Thailand highly supports the banking sector by preventing volatility schemes (The Economist Intelligence Unit, 2014).



(The Economist Intelligence Unit, 2014, para. #)

f) Thailand's Political Risk

Since 2011, the former prime minister of Thailand, Yingluck Shinawatra, has provided a new political stability direction to the country (The Economist Intelligence Unit, 2014).

g) Thailand's Ranking Overview

Value of index ^a		Global rank ^b		Regional rank ^c	
2009-13	2014-18	2009-13	2014-18	2009-13	2014-18
6.43	6.81	38	34	9	9

(The Economist Intelligence Unit, 2014, para. #)

From 2014 to 2018 the business environment in Thailand will improve its marginal position, considering that Thailand was ranked in 34th place in the world global forecast. Moreover, Thailand's macroeconomic condition environment and opportunities within the market will improve gradually from 2014 to 2018 after the financial crisis of 2011 and severe flooding and natural disasters in the country. Furthermore, The Economist Intelligence Unit (EIU) does not predict any changes in governmental policy. As a result, the government has allowed more access to the Thai market so investors can enjoy enterprise competition under the Foreign Business Act, which will determine specifically where the investors will be investing their capital. For instance, the tax regime in Thailand remains stable and the government of Thailand is willing to create new tax incentives for foreign investors. Therefore, the main weakness in the Thai market is the infrastructure system and the shortage of skilled labor (The Economist Intelligence Unit, 2014).

VII. CULTURAL

Personal values (as noted by Kotabe, and Helsen, 2008) are important key drivers among Asian countries, which is also the case in the Thai culture. In addition, Thai consumers are also guided by conservation values, and Thai's consumer behavior (as cited in Phillips, 1996) relies essentially on individualistic and collectivistic conceptuality. For example, Punyapiroje (2002) finds a high level of individualism in Thai's culture. Furthermore, two important Thai values are "mat pen rai" which means some things in life do not matter and "sanuk" which means to enjoy and have fun. Therefore, consumers in Thai's market expect that companies selling a product in their market are associated with the Buddhism culture (Cai, & Shannon, 2012).

a) Bella Pasta Italiana

i. Marketing Objectives

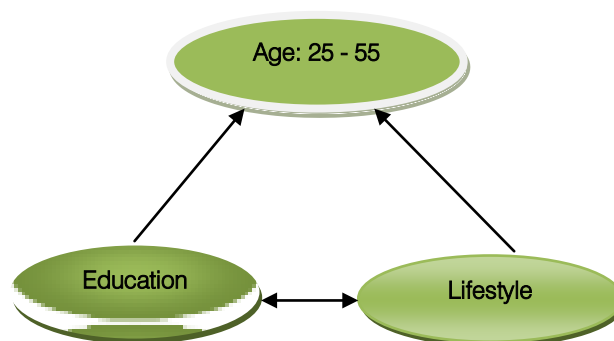
Bella Pasta Italiana will target the audience as follows:

1. Generate a new line of customers attracted to Italian food.
2. Create a solid web-page that will build brand loyalty.

3. Referrals will come from word of mouth.
4. Generate a new line of customers who will visit Bella Pasta Italiana frequently.

ii. Targeting and Positioning

Bella Pasta Italiana will be serving the middle and upper-income level individuals ranging from ages between 25 through 55 who want to have a pleasant dining experience.



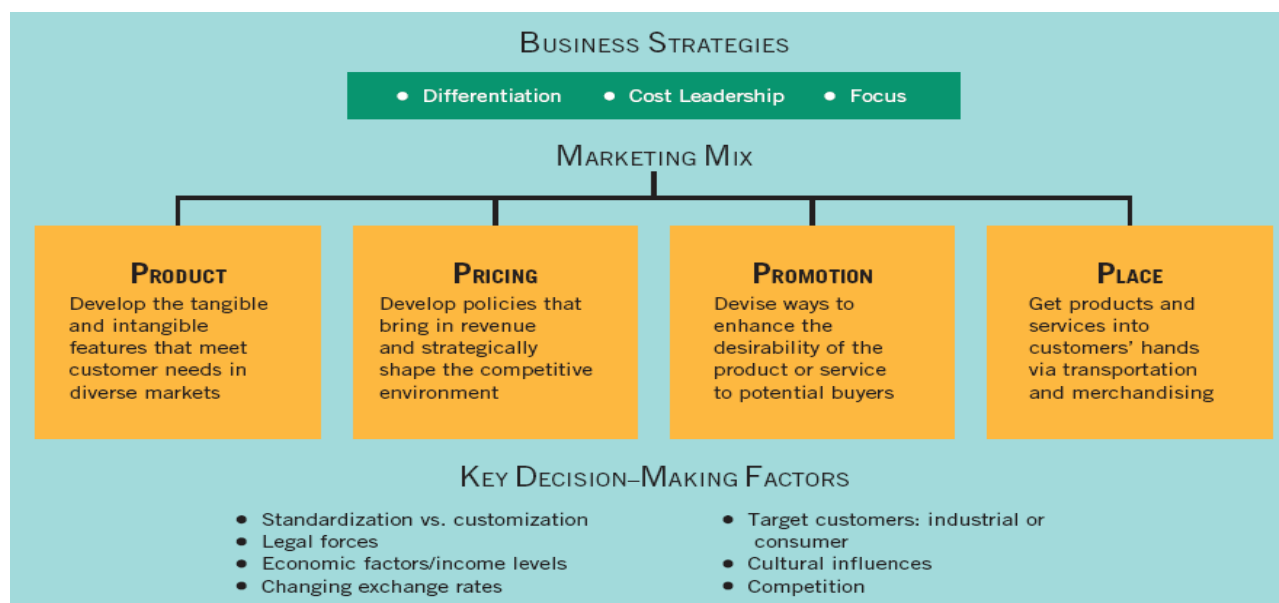
Bella Pasta Italiana will be located in 35/1 Sukhumvit Soi 53., Wattana, Bangkok 10110. This location is in the center of Bangkok and populated by the age demographics indicated above. The median age of the population around Sukhumvit Soi 53 is 40 years old. Additionally, the median family income is higher than the national per capita income; therefore, the population that Bella Pasta Italiana is wanting to target is educated people (Longenecker, Palich, Petty, & Hoy, 2012).

iii. Positioning

The Bella Pasta Italiana survey reveals that there is an existing demand for their product in the Thai market and likely expect that 75% of customers will eat in the restaurant (Longenecker, Palich, Petty, & Hoy, 2012). Consequently, Bella Pasta Italiana will serve the upper and middle income class levels with a fresh, fast, elegant, and fun dining experience.

iv. Marketing Penetration

Bella Pasta Italiana will be located in a visible area surrounded by attractive Malls and expects to generate high interest from local residents. Moreover, Bella Pasta Italiana will conduct a joint venture with Bacco-Osteria da Sergio an Italian restaurant that better understand the Thai consumer behavior market.



(Griffin and Pustai, 2015, p. 451)

Bella Pasta Italiana will adopt the above marketing mix business strategies proposed by Griffin and Pustai (2015).

v. Pricing Strategy

The pricing of the appetizer, soup, salads, pasta, pizza, meat, and dessert is derived from studying

Italian restaurants in the Thai market. Bella Pasta Italian's mission is to deliver a friendly environment, brand loyalty, and the delivering of more than one dish different from local competitors in the Thai market (Longenecker, Palich, Petty, & Hoy, 2012).

Example of Different dishes on the Bella Pasta Italiana Menu



Appetizers

800.Bht



Truffle cream soup

420.Bht



Tuna, anchovies, cappers, salad leaves, egg, tomato, onion & potato

280.Bht



Angel hair with mentaiko egg, garlic, olive oil, chilli, smoked salmon

480.Bht



Tomato, mozzarella, speck, rocket & parmesan 350.Bht



Fillet tenderloin as you request in gorgonzola
Cheese sauce, green pepper sauce, balsamic
vinagre sauce, barolo wine sauce 880.Bht



From north Italy the original apple strudel served
with vanilla ice cream 200.Bht

Source: Cited from the following web-site: www.bacco-bkk.com

VIII. MARKETING MIX

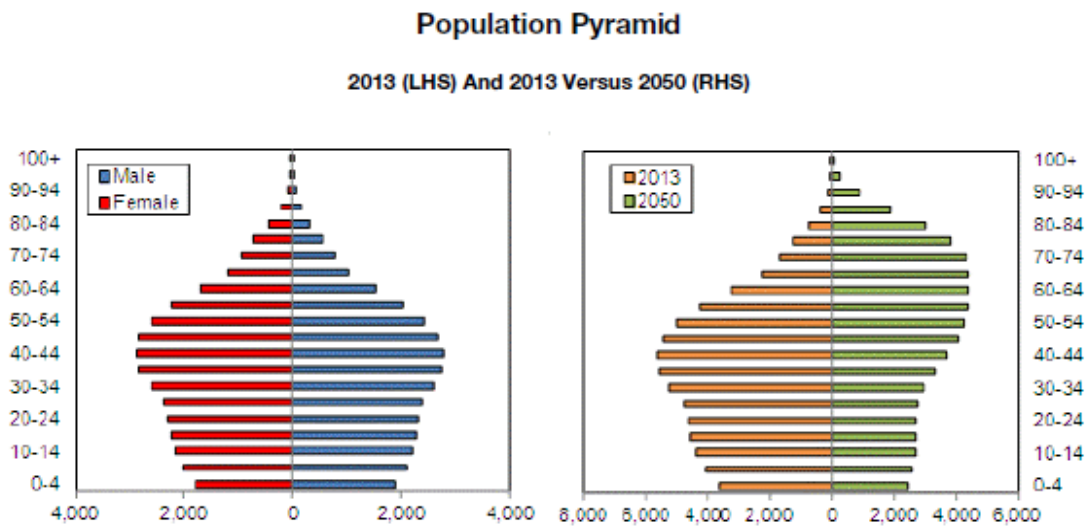
A marketing mix will serve as the vehicle to embrace Bella Pasta Italiana's unique concept with the restaurant brand name and image of the same. Bella Pasta Italiana will leverage public locations for marketing communication purposes. Longenecker, Palich, Petty, & Hoy (2012) propose the following five steps to obtain a successful marketing mix penetration of a new product overseas:

1. *Print media*: Local newspapers and magazines.
2. *Broadcast media*: Local programming and radio stations.
3. *Local colleges*: Communication with local colleges.
4. *Direct mail*: Mail menu and coupons to local residential neighborhoods.
5. *Become part of the community*: Community involvement and donations (p. 752).

The main strategic goal of Bella Pasta Italiana, as an Italian restaurant, is to build a consistent brand within the market standards by touching their customer's hearts with a fresh, fast, elegant, and fun dining experience. As a result, everything that Bella Pasta Italiana does will be associated with Italian tradition to raise customer awareness and build brand loyalty (Longenecker, Palich, Petty, & Hoy, 2012).

IX. THAILAND'S DEMOGRAPHIC FORECAST

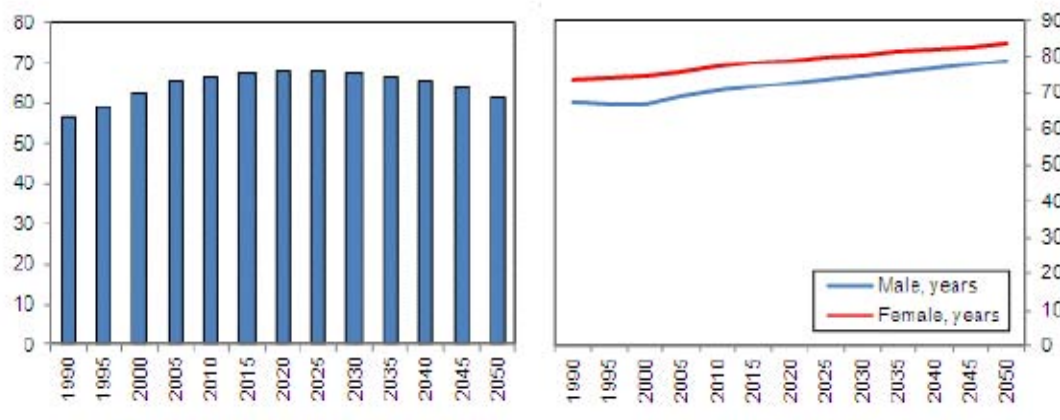
As indicated by the Business Monitor International (2014) the charts illustrated below show important demographic information about the total population from 2013 to 2050 and compared to the total population from 1990 to 2050.



(Business Monitor International, Forecast, p. 148).

Population Indicators

Population (mn, LHS) And Life Expectancy (years, RHS), 1990-2050



(Business Monitor International, Forecast, p. 149).

Bella Pasta Italiana SWOT Analysis

Bella Pasta Italiana SWOT Analysis

SWOT Analysis

Internal	
Strengths	Weaknesses
<ul style="list-style-type: none"> The Italian food industry in Thailand is expanding at a rapid pace and at the same time Thailand is the largest exporter in the Southeast Asia Region The government of Thailand supports the value added for production consumed domestically Thailand benefits mainly from tourism The sustainable economic growth in Thailand is mainly driven by processed foods 	<ul style="list-style-type: none"> The food industry in Thailand remains fairly fragmented The Thai agricultural market is heavily regulated by the government The food consumption in Thailand remains fairly low as compared to other markets
External	
Opportunities	Threats
<ul style="list-style-type: none"> The middle and upper-income class people are interested in dining in an Italian restaurant The geographical location is very attractive to investors China is investing heavily in the Thai market The heavy investment in the infrastructure system in Thailand will represent a tremendous economic expansion for the country Promote employment for local citizens 	<ul style="list-style-type: none"> Possible outbreaks within the country The climate and weather have changed the fishing industry The government of Thailand has increased, over the years, import prices by restricting the primary and secondary markets The main competitors of Thailand are China and India Brand name violation Shortage of labour skilled professionals The political challenge in Thailand remains between the government and the royal family Severe floods and natural disasters

X. THAILAND'S MARKET GAPS

Since 1960 Thailand has been one of the poorest countries in the Southeast Asia region; however,

Thailand's society offers a dynamic and vibrant environment. During the past three years Thailand has witnessed economic growth, but there still exists economic inequality at the individual and national level

because the poor people in Thailand mainly work to meet their basic financial needs. Some of the major gaps in Thailand (as cited in Doyal and Gough 1991), are income inequality along with a shortage of labor skilled professionals and an inadequate infrastructure system. Also, the access to markets and services is not the same for each individual in the province of Thailand. As a result, Thailand has low economic levels and inequality of income. Therefore, the existing gaps that Thailand is currently facing are as follows: (1) low economic levels, (2) inequality of income, (3) shortage of labor skilled professionals and (4) an inadequate infrastructure system (Guillen-royo, Velazco, & Camfield, 2013).

XI. CONCLUSION

In conclusion, the government of Thailand is working toward improving the country's infrastructure system. In addition, the government of Thailand has approved a \$72 billion budget to re-build the country's roads for the next seven years. Moreover, as noted by Yoon and Davies (2012) the initial investment of \$11 billion will help to retain foreign investors. Furthermore, The Association of Southeast Asian Nations (ASEAN) is willing to connect and expand the commercial channels with Thailand's neighboring countries by investing \$72 billion. Also, Bloomberg Businessweek (2014) reported that Thailand's geographical position is superb because Thailand has 10 international airports, 6 commercial seaports, 12 ASEAN highways, and 33 Border Connections.

XII. RECOMMENDATION FOR FUTURE STUDIES

The author of this article suggests that the following aspects should be considered for future studies when exploring the potential to enter the Thai market:

1. The Thai government has to create new avenues of policies by preventing the inequality of income that exists in the society. The income gap between rural and urban populations in Thailand is about 68% (Thailand: Seminar, 2010, October 15).
2. The government of Thailand has to reshape the external policy of the country in order to reduce the market pressure. Thailand, as a country, has a tremendous potential to boost renewable energy utilization because the country's total amount of electricity generated is relatively small and could be expanded in the future. However, the lack of policy mechanisms at the institutional level is quite elevated and financial barriers exist in the financing sector. As a result, the government of Thailand has to institute better policies to renew the energy of the country and be more green oriented society (Bastakoti, Shivakoti, & Lebel, 2010).
3. The researchers indicated that Thailand's economy, from 1961 to 2013 has progressed. For example, farms for shrimp increased to a current total of 60,174, the number of factories increased up to 2,748, and plantations were up 30%. However, water pollution in Songkhla Lake has increased and researchers have recommended taking immediate strategic action in protecting the environmental life in Thailand (Doungsuwan, Ratanachai, Somgpongchaiyakul, & Sangganjanavanich, 2013).
4. New entrants in the Thai market need to understand the nature of marketing management among Asian neighboring countries.
5. The success of Bella Pasta Italiana doing business in Thailand will depend primarily on product policies, pricing decisions, and distribution issues.

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A Study on Dealer's Preference towards Water Pumps with Special Reference to Beacon Pump in Chennai City

By Md Moniruzzaman

World University of Bangladesh, Bangladesh

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GJMBR - E Classification : *JEL Code : M31*



Strictly as per the compliance and regulations of:



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Keywords: *dealers, water pump, perception, brand preference.*

I. INTRODUCTION

Man has been using pumps of some type for 4000 years, which makes 50 years a very short time in the history of pumping. Indeed, looking back at the most significant developments in technology, the last fifty years seem relatively insignificant. By 1959, all the major pump designs had been introduced and mostly developed into commercial products.

Water pumps have been existent since 3000 B.C. Early pumps were made with water wheels and chutes, and used animals to provide the energy to move the wheels. Early pumps were Mesopotamians, 500 B.C, Force Pump and now days various types of modern pumps have been used include a centrifugal pump, axial flow pump, jet pump and electromagnetic pump.

An objective of the study is to know brand preferences of dealers with reference to Beacon pump

and also need to find which factors influence dealers. The study mainly involves finding out the dealers perception, consumer brand preference, source of awareness, dealers expectation and so on.

II. LITERATURE REVIEW

a) *Early Days Pumps*

i. *Mesopotamians*

The Mesopotamians were responsible for the first pump around 3000 B.C. They used a wooden lever next to the water bank, with a counterweight on one end and a bucket on the other. When the pole was pushed down, the counterweight brought the bucket back up and it emptied into a trough.

b) *Modern Day's Pumps*

i. *Centrifugal Pump and Savery Pump*

The centrifugal pump is motor-driven, with internal workings that create suction to pull the water. It was invented in the late 1600s by Denis Papin. In 1698, Thomas Avery invented a pump that operated on steam to create a vacuum to draw water.

ii. *Axial-flow and Jet Pumps*

Since the 1940s, axial-flow pumps have been used a compressor in jet engines. Jet pumps are used in wells that are deeper than 200 feet.

iii. *Electromagnetic Pumps*

Electromagnetic pumps are used to move conductive liquids and can handle extremely high temperatures. This type of pump is used in nuclear reactors.

c) *Different types of water pump*

i. *Jet Pumps*

A jet pump can be installed at a couple of different depths below the ground. The shallow and deep well jet pumps will pull water out of the ground between 25 feet and 100 feet.

ii. *Submersible Well Pumps*

Submersible water pumps perform the opposite job to retrieve water from the well, pushing water up from the well instead of using the machinery to pull the water out of the hole. These types of pumps are lowered

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deeper into the ground, according to the specifications of the local water district for obtaining ground water.

iii. *Manual Pumps*

Manual water pumps are a throwback to the past because the consumer has to manually perform an action to pump water out of the ground. For example, you can obtain water by turning a crank or pumping a lever up and down.

iv. *Sewer Sum pumps*

Sewer pumps are needed to pump sewage water from the house into the septic system. Inside the septic tank, the water will break down and return to the soil through the soil absorption system. The sewer sum pump is a pump submersed into the ground. Pumping the septic tank every few years will help to improve the life of the sum pump.

v. *Circulation Pumps*

Water circulation pumps are needed to circulate water around the house. Two examples are pumps that pump water from the water purifier tanks outside into the house and the water pumps that send water from the hot water heater into the bathroom, kitchen and laundry room. The water circulation pump may use centrifugal force to pump water from the source to the destination.

d) *Different Types of Hand Pumps*

i. *Suction and lift hand pumps*

Suction and lift are important considerations when pumping fluids. Suction is the vertical distance between the fluid to be pumped and the centre of the pump, while lift is the vertical distance between the pump and the delivery point.

ii. *Siphons*

Water will always try to find its lowest level. Using this principle, very simple pumps with plastic or rubber bulb with flap valve at each end are used for emptying fuel or water cans into tanks. Once the bulb is full the fluid will flow without further effort from the higher to the lower container.

iii. *Direct Action*

Direct action hand pumps have a pumping rod that is moved up and down, directly by the user, discharging water. Direct action hand pumps are easy to install and maintain but are limited to the maximum column of water a person can physically lift of up to 15 m.

iv. *Deep Wells*

Deep well hand pumps are used for high lifts of more than 15 m. The weight of the column of water is too great to be lifted directly and some form of mechanical advantage system such as a lever or flywheel is used. High lift pumps need to be stronger and sturdier to cope with the extra stresses.

v. *Diaphragm*

Diaphragm pumps have the advantage that they pump relatively lightly due to the lack of pulling rods and are corrosion resistant. Their disadvantage is that they need a specific length of tubing and high quality rubber diaphragms, which are costly and are relatively inefficient due to the extra work needed to deform the diaphragm.

vi. *Water Pumps Landmark*

The history of pumps is long and illustrious. Among of this account here were present highlights of some of the major historical and technological developments.

In 2000 BC Egyptians invent the shado of to raise water. It uses a long suspended rod with a bucket at one end and a weight at the other.

200 BC Greek inventor and mathematician Ctesibius invents the water organ, an air pump with valves on the bottom, a tank of water in between them and a row of pipes on top. This is the principal design that is now known as the reciprocating pump.

1475 According to Reti, the Brazilian soldier and historian of science, the first machine that could be characterized as a centrifugal pump was a mud lifting machine that appeared in a treatise by the Italian Renaissance engineer Francesco di Giorgio Martini.

1593 Frenchman Nicolas Grollier de Servière creates an early design for a gear pump.

1675 Sir Samuel Moreland—an English academic, diplomat, spy, inventor and mathematician—patents the packed plunger pump, capable of raising great quantities of water with far less proportion of strength than a chain or other pump. The piston had a leather seal. Moreland's pump may have been the first use of a piston rod and stuffing box (packed in a cylinder) to displace water.

1782 James Watt—who invented the steam engine's connecting rod crank mechanism, which made it possible to convert the piston's reciprocating motion into rotary motion—designs an oscillating piston machine in which a wing-shaped rotary blade made a near complete revolution uncovering inlet ports in a chamber separated by a curved radial wall.

1851 British inventor John Appold introduces the curved vane centrifugal pump.

1870 UK Professor Osborne Reynolds develops an original design of a centrifugal pump.

1901 Byron Jackson develops the first deep well vertical turbine pump.

1929 Stork Pompen produces the first concrete volute pump for drainage, integrating the pump housing in the civil construction of the pumping station.

1936 Robert Sheen invents the metering pump. The core of his invention was a method of controlled

volume that was inherent to the pump. The first pumps were assembled in the basement of his father, Milton Roy Sheen's, home, where the initial patterns for castings were made.

1944 During World War II, Goulds extra-quiet trim pumps are installed in every U.S. Navy submarine. That year, 157 Goulds men went to war and 157 women took their places on the Goulds manufacturing floor. Goulds earned the prestigious Army-Navy "E" Award that year for outstanding production of war materials.

1956 Sixten Engleson develops for Stenberg-Flygt AB the submersible sewage pump, called the C-pump, with a discharge connection and level regulator.

1964 In cooperation with German chemical companies, KSB develops the CPK standardized chemical pump series to satisfy a newly-published standard.

1970s Gorman-Rupp invents the bellows-metering pump and the oscillating pump, while the Mansfield Division acquires the Roto-Prime pump.

1985 Sims manufactures the first structural composite pump, all Simsite Vertical Pit Pump. Sims later won the Innovative Product Award for these products in 1990.

1994 Baha Abulnaga invents the slurry and froth pump with a split vane impeller. The split impeller helps to reduce recirculation in slurry pumps by dividing the space between the main vanes without reducing the passageway at the narrowest point, which is the eye of the impeller. In froth pumps, it helps to break up air bubbles that form and tend to block the flow.

2001 KSB presents the first "intelligent" submersible motor pump. Ama-Porter ICS is sensor-controlled and needs no float switches.

III. METHODOLOGY

This study is based on primary data which were collected by survey method from Chennai, India. 120 data were collected out of 350 samples. Tabular and graphical analyses were done with the collected data in order to complete the objectives of the study.

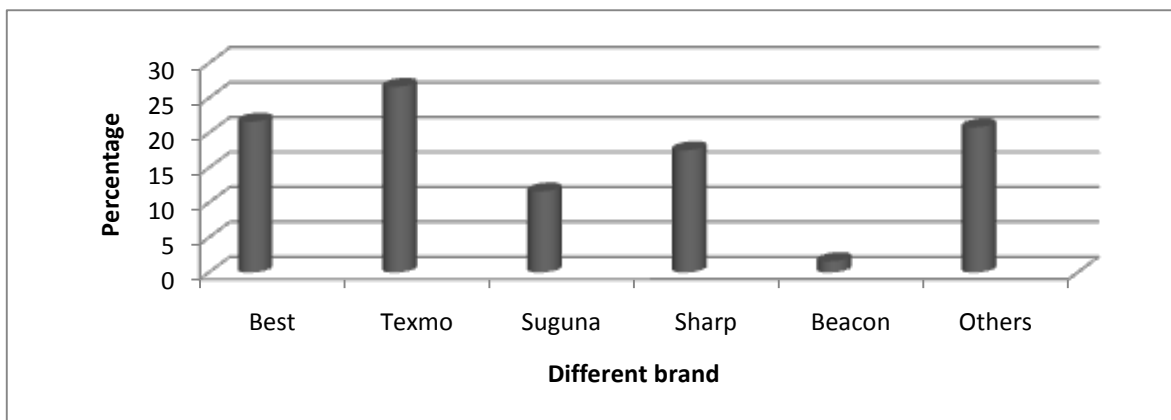
IV. FINDING AND ANALYSIS

a) Dealer's dealing With Different Brand of Pumps

Table 1

Sl No	Brand	No of Samples	In percent (%)
1	Best	26	21.6
2	Texmo	32	26.6
3	Suguna	14	11.6
4	Sharp	21	17.5
5	Beacon	2	1.6
6	Others	25	20.8

Figure 1



Interpretation: From the above data interpretation shows that there are more dealers for Texmo (26.6%) followed by Best (21.6%), others

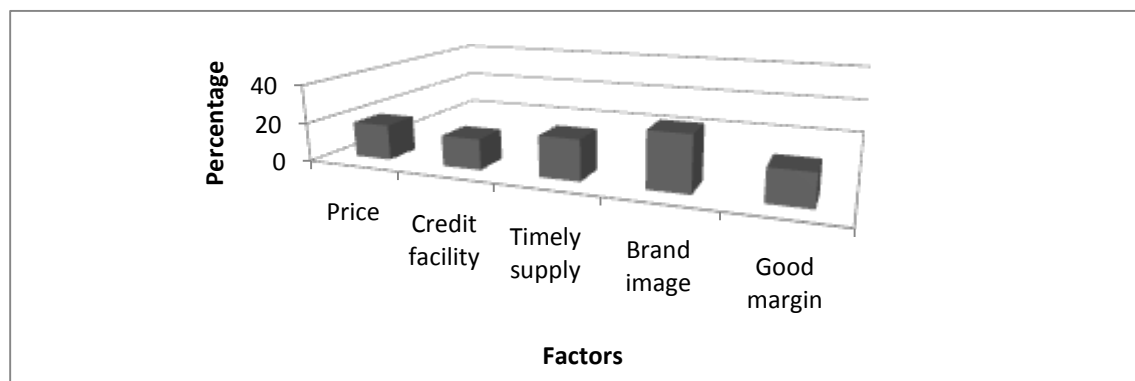
(20.8%), sharp (17.5%), Suguna (11.6%) and at last have Beacon (1.6).

b) Ranking the Factors by Dealers for a Particular Brand of Pump

Table 2

SI No	Factors/Rank	No of Samples	In percent (%)
1	Price	22	18.33
2	Credit Facility	19	15.83
3	Timely supply	25	20.83
4	Brand image	34	28.33
5	Good margin	20	16.62

Figure 2



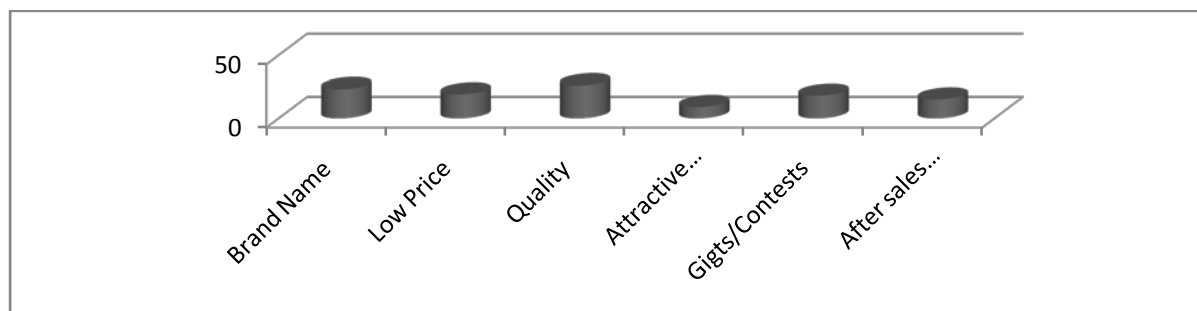
Interpretation: The above table state that most of the dealers are giving rank factors about brand image 28.33% then followed by timely supply 20.83% and third and fourth place respectively price 18.33%, good margin 16.62 and lastly ranking the brand of pump is credit facility 15.83%.

c) Ranking the Factors Which Influence the Consumer Most

Table 3

SI No	Factors/Rank	No of Samples	In percent (%)
1	Brand name	27	23
2	Low price	23	19
3	Quality	32	26
4	Attractive Packaging	11	9
5	Gifts/Contests	9	18
6	After sales service	18	15

Figure 3



Interpretation: From the above data and information collected the interpretation states that most of the consumer's are influence by the factors of quality

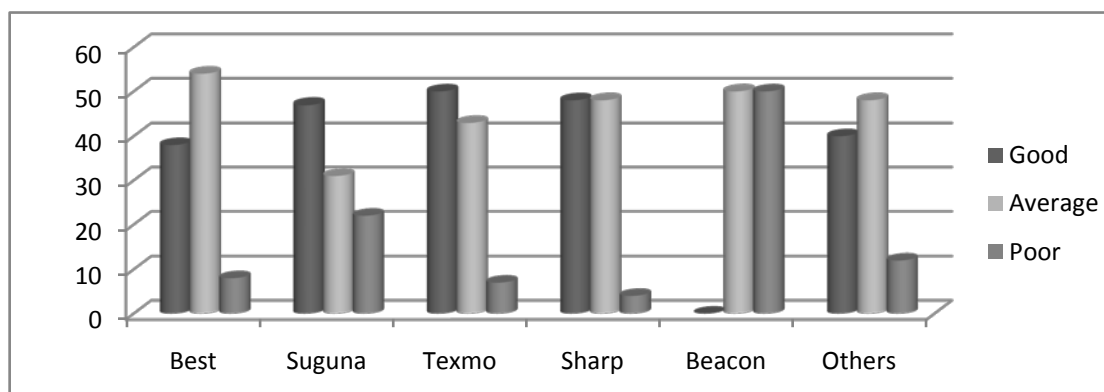
26% and then respectively brand name 23%, low price 19% and gift/contest 18%, after sales service 15%, attractive packaging 9%.

d) Dealers Opinion about Quality of Pump

Table 4

Manufacturer	Good	In percent (%)	Average	In percent (%)	Poor	In percent (%)
Best	10	38	14	54	2	8
Suguna	15	47	10	31	7	22
Texmo	7	50	6	43	1	7
Sharp	10	48	10	48	1	4
Beacon	0	0	1	50	1	50
Other Specify	10	40	12	48	3	12

Figure 4



Interpretation: From the above interpretation it is observed that dealers' opinion about the quality of the

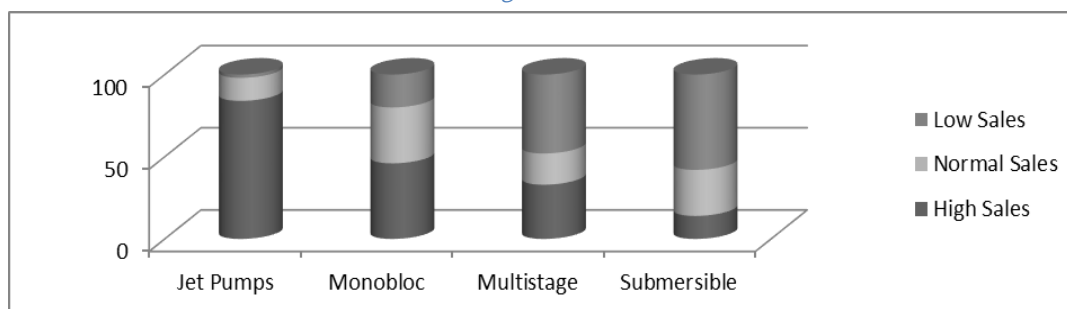
pump Texmo (50%) is the first to have Good quality followed by sharp (48%) and Suguna (47%).

e) Type of Pump Which Has More Sales in Market

Table 5

Type	High Sales	In percent (%)	Normal Sales	In percent (%)	Low Sales	In percent (%)
Jet Pumps	101	84	17	14	2	2
Monobloc	55	46	41	34	24	20
Multistage	40	33	23	19	57	48
Submersible	17	14	33	28	70	58

Figure 5



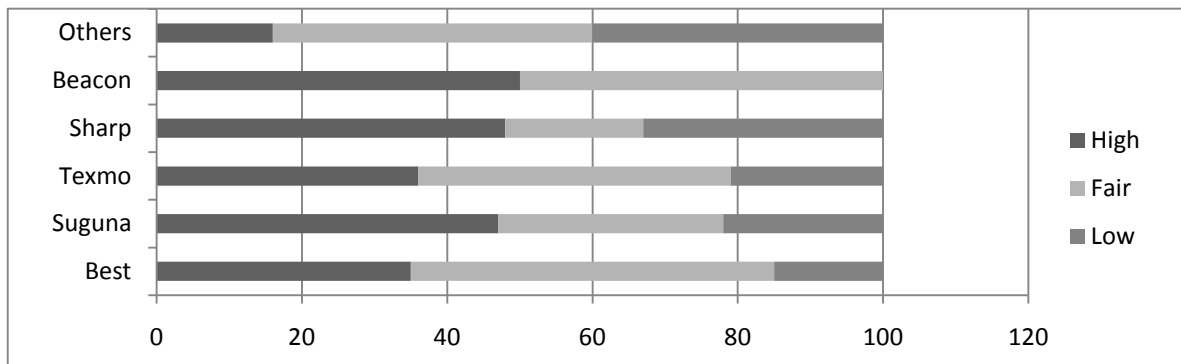
Interpretation: It is herewith concluded that Jet pumps have high sales than other pumps in the market, followed by Monobloc, multistage and submersible respectively.

f) *The Opinion of Dealers Regarding the Price Structure*

Table 6

Brand Name	High	In percent (%)	Fair	In percent (%)	Low	In percent (%)
Best	9	35	13	50	4	15
Suguna	15	47	10	31	7	22
Texmo	5	36	6	43	3	21
Sharp	10	48	4	19	7	33
Beacon	1	50	1	50	0	0
Others	4	16	11	44	10	40

Figure 6



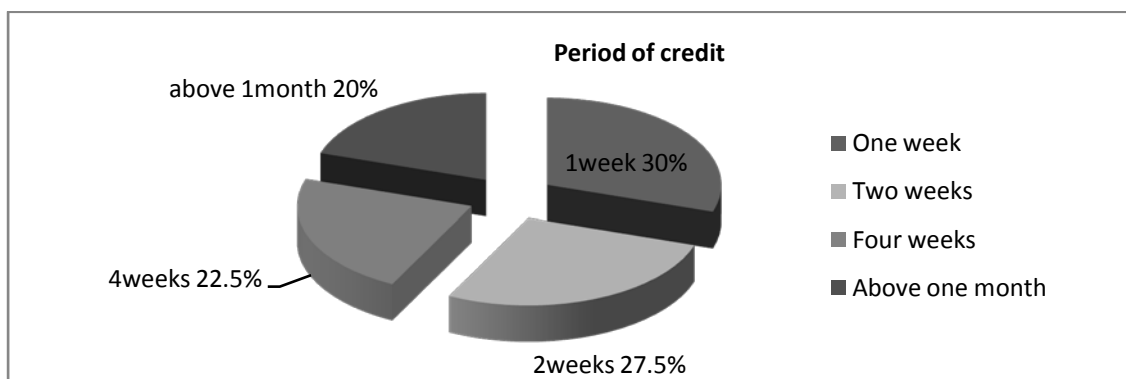
Interpretation: From the above data It is clear that most of the dealers have fair price structure on Best brand followed by Texmo and Suguna where as many consider that Beacon has got a high price structure in the market.

g) *Period of Credit*

Table 7

Sl No	Period	Samples	In percent (%)
1	One week	33	30.00
2	Two week	33	27.50
3	Four week	27	22.50
4	Above one month	24	20.00
5	Total	120	100.00

Figure 7



Interpretation: The above interpretation it can be concluded that most of the dealers are provided discount for period of one week (30%) followed by two

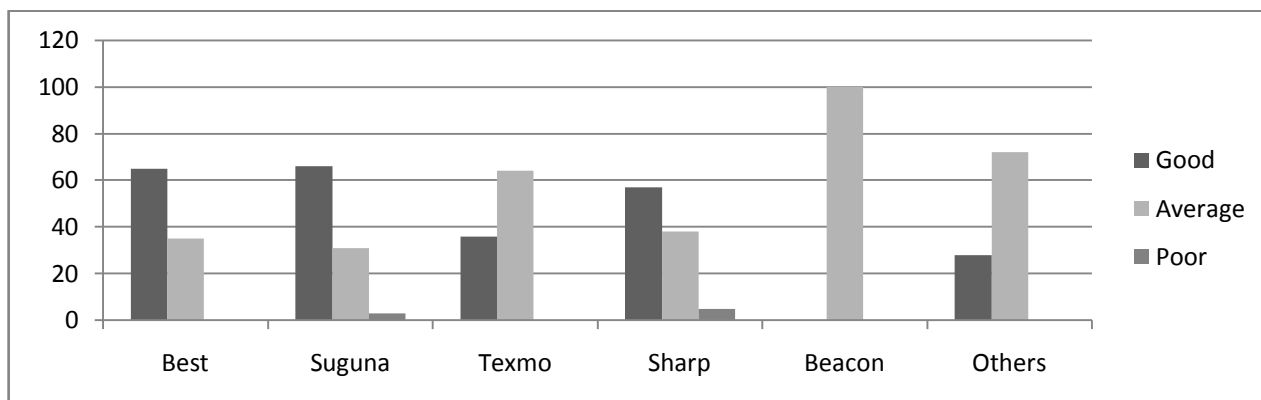
weeks (27.5%) and four weeks (22.5%). Only 20% of the respondents get credit for above one month.

h) Rating the Manufacturers with Respect to after Sales Service

Table 8

Manufacturer	Good	In percent (%)	Average	In percent (%)	Poor	In percent (%)
Best	17	65	9	35	0	0
Suguna	21	66	10	31	1	3
Texmo	5	36	9	64	0	0
Sharp	12	57	8	38	1	5
Beacon	0	0	12	100	0	0
Others	7	28	18	72	0	0

Figure 8



Interpretation: From the above interpretation it could be reveals that Suguna has got the first opinion about after sales service among the dealers, where as

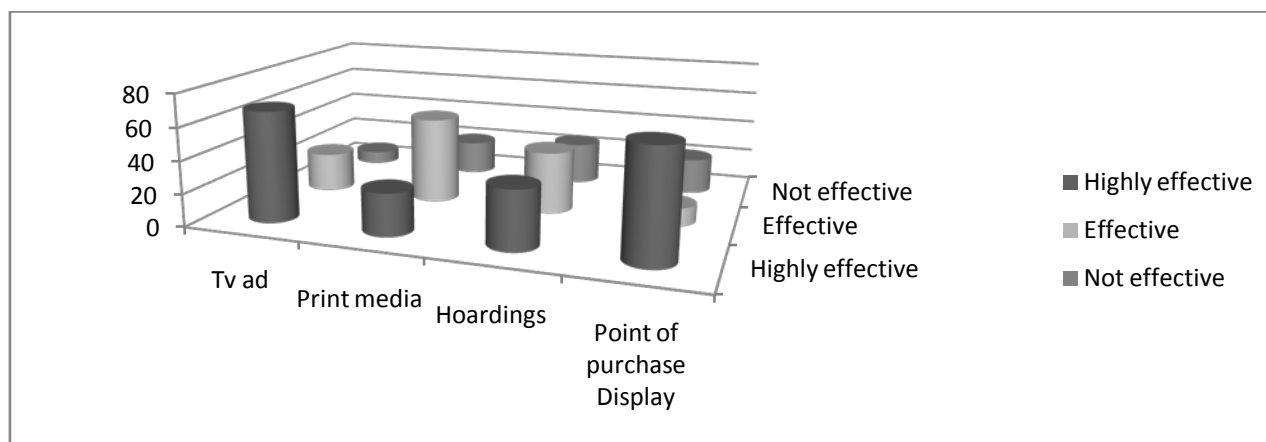
the opinion for Beacon is totally average among the dealers.

i) The Effectiveness of Media in Advertisement for Pumps

Table 9

Media	Highly effective	In percent (%)	Effective	In percent (%)	Not effective	In percent (%)
TV Ad	82	68	29	24	9	8
Print media	31	26	64	53	25	21
Hoardings	43	36	46	38	31	26
Point of purchase display	50	67	13	11	27	22

Figure 9



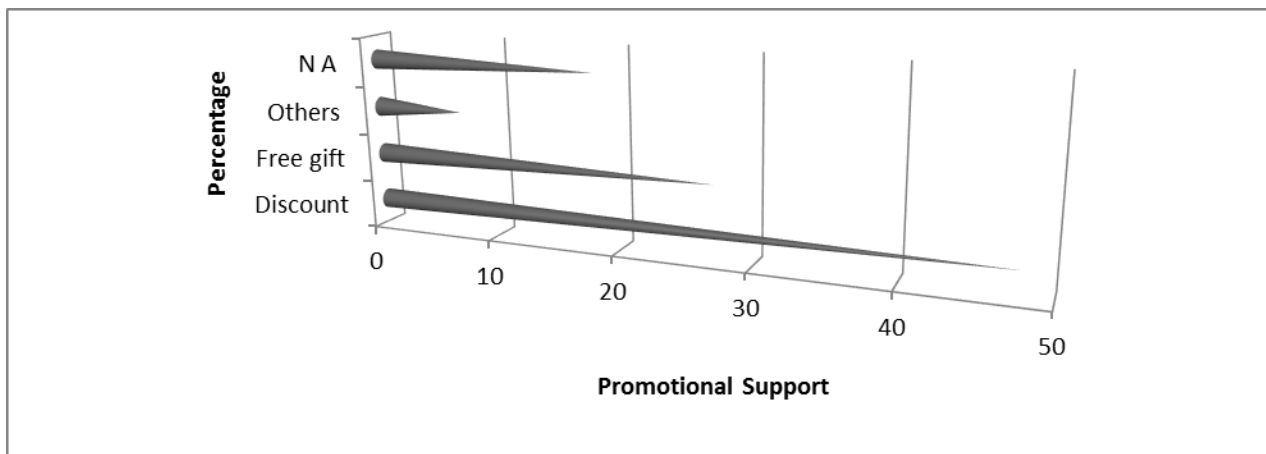
Interpretation: From the above interpretation it is clear that most of the dealers prefer TV ad as highly effective 68% and 67% of the dealers also agree that point of purchase is also effective.

j) Promotional Support is being offered by Brand of Pumps to Dealers

Table 10

Sl No	Promotional support	No of samples	%
1	Discount	58	48
2	Free gifts	32	27
3	Others	8	7
4	N/A	22	18

Figure 10



Interpretation: From the above interpretation it can be concluded that most of the brand of pumps are being offered discount promotional support to the dealers (48%) and followed by free gifts(27%) and N/A 18% (not applicable) and others(7%) respectively.

V. FINDINGS OF THE STUDY

From the survey it has been found that 26.6% dealers are dealing with Texmo pump, 21.6% dealing with Best pump and followed by 17.5% sharp 11.6% Suguna and at least 1.6% dealing with Beacon pump.

According to dealers ranking factors they want rank first Good Image 28.33% then Timely Supply 20.83% and followed by Price, Good Margin and Credit Facility.

According to consumer most influencing ranking factors they want to rank first Quality that is more percentages 26% then Brand Name 23% and followed by Low Price 19%, Gift/Contests 18% and at least attractive packing that is 9%.

From the survey we have seen that dealers opinion about the quality of pump as good with Texmo first at 50% followed by Sharp 48% Suguna 47% Others 40% Best 38% and Beacon is 0%.

From the survey we have seen that Jet Pump have more sales in the most 84% followed by Monobloc 46% Multistage 33% and Submersible 14%

Among the given brand dealers are given their opinion about price as fair for both equally Best and Beacon 50% and followed by others 44% Texmo 43% thereafter respectively Suguna 31% and Sharp 14%.

In case of credit facilities 30% get credit only for one week period and followed by 27.5% get time for two weeks 22.50% get for four weeks and only 20% get credit time for above one month only.

VI. CONCLUSIONS AND RECOMMENDATIONS

The study enables us to understand dealer's perception, consumer brand preference, source of awareness, dealer's expectation and so on. The study helps to improve the sales of Beacon pumps with implementation of new strategies. It helps to understand the dealers that can future help to improve the demand of Beacon pumps.

The awareness for Beacon brand name is very low, so first the company should undertake an awareness campaign to inform the dealers about their product. Jet pumps have more sales in Chennai market according to survey. So company should try to concentrate more on jet pumps and try to improve the quality and performance.

As plumber are the main people who induce the purchase of pumps, efforts should be taken to inspire them to promote company's product by undertaking activities like plumber card, commission etc.

The company should provide certain benefits to the dealers so as motivate them to promote their products like bulk discounts, regular plumber meeting with dealers, provide dealers with banners, wall paintings, gift contests etc. As from the survey it was found TV ad is most effective. So the company should try to advertise its product through the same.

The company as being new one can try to select a particular area or location and concentrate in that particular area only and slowly start expanding. The company should involve itself in hardcore marketing as it has got not much share in market. The company should try to identify potential dealers and approach them to promote their product and provide all the required support.

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Product Perceived Quality and Purchase Intention with Consumer Satisfaction

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Abstract- The purpose of this study is to measure the impact of product perceive quality on purchase intention with level of satisfaction, for meeting this purpose the data was collected by individually through 122 questionnaires by adopting the convenience techniques. Using statistical software hypothesis shows that these variables have positive significant relationship. Practical contribution shows that this study can be used as a guideline to management and marketers to improve the product quality.

Keywords: *product perceived quality, customer satisfaction, and purchase intention.*

GJMBR - E Classification : *JEL Code : N30*



PRODUCT PERCEIVED QUALITY AND PURCHASE INTENTION WITH CONSUMER SATISFACTION

Strictly as per the compliance and regulations of:



Product Perceived Quality and Purchase Intention with Consumer Satisfaction

Asma Saleem^α, Abdul Ghafar^σ, Muhammad Ibrahim^ρ, Muhammad Yousuf^ω, Naveed Ahmed[¥]
& Sayed Fayaz Ahmad[§]

Abstract- The purpose of this study is to measure the impact of product perceived quality on purchase intention with level of satisfaction, for meeting this purpose the data was collected by individually through 122 questionnaires by adopting the convenience techniques. Using statistical software hypothesis shows that these variables have positive significant relationship. Practical contribution shows that this study can be used as a guideline to management and marketers to improve the product quality.

Keywords: product perceived quality, customer satisfaction, and purchase intention.

1. INTRODUCTION

There are different brand of laptops available in market such as, HP, Dell, Acer, Sony and Samsung. In the time of new technology, laptops are very important for students, researchers and businessman etc. But in the scientific competition it is not very easy for students to select a superiority brand. In this study Dell became the first company in the information technology industry to establish a product recycle goal in (2004). In the recent years 2012-13 Dell laptop has 20% of market share in Pakistan. Before purchasing the products, every customer supposed the superiority of a product, customer set some standard about superiority before purchasing the required product, unluckily when customer not found their perceived superiority; they switch to another brand so this is a big loss of a company to lose its customer. Earlier experiential researches in this field tend to emphasize on these, perceived service, mediating role of perceived value and superiority customer satisfaction (Malik, 2012). There is the impact of loyalty and perceived price fairness on customer satisfaction (Bei and Chiao, 2011). It has been found that there is also the relationship between brand effect, behavioral loyalty and brand trust (Gecti and Zengin, 2013). Research on services superiority and customer satisfaction (Agbor, 2011) argued that it has not been seen the relationship of customer perception with effect of purchase intention, because it has massive effect on the customer satisfaction, when customer is satisfied with product superiority, it must purchase with high intensity. Customer satisfaction is the pleased mood to the

performance of product after they use it (Caruana et al., 2002). It is regular movement of companies to carry out customer satisfaction survey to know customer point of view (Frank and Enkawa, 2007).

Consumer has some perception about the superiority of product, because superiority of product ensures the product reliability, sustainability and durability. The focus of brand superiority is based on findings that there is strong positive relationship between brand superiority and brand purchase (Chaudhary and Holbrook, 2001). If product actual outcome goes beyond from consumer expectation, the consumer will be satisfied or else if prospect exceeds result, consumer will be displeased (Szymanski and Hendar, 2001).

a) Research Gap

Purpose of this study to examine the effect of product perceived superiority, which effects on consumer purchase intention and its satisfaction. Here customer satisfaction is working as the inner feeling of customer, if customer is satisfied with the product he becomes loyal and post purchases the product in future.

b) Research Important

The findings of the study will be help full in providing insight into consumer perception about product superiority as well as its level of satisfaction. Also, the findings of this study will provide useful information for Business to help develop an effective marketing strategy to promote impulse buying and ultimately increase profitability.

c) Research questions

The main focus of this research is on customer satisfaction which directly impacts on purchase intention, keeping in mind this important factor following research questions are arises:

1. How the perceived quality of product impacts customer satisfaction in order to make the purchase intention?
2. What is the impact of customer satisfaction on purchase intention?
3. How this research will help to get customer satisfaction for the sake of purchase intention?

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II. LITERATURE REVIEW

Perceived superiority is defined as consumer finding about a product performance and how this product compared with their expectation. Superiority can also be defined as the whole features and characteristics of a product or services that bear on its ability to satisfy stated or implied needs (Kotler et al., 2002). Perceived superiority view is dissimilar from manufactures based and product based approach. Most organizations approve their superiority description from market point of view (main 1994). Consumer's perception of product superiority is compared with their anticipation. Customers calculate product superiority in terms of how much happiness they received from that product (jiang and wang, 2006). On the other version, brand reliability is estimated to impact the perceived superiority of the product (Erdem and Swait, 1998). Perceived superiority could be defined as the consumer finding about a product on the whole supremacy and excellence (zeithaml, 1988).

In marketing customer satisfaction is the most important result of marketing practice and occupies a significant position in both observation and theory (Churchill and Surprenant, 1982). Before the position of organizational arrangement and strategies the customers are the early aspect measured by managements. The questions asked in the strategic forecast ranges from who will require to consume these offers, where are they and for how much can they buy to how to attain the customers and will it suspend them maximum satisfaction? Customer' estimation of the product depends on its demand and the accessibility of alternative service in the marketplace and information available to the customer. Whether an organization provides superiority services or not it depend on the customers' feedback on the pleasure they get from consuming the products, since higher levels of superiority express to higher levels of customer satisfaction (Kotler and Keller, 2009).

Satisfaction is differing from one person to a new as it is expensive. "One man's meal is another man's poison," an old saying avowed describing utility; thus significance the reality that it is at times very hard to satisfy everybody or to conclude satisfaction along with group of people (Reiman et al., 2008).

Product perception - Product expectation = perceived product

Through this equation we describe the customer satisfaction and its effects, when customer gains its perceived superiority product it tend to customer satisfaction, it also tells that customer satisfaction can be managed and controlled by company superiority management. It is judgment that a product offers a pleasant level of utilization-associated fulfillment, consumer feel satisfactory after the

convention of product (Zeithaml and Bitner, 1996). Customer satisfaction is a good or bad feeling of someone after comparing the product presentation he perceived with the expectation.

Customers consume his effort, time and money to purchase the product so purchase intention has great importance in his life. Customers are always influenced by their preferences and perception in purchasing process. Perceived quality of a product as becomes "the estimation made by the consumer relying on the whole set of basic as well as outer dimension of the product or the service" (Grunert et al, 2001). Consumer behavior is quite different as the events that consumers task in searching for, using, purchasing, evaluating, and disposing of products that they think will assure their needs (Pelau, 2011).

There are lots of factors that impact the consumers buying behavior, but dealer cannot control, such as individual, social, psychological and literary factors. In order to achieve target customers efficiently, these factors must be taken into consideration (Kotler et al. 2005). On the basis of actuality, persons make dealings and decisions, the marketers should recognize the whole concepts so, they can more readily conclude what influences consumers to buy (Kelley, 1950). Study of consumer judgment process is consequently extremely important for understanding consumer purchase intention (Puth, Mosert and Ewing 1999; Schiffman and Kank 1991). "An individual awake plan to make an attempt to purchase" The product relate with the quality perception (Spears & Singh, 2004).

Product perceived quality directly influences to purchase intention. Customers have some perceptions about the product quality, price and styles before going to purchasing the product. After using of product, purchase intention increases as well as decreases, because it has direct relations which affect each other's. If the quality is high, purchase intention of customer is also high. (Rust and Oliver, 1994) proposed two differences between perceived quality and satisfaction. The customers considered perceived quality as a more specific concept based on product and service features. The company can have a degree of control over quality. So, it is suggested when perceived quality is regarded as overall assessments, then perceived quality is understood as the source of satisfaction (Llusar et al., 2001).

The satisfaction is considered the most important constructs in marketing (Erevelles and Leavitt, 1992). Satisfaction plays the vital role in marketing because it is a good predictor of purchase behavior (McQuitty et al., 2000). Various theories have been developed in an effort to determine the construct and explain satisfaction in different compensation in products/services.

The quality of product is that which satisfies the needs of users which may include different features and it enhances the performance of the product (Dunk, 2002). A study by (Rao and Raghu Nathan, 1997) showed that the product quality is to understand and measure the requirements of the consumers. The evaluation of product by customer after the use is known as purchase intentions. The behavior is viewed as a key for Predicting consumers' purchasing behaviors as well as their intentions (Keller, 2001). A

study by (Ghosh, 1990) proved that consumers choose one good but the finally result depends on their intention. According to (Aaker, 1996) that perceived quality predicts the level for the quality of entire product. There were past studies that exposed indirect influence between perceived product quality and purchase intentions through mediating variable of customer satisfaction (Cronin and Taylor, 1992; Madu et al, 1995; Sweeney et al., 1999; Llusar et al., 2001).

III. THEORETICAL FRAME WORK

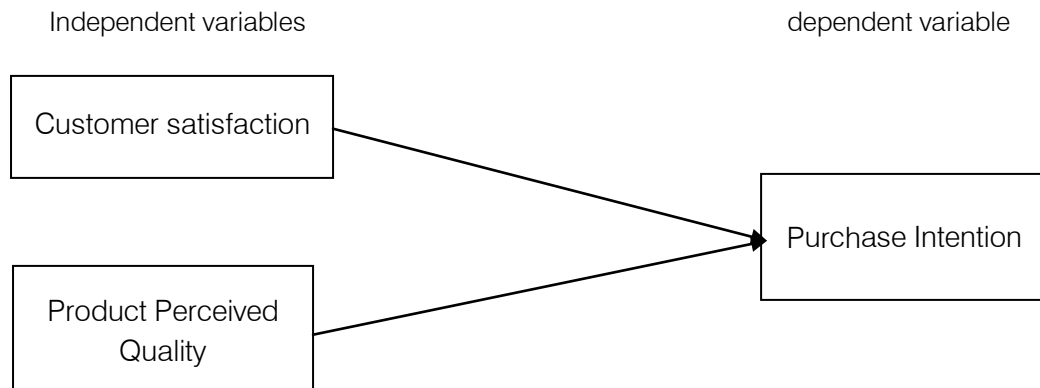


Figure 1 : Theoretical Frame Work

This research model is very useful for manufacturers, which determine the needs of customer's perception regarding the changing technology and day-by-day changing demands of customers. Because customer satisfaction and purchasing level strongly dependent upon consumer flexible perception. This theoretical frame also shows the relationship between independent and dependent variables also.

IV. HYPOTHESIS

After the deep study of literature following hypothesis are formulated:

- H1: Customer satisfaction directly positively influence on purchase intention.
- H2: Product perceived quality has positive influence on purchase intention.

V. METHODOLOGY

Purpose of this study is to explore the effect of product perceived quality and its effect on consumer satisfaction and purchase intention. All the customers set some stander about the quality before purchasing, unfortunately when customers not found their perceived quality; they switch to another brand so this is a big loss of a company to lose its customer. Technology sector chosen as an object to observe the intention of customer purchased. What customer perceived the

quality of mobile before purchasing, and how much they satisfy with that product?

VI. SELECTED BRAND

Dell laptop is investigated in this research. The reasons for this choice are that this brand is new and mostly adoptable. In this study Dell became the first company in the information technology industry to establish a products recycle goal in (2004). In the recent years 2012-13 Dell laptop has 20% of market share in Pakistan. With this growing popularity, the research analyzes the customer satisfaction and their perceived quality.

VII. POPULATION AND SAMPLE

The entire number of people in a state or region is called population. Through this population we conduct our research, in Dera ghazi khan district there are many colleges and universities like commerce college, University of education campus, Agriculture University campus and Bahaudin zakariya university campus, Indus University. In this research paper the sample size of 130 students are targeted to collect the data about their perception of product quality before purchasing the dell laptop and how much they satisfies with that brand quality.

VIII. TIME DIMENSION

To collect the data cross sectional technique is used. Data is collected at once from the students.

IX. QUESTIONNAIRE DESIGN AND MEASUREMENT

This paper contains three sections about measurements; the first section is about product perceived quality, in which we measure the customer point of view before purchasing the product, what they perceive about product. And the second section is about customer satisfaction, after purchasing the product. How much they satisfy with that product? Is that product is according to their perception or not? Is its quality according to their perception? And its last section is about purchase intention, in future the customer will purchase that product or not.

X. INSTRUMENTS

A research questionnaire is used in order to examine the product perceived quality and purchase intention with customer satisfaction. These items are measured in 5 likert scale ranging from strongly agree (1), agree (2), Neutral (3), disagree (4) strongly disagree (5). This questionnaire contains 13 items in 3 variables on the bases of conceptual framework. This questionnaire is adopted by merging 5 Liked scale type of questionnaire. 5 items to measure product perceived quality were taken from the questionnaire (Ailwadi et al., 2001); (Boulding and Kirmani 1993); (Rao et al. 1999) 3 items regarding customer satisfaction were taken from questionnaire used by (Oliver, 1999).

XI. STATISTICAL TOOLS

The SPSS statistical tool was used in order to analyze the questionnaire items are mean, standard deviation, regression and correlation.

XII. RESULTS AND ANALYSIS

a) Demographic analysis

Table 1 : Demographic analysis

		Gender			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	86	70.5	70.5	70.5
	Female	36	29.5	29.5	100.0
	Total	122	100.0	100.0	

In this research 130 questionnaires were distributed to the respondents and 122 complete were received. The demographic analysis shows that 70.5% were Males and 29.5% were females' respondents.

b) Age analysis

Table 2 : Age analysis

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	15-20	25	20.5	20.5	20.5
	21-25	91	74.6	74.6	95.1
	26-30	4	3.3	3.3	98.4
	above 30	2	1.6	1.6	100.0
	Total	122	100.0	100.0	

In this research 25 students were from the age group of 15-20 years 20.5% give positive response and 91 students aged 21-25 years 74.5% show interest.4

students aged 26-30 show their interest at 4% and 2 students above 30 give 1.6% give response.

c) Descriptive Statistics

Table 3 : descriptive statistics

Variables	Reliability	Means	Standard Deviation
PPQ	.709	3.5323	.79360
SC	.740	3.5273	.79851
PI	.736	3.3918	.79851

Cronbach's Alpha values of perceived Quality, Customer satisfaction and purchase intention is .709, .740 and .736 which is above from 0.70 which is recommended for social sciences standard for

research. It shows the data consistency among the questions. In this statistics mean values and standard deviation of all variables show its consistency.

d) Correlation analysis

Table 4 : correlation analysis

Correlations				
		PQ	Cs	pi
PQ	Pearson Correlation	1	.570**	.663**
	Sig. (2-tailed)		.000	.000
	N	122	122	122
Cs	Pearson Correlation	.570**	1	.688**
	Sig. (2-tailed)	.000		.000
	N	122	122	122
Pi	Pearson Correlation	.663**	.688**	1
	Sig. (2-tailed)	.000	.000	
	N	122	122	122

** Correlation is significant at the 0.01 level (2-tailed).

The correlation analysis shows that there is positive significant relationship between Products perceived quality relation with customer satisfaction as the correlation value is 0.570 and also positive

significant relationship has been found between customer satisfaction relations with purchase intention as the research result value is 0.663.

e) Hypothesis test

Product perceive quality for purchase intention and using the moderating customer satisfaction

We use the statistical software for testing our hypothesis. In the first hypothesis the independent variable is product perceived quality and purchase

intention is our depending variable and customer satisfaction as a moderating then we get results which is following

Hypothesis	Coefficient	t-Value	p-value	Results
H1 PPQ → CS	.6720	7.6090	.0000	Accepted
H2 CS → PI	.3896	6.3597	.0000	Accepted
H3 PPQ → PI	.4013	5.5615	.0000	Accepted
H4 Indirect Effect	.2618	4.8551	.0000	Accepted

XIV. DISCUSSION

The finding for this research shows that customer satisfaction does act as a partial mediating variable in the overall relationship between product perceived quality and purchase intention. All hypotheses are accepted on the basis of above results as product perceived quality has direct positive relation with purchase intention and customer satisfaction. The finding of positive relationship among these variables

has confirmed that the peoples of D.G khan district are quality conscious; they give preference to quality product. They assess product quality in term of its durability, reliability and sustainability.

XV. CONCLUSION

This study discovered that customer purchase intention is significantly related with customer satisfaction and perceived product quality. As the gap

between perception and expectation is negative we can done that customer has more expectation than then they actual received. If management wants to enhance customers' satisfaction evaluations, it would be more valuable to influencing customers' perceptions of the product performance.

XVI. MANAGERIAL IMPLICATIONS

With respect to practical contribution, the result of this study can be used as a guideline by management to improve the product quality of their products. Specifically, the design and management of product quality may be enhanced if managers stress on the finding of this study. This study confirms that quality is an important contributor in customer satisfaction in Pakistan. In Pakistan should not only judge improving customer satisfaction but also intention on improving the customer perceptions of overall product quality and should increase consumer perception. Moreover, convincing customers that they are getting high quality from the firm should be a key advertising goal of the firm. In competitive environments, managers should not only focus on product quality which is just one side of the purchase equation, but also carefully assess their satisfaction it will be reflected in customers' evaluation purchase intention. They should be alerted to the fact that there might be tradeoffs required between increasing quality and increasing satisfaction.

XVII. LIMITATIONS AND FUTURE DIRECTIONS

In our research we use the quantitive technique and get 122 response from male and female students of B.Z.U campus D.G.Khan and their age's from 15 to above 30 years, product perceived quality is our independent variable and purchase intention is dependent variable and customer satisfaction as mediator. This research is conducted in D G khan district to use the sample of B.Z.U campus. Upon this study; there may be some suggestions for further studies. The scope of this research is to change variables as product availability, product value to use customer loyalty, customer trust as mediator. Furthermore, more complex models, which contain the relations between brand trusts, brand affect and the other impact of brand loyalty, might be examined.

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Social Entrepreneurship (SE) Development in Bangladesh

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Social Entrepreneurship (SE) Development in Bangladesh

Habib Ullah^α, Mohammed Jonaed Kabir^σ & Dr. Mohammed Solaiman^ρ

Abstract- The paper presents the results of a survey during the period of 2012-2013 that has been carried out by us in order to examine the potentiality of the social entrepreneurship development. The samples covered in this study were social entrepreneurs. The total numbers of social entrepreneurs are 50 by taking 10 from each village of Sitakunda Thana in Chittagong on the basis of purposive sampling. Empirical survey portrays the prevalence of potentialities for social entrepreneurship development in the study areas. Many problems in implementation of the social entrepreneurship development programme have been identified such as lack of support for social entrepreneurs, inadequate motivational training, absence of capacity building programme of social entrepreneurship, ineffective campaign programmes, absence of network among government, Philanthropist other stakeholders, absence of effective management information system and lack of research on social entrepreneurship in study areas. The study, in conclusion, has attempted to find out implications and offering strategies towards the goal of successful implication of the social entrepreneurship development programme in Bangladesh in general in study areas in particular.

welfare rather than for profit objectives (Shaw and Carler, 2010). As such, social entrepreneur is any person, in any sector, who uses earned income strategies to pursue social objectives. Therefore, social entrepreneurs are driven by a double bottom line, a virtual blend of financial and social returns, profitability is still a goal but it is not the only goal, profit are re-invested in the mission rather than being distributed to shareholders (Boschee & McClung, 2003). Against this background, the different perspectives of entrepreneurship and social entrepreneurship have been shown in table -1.

I. INTRODUCTION

Social business has its origins in the 18th and 19th centuries when philanthropic business owners and industrialists demonstrated a concern for the welfare of employees by improving their working, education and cultural lives. Since then, social business has been associated with community enterprise and development, education, churches, charities, and so on. Social entrepreneurs in the United States are those who find new and exciting ways to attract contributions and government support to their programs. Social entrepreneurship combines the resourcefulness of Traditional entrepreneurship with a mission to change society (Seelos & Mair, 2004). Thus, the term social entrepreneurship has emerged as a new label for describing the work of community, voluntary and public organizations, as well as private firms working for social

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Perspectives	focus	Primary interest	Defining features
Academic view of 'conventional' entrepreneurship	Activity in the economic sphere	The connection between an opportunity and the entrepreneur; focus on profitable opportunities	"How, by whom, and with what effects opportunities to create future goods and services are discovered, evaluated and exploited"
Practitioner view of conventional entrepreneurship	Activity in the economic sphere	The attributes of the practitioners and the process they follow to exploit opportunities	Narrative of entrepreneurs who are out there 'doing it, making a difference in the market
Academic view of social entrepreneurship	Activity in the social sphere drawing on the principles of social entrepreneurship	The connection between an opportunities for social change and the entrepreneur	Construction, evaluation and pursuit of opportunities for social change
Practitioner view of social entrepreneurship	Activity in the social sphere drawing on the actions of practitioners	The attributes of the practitioners and the process they follow to drive social change.	Walking anecdotes, people with new ideas to address major problems, who are relentless in the pursuit of their vision, people who simply will not take on for an answer and who will not give up until they spread their ideas as far as they possibly can.

(Source: Roberts Dave & Woods Christine (2005) *Changing the world on a shoestring: The concept of social entrepreneurship*, Business Review pp- 48.)

Sullivan Mort et.al (2003) rightly identified that the dimensions of social entrepreneurship are four such as i) virtuousness of mission to create better social value ii) unity of purpose and action in the face of complexity iii) an ability to recognize opportunities to create better social value for their clients and iv propensity for risk taking, pro-activeness and innovativeness in decision – making. Table -1 shows the guidelines and perspective of social entrepreneurship. In the light of this perspective, social entrepreneurship may be defined as the persuasion of opportunities for social change in order to build up better future of the target group.

II. THE RESEARCH PROBLEM

According to the study of the International Labor Organization (ILO) the number of unemployed in Bangladesh is estimated at 30 million in the year 2010. The way the rate of unemployment is increasing, it is feared that at this rate unemployment would soar to some 60 million by 2015.(www.cyberessays.com). According to another estimate, every year some 2.7 million young persons are becoming eligible for jobs whereas only about 0.7 million of them are getting employment. (www.blogtopsites.com).

Bangladesh is predominantly rural in economic context and 50 percent of the total population are

women, majority of them illiterate, poor and suffers from malnutrition .The labour force survey states that women constitute about 50 percent of the employed labour force which 80 percent work in the rural areas. Female participation in the labour force indicates that women are gradually emerging as significant earners of family income for a growing number of families particularly in rural areas of the country. From the dawn of the civilization women played a complementary role with men to achieve all success of mankind. Further, equal opportunity to all citizens is a fundamental state policy of Bangladesh. Article 27 of the constitution lay down that all citizens are equal before law. In article 28 (1), it is stated that the state shall not discriminate against any citizen on ground of sex. Article 28 (2) emphasizes that women shall have equal rights in all spheres of state and of public life.

Existing literature evidences that contribution of social entrepreneurs in a market economy is increasing day by day. Social business will create new model of business enterprises for creating business as well as employment opportunities for socially, economically and culturally backward and unprivileged group of people. This paper intends to introduce concepts that will lead to greater opportunities for unprivileged groups in an underdeveloped country like

Bangladesh. It is hoped that the target unprivileged group will be benefited by being involved as an entrepreneur or an employee through the process of social entrepreneurship. Thus, the destitute people especially women will emerge as self sufficient economically and socially.

There is no denying the fact that both social business and social entrepreneurs play an important role in creating social, economic, cultural and environmental wealth of a country like Bangladesh. This recognition, in turn, emphasizes the need for social entrepreneurship for creating social business enterprises as well as employment opportunities for under-privileged people. But so far our knowledge goes, no in-depth study has yet been done on this area of research in Bangladesh. The present paper is an attempt to fill in this gap.

III. OBJECTIVES OF THE STUDY

The objectives of the present research work are to bring to focus prospects, challenges and strategies of social entrepreneurship development in Bangladesh.

IV. METHODOLOGY OF THE STUDY

The paper presents the results of a survey during the period of 2012-2013 that has been carried out by us in order to examine the potentiality of the social entrepreneurship development. All data presented in this paper are based on that survey. Both primary and secondary data have been used in this study. The primary data have been collected from five villages of Bangladesh. The samples covered in this study were social entrepreneurs. The total numbers of social entrepreneurs are 50 by taking 10 from each village. A purposive sampling approach was used in this study and in-depth interview were conducted in order to collect necessary data and information for research purpose. A panel of expert was appointed to help research design and conduct depth interview with sample social entrepreneurs. Further, necessary data were collected through day to day observation, participation and group discussion to have got valid information about the social entrepreneurship, operational activities and other relevant environment of the target group. Again, the socio-economic backgrounds of the samples were studied through participatory method.

V. RESEARCH FINDINGS AND DISCUSSIONS

The findings of the present research work have been examined and analyzed under the following captions:

a) *Demographics of social entrepreneurs*

In a socio-economic inheritance process some benefits, resources and privileges are passed on from

the father and other family members to the next generations. It is said that socio-economic characteristics help shape preferences, determine attitude and mold values (Robey, 1984). In such a context, socio-economic characteristics, i.e. age, education, annual income, family size, and occupation have been considered more relevant for the purpose of sample respondents of present study. Data, thus, collected have been shown in Table -2 (Appendix)

Table 2 shows the variables, which were used as indicators of socio-economic characteristics of sample respondents. It has been reported that 48 percent of the sample respondent have education background at under graduate level. The formal education is expected to increase skill which is necessary to social entrepreneurial endeavors. Table 2 shows that out of 50 sample social entrepreneurs interviewed, 75 percent have average monthly income less than taka 50 lacs, followed by 25 percent with income distribution of taka 50 lacs to 60 lacs. It is also true that economic gains are always conceived as a means to or as an indicator of social status. Family size has definite bearing on the level of investment and therefore on the emergence and development of social entrepreneurs. Table-2 reveals that out of 50 respondents, 50 percent have family size between 5-to 10, followed by 30 percent with family size above 10 members. It is, thus, asserted that the smaller family size of sample social entrepreneurs perhaps causes higher rate of savings and investment, which, in turn, may lead to positive impact on the flourishing of social entrepreneurship. The survey result shows that out of 50 sample entrepreneurs interviewed, 70 percent have social entrepreneurs training and 30 percent have no social entrepreneurial training. However a minimum level of social entrepreneurial training seems to be needed to evaluate social opportunities structure and attain the skill to exploit the available in the opportunity in the study areas. It has been observed that the socio-economic of the father as indicated by his occupation helps the social entrepreneurs financially in building their occupational carrier as social entrepreneurs. Table -2 portrays that out of 50 social business entrepreneurs interviewed, 53 percent and 47 percent of the sample respondent pointed out business and non-business respectively as their parental occupation. The parental occupation is an enabling factors since the bundle of skills experience and training necessary to sense, view, evaluate and exploit given opportunity that can be obtained from parental circle free of cost, easily and quickly.

b) *Knowledge of social business*

Social business is an important instrumental device through which protection is given to people against the consequence of loss of life and property (Ahmed, 1987). In such a context, we were interest to

know from the sample respondents whether they know about social entrepreneurship. The results of the empirical survey have been shown in table -3 in Appendix.

Table-3 portrays that 70 percent of the sample respondents have no knowledge about the social entrepreneurship. It appears that they have no clear concept about the social entrepreneurial spirit as well as its impact on poverty alleviation and income generating activities. Reportedly, the social entrepreneurship concept is new in the study areas. Further, Schulyer (1998) describes social entrepreneurs as "individuals who have a vision for social change and who have the financial resources to support their ideas who exhibit all the skills of successful business people as well as a powerful desire for social change".

c) *Latent Demand Social Entrepreneurship concept*

Social entrepreneurship is emerging as an innovative approach for dealing with complex social needs. With its emphasis on problem solving and social innovation, socially entrepreneurial activities blur the traditional boundaries between the public, private and non-profit sector, and emphasize hybrid models of for-profit and non-profit activities. (Sherrill Johnson). Peter Drucker argues that social entrepreneurs "change the performance capacity of society" (Gendron, 1996). Data in this regard have been shown in Table-4 (Appendix).

Table-4 shows that 63 percent of the sample respondents are ready to undertake social entrepreneurship if they get any opportunity for starting this type of innovative venture and 37 percent of them respondents negatively. The reason behind negative responses are identified as new concept, lack of awareness and credibility, absence of fair idea about the social entrepreneurship, high illiteracy rate, non-conformance with economic concept and the likes.

VI. FACTOR INDICATING POTENTIALITY OF SOCIAL ENTREPRENEURSHIP IN STUDY AREAS

Social entrepreneurship is a relatively new concept compare to its cousin 'conventional' or 'commercial' entrepreneurship. (Roberts Dave & Woods Christine, 2000). Many define it as bringing business expertise and market-based skills to the non-profit sector in order to help this sector become more efficient in providing and delivering these services (Reis, 1999). Social entrepreneurship and occur within the public, private or non-profit sectors, and is in essence a hybrid model involving both for-profit and non-profit activities as well as cross-sectoral collaboration. These definitions tend to put more emphasis on the 'entrepreneurial nature of these activities and the creativity and innovation that entrepreneurs bring to

solving social problems in unique ways rather than focusing on the social benefits such services can provide (Johnson, 2000). In such a context the factors indicating potentiality of social business in study areas have been shown in table 5 in Appendix.

Table-5 reveals that 24.73 percent respondents pointed out solving social problems as a factor of potentiality and its position is the first in view of overall ranking. Again, 14 of them ranked it first, 11 ranked second and 6 of the sample respondent ranked it third. In rating, second position goes to creating employment opportunity in the study areas and 11 sample respondents ranked it as number one variable, 9 as number two variable and 8 as the third variable. From above facts the potentiality of social entrepreneurship development is very bright in study areas.

VII. PROBLEMS OF SOCIAL ENTREPRENEURSHIP DEVELOPMENT

Social Entrepreneurship development is essential to meet the unemployment problem of the country, on one hand and improvement of socio-economic status of mass people, i.e. overall economic development of Bangladesh, on the other. Against this background, our investigation as to problems of entrepreneurship development and the responses of the interviewees in this regard revealed a number of problems of social entrepreneurship development in the study areas which are shown in table- 6 in order of magnitude.

Table- 6 reveals that the most important problems are lack of support for social entrepreneurship and inadequate motivational training which, in fact, are utmost essential for social entrepreneurship development in study areas. It has been reported that the next two important constraints are absences of capacity building programme of social entrepreneurship and ineffective campaign program. These problems affect the social entrepreneurship development process adversely and which ultimately frustrate the sample social entrepreneurs in taking right decision for the purpose. It appears from the observation that management information system and research on entrepreneurship problem and prospects are absent in study areas. As a result, it is informed that the sample social entrepreneurs are deprived to receive right information in right time, on one hand and their attitudes towards integrated package assistant, i.e. stimulatory, supportive and sustaining activities etc. do not corroborate in the formulation of policies/programmes of social entrepreneurship development of the country, on the other.

VIII. POLICY IMPLICATIONS

Social entrepreneurship is essential to meet the unmet social needs and improvement of socio-

economic status of mass people i.e. overall economic development of the country. But it is reported that poverty, illiteracy, unemployment are the common phenomenon. Against, this background, our investigation as problems to social entrepreneurship development and the responses of the interviewees in this regard revealed a number of challenges of social entrepreneurship development in the study areas. Since social entrepreneurship development is the first of its kind in Bangladesh, the following policy- strategy can be made for its successful implementation and smooth operation.

a) *Creation of awareness*

Dynamic mass media base education system need to be introduced through the use of attractive postures, publications, radio, television, documentary and other films accompany by lecture, seminars, and adult education programs may go a long way to educate the target groups and assist popularizing the social entrepreneurship development programme.

b) *Effective Marketing*

Proper and effective marketing may play significant role in order to develop awareness among target groups. It will open up new way to attract concern stake holders regarding social entrepreneurship development programme by highlighting the distinctive benefits of such programmes in order to meet social programs of the country.

c) *Role of Volunteer Organization*

Voluntary social and cultural organization like rotary club, Lions club and NGO's can play an effective role in the development of social consciousness among the target groups for popularizing social entrepreneurship programme in the country.

d) *Skill Development*

Social entrepreneurship courses may be introduced in the curricula of formal and informal educational institution of Bangladesh, so that school and college dropouts are exposed to possibilities of job creation instead of job seekers through practices of social entrepreneurship development in the country.

e) *Network Development*

Social entrepreneurs of study areas may be broad in to a network by some agencies like 'social entrepreneurs association' to harmonizes, ideas to established business organization with collaboration among the different stakeholders for social entrepreneurship development.

IX. CONCLUSION

The survey evidences that there is an urgent need to start social entrepreneurship to a greater extent and there is a bright future for social entrepreneurship development in Bangladesh in general and in sample

areas in particular. Social entrepreneurship development is an area, which is yet to receive adequate attention from relevance interest group in the country. Thus proper education, publicity and other marketing programme may be taken to popularize the programme to the target groups.

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APPENDIX

Table 2 : Demographics of social entrepreneurs

Variables	Indicators/Level
Average age	55
Vocational certificates	22 percents
Under graduate degrees	48
Post –graduate degrees	30
Total	50
Monthly average income 50 lacs to 60 Lacs	25 percent
Monthly average income Less than 50 lacs	75
Total	50
Family size above 10 members	30 Percent
Family size 5-10 members	50
Family size below 5 members	20
Total	50
Received Social Entrepreneurial training	70 percent
No training	30
Total	50
Occupation	
Business	53 Percent
Non Business	47
Total	50

(Source: Field survey)

Table 3 : Knowledge of social entrepreneurship

Response	Number of sample respondent	Frequency in Percentage
Yes	15	30 Percent
No	35	70
Total	50	100

(Source: Field survey)

Table 4 : Latent demand of Social Entrepreneurship

Response	Number of sample respondent	Frequency in Percentage
Yes	32	63 Percent
No	18	37
Total	50	100

(Source: Field survey)

Table 5 : Factors Indicating potentiality of Social entrepreneurship development

Factors	Social Entrepreneur's Ranking of Factors			Weighted Scores	Rating percent	Rank Number
	No-1	No-2	No-3			
To create employment opportunities	11	9	8	59	20.85	2
To solve social problems	14	11	6	70	24.73	1
To contribute in poverty alleviation	9	13	5	58	20.50	3
To start a new form of business	7	7	3	38	13.42	4
To use abundant raw materials	4	5	4	26	9.19	5
To employ cheap human resources	3	2	5	18	6.37	6
To improve efficiency and effectiveness of businesses	2	3	2	14	4.94	7
Total	50	50	33	283	100	

(Source: Field survey)

(Notes: the ranking factors indicate 3, 2, and 1 point respectively. The overall rankings have been made on the basis of the percentage of total weighted score for each potentiality factors.)

Table 6 : Opinions of the sample Respondents Regarding Problems of social entrepreneurship development

Constrains	Frequency in percentage
Lack of support for social entrepreneurs	100
Inadequate motivational training	100
Absence of capacity building programme of social entrepreneurship	88.88
Ineffective campaign programmes	88.88
Absence of network among government, Philanthropist other stakeholders	66.60
Absence of effective management information system	55.55
Lack of research on social entrepreneurship	44.34

(Source: Field Survey)

(N.B: percentage exceeds 100 as respondents mentioned more than one problem.)

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Note :

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- In future, if the board feels the necessity to change any board member, the same can be done with the consent of the chairperson along with anyone board member without our approval.
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- Use past tense to describe specific results
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- 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:

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- 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.



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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.

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- 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.

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- 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.

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- Never confuse figures with tables - there is a difference.

Approach

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- 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.

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- 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:

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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
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References	Complete and correct format, well organized	Beside the point, Incomplete	Wrong format and structuring





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