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Highlights

Experiential Marketing Tool

Marketing Improves the Productivity

Behavior for Food Products

Study at the Trade Exhibition

Discovering Thoughts, Inventing Future

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USA Toll Free Fax: +001-888-839-7392

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The General Review on How Outsourced Marketing Improves the Productivity of a Company

By Chew Min Kid & Rashad Yazdanifard
Southern New Hampshire University (SNHU), Malaysia

Abstract- Outsourcing is becoming a common topic now as many companies choose to outsource functions so they can improve the productivity of the company. The objective of this article primary discuss about outsourcing, particularly outsourced marketing and how it improves the productivity of a company. Outsourcing is the practice of having certain job functions done outside a company instead of having an in-house department or employee handle them. Thus, a company benefits from outsourcing by taking advantage of specific expertise, marketing in this case, without having to hire professional marketers or train inexperience ones which can be costly. Different organizations go for different kinds of outsourcing, based on the company's weaknesses and strengths identified, but it is the usually non-core aspects of the business that are outsourced. The relationships between the outsourced company and the providers can directly affect the productivity of the company. Many companies view outsourcing as one of the ways for a large company to expand its capacity without incurring significant entry and overhead costs. Despite the common view that outsourcing is reserved only for large companies due to its huge cost, in the last 10 years outsourcing has also become affordable for small companies. At the end of the article, we will manage to have a clear vision of the potential of outsourcing, why it is a trends in the modernization of marketing operations and the benefit of using the power of outsourcing.

Keywords: *outsourcing; outsourced functions; outsource marketing; productivity; non-core functions; efficiency; benefit of outsourcing.*

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THEGENERALREVIEWONHOWOUTSOURCEDMARKETINGIMPROVESTHEPRODUCTIVITYOFACOMPANY

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The General Review on How Outsourced Marketing Improves the Productivity of a Company

Chew Min Kid [α] & Rashad Yazdanifard [σ]

Abstract- Outsourcing is becoming a common topic now as many companies choose to outsource functions so they can improve the productivity of the company. The objective of this article primary discuss about outsourcing, particularly outsourced marketing and how it improves the productivity of a company. Outsourcing is the practice of having certain job functions done outside a company instead of having an in-house department or employee handle them. Thus, a company benefits from outsourcing by taking advantage of specific expertise, marketing in this case, without having to hire professional marketers or train inexperience ones which can be costly. Different organizations go for different kinds of outsourcing, based on the company's weaknesses and strengths identified, but it is the usually non-core aspects of the business that are outsourced. The relationships between the outsourced company and the providers can directly affect the productivity of the company. Many companies view outsourcing as one of the ways for a large company to expand its capacity without incurring significant entry and overhead costs. Despite the common view that outsourcing is reserved only for large companies due to its huge cost, in the last 10 years outsourcing has also become affordable for small companies. At the end of the article, we will manage to have a clear vision of the potential of outsourcing, why it is a trends in the modernization of marketing operations and the benefit of using the power of outsourcing.

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I. Introduction

Over the past decade, outsourcing has become a trend in the business world where various business functions are being run or operated outside the company by a third party, instead of handling them in -house. More and more companies, small and large, are turning to outsourcing as a way to add to the capabilities and capacity of their companies relatively cheaply. Companies decide on what functions or departments they want to outsource - whether it is production, marketing, sales or other new or existing functions in the company , engage an outsource provider to perform it on behalf. Companies may choose to outsource the marketing function because it is not a core function (e.g. for a manufacturing or research firm) or they may find that a third-party could perform much more effectively with already established marketing practices, tools and manpower. Before making a decision however, the company must weigh the benefits and risks as outsourcing can add value to the company in terms of productivity or efficiency for example, but at the same time can put the outsourcer's valuable trade secrets, customer information and other sensitive data at risk if the external party is unreliable or does not sufficiently protect the interests of its partner. Furthermore, outsourcing is considered as a type of investment, and like any investment should achieve certain results or returns against what is spent. Thus, thorough research is needed in order to choose the right partner who is not only reliable but is able to assist in achieving success in outsourcing (Aubochon, Bandyopadhyay and Bhaumik, 2012). Outsourced marketing not only creates business opportunities for the company who employs outsourcing (i.e. the outsourcer) but also for the external marketer the function is outsourced to. As the outsource provider helps their clients' companies grow, they too benefit from growth financially and in terms of experience.

II. Outsourcing

A growing company considers how to mitigate or improve on its weaknesses instead of solely focusing on the company's strengths. Outsourcing does not mean a company is avoiding its weaknesses, but instead chooses to outsource certain functions to external parties who are better equipped with more know-how and experienced manpower to operate them. Few companies will be eager to outsource their business processes unless they are confident that their minimum required standards of service can be met during the life of the contract (Feeny, Lacity and Willcocks, 2012). These specialists can progress greater knowledge complexity, invest more in software and training systems, be more efficient, and hence offer higher wages and attract more highly trained people than can the individual staff groups of all but a few integrated companies (Quinn and Strategy, 2013). On the other hand, outsourcing allows the company to focus on its strengths, particularly in core activities that

Author α σ: Center of Southern New Hampshire University (SNHU) Programs HELP College of Arts and Technology Kuala Lumpur, Malaysia. e-mails: cassie_chew93@yahoo.com, rashadyazdanifard@yahoo.com

directly contribute to the growth and expansion of the company, utilising the resources it freed-up by outsourcing.

Outsourcing can be short term or long term, all depending on the company's needs. For example, a company can decide to outsource some tasks for short term projects instead of hiring full-time or contract employees, which may incur greater costs for the company. The outsource users view the outsource providers as their business partners, choosing a right partner is effective in building a strategic partnerships which is valuable for both of the company's business. With this partnerships, the professionals in these outsource company will create a great impact for the company who hired them. Graduates and post graduates syllabus should be in sync with the need of industry, this can be one of the reasons why outsource industry become one of the fastest growing industry. According to Quinn, Doorley and Paquette (2013), the manufacturing sector has accounted for much of the high productivity growth recorded in the economy of the United States.

III. Marketing Outsourcing

When a company outsources its marketing, a single entity assumes responsibility for the marketing function. That might include everything from research, analysis, strategy, planning and management to execution of advertising, public relations, direct marketing, and internal communications. Outsourcing services provide the outsourcer with access to expertise a wide range of marketing disciplines, experienced personnel from the outsource companies that can be scaled to suit projects of any size and scope at the same time also providing flexibility represents the first and most critical benefit of marketing outsourcing (Christopher & Ballantyne, 2013). The professionals' marketers clearly understand how to grab the customers' attentions and satisfy them. Furthermore, the company who engages these expertise only pays for the services used for the length of time needed. Marketing outsourcing allows the company to make improvement to their core competencies. For those companies that have their own marketing department, outsourcing the marketing function partially, frees up in-house personnel for more critical or sensitive responsibilities, or those suited to their strengths. If a firm does not maintain its own marketing staff, outsourcing can provide a full-fledged marketing strategy, support and deliverables, which allows the business to focus on its core competencies and boost productivity.

IV. Business Essentials

Outsourcing a function in the company can be a difficult decision to make, because an improper decision can become a threat to the company in the future (Chappell, 2015). Therefore, the company must first identify its weaknesses and strengths before making that decision. We live in an era in which business disaggregation is the norm (Zirpoli & Becker, 2012). In industry after industry, managers have taken deliberate steps to separate their value chains and shift important activities and functions to external suppliers. Some companies outsource their marketing or sales functions so they can concentrate on performing their core activities like manufacturing and improve their business processes or productivity (Zirpoli & Becker, 2012). Conversely, there are companies that outsource the production function because they believe that the outsourced companies that they assign this function to can perform more efficiently or at lower costs than if done in-house, and this creates significant impact on their growth in the future.

For companies that outsource their customers-facing or servicing departments, the outsource providers who handle all the complaints and requests from the customers of this company, must understand the outsourcer's business, its rules, regulations and policies on dealing with customers or fail to perform this function well. They define the very essence of how the company delivers its value proposition and why customers and employees prefer its outputs or operating concepts to those of competitors (Lacity & Willcocks, 2013). Regardless of what functions the company decides to outsource, the outsource providers ideally act as partners to the outsourcer and must understand the company very well to make sure the working procedures go smooth, utilizing whatever information is shared.

V. Behaviour Management

Outsourced marketing can strategically advance the company's growth with the help of subject matter experts and professionals from the outsource companies. On the contrary, services or products from the outsource company that do not consistently meet a desired level of quality, will be a problem for their client as it will directly impact the reputation, brand and overall value of the client's company. To reiterate again, the relationship between the outsource company and its clients can be defined as business partners, because they both have the responsibility to work closely to improve the efficiency and value of the services and products offered to their shared customers.

Among the ways to overcome the problems in quality control, the outsourcer has to carefully choose an outsource company – one they can trust to be reliable by examining their past performance with regards to the function to be outsourced (Vitasek, Ledyard & Manrodt, 2013). As the in-house marketing team may not always have the skills needed, especially on larger, more complex projects requiring extensive coordination among various components of the plan, outsourcing to an experienced marketing team that can integrate smoothly into the organization not only brings in innovative ideas and added energy, but also the high-level talent needed to execute the goals of the marketing campaign. While cost is a major factor, the synergy, potential returns on investment and future growth for example, should also be taken into account before engaging an outsource provider. Truthfully, determining the quality of the outsource marketer's services is a tough task, even after the function is outsourced, because the outsourcer is unable to monitor and manage them closely unlike handling in-house employees. On the positive side, the costs involved in hiring, training and managing employees for that function is left to the outsourcing company, allowing the outsourcer to focus its time and resources on improving its productivity.

VI. Flexibility

The flexibility of outsourced marketing has grown wider with the assistance of technology, opportunities have been made for both large and small companies to be part of the outsourcing industry – as clients or outsource providers. According to Lacity and Willcocks (2013), outsourcing used to be a tool only available and often employed by large companies, mostly due to the huge costs involved. However, within the last 10 years, it became a trend for smaller companies to start outsource as well, particularly the marketing function as these companies saw how it could enable them to greatly expand which outweighed the costs.

On top of the cost savings of not managing a function internally, outsourcers also benefit from the 'outsider perspective' the outsource company provides, for example when generating creative ideas or solutions, as the outsourcing company could have a wider or more in-depth view of the outsourcer's strengths and weaknesses, as well as the threats and opportunities it faces in the industry or a particular business function. Furthermore, as subject matter experts, the outsource company usually understands the current customers' needs and wants better than the outsourcer. Although the in-house marketing team might be performing or achieving the company's goal, it is possible that they become too close to the business and are not able to step back and analyse strategies from the customer's perspective. According to Houseman (2007), this also provides a chance for the company to have an overview of their positions in the market and figure out how customers view their company.

Outsourced marketing is an appealing tool as it gives the opportunity for small and large companies to improve their efficiencies via a smart, cost saving methods, while also benefitting entrepreneurs with professional knowledge who outsource their expertise. To be successful, a company cannot handle everything on their own. Outsourcing is analogous to having a business partner who focuses on non-core activities or functions that the partner performs better at, which can have a powerful impact on the growth, productivity and bottom line of the outsourcer's company. In a way that handling others companies certain departments, at the same time growing with their clients' companies.

VII. Cost-Effectiveness

Cost effectiveness is one of the basics consideration in a rising business, the reason why companies do not consider outsourcing in the first place is because they think that the cost of outsourcing might be a burden and outweigh the benefits. In actual fact, outsourcing a function can actually reduce the burden of the company, as the service provide is responsible for maintaining agreed service levels, and address root causes when they are not met, lest a different outsource company is engaged (Ettenberg, 2005). This helps the company to reduce or avoid cost of managing in-house employees. The cost of employing outsourced marketing is justified when it is more cost effective than utilizing a junior marketer who lacks the expertise to support business objectives through marketing, or a senior marketer who is unable to properly execute the strategy without sufficient manpower. The company is also able to save the money they would have to spend on recruiting a full-time marketer. Moreover, on top of the variable costs of hiring personnel of an experience level the company's budget can afford, the cost of hiring, employee benefits like insurance and more importantly, the costs of training for the employees to constantly improve their performance, can significantly eat at the company's bottom-line.

Thus, the important consideration is how much value or benefit outsourcing is to the company, against the costs of engaging the outsource provider. With a marketing outsourcing firm, businesses can avoid or reduce the cost of additional office space, computers, vendor relationships and access to credit required when marketing projects are handled in-house. This includes other indirect benefits and cost savings not seen in financial reports like improvements in productivity or lower stress levels as a result of taking the focus off of less productive tasks and leaving it to the outsource providers, and placing more concentration on the things the company does best - making the most the capacity of the company. Thus, a lot of companies do not mind paying as long as the performance of the services and the quality of the products are satisfying.

VIII. Strategic Partnerships

Outsourced Marketing effectively boost the productivity of the company, and the relationships between the marketing outsource provider and their

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clients can simply be known as strategic partnerships. As we know, the cost of training marketing expertise is huge, the budget limitations of training employees make outsourced marketing a cost effective way to improve productivity of the company. According to Aubochon, Bandyopadhyay and Bhaumik (2012), these specialist providers develop greater knowledge depth, invest more in software and training systems, are more efficient, and are able to offer higher wages and attract more highly trained people. Furthermore, the Companies and service providers must work together to foster innovation (Chang & Gurbaxani, 2012). Specifically, companies must motivate providers with incentives, and both parties must nurture a collaborative culture that produces continuous waves of innovations within the client organization.

Next, reliability is essential in the partnerships between both companies. Trust will be the first step in building a strategic partnerships, so the reputations of both companies should be good. Evaluation of the outsource providers involve understanding the available infrastructure, values and methodologies it brings to its area of expertise. Successful evaluation also requires an awareness of the range of processes the supplier uses and its available skills. Furthermore, executives increasingly understand that outsourcing for short-term cost-cutting does not yield nearly as much as outsourcing for longer-term knowledge-based system or strategic benefits.

IX. Discussion

This paper discusses the effects of outsourced marketing on the productivity of a business, the strengths and weaknesses of a company has a direct effect towards the productivity of the company. Outsourced marketing will be one of the most effective tools to boost the productivity of a company in this century, but also requires the difficult task of weighing the cost and benefit in deciding the degree what is being outsourced (Macdonald, 2014). The basic requirement nonetheless, is that the company understands that they cannot handle all the function of the marketing departments, and would do better to engage an external party to perform those functions more efficiently (Welch, 2005). In the last decade, outsourcing is becoming more of a norm, thus creating opportunities for both outsourcing companies and the outsource providers, specialist companies or professionals with certain knowledge or expertise who are difficult or expensive to either hire directly or train from scratch. Another potentially critical factor in meeting client goals is the marketer's capacity to tap the resources needed to meet service targets. Clearly, client needs will vary depending on the nature of the service and how much change the client is looking to generate (Vitasek, Ledyard & Manrodt, 2013). Some clients may want access to economies of scale or lower labour costs; others may need specialized professional skills, improved infrastructure or help with supply management. Thus, outsourced marketing can effectively lower costs overtime, directly or indirectly through improvement of productivity (Quinn & Strategy, 2013). In this century they can ask professionals with certain knowledge to do the jobs that they are specialised in, and those professionals also can use their knowledge to expand their outsource companies (Zimmer, 2014). The outsource industry reduces international trade barriers and improved telecommunication and information technology (IT) capability over the past decade and has led to a situation where organizations across the world are increasingly interlinked with each other (Khan,2014). Effective use of resources lowers the direct and indirect cost over time by improving employee productivity, while outsourcing habitually lowers monthly costs immediately, the real benefit comes when clients adopt the culture of continuous improvement.

Most companies place their focus on improving their weaknesses, which competes with resources that could be used to improve on their strengths (Pavlů, 2013). Thus, an outsourcing strategy assists them on improving on their weaknesses, by engaging an outsource provider to manage those weak areas instead. With that, the company's overall productivity will improve as in-house employees focus their efforts on activities they specialise in, thus producing more output with any given amount of inputs. This outsourcing strategy can be taken advantage of to manage any function in the company whether it is in finances, marketing, sales and more. Outsourced marketing can be ineffective when an outsource provider, though having more expertise, does not understand the company, its brand and customers. In such cases, having an in-house team to complement the outsource provider is recommended. According to Quinn and Strategy (2013), while companies are properly developed, strategic outsourcing substantially lowers costs, risks, and fixed investments while greatly expanding flexibility, innovative capabilities, and opportunities for creating higher value-added and shareholder returns. Thus, some of the well-known companies prefer to have their internal teams to handle the company, as they believe that the in -house employees have true passion and some on-the-ground knowledge that outside companies do not have.

X. Conclusion

Outsourced marketing has been promoted as one of the most powerful trends in the modernization of marketing operations, there are a lot companies start outsourcing marketing departments instead of other companies' daily operations Before engaging an outsource provider however, the potential outsourcer must consider its position in the market in terms of strengths, weakness, opportunities and threats. Core competencies are not products but the activities - usually intellectually-based service activities or systems - which the company performs better than any other enterprise. By understanding its strengths or what is also known as core competencies, areas that enable the company to generate revenue, companies can strategically outsource non-core activities in order to focus on strengthening these core competencies that add value to the business, its customer and shareholders. For example, outsourcing sets up a stage which an outside expert assumes responsibility for operational details, and leaves management free to focus on more important business issues related to customer service and marketplace demand. On the other hand, the outsource marketers are given the responsibility to fill the gap ensuring product quality and service levels are on par with the outsourcer's expectations in meeting its customers' needs, this is a tough challenge in which both parties must closely collaborate to achieve, at the moment of leaving the responsibilities of the marketing department to the outsource providers, controlling their services and products quality ,meeting customers' needs and wants will be one of the most challenging parts in this partnerships. Some companies focus and flatten their organizations by concentrating their limited resources on a relatively few knowledge-based core competencies where they can develop best-in-world capabilities. Lastly, the outcome of doing outsource can be different in every companies.

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An Investigation of Consumer Buying Behavior for Food Products: An Empirical Study of Rural and Urban Areas of Haryana

By Dr. Kiran Mor & Ms. Savneet Sethia

National Institute of Technology, India

Abstract- The present study determines the factors that led to the purchase of processed, packaged, ready to use and branded food products. The food consumption pattern in India is rapidly changing from unprocessed unbranded low quality food products to processed, ready to use, packaged and branded food products. The study was carried out in the four cities of Haryana A sample of 500 respondents was taken for research study and according to the chosen methodological research approach, the quantity data were analyzed by using methods through SPSS software. The study revealed the major factors that influence consumer to purchase such kind of food items; these were quality, brand, health consciousness and other external factors.

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ANINVESTIGATIONOFCONSUMERBUYINGBEHAVIORFORFOODPRODUCTSANEMPIRICALSTUDYOFRURALANDURBANAREASOFHARYANA

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An Investigation of Consumer Buying Behavior for Food Products: An Empirical Study of Rural and Urban Areas of Haryana

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Abstract- The present study determines the factors that led to the purchase of processed, packaged, ready to use and branded food products. The food consumption pattern in India is rapidly changing from unprocessed unbranded low quality food products to processed, ready to use, packaged and branded food products. The study was carried out in the four cities of Haryana A sample of 500 respondents was taken for research study and according to the chosen methodological research approach, the quantity data were analyzed by using methods through SPSS software. The study revealed the major factors that influence consumer to purchase such kind of food items; these were quality, brand, health consciousness and other external factors.

I. Introduction

Consumption expenditure is increasing due to increase in urbanization, breaking up of the traditional joint family system, desire for quality food, lack of time which translates in to an increased need for convenience. A vast majority of Indian population depends on agriculture for its income and employment. To measure the performance of any economy, it is necessary to see the trend and pattern of macroeconomic variable such as national income, consumption, saving, investment and employment.

Per capita income, the standard of living, the level of consumption etc are some of the important determinants of the economic status of the society. The standard of living of a household can be understood from the consumption pattern, and the quality of consumption budget clearly indicates the level of welfare of the household. Consumption clearly contributes to human development when it enlarges the capabilities and enriches the lives of people without adversely affecting the well-being of others.

India's faster economic growth over 1990s has raised per capita income (expenditure) and has significantly impacted its food consumption patterns by causing a change in the structure of food consumption patterns observed earlier during pre-reforms period. This raises the relevance of looking at the composition of India's food consumption basket. In our life, food is a very integral part whether it is prepared at home or anywhere else. It is not wrong to say that the world market of processed food has undergone a drastic change shifting from unprocessed low quality food to processed high quality food which shows the changes in food habits, lifestyles, status and other market forces (Rai, 2007).

Author α: Professor, Deptt. of Humanities & Social Sciences, NIT Kurukshetra.
Author σ: Research Scholar, Deptt. of Humanities & Social Sciences, NIT Kurukshetra. e-mail: savneet777@gmail.com

There has been a great revolution which has been witnessed by Indian society in information technology and bio technology. Now similar revolution is being observed in food technology (Paul, 2007). The processed food market has changed due to the changes in socio economic conditions, where individuals decides on whether, what, where, how and from whom to purchase the processed food. In farming also the food processing has become very important to encourage forward and backward linkage.

a) *Factors Responsible For The Rapid Growth in the Demand For Processed Food*

Following are the factors that are responsible for the rapid growth in the demand of processed food.

a) The foremost factor responsible for the growth in processed food is the changing lifestyle and growth in disposable income due to a rise in double income families and the proportion of women in workplace.
b) The demand for processed food has also risen due to the decreasing prices of processed food, assessing a much larger market of the processed food.
c) One important factor responsible for the increased demand for processed and convenience food such as ready to eat, ready to cook, ready to serve etc was due to the busy schedules and unavailability of time on working days.
d) Other factors those are responsible for greater demand of value added milk based products is due to the rising households incomes, increasing urbanization and the rapid growth of the private sector and dairy processing industries.

It was also observed that growth in consumption of processed food today may be due to an increase on the private good attributes such as health, tastes and quality. The demand for processed food appears to be primarily sustained by two things: first private good attributes such as food safety attributes,

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tastes attributes, freshness attributes and public attributes such as environmental and animal welfare attributes but appear to have less importance for purchasing of the processed food.

The present study is an attempt to meet the following objectives:

a) To study the present consumer behavior in buying the food products in Rural and urban areas of Haryana
b) To study the consumer motives for their choices of food and to explore the changes in consumer behavior in the rural and urban areas of Haryana.

II. Literature Review

E. Carrillo et al. (2011), in his study investigated the consumer factor underlying the food choices and their attributes towards healthy eating. A questionnaire was formulated which was divided into two parts. The first part of the questionnaire was based on FOOD CHOCIES where factor analyses and other techniques was used which pointed that sensory appeal, price and conveyance are the most important factor of their food choices in Spain. While the second part of the questionnaire revealed about the consumption frequency of different kind of the products and accepted that dairy products are the one which is consumed the maximum.

Mann (1963) studied the structure and pattern of food consumption in eastern Nigeria. The study revealed that

a) Total annual expenditure per family kept a parallel trend upward with an increase in family members.
b) The expenditure on food alone varied between 57.7% in lower family size group to 66.6% in the higher size group to total annual expenditure.
c) The home supply of food was greater in the larger sized families, and,
d) The quantity of food consumed per head was less in families with large numbers.

Pande(1963) reported that 77% of the total household expenditure in respect of all classes combined was taken up by food alone during 1957-63 in rural areas of Uttar Pradesh within the food group cereals alone accounted for about 93% of the total consumption expenditure in the state .The average percentage expenditure on milk and milk products for the state over 5 yrs came to 9 %, clothing and footwear accounted for about 7% of the total expenditure for the state there was no significant trend was found.

III. Data and Methodology

The study aimed at studying the consumer behavior & perception regarding the food products in rural and urban Haryana. Two zones were taken from Haryana according to their administrative block. Thereafter, two districts were chosen in which one was from the high density areas and other from low density area from each zone.

Zone I: Ambala and Kaithal

Zone II: Panipat and jhajjar

Again from these districts two villages were selected randomly for the conduct of the study.

Ambala: Aiyema and Kaleron

Kaithal: Dumara and Nawalgarh

Panipat: Babarpur and Pehladpur Khalita

Jhajjar: Rampur and Dawla

The major consideration for choosing these cities were increasing working population of couples, increasing demand for Food products and variable strata of population as basis of living standard. Different income groups of domestic consumers were chosen to get the information. For this study total samples of 500 consumers were selected on the basis of random sampling i.e. 125 from each district including rural and urban areas. Random sampling technique was used to conduct this study.

The collected data were analyzed with the help of SPSS and One-sample t test, ANOVA, Chi-square test, Regression etc.

a) Reliability Test: Cronbach's Alpha

It is the extent to which a list of scales items which would produce consistent results if the data collected were repeatedly accessed (Malhotra, Birks 2007). Cronbach Alpha coefficient calculation is the most common practice indicator of internal consistency. (Pallant, 2007)

An ideal coefficient value is 0.7 (Hair et al, 2010) and any value below this will result in unsatisfactory internal consistency reliability. In this research the cronbach alpha value of 45 scale items is 0.871 which state that the buying motivation scales had a good satisfactory internal consistency and can be deemed reliable statistically.

b) Data Factorability

In order to investigate the suitability of factorization of the data exploratory factor analysis method was used which was Bartletts test of sphericity and Kaiser Meyer Olkin measures of sampling adequacy.

KMO and Bartlett's Test[a]

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.727
Bartlett's Test of Sphericity	Approx. Chi-Square	2002.326
	Df	66
	Sig.	.000

a. Only cases for which ZONE = ZONE I are used in the analysis phase.

KMO and Bartlett's Test[a]

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.751
Bartlett's Test of Sphericity	Approx. Chi-Square	2303.156
	Df	66
	Sig.	.000

a. Only cases for which ZONE = ZONE 2 are used in the analysis phase.

For the two zones KMO and Bartletts test was calculated. It states that if the value of Bartletts is $p<0.05$ it is considered as significant for the factor analysis to be considered appropriate. (Tabachnick and Fideall 2007, Malhotra, 2007). Since as displayed in figure below, the significance value Bartletts test of sphericity in this research is $p=0.00$, exploratory factor analysis is appropriate , depending upon the outcome of KMO sampling adequacy.

To test the sampling adequacy, Kaiser Mayer Olkin MSA was calculated which was found to be 0.751. It is an indicated that the sample is good enough for sampling. Since the KMO sampling adequacy of this research data is higher at 0.760 and the significance of Bartletts Test of sphercity is appropriate is the result provide adequate evidence to support the appropriate use of Exploratory factor Analysis on the consumer motivation scale items.

For generating and reviewing the standards of the data, Principal Component Analysis (PCA) was employed for extracting the data which determines the extracted data, underlying all the factors and the relationship between the number of variables. In order to extract the factors from the data, components that have an eigen value of 1 or more have to be identified from the total variance explained extracted using Principal component analysis. (Pallant, 2007)

c) Component Matrix

It is the output of Exploratory factor Analysis process that lists the loading of the each of the scale items. This component matrix is subsequently rotated using varimax rotation to assist interpretation of its results. (Malhotra, 2007)

Component Matrix [a,b]

	Component		
	1	2	3
ORGANIZED RETAIL/SHOPPING MALLS	.799	-.050	-.369
ADVERTISEMENT	.787	.257	.167
RETAILERS ADVICE	.327	.039	.734
NUTRITIVE VALUE	.846	.081	.008
SCHEMES AND OFFERS	.311	.637	.298
TASTE AND PREFERENCE OF THE FAMILY	.502	.509	-.144
FROZEN FOOD	.541	-.405	-.571
MINIMUM PRICE	-.394	.751	-.302
QUALITY BASIS	.401	-.621	.447
CLEANLINESS AND ITS STORAGE	.718	.486	.146
JUNK FOOD FROM BRANDED PLACE	.774	-.332	-.262
JUNK FOOD FROM ORDINARY STALL	-.034	.740	-.125

Extraction Method: Principal Component Analysis.
a. 3 components extracted.
b. Only cases for which ZONE = ZONE I are used in the analysis phase.

Component Matrixa,

	Component		
	1	2	3
ORGANIZED RETAIL/SHOPPING MALLS	.781	-.064	.344
ADVERTISEMENT	.832	.165	-.131
RETAILERS ADVICE	.493	.048	-.643
NUTRITIVE VALUE	.896	-.024	.060
SCHEMES AND OFFERS	.469	.505	-.432
TASTE AND PREFERENCE OF THE FAMILY	.711	.427	.192
FROZEN FOOD	.416	-.596	.501
MINIMUM PRICE	-.218	.863	.260
QUALITY BASIS	.196	-.771	-.413
CLEANLINESS AND ITS STORAGE	.865	.240	-.191
JUNK FOOD FROM BRANDED PLACE	.749	-.329	.354
JUNK FOOD FROM ORDINARY STALL	-.005	.841	.154

Extraction Method: Principal Component Analysis.
a. 3 components extracted.
b. Only cases for which ZONE = ZONE 2 are used in the analysis phase.

After reviewing both the zones for the purchase and consumption of food items from different shopping motives using the Principal Component Analysis extraction method 3 components were extracted from Zone I. Consumer from Zone I basically believe in checking the cleanliness and the storage area where the product was stored. The second factor was increased consumption of junk food from branded places such as Mc donalds and KFC. People are now becoming more and more familiar to going to such places. It has decreased the consumption of food items at our home.

Finally the third factor was due to urbanization and development of shopping malls and other organized retail shops, the consumer are more involve in buying the packaged, processed food items

Zone II also extracted 3 components before buying or purchasing motives of the consumer. Advertisement was one of the important factors that were extracted. The consumer from the same Zone also believed that before the buying the food product they look after the nutritive value of the food items and finally the factor extracted was cleanliness and its storage.

IV. Results and Findings

Exploratory factor analysis was conducted and the names allocated to each factor are a result of the interpretation of its consumption of Processed Food factor scale items and are the following:-

a) Influence of the external factor

The foremost factor responsible for consumption of processed food related were considered to be the external influence variables - Easy Availability, Influenced Advertisements, Nice Packaging Design, Friends Recommendation, Very Good Promotional Offers, Retailers Influence and Availability of wide range flavours etc.

b) More awareness of health

More health awareness has been identified as the factor of this research data with the second highest percentage of the Total Variance Explained. This second factor has been interpreted as more health awareness due to its inclusion of scale items identified and adapted from academic literature surrounding consumption of Processed. It also included the following health awareness variables - Doctors recommendation, Health consciousness, and Consumption of these products is a modern trend.

c) Increased quality consciousness

Increased quality consciousness has been identified as the factor of this research data with the third highest percentage of the Total Variance Explained. This third factor has been interpreted as increased quality consciousness due to its inclusion of scale items identified and adapted from academic literature surrounding consumption of Processed Food increased quality consciousness. The factors related to the following increased quality consciousness variables were Better Quantity and Long shelf life of the products.

d) Taste and Nutrition

Taste and Nutrition has been identified as the factor of this research data with the fourth highest percentage of the Total Variance Explained. The scale items that included in it were related to the following Taste and Nutrition variables - These products are nutritious and these products are tastier.

e) Change in Lifestyle

Change in Lifestyle has been identified as the factor of this research data with the fifth highest percentage of the Total Variance Explained. The scale items related to the following Change in Lifestyle variables were Increase income, Choice of children and these products are easy to store.

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The Review of the Effectivity of the Augmented Reality Experiential Marketing Tool in Customer Engagement

By Ooi Jin & Rashad Yazdanifard
Southern New Hampshire University (SNHU), Malaysia

Abstract- This research paper intends to discuss on how Augmented Reality Experiential Marketing is used to stay connected with customers more effectively with hi-technological equipment in associating the customer with a brand. Moreover, this paper pinpoints the advantages of using AREM to generate effective connection in gaining customers' attention. It will also highlight how AREM will attract possible prospects that will be beneficial for companies that need to grow in the market share. Aside from that, it also reflects the evolution of Virtual Reality to Augmented Reality, which has been further altered by marketers to Augmented Reality Experiential Marketing as an essential tool to sustain business in this current era.

Keywords: augmented reality (AR), virtual reality (VR), engaging with customer, augmented reality experiential marketing, marketing tool.

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I. Introduction

The marketing industry has been always changing and adapting to consumers' needs in order to capture the selected audiences' attention. Therefore, marketing tools are the most essential in relation to successful business. Augmented Reality (AR) plays a certain vigorous role in contemporary marketing. Imagine pointing your smart phone at a specific area that triggers a 3-D video or looking through a webcam that allows you to add accessories to yourself (Russell, 2012). The Augmented Reality term has surfaced in the 1990's, but this doesn't mean that it has not shown itself before (Sung, 2011). Dated back to 1957, Morton Helig started to make AR a reality by building a machine called Sensorama. Imagine looking into a machine that would give you a cinematic experience by merging all your senses together in that machine (Sung, 2011). In 1962, the machine was completed but it never made it out to the public, as the film was too expensive to make. While relating this to AR what we could see that it was able to provide the illusion of reality using different human sense. The machine offers a multi-sensory environment, which allows participants to experience the sensation of sight, hearing, smell and even touch. (Mattes, 2013). It was able to provide stereoscopic 3-D images in wide angle view, supply stereo sound, provide a moving seat that tilts whenever necessary and wind and aroma will also be triggered during the film by looking through a binoculars with films inside (Mattes, 2013). There are clear elements of AR being involved in this device, but it was known as Virtual Reality in the past. Aside from that, Heliig was not able to convince investors to invest in this machine as it would be too costly to do so and also it was not in the right use at that moment.

Moving on, the real AR term was invented by Tom Caudell, a Boeing researcher. He was the first to describe it using a digital display commonly used in aircrafts; it then blends the virtual graphics into physical reality (Cassella, 2009). On the other hand, in the digital world, augmented reality was defined in a more detailed manner where "augmented reality is the interaction of superimposed graphics, audio and other sense enhancements over a real-world environment that's displayed in real-time" (Peddie, 2013).

II. Virtual Reality vs Augmented Reality

Virtual Reality was actually an upgraded or extensive version of Augmented reality, back in 1990 when Tom Caudell merged the technology from virtual graphic to physical reality for aircraft usage, it has been a talk for all. Companies like Nintendo tried hard to achieve Virtual Reality but failed to do so, followed by few of them (McKalin, 2015). To be specific, augmented reality is categorized as a blend of virtual reality and real life; it also can create an image within the applications that allows the content to blend in with the real world. With these features, users are able to connect the virtual world with the real world but still able to distinguish between both the technology (McKalin, 2015). On the other hand, the definition of virtual reality according to (Hoyt, 2015) would be an artificial environment, which is experienced through sensory stimuli, provided by computer when one's action partially determines as to what would happen inside the environment. Based on recent events, numerous companies has used these both technology to engage with customer, will be further discuss on the next two sub-topics Most importantly we could see how VR has been evolving from being inside the environment and into the real life environment with

Author α σ: Center for SNHU Studies, Help College of Arts & Technology, Kuala Lumpur, Malaysia. e-mails: ooijin.0507@gmail.com rashadyazdanifard@yahoo.com

added effects. This would be a turning point for marketers as engaging with a customer will never be the same way again.

III. Augmented Reality as a Marketing Tool

Up to date, Augmented Reality has been introduced in several industries such as the entertainment, engineering, robotics and military industries (Hoyt, 2015). Augmented Reality is relatively new to the industry, but it was created to allow the customers to experience the brand and making them remember by associating to your brand (Crews, 2015). Therefore, there is a lot of room for improvement on this particular technology where by marketers will continuously invent new ways to reach out to consumers. In this specific era, technology is leading its way through; hence, AR has become a marketing tool to engage with customers. Thus, the term Augmented Reality Experiential Marketing was introduced in the marketing tool context. It will be further discussed in the subsequent subtopics.

a) *Augmented Reality Experiential Marketing*

Augmented Reality Experiential Marketing (AREM) is usually very beneficial for a company. Be it a large company or a small company that is tight on budget, it is suitable for all and would be highly recommended for a small company (Crew, 2015). This is mainly because, according to Dohutia (2012), she claimed that AREM is beneficial to create customer satisfaction by using technology. It also gives the company a plus point in customer satisfaction. Dohutia (2012) also claimed that the main purpose of AREM is to generate repetitive purchasing and the positive word of mouth, which at large, will create a greater market share. Moreover, it does not only function as a promotional tool, but also a tool to create a brand-customer relationship. Thus, many companies use it to promote their new product as well as engaging with their current customer with their current product. Yuan & Wu (2008) also claimed that AR that has been used in marketing campaign is seen as an experiential marketing strategy as it essentially focuses not only on product or services, but also memorable experiences for customers.

IV. Companies that use Arem

There are many companies ranging from small to big that use AR for a few purposes, to engage, connect and amaze. These following companies have used the best out of AR to give their customers a different perspective. The lists are as of following: -

a) *Jaguar Land Rover*

The new Land Rover Discovery was on sale, but it was not available until a certain period of time. Hence, Jaguar Land Rover decided to make a 3-D model within its apps by using Google Cardboard. Giving buyers a chance to tour the car interior as well as the exterior virtually in showrooms by using an iPhone connected to special glasses although without the existence of the car (Ghosh, 2014).

b) *Ray-Ban*

Ray-Ban a famous sunglasses company also started using Augmented Reality to promote their product. This time round, Ray-Ban has created a mirror application that has to be downloaded for usage. The application name was FIT3D and it allowed customers to try on the Ray-Ban sunglasses without any hassle of going to the actual shop. Customer can just try it online via webcam that will attach the sunglasses to your face through AR (O'Brien, 2015).

c) *Pepsi & Co*

Pepsi Max created a screen right next to a bus stop that has the elements of AR. It is a screen that captures the image of the view behind acting as a glass. Videos of cyborgs, cheetah and aliens that emerge through the screen then shock unsuspecting commuters at the London Bridge, not knowing it was all created from AR. From this advertisement itself, it caught numerous shares and views in YouTube that lead them to generate WOM. (Lepitak, 2014).

d) *Nivea*

Nivea has also created AR by using a webcam to scan the particular product in front of your computers' webcam collaborating with Rihanna in the AR advertisement that creates a visual image of Rihanna singing in front of your computer when it scans the right position located on the product (Wasserman, 2011)

e) *National Geographic*

National Geographic has also recently created a campaign that uses AR to project images of animals, dinosaurs and astronauts. To engage with the AR experience, participants stood at the center of an empty area. After that, image of dinosaurs and animals will appear to allow participant to interact in front of the LED display screen (Michael, 2011)

V. Advantages of Arem

Augmented Reality Experiential Marketing may not be a good idea in marketing some particular products, but it gives companies a head start on marketing. The advantages are as of below (Smith, 2010): -

a) *Go Viral* - An obvious example would be the Pepsi Max AR that managed to set up a trend on YouTube, causing it to go viral. These are obviously the results that a company would want to get ideally, to plant their name in consumers' heads, giving it a positive WOM. This concept also allow customers to share their content to other potential customers, causing it to go viral as a good cause.

b) *Unique/Different* – As compared with normal advertisements, its main objective was to capture targeted audience but looking at how AREM advertise, it was a complete makeover from the usual advertisement. Fun, interactive and fascinating features are added not to only capture targeted audiences and prospects but also to those who had not interact with the product before.

c) *Personalization* – The idea of allowing a customer to upload his own media onto social media actually helps to create a content or personalized media for the user himself. This could mean those customers are more engage and feel more connected compared to a standard video or image.

d) *Accessible* – It will be accessible by all, meaning that anyone can use AR to actually generate a sense of interaction into the video which is what makes AR a wonderful concept.

e) *Interactive* – As mentioned above, companies that use AR mainly make it very interactive and of course, highly entertaining because the main purpose is to create an element of surprise for the consumer. When there is element of surprise, it will stimulate other users to do it too. Hence again, creating a viral loop.

VI. How Arem Leads to an Appropriate Brand Attitude

Brand attitude is an important aspect for all companies when marketing comes into the picture. Obviously when a brand doesn't present a good impression, purchasing it would be a big “NO” for the consumers. This is mainly perceived as the positive and negative experience of a customer in regards to a particular brand (DeVault, *n,d*). In other words, it's more of the extent to which the customer likes the brand and how to convince customer that this perception about the brand is right (Buleacara & Tamarjan, 2010). According to Dr Percy (*n,d*), he claimed that brand attitude are driven by marketing communication which gives an obvious effect on how Augmented Reality Experiential Marketing would affect how consumer perceives on a particular brand. Dr. Percy (*n,d*) also state that consumer must be convinced before purchasing a product which AR has claimed the effect of convincing customer via communication.

VII. Discussion

The number one aspect of marketing is understandably spreading your brand and giving awareness to the consumer on your existence in the product, also not to mention creating a crowd effect where marketer hopes to achieve the most. Another standpoint would be being different; being different compared to others actually gives you a stepping stone for the consumer to easily identify you (Beesly, 2010). That clearly comes into consideration where AREM plays an important aspect in being different where you as a company position yourself differently from others. Even so, some might say that Augmented Reality is yet to earn its respect due to the fact that it's still a little gimmick rather than truly engaging with customer but it could be wrong as Semico Research predicts that the revenue generate from AR will hit $600 billion by 2016 which somehow proved them wrong (Mangiaforte, 2014). It shows that revenue are growing due to the interest of the marketing community toward AR are increasingly well. At its core of AR, it does not only allow the company to interact with you but also using your mobile phone to interact through the apps itself (Minsker, 2014). In Addition, this gives AR a huge profit in terms of investment on an application that could really cause a real Return On Investment (ROI) for companies aside from gaining image from AR itself. According to Oliver Diaz, founder and CEO of FuelFX, she stated, “Augmented Reality is going to lead and change how people market their product, as AR is turning the real world into a presentation platform. 2-D image may be really informative, but in terms of AR, it delivers the interactive, dynamics and animated images information that will be on a completely different level” (Ryan, 2013). The potential of AR is merely borderless as many could be achieved from the creativities from marketers to define technology (Hoyt, 2015).

Based on the literature review, we could justify that this is just the start of Augmented Reality, although many out of few have started responding to this idea of advertising, we could justify the amount positive reinforcements to a particular company that AREM could give. The sustainability of AR would not be a problem as technologies are ahead of its time according to (Love, 2013). We could see the potential of AR as we are running through the literature review as mainly because it is able to do its job well by communicating with customer and not to mention also engaging with customer through various forms of technology. Many sees it as a potential aspect to grow in that industry for their company as the president of Seven Media, a mobile marketing agency based in Toronto Chris Candy stated that "We see the potential of AR as an innovative technology, and we wanted to be able to offer it to our customers," (Minsker, 2014). Moving on, as we look at the complementary aspect of having AR as one of the marketing tools, companies will definitely achieve success in a certain way by using AR. AR doesn't not only provide great feedback but also generate revenue in return but attracting or convince consumer that was not your customer previously to purchase your product due to the WOW factor (Borison, 2013). Needless to say, it is also user-friendly and does no harm to the environment with the excess of AR. Hence, I do believe that it could be one of the essential marketing tools in the coming future. Looking into the brand attitude perspective, it manages to give the customer a secure feeling and also confidence towards the product; therefore allowing companies to gain attention from the crowd that is unaware of the product. AR is very good for small "building" companies that wants to get their name up on the billboard FAST with just a little expenditure on advertisement which could be even more than normal advertisement when its consume more engagement. It could also merely alter the fundamentals of customer interaction with brands (Howoritz, 2013).

VIII. Conclusion

In completing this research paper, a new era has begun in the marketing context of advertising. Augmented Reality is being understood now as a stepping-stone for all companies that chose to take up this technology. Companies who took up this technology have seen an obvious increase in their brand awareness due to the crowd that they created. According to the literature review, many are not familiar with the brand itself; it was AR that captured their attention that soon lead to WOM. AR should also be a fundamental process that has to be adapted by many as a tool in order to further position their brand. Time would be the main factor for AR to prove it's worthy high-tech trick for the consumer. Next thing consumer know was just pointing a phone on a barcode, a brochure of that particular company will be on your doorstep of your house. Over the perspective of this research, some believe that Augmented Reality was just something to create crowd and engage with customer in a different way compared to personal sales, but as what Thomas Edison (*n,d*) quoted, Just because something doesn't do what you planned it to do doesn't mean it's useless (Szczebra, 2015). This could be linked to how VR was first created for the purpose of entertainment and has since then become a contemporary tool for marketing in the marketing context.

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Effects of Canadian Recession on University Students' Buying Behavior

By Obai Mohammed
Queens University, Canada

Abstract- The recent 2008 financial storm that hit the global markets has touched almost every economy around the world, in turn affecting consumers. During such economic downturns, it is expected that consumers will try to manage their expenses efficiently due to future uncertainty and fears. This paper is an effort to understand the theoretical framework of the financial crisis, its causes, consequences, and impact on the behavior of Canadian students' purchasing patterns. Purchasing decision-making is a complicated process and is linked to many internal as well as external factors that can directly impact consumer buying behavior. The situation gets more complicated when financial crisis and recession are linked to involved uncertainties. Consumer buying behavior and decision-making processes are discussed along with major individual, social, psychological, and situational influencing factors. To address the research questions and test the hypothesis of whether Canadian students at the university level were aware of the extent and consequences of the financial crisis, and to understand the impact on Canadian students' purchasing behavior, a survey questionnaire was designed and distributed to a calculated sample size within the student population at Queen's University located in Kingston, Ontario. Additional data were obtained from Lakehead University to verify the survey results conducted at Queen's University and to provide more credibility to the research study findings. Data were collected and analyzed consequently and the results indicated a strong trend of university students' being concerned about the impacts of the financial crisis, with high possible changing behavior to save money through shifting from purchasing brand products to store products, focusing only on necessary items, and eliminating entertainment costs as much as possible.

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Effects of Canadian Recession on University Students' Buying Behavior

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Abstract- The recent 2008 financial storm that hit the global markets has touched almost every economy around the world, in turn affecting consumers. During such economic downturns, it is expected that consumers will try to manage their expenses efficiently due to future uncertainty and fears. This paper is an effort to understand the theoretical framework of the financial crisis, its causes, consequences, and impact on the behavior of Canadian students' purchasing patterns. Purchasing decision-making is a complicated process and is linked to many internal as well as external factors that can directly impact consumer buying behavior. The situation gets more complicated when financial crisis and recession are linked to involved uncertainties. Consumer buying behavior and decision-making processes are discussed along with major individual, social, psychological, and situational influencing factors. To address the research questions and test the hypothesis of whether Canadian students at the university level were aware of the extent and consequences of the financial crisis, and to understand the impact on Canadian students' purchasing behavior, a survey questionnaire was designed and distributed to a calculated sample size within the student population at Queen's University located in Kingston, Ontario. Additional data were obtained from Lakehead University to verify the survey results conducted at Queen's University and to provide more credibility to the research study findings. Data were collected and analyzed consequently and the results indicated a strong trend of university students' being concerned about the impacts of the financial crisis, with high possible changing behavior to save money through shifting from purchasing brand products to store products, focusing only on necessary items, and eliminating entertainment costs as much as possible. These findings might be useful and of great interest to future marketing researchers as well as local Canadian companies to aware of students' dynamic consuming behavior in order to formulate applicable and profitable marketing strategies.

I. Introduction

The global economic crisis in 2008, which impacted almost all countries, is seen by many analysts as the worst and deepest downturn in the post-Second World War period. The effects have been clearly felt in the United States as well as in Europe and Latin America. Parts of Asia and Africa, still struggling to recover from the 1990s financial storm, are facing real challenges following the 2008 global economic crisis (Elsby et al., 2010; Leicht & Fitzgerald, 2006). Some published studies argue that Canada has had negligible levels of home foreclosures, few bankruptcies, and lower unemployment rates, which were the main consequences of the financial crisis affecting the United States. There is a little doubt the U.S. downturn infected Canada, where the annual GDP growth fell sharply to 0.5% in 2009 (Foreign Affairs, Trade, and Development Canada, 2009).

Despite these facts, there is a general perception by Canadian consumers that the worst has not yet been experienced and there is a need to control expenses and to budget daily purchases. According to Harris (2011), Canadian consumers have cut their home entertainment budgets, spent less money on new clothing, ordered fewer takeout meals, and opted for cheaper grocery brands. Canadians interviewed during a study by McDaniel et al. (2013) expressed worries about their later years in light of the recent economic situation. The economic recession has created huge uncertainty and insecurity around retirement preparedness as well as employment security (McDaniel et al., 2013).

Defined as "the acquisition, consumption and disposition of products, services, time and ideas by decision making" (Jacoby et al., 1998, p. 320), consumer behavior is the most elemental basis for any business organization and is of a great importance and significance for a successful marketing practice and financial prosperity. However, consumer purchasing behavior is not constant and can vary greatly with a very intricate trend. As a result of the level of intricacy of the process of consumer buying, the trend is very difficult to predict (Mansoor& Jalal, 2011).

Typically, consumer buying behavior takes many forms as consumers' choices can vary depending on a broad set of internal factors, such as earnings and demographics, as well as social and cultural factors. Beside these basic influential internal factors, there is also a set of external factors formed by external circumstances in the environment surrounding the consumer. Consumer behavior therefore is a combination of customer buying awareness combined with external motivators that result in a change in consumer buying behavior. External influence on internal community is a common financial problem shared by economies around the globe (Mansoor& Jalal, 2011). Changes in buyers' habits and consumer behavior due to the recent financial crisis are not very well understood within the Canadian market context. Information is limited to a few TV interviews and newspaper articles. The reason behind this knowledge gap can be related to

Author: Queens University, Canada. e-mail: obai1977@gmail.com

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the fact that the financial crisis in 2008 has not been greatly affected the Canadian economy in comparison to the neighboring U.S. markets and economic conditions. However, there seems to be a unique perception from Canadians that there is more than just a recession underway. Hence, there is a possibility of a longer lasting fundamental attitudinal shift in consumer values and habits than ever before experienced. Therefore, it is important to look into the period of recession as a turning point in our perceptions of consumer behavior. This study aims to highlight the major shifts in consumer behavior and buying habit changes among Canadian university students. The latest financial downturn had a great influence on the economic and social aspects of consumers in almost all countries. Different purchasing patterns and buying behaviors have been noticed through different levels of economies around the world. Canada is no exception. This paper highlights the impact of the recent global financial crisis on Canadian university students' purchasing behavior, investigating consumers' awareness and perception of this problem and examining whether their consumption behavior, buying habits, and trends have changed as a result. Being able to understand trends in consumer behavior under different circumstances is crucial for any business organization and of great importance for a successful marketing practice and financial prosperity. It is also important for individuals to be aware of the trend of consumers' behavior and changes to be able to make informed decisions on what to expect to purchase that suits current market conditions, especially during this era of economic uncertainty following the global financial storm and the financial burdens usually facing university students.

II. Null Hypothesis

a) Canadian university students are not aware of the financial crisis that caused the recent national recession and its effects on consumption, inflation, and Canada's economy.

b) Canadian students' consumer behavior has not changed as a result and there is no increased tendency to purchase inexpensive products/ services, no shift from luxury items to essentials, and no change in purchasing trends from large quantities to small quantities for saving purposes.

III. Methodology

To nullify the study hypotheses in order to understand the relationship between the global financial crisis and university students' buying behavior in Canada since the financial crisis storm hit global markets, the researcher collected data by distributing a questionnaire to get a more in-depth perspective on students' consuming behavior. Initially, the researcher analyzed and differentiated the factors that impacted the Canadian university level students' behavior using the survey results. Once those variables were determined, then the researcher further analyzed the results of the questionnaire to understand and discover the relationship between these factors and the global financial crisis.

A quantitative method was adopted in the form of a questionnaire designed and distributed in a survey format as a mean of collecting data from a randomly selected sample. In order to fully understand consumers' perspectives, open-ended questions were posed to student consumers as part of the survey. This is important to enable consumers to express their views in a convenient, detailed, and effective way. Respondents were recruited from the city of Kingston, which is located between Toronto (known as the financial city of Canada) and Ottawa (the capital city of Canada); it is therefore believed to be fairly representative of the effect of the financial crisis on Canadian consumers. To verify the survey results, another set of the questionnaire was distributed to a group of students sampled at Lakehead University in the city of Thunder Bay, located in northern Ontario. These data results were compared to the results from the sample data obtained in Kingston.

IV. Study Location, Population and Sample Determination

Situated on the shores of Lake Ontario near the entrance to the St. Lawrence Seaway, the Thousand Islands, and the Rideau Canal, the City of Kingston has a metropolitan area population nearing 150,000. With approximately 23,000 students attending Queen's University, the student population is a major demographic feature, as the majority of the rest of the population is comprised of senior citizens who have retired from different Canadian cities and provinces. For this reason and because students' limited financial options make them more vulnerable to changing purchase patterns following a financial crisis, the population for this study was selected to be Queen's University students. A stratified sampling method was adopted by grouping students into two categories: undergraduate students and postgraduate students. This helped increase understanding the variation of income effects on the purchasing behavior of the population. The sample size was determined using 5% confidence interval and 95% confidence level for a sample size calculated as 378, using the following statistical formula corrected for a finite population, where Z is 1.96 for a confidence level of 95%, P is the percentage picking a choice/participating (0.5 used for calculating sample size), and C is the confidence interval:

$$\text{Sample Size} = Z^2 \cdot P \cdot (1\text{-}P) / C^2$$

In order to verify the data and results obtained, another sample population was considered of Lakehead University students. Following a similar method for calculating the sample size, the questionnaire was distributed electronically to students at Lakehead University for additional data to improve the understanding of the research dilemma and to provide a basis for comparing results obtained through the sampled population at Queen's University.

Lakehead University is a public research university with a main campus located in Thunder Bay and about 7000 students attending undergraduate and postgraduate programs on a full-time basis. This is about one-third of the population at Queen's University. Similar to other Ontario public- and government-funded universities, most of students at Lakehead University and Queen's University receive government support and research funds as financial support for postgraduate studies.

V. Consumers' Questionnaire

The questionnaire started with a brief presentation of the researcher to allow the respondents to know the researcher and understand the reason behind the study. Study purpose wasalso explained briefly, highlighting that it was very useful and appreciated to receive feedback and as many answers as possible from respondents, and finally a message of thanks to everyone who contributed was included as a mean of appreciating their time answering the questionnaire. This brief presentation aimed to familiarize the respondents with the researcher's background, since many, if not all, did not know the researcher or the study being conducted. It was also expected that including this message would increase the rate of responses, as respondents would feel that their time was valued and their contribution was appreciated. This non-economic reward seemed to be necessary to emotionally touch the respondents for them to feel the importance of completing the survey. It is described as the "use of multiple motivational features in compatible and mutually supportive ways to encourage high quantity and quality of response to the surveyor's request" (Dillman et al., 2009, p. 16). The brief presentation is followed by a structured questionnaire composed of closed-ended as well as some open-ended questions, allowing consumers to express their views and further communicate their opinions after responding to the closed-ended questions.

To target only those whose responses will be relevant, the first question posed in the survey determined if the respondent was in charge of shopping. Some students shop in groups, while others tend to shop individually, taking turns every month. It is therefore important to recognize that the responses were from the person who was responsible for shopping at the time of the survey. Early questions cover demographic information, such as age and gender, to determine the profile of each respondent; other questions cover annual earnings, sources of income or support provided to students, and monthly expenses as well as other information with regards to buying patterns, such as purchasing frequency, preferred ways to look for product information, brand loyalty, product preferences, and finally current and future economic situations (such as savings or reduction in consumption and if a different approach was adopted following the financial crisis). The complete questionnaire is presented as Appendix A.

VI. Results and Findings

a) Questionnaire Participation

The questionnaire was distributed to satisfy the sample size, calculated as 378 individuals attending Queen's University and 365 students at Lakehead University, all of who responded by accepting to complete the survey. The number of respondents who responded to the questionnaire at Queen's University was more than 378 when considering the pilot survey outcome. This demonstrated that people were really interested in participating in this study. Of approximately 400 distributed questionnaires, 380 responded, among which 378 were utilized for further analysis and the two uncompleted copes were excluded. The support of the Queen's University Students' Union in distributing the survey to cover the selected sample size and encouraging students to participate was very appreciated. Electronic mail addresses of students were also obtained thorough the Lakehead University Student Union, which provided support by speaking to students until the calculated sample size was obtained. The survey started with a question to determine whether the respondent would be able to provide the information required in an accurate way. People who were not in charge of shopping as well as students who lived in a house with their parents were eliminated. It is expected that parents likely share the responsibility for shopping with the student. In other words, the possibility that a student living away from their parents will be solely responsible for shopping is higher. The 378 sample size obtained from the Queen's University students' population as well as the 365 respondents from Lakehead University who successfully responded were all eligible and satisfied these requirements and therefore were taken for further analyses.

b) Demographics and Personal Factors

The size of the sample population recruited at Queen's University was 378 respondents who were living in Kingston, Ontario and attending Queen's University and were of the following ethnic backgrounds: 48% Caucasian, 15% Chinese, 14% Black, 14% Arab, and 9% Aboriginal Canadians. As was expected, the majority of respondents were North American Caucasian students. In regards to gender of the respondents, 63% were female and 37% were male. In absolute figures, 140 men and 238 women answered the questionnaire.

On the other hand, the sample population recruited from Lakehead University showed slightly lower diversity in regards to ethnic groups. With 56% Caucasian, 12% Chinese, 8% Black, 6% Arab, and 18% Aboriginal, it is clear that Lakehead University's population has a greater percentage of White and Aboriginal students compared to Queen's University. The gender of the respondents was almost identical to that at Queen's University, with 64% female respondents and 36% male.

To better determine the profile of the respondents, it was useful to group them in relation to age. It is believed in the literature that buying behavior will be dependent on consumers' age, as young generations tend to purchase cheaper products or services than their progenitors. With the exception of 4% of the sample size who were between 36 and 40 years old comprising 15 respondents, the remainder of participants at Queen's University all ranged in age from 21 to 35 years old, with 40% being between 21 and 25 years old comprising 151 respondents, 30% being between 26 and 30 years old comprising 114 respondents, and finally 26% being between 31 and 35 years old comprising 98 respondents. None of the respondents were below 20 or above 40 years old. These results matched the data obtained from Lakehead University, with the majority of participants' ages falling between 21 and 35 years and only about 3%, comprising 11 respondents of the sample size, falling between 36 and 40 years old. As was the case of Queen's University students, none of the participants from Lakehead University were below 20 of above 40 years old.

Out of the 378 participants at Queen's University, 70% were single or never married, 15% were separated or divorced, 10% were living together as a couple with no children, and 5% were married. This was typical for a student community, therefore suiting the purpose of the study. Among those participants, and diversifying the sample population, there were respondents from different religious beliefs. Of the respondents, 40% were Christian, 20% were atheist, 22% were Muslim, 10% were Buddhist, and 8% were Hindu. The majority of the participants were undergraduate students comprising 257 students, representing 68% of the sample. The remainder of the participants, 121 students, representing 32% of the sample size were postgraduate students, among which 30 students were at the PhD level and 91 were at the Master's level.

Likewise, out of the 365 participants from Lakehead University, 80% were single or never married comprising 292 participants, 14% were separated or divorced, and the remaining 6% comprising 22 students were married. Unlike the sampled community at Queen's University, no participants at Lakehead University fell into the category of living together. Generally, these marital statuses matched to a large degree the situation found at Queen's University, also suiting the purpose of the study. The religious groups of the sampled community at Lakehead University were also comparable to those at Queen's University. The majority of respondents at Lakehead University were Christian with 46% comprising 168 participants, 23% were atheist comprising 84 participants, 17% were Muslim comprising 62 participants, 8% were Buddhist, and finally 6% were Hindu, totaling 51 participants for the latter two groups. The majority of the participants at Lakehead University were also undergraduate degree students with 259 students representing 71% of the sample size. The remaining 106 postgraduate degree students included 24 students at the PhD level and 82 students at the Master's level.

It is necessary to know the number of people living with each respondent, as people who live alone do not normally have similar purchasing patterns compared to students living together. Even married students living together will behave differently if they have children compared to couples without children. It is important therefore to have knowledge about the size of household of respondents and the number of children in the case of married studentswho represented 5% and the 6% of the sample size at Queen's University and Lakehead University, respectively. The majority of the students at Queen's University lived in groups of 4 students, with257 of the respondents comprising68% of the sample size. The rest either lived in Queen's University students' housing who were102 of the respondents comprising 27% of the sample size, or were married couples with 19 of the respondents comprising 5% of the sample size. Those households consisting of two married members were couples with children were 5% of the sample size. The number of children however was not considered, as it is assumed to have minimal impact on the purchasing behavior of consumers. This is also expected to have minimal effect on the results because of the small number of those respondents.

On average, consumers went shopping once or more than once per week, represented by 25% of respondents in each case, which constitutes 189 of the respondents. The lowest percent recorded for households to go shopping was once per month, which was 5% of the respondents. The remaining respondents went shopping approximately twice or three times a month were 170 respondents, which is 45% of the responses.

Correspondingly, the majority of the students at Lakehead University lived in groups of 4 students with

259 of the respondents comprising 71% of the sample size confirmed so. The rest living in Lakehead University students' housing were 84 of the respondents comprising 23% of the sample size or were married with children comprising 22 of the respondents or 6% of the sample size. Similar to the findings at Queen's University, students at Lakehead University went shopping once or more than once per week were 26% of respondents in each case, which constitutes 190 of the total participants. The lowest percent recorded for households at Lakehead University to go shopping was once per month, which comprised only 6% of the respondents or 22 participants. The remaining respondents at Lakehead University were 153 participants comprising 42% revealed a similar shopping frequency compared to Queen's University of approximately twice or three times a month.

c) Media, Economic and Social Factors

Earningper year that consumers obtainis a very important factor to consider for understanding consumers' purchasing behavior. Usually, high-income people spend more than those with lower purchasing power. With the Canadian government support for research degrees, it is expected that postgraduate students have sufficient income to cover their needs. Undergraduate students also rely on their parents and families for financial support. Results show that on average, annual income of respondents was either $30,000 with 55% of the participants confirming so; comprising 208 students or $20,000 with 40% respondents; comprising 151 students. Few students reported earning $40,000, those were 5% of the participants; comprising 19 students.No one reported income above $40,000 or lower than $10,000. The results obtained from students at Lakehead University were similar to those obtained at Queen's University with 60% of participants at Lakehead University; comprising 219 students reported annual incomes of $30,000 while 37% of participants; comprising 135 students reported annual incomes of $20,000. The remaining 3% of respondents were 11 students reported incomes of $40,000, and no respondents having income above $40,000 or below $10,000.

According to the questionnaire results obtained at Queen's University, 60% of consumers, comprising 227 participants, considered the opinions of their family and friends when it comes to purchasing products or services, while the remaining 40% of respondents; 151 participants; were either neutral or disagreed that friends and family influenced their buying decision. This is relatively similar to respondents from Lakehead University, where 63% of participants; 230 students; revealed they take into account the opinions of their family and friends when deciding to purchase products or services. The remaining 37% of respondents comprising 135 students were either neutral or disagreed about the influence of family and friends on their purchasing decisions. The majority of consumers at both sampled universities showed an interest in learning about products or services before deciding to purchase. Most of the respondents at Queens' University comprising 65%, representing 246 participants agreed or strongly agreed that they seek relevant information before deciding to purchase a product or a service, and only 5% indicated that they did not do so and the remaining 30% comprising 113 participants were neutral towards looking for information before making a decision to purchase a product or service.

This was also consistent with Lakehead University students' responses, where 71% of the respondents, indicating 259 participants, agreed or strongly agreed that they sought relevant information when deciding to purchase a product or service, and only 3% specifying 11 participants indicated that they did not do so. The remaining 26% comprising 95 participants showed neutral feeling towards looking for information during the purchasing decision process. The main source students used to seek relevant information about products or services was the Internet. With limited time available for students and the convenience of using the Internet on the campus, students at Queen's University mostly used the Internet to seek product or service relevant information with 80% of respondents comprising 302 participants confirming so and only 20% of respondents comprising 76 participants preferred store visits to seek information about a product or service. Browsing the Internet was also the preferred option for students at Lakehead University. Among the 365 participants, 60% confirmed preferring using the Internet while 73 participants constituting 20% of the sampled population preferred store visits to seek information about a product before making a purchasing decision. The remaining 20% of the sampled population sought information about a product or service through newspapers and distributed store flyers, a trend that was not found in the sampled population at Queen's University. This can be related to the availability of flyers, which are easy to distribute throughout a smaller campus area, such as at Lakehead University, compared to the large campus of Queen's University.

d) Marketing Mix

Marketing mix is defined as a tool used for marketing decision improvement and consists of the following "Four P's," (Kotler & Keller, 2006). Similar to students in most other nations, price is a very important factor for Canadian student consumers when buying a product or service. A total of 95% of the sampled population at Queen's University stated that price is a major factor that influences their purchasing decisions. A quite comparable percentage of 92% was also obtained from the sampled population at Lakehead

University. Other related product-factors included for the research were quality and brand as well as customer service and post-purchase service. The quality of the product or service was also rated as important as the price, with 90% of respondents at Queen's University selecting quality of the product or service as important and about 92% among Lakehead University respondents choosing the quality option as an important factor. Very few considered brand as a main contributor to their purchase decision comprising 10% of the sampled population at Queen's University and 12% at Lakehead University. For 65% of the sampled population size at Queen's University, customer service and post-purchase service were rated as important for purchasing behavior. Place and promotion were also considered as other factors specified by the respondents. At Lakehead University, however, only 51% of the sampled population rated customer service and post-purchase service as important factors to consider when purchasing a product or service. For slightly more than half of the participants with 58% of the total sample size, the accessibility of the products and services for purchase in the region of Queen's University campus was considered important, however, the rest of participants comprising 42% of the total sample size were more concerned with sales and seasonal promotions, including discounts, allowances, and end-of-year specials. That is almost consistent with Lakehead University participants' responses, where 63% of the total sampled population considered the accessibility of products and services within the region of Lakehead University campus as an important factor and the remaining 37% were more concerned with sales and seasonal promotions. In general, the results of the marketing mix demonstrated that almost all of the Four P's impacted the purchasing buying behavior of the university students. Deciding to purchase from store brands versus famous brands was not a big deal and the majority of respondents at Queen's University as well as Lakehead University were not concerned with this factor, however, the main concern was the four P's. This was evident by most of participants at Queen's University where 340 participants representing 90% of the sample size have chosen both store as well as famous brands, with a comment confirming both brands work well as long as it is a quality product and/or service at a reasonable price. A majority of the sampled population at Lakehead University comprising 91% have also confirmed no preference between store and famous brands as long as the product or service offered was of good quality at a reasonable price.

e) *Financial Crisis and Consumer Preferences*

The last sets of questions in the questionnaire were all related to whether respondents are concerned or not about the consequences of the financial crisis and the current Canadian economic situation. These questions were proposed to collect facts about savings and consumption trends as well as trends associated with the behavior during the financial crisis. It is usually expected that economic concerns would impact individual buying behavior. Under more economic uncertainty conditions, the more money-driven people may be worried about their economic standings, leading to changing their buying behavior. This is reflected in the results during times of high levels of uncertainty, where 82% of respondents sampled at Queen's University were at least worried or very concerned because of the recent financial crisis, which is a clear signal of a possible change in buying behavior. The remaining 18% of the respondents were at least concerned. Concerns about uncertain financial conditions were also noticed among the population sampled at Lakehead University, where 89% of the respondents confirmed being worried or very worried because of the recent financial crisis. The remaining 11% of the respondents were at least concerned. For a student community, the financial crisis was expected to be of a great concern, knowing that tuition fees have been higher than usual in Canada during the last decade; limited financial support has been available; and uncertain futures in the job market await students following graduation, which is also potentially threatened by the financial crisis through lower employment rate.

To understand changing patterns of student consumers as a result of being concerned or worried about the financial crisis, participants were asked directly in multiple-choice questions if they had cut their expenditures to save or reduce consumption. Additional multiple-choice questions reconfirmed the trend of consumption by allowing respondents to describe their consumption after the financial crisis. It appears that Canadian students tended to save more as opposed to consume more since the financial crisis hit back in 2007. Among participants at Queen's University, 70% of the respondents confirmed their tendency to save more frequently comprising 265 of the participants, compared to the remaining 30%, who showed a tendency to have a mix of saving and consuming behavior totalling 113 of participants. A similar trend was noticed from respondents at Lakehead University, where 74% of the respondents totalling 270 participants confirmed a tendency to save more frequently compared to the remaining 26% comprising 95 participants, who tended to have a mix of saving and consuming. Further, the consumers at both universities not only choose to either consume or save more during the recession, they also thought about other options, such as not purchasing expensive items or postponing unnecessary purchases and spending less on entertainment. Despite this fact, it also appears that necessary expenditures were not affected, which is reflected by respondents not choosing to try to cut power, phone, and gas bills. After becoming aware of the financial crisis, the majority of respondents confirmed they have either tended to postpone or ignore purchasing expensive items, spend less on entertainment, or a combination of both, while only 5% of the sample population at Queen's University, to talling about 19 respondents, and only 6% at Lakehead University, comprising about 22 respondents, revealed no change on their purchasing behavior and confirming that their consumption level remained the same as before the financial crisis. For the reconfirmation of the changing trend of purchasing pattern, most of the respondents at Queen's University revealed that they had either decreased or considerably decreased their consumption following the financial crisis with 359 of participants, comprising about 95% of the sample size confirmed so, while 19 participants comprising 5% of the sample size, responded that they had maintained the same consumption rates before and after the crisis. The population sampled at Lakehead University showed a similar trend, with about 94% of the participants totalling 343 students revealing they had either decreased or considerably decreased their consumption following the financial crisis. The remaining 6% totalling 22 participants revealed they had maintained the same consumption rate before and after the financial crisis. These results are consistent with responses to question 18 on the questionnaire, which confirmed that a minority of participants of only about 6% maintained the same level of consumption during and after the financial crisis.

For the purpose of saving money as a way to respond to the recession impact, 73% of the respondents at Queen's University totalling 276 of the sample size confirmed purchasing cheaper store brand products is a good way to save, compared to 27% respondents totalling 102 of the sample size, who loyally purchased brand products. A similar trend was noticed among the population sampled at Lakehead University, where 74% of the participants totalling 270 students found purchasing cheaper store brand products a good way to save money compared to the remaining 26% of the sampled population totalling 95 students who preferred being loyal to brand products. To further address the trend of changing purchasing patterns, a follow-up question sought to understand the tendency to seek additional information when purchasing a product or a service after becoming aware of the financial crisis. The respondents showed the changing trend of being more sensitive than before the crisis towards looking for information before purchasing or making a decision to purchase a product or service.

Most of those who were neutral towards looking for information showed more concern when being allowed to choose if they would seek information in case of a financial crisis. From the total sample size at Queen's University, 246 participants comprising about 65% looked for information about a product or service regardless of the economic situation, while 113 participants, comprising about 30% of the sample size showed more interest towards seeking information following the financial crisis. Only 19 participants representing 5% of the sample size bought what they liked regardless of the economic situation. On the other hand, the majority of participants at Lakehead University showed a trend of looking for information about a product or service before deciding to purchase. Out of the 365 participants, 270 respondents representing 74% looked for information about a product or service regardless of the economic situation. The remaining 26% showed more interest in seeking information about a product or service, while no respondents at Lakehead University bought a product or service regardless of the economic situation.

For the purpose of obtaining qualitative feedback, the last two open-ended questions of the questionnaire sought to understand the negative and positive factors that potentially affected purchasing patterns. One of the major influences for improving students' rate of purchases was the amount of funding available from the university and from the government scholarships. Another important factor that students mentioned was annual tuition fees. In general, most of the students at both universities confirmed they would be more likely to make frequent purchases if the costs of education were lower and scholarships were increased, especially during recession times. Some other factors that would enhance the buying pattern of students reported by the respondents included the financial situation of the market and whether there were financial risks at the time of purchase as well as if offers were available for students from service providers and product brands. Almost half of the respondents at both universities considered the global financial crisis as a negative factor that influenced their buying behavior. The comments focused on the reduced funds available from Canadian education institutions and government scholarships that affected the students' financial situation and, in turn, their buying behavior. Other comments showed some fears of the future after graduation and instable jobs that graduate students may get following the financial crisis, which could also negatively affect buying behavior though a tendency to save more as a result of predicted periods of unemployment and products or services price increments.

VII. Limitations

Consumer behavior is a complex field of study and is linked to many factors; hence, research at a large scale is always preferred to provide a more detailed understanding about the impact of the financial crisis on Canadian consumer behavior. More results could have been obtained if the sample was spread over other Canadian universities in different provinces and territories. However, due to limited resources, this study was limited to a sample from Queen's University and Lake head University, with the results generalized across other Canadian universities. Although the sample size was determined using a 5% confidence interval level and 95% confidence level within the population of the two universities, the sample obtained only represented a small percentage of Canadian university students' throughout Canada. The students' source of income is expected to be significantly lower than that of working professionals. With increased tuition fees and low financial resources available for students, it is expected that their purchasing behavior will be different than that of other working professionals, especially during recession times. However, the generalization of research results is always a consideration, with the accuracy of the research findings varying with study sample sizes. Consequently, it is assumed that this study acts as the foundation for further future research efforts about changes in Canadian university students' buying behavior following a financial crisis. Another limitation is related to the timing the study was conducted. With the end of the academic year, it was expected that most of the students had a minimum amount of funds available to purchase goods or acquire services. In addition, most of the students were expected to reserve available funds to book travel back to their homes rather than purchase unnecessary goods or services. In other words, students' purchasing behavior may have shown some changes if the survey had been conducted at the beginning of the year, a time government and university financial support for students is provided.

Despite these limitations and given the lack of time and financial resources to conduct the questionnaire among a larger sample covering several Canadian universities, the obtained study data and analyzed results can provide reliable indication about how Canadian university students might alter their purchasing behavior following a financial crisis event. The findings obtained using the survey questionnaire distributed to the selected sample had high relevance and confidence to show that the sample size was valid and to draw some conclusions from this research effort.

VIII. Conclusion

Similar to other world economies, and as is the case with large economies in other nations, the Canadian economy has suffered and was affected by the global financial crisis. The sequenced recession forced economies around the world, including Canada, to implement measures and downsize large national and international economic activities. This placed a lot of pressure on the local economy in Canada, as the unemployment rate increased. Consequently, the effects of the recession were felt in almost all the details of people's lives, as unemployment greatly impacts consumers' available funds to purchase goods and services. In turn, drastic measures were required at individual and family levels to maximize the greatest value of the money people earned. Among other groups within society, students were especially concerned, as a result of the burden of their financial obligations and uncertainty of their future because of the lower employment rates expected during and after times of financial crisis. The purpose of this study was to evaluate whether there had been any change in Canadian students' consumer behavior as a result of the global financial crisis that started in 2007.

Generally, this crisis created an opportunity for Canadian students to become more conscious about their level of consumption of goods and services. In such recession circumstances, people are expected to save more given the uncertainty of the global financial situation, which renders the job market unsecured. After analyzing the data collected through the questionnaire presented in Appendix A, some conclusions can be formulated, confirming that some changes to Canadian students' consumer behavior were noticed following the financial crisis. It can be assumed that Canadian university students became more rational and careful when evaluating possible product and service alternatives, focusing on efficient, reliable options at more reasonable prices. A trend of reduced consumption can be noticed among participants, with more attention being paid to fulfilling basic needs and avoiding unnecessary spending. Among other reasons, unemployment rate and the ambiguous future of the career market were of great concern to the consumers. Therefore, student consumers looked to satisfy basic needs first and eliminated entertainment costs. In addition, student consumers showed a trend of seeking more information and evaluating available alternatives before making a purchase decision as a result of the increased worries associated with the uncertain, ever-changing economic situation.

More planned buying behaviors are believed to be practiced more following the fears of recession consequences, with increased searching for more product and service information through different possible sources. The purchasing decisions seemed to shift from simple uninformed to comprehensive decision-making behavior that is more informed and rational with more involvement from consumers towards knowing about a product or service before actually deciding to make the purchase. In other words, student consumers become more money minded as a result of the financial crisis. Different ways to save money were acceptable to student consumers, among which switching to store brands was welcomed by most participants. It is always expected by marketing researchers that some people will continue purchasing leading brands, however, when it comes to saving, it is also expected that consumers will not hesitate to shift to store brands. All in all, a clear change in Canadian

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students' purchasing behavior as a response to the financial crisis was clearly noticed, with saving tendencies, a focus on basic needs, and more product/service information sought.

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Appendixes

1. Appendix A: Consumer's Questionnaire

Appendix A

Consumer's Questionnaire

To know if a respondent belongs to the targeted sample, please answer the following first:

1. Are you one of the persons in charge for shopping at home?

☐ Yes

☐ No

If your answer to above question was "Yes", please proceed to the next questions. For those respondents who answered "No", we thank you for your participation and the support you have shown.

2. How old are you? Please select your age range.

☐ 0 ☐ 21-25 ☐ 26-30 ☐ 31-35 ☐ 36-40 ☐ > 40

3. Gender?

☐ Male ☐ Female

4. What is your ethnic origin (e.g., Caucasian)?

………………………………………………………..

5. What is your marital status?

☐ Single, never married

☐ Living together

☐ Married

☐ Separated or divorced

☐ Widowed

6. What is your religion?

☐ Atheist

☐ Christian

☐ Muslim

☐ Jewish

☐ Buddhist

☐ Hindu

7. What is your level of education?

☐ Undergraduate

☐ Postgraduate (Master's level)

☐ Postgraduate (Doctorate level)

☐ Other? Please specify ....

8. How many people are in your home?

☐ 1

☐ 2

☐ 3

☐ 4

☐ > 4

9. How many times do you go shopping?

☐ Once per month

☐ Twice per month

☐ Three times a month

☐ Once per week

☐ More than once a week

10. Earnings per year, including government support, family support, and academic support.
- ☐ $10,000
- ☐ $20,000
- ☐ $30,000
- ☐ $40,000
- ☐ > $40,000

11. Do your friends and family influence your buying decision?
- ☐ Strongly agree
- ☐ Agree
- ☐ Neutral
- ☐ Disagree
- ☐ Strongly disagree

12. Do you search for relevant information before deciding to purchase a product or service?
- ☐ Strongly agree
- ☐ Agree
- ☐ Neutral
- ☐ Strongly disagree

13. What media do you use most to get relevant information? (Indicate more than one if valid)
- ☐ Newspaper
- ☐ Internet
- ☐ Advertisements on TV and radio
- ☐ Store visits
- ☐ Other? Please specify

14. When you make a purchase, what are the most important factors for you? (More than one can be selected)
- ☐ Price
- ☐ Quality
- ☐ Brand
- ☐ Customer service and post-purchase service
- ☐ Other factors? Please specify

15. What brands do you usually buy from?

- ☐ Store brands
- ☐ Famous and leader brands

16. Are you worried because of the recent financial crisis? Please rate your concern on a scale between 1 and 5 (1: not concerned, 5: very concerned)

- 1 ☐
- 2 ☐
- 3 ☐
- 4 ☐
- 5 ☐

17. How is your saving tendency compared to your consuming tendency since the financial crisis initiated in 2007?

- ☐ Save more frequently
- ☐ Consume more frequently
- ☐ Combination of saving and consuming

18. Have you reduced your consumption after becoming aware of the financial crisis?

- ☐ Yes, I spend less on entertainment now
- ☐ Yes, I try to cut some expenses and bills (e.g., power, phone, gas, etc.)
- ☐ Yes, I tend to postpone purchasing or not purchase expensive items
- ☐ No, my consumption level remained the same

19. Choose one of the following to describe your consumption after the financial crisis

- ☐ Considerably increased
- ☐ Increased
- ☐ Remained the same
- ☐ Decreased
- ☐ Considerably decreased

20. Have you considered purchasing store brands as a way of saving money?

- ☐ Yes, it is a good way to save
- ☐ No, I am loyal to the brands I have always purchased

21. Compared to before the crisis, do you now look for additional information when you purchase a product or a service than before?

- ☐ I always do this regardless of the economic situation
- ☐ Yes, now I am more inclined to look for information than before the crisis
- ☐ No, I buy what I like no matter what

22. What factors do you think positively enhance your buying patterns (e.g., security in job, lower taxes, etc.)?

23. What factors do you think negatively affect and restrict your buying patterns (e.g., financial situation, new technologies, sudden changes, etc.)?

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Study the Effect of Sources of Manufacturing Companies on the Achievement of the Objectives of the Trade Exhibition: Case Study at the Trade Exhibition of Bushehr City, Iran

By Majid Esmaeilpour & Mohadeseh Zandavi
Pesian golf University, Iran

Abstract- Background: With increasing competition and reducing the possibility of exposure to commodities, the possibility of participating in trade exhibition is important hundredfold. Exhibiting a great opportunity for companies provide the goods. The exhibition will present a predetermined targets and long-term planning to achieve these goals, the recognition of its resources in setting goals as a fundamental principle of the company, is participating in the exhibition.
Purpose: The purpose of this study was to assess the importance sources of participating in trade exhibition and the impact that it will have sources of to achieve the objectives of the exhibition. *Methodology:* The study in term of purpose is applied and in term of data collection is descriptive - and the correlation. The research includes manufacturing and industrial companies participating in trade exhibition Bushehr over 180 companies. This study used a sample of 120 companies was Morgan table. Data derived from the survey questionnaire. Validity through the content validity and reliability through Cronbach's alpha was approved. Data Analysis is a method of structural equation modeling.
Results: In this study, two main hypotheses regarding the purpose of the ten sub-hypotheses were formulated. After collecting the data from the questionnaires were used to test the hypotheses.

Keywords: trade exhibition, corporate resources, sales goals, sales purposes.

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Strictly as per the compliance and regulations of:

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Results: In this study, two main hypotheses regarding the purpose of the ten sub-hypotheses were formulated. After collecting the data from the questionnaires were used to test the hypotheses. The results obtained suggest that the booth personnel sources of, sources of exhibition have a significant impact on sales targets and management capabilities. The booth personnel sources of and the ability to communicate with customers also have a significant impact on sales purposes.

Conclusion: The findings of this study it can be concluded that except for the purposes of sale and non-sale capabilities partnership that does not, improvement of existing resources and capabilities of each model achieves sales targets and other participants will sell.

Keywords: trade exhibition, corporate resources, sales goals, sales purposes.

I. Introduction

Trade exhibition is an important marketing event (Gottlieb, Brown, & Drennan, 2011) and the sale and promotion strategy, a growing importance in today's business (Tafessa & Korneliussen, 2011) buyer and supplier trade exhibition events that bring together in one place and good location and a group of suppliers, the physical supply of goods and services from an industry or field are doing (Herbig, O Hara, & Palumbo, 1998) and (Sadeghi and Aghel Fadihah, 2010). The main function of exhibitions, marketing a particular industry (Sadeghi and Aghel Fadihah, 2010) and is an important tool for marketing communications (Blythe, 1999). Claimed second place after the trade exhibition personal selling to influence purchase decisions, especially industrial purchases is capable (Herbig, O Hara, & Palumbo, 1998). In general exhibitions are held for trading purposes and are not a direct access to final consumers, but beyond this the mission, modify, enhance and improve the distribution system, to facilitate business communications and transactions undertaken boom (Nazmi and Mirzadeh, 2006). In today's economy more consumers seeking resolve their demands to satisfy their needs. This has led companies to attract more customers, develop and implement appropriate promotional programs participation in international exhibitions is an important aspect of this program. The research shows that the company's resources and capabilities are increasingly being stronger (Ling- yee, 2008). Three special groups with different goals and action plans in the hall into visibility exhibitions that include officials and practitioners, managers and business representatives participated in exhibitions (exhibitors) and visitors. Each of these groups to achieve certain goals they set foot in the hall in addition to spending time to attend exhibitions account. If these groups are not preset at the exhibition to achieve their goals, it can be concluded that the time and cost spent on wasted exhibition the exhibition has been successful in practice (Haghighi, Biorani and Qarloqi, 2010).

Studies have shown that in order to successfully participate in trade exhibition, exhibitors and organizers should try to achieve their goals and objectives to provide visitors. In other words, to fulfill the objectives of each depends on the goals of others (Nazemi, and Mirzadeh, 2006). Because visitor behavior before, during and after the trade exhibition is different and have

Author α: Assistant Professor, Department of Business Management, Pesian golf University, Bushehr, Iran.
e-mail: majidesmailpour@yahoo.com
Author σ: Graduate student of Business Management, Pesian golf University, Bushehr, Iran.

different needs at each stage (Lee & Kim, 2008), exhibitors are required to meet the needs of visitors to carry out a series of programs and activities. However, for some of these activities, resources and capabilities that is needed. The most important issue that will be addressed in this study assesses the importance sources of the participants (company's exhibitors) at trade exhibition and the impact that these resources will be the purpose of the exhibition. In this study, we believe that the impact of the company's resources and capabilities to achieve sales targets and non-sales trade exhibition is studied.

II. Literature Review and Research Background

a) Commercial Exhibition

The exhibition is meant to show the location and location. Exhibitions in various areas of commercial, industrial, cultural, social, scientific, are formed. Common form of industrial sales is promoting trade exhibition. Trade exhibition is both domestically and internationally scene. Given the above definitions, we can say that trade exhibition are places and big or small for public goods and services, industrial, consumer and offer some new ideas on the inner surface and International are in place and are generally formed in major cities to study certain ends (Eizadi Seresht, 1996). Exhibitions, organized display of works of art, science, or industry that would motivate the public interest, increase production and to expand trade, or progress, or perform a variety of productive activities to show (Ogunrombi & Babafemi, 1997).

b) Establishing goals and participate in exhibitions

Trade exhibition is Bridge between merchants, professionals, industrialists and researchers from different countries. International Exhibition for the display of goods and trade negotiations are held about them, but information about the various competitive prices globally, quality standards, the latest industrial developments, achievements in scientific research and economic and technological ideas are also discussed during the exhibition. To create a favorable background for the meeting between the political and economic elite countries, to establish a rapport between them, expresses the philosophy of international exhibitions, so much so that today the international exhibitions as one of the most effective means to expand and deepen political relations have become cultural. In general, countries or companies or holding companies at trade exhibition comparable to pursue common goals. However, each country or company with the general purpose and special purpose in mind, goals should be clear that this explanation is logical, accessible and have little economic (Ahmadi & Naimi, 2009). Exhibition organizers, exhibitors and visitors each major and vital role in the marketing activities are achieving the goals and objectives of each depends on the others.

- *The objectives of the exhibition (curator purposes):* a transition process that provides services to each of the parties cannot do it alone. Exhibit an implied by the exhibitor trends in the exhibition space will convey to visitors and orientation visits the exhibition space on the right mix of exhibitors or to say to those who are ready to goods, services and information for visitors to the show, transfer. In full view of the role of intermediary for the exhibit, creating added value to exhibitors and visitor interaction, the primary purpose (Feriedman, 2003). The exhibition will be held in our country unique, like many countries, a government agency in addition to pursuing the goals, field goals also provides microeconomic institutions. Goals exhibiting internationally created fertile ground for the latest industrial and technological phenomena, facilitating the development of different economic sectors through national and international collaborations, creating favorable conditions for the development of non-oil exports, the export of such goods display of goods, familiarity with the Iranian foreign goods and technology and the best choice among them. Reflect the policies to attract foreign investment through active participation in trade exhibition economic sectors, access to scientific research and new technology for industry and planners (Ahmadi & Naimi, 2009).
- *The objectives of the exhibition (target companies):* Experts have always emphasized developing marketing purposes prior to participating in the exhibition. In this case we can say that the goal of the exhibition is derived from marketing objectives and medium-term objectives set by the company. As far as the exhibition is intended to evaluate the company's objectives, participants can choose to attend the exhibition, which is consistent with his goals. Below is a list of objectives that must be provided with a flexible approach to be considered (Dukate, 2002): Prepare a list of potential customers, negotiating with customers about their needs and demand, advertising, Collecting information from new markets, explore new markets and try to attend them, assessment of export opportunities, represented a range of services to market, development of distribution networks, looking for new members, the satisfaction of the Company's products in the market, supply prototypes, evaluating the success of a product on the market, introducing innovative products, assess the location and size of the market, compare prices and conditions, provision of needed goods sourcing company, find similar products company and inform them of the applications.

In a division other companies for exhibition purposes, including sales and sales targets.

- *Sales goals:* Sales targets based on the achievement of the objectives referred to in the trade exhibition (Hansen, 1999) the objectives include promoting sales of existing products, contact with new customers, promote new products and increase sales orders. The sales targets by non-exhibitors, including maintaining contact with existing customers, meet new distributors, keep in touch with distributors is present (Ling- yee, 2008). Also Niazi (2003) the objectives of sales in the exhibition include: identifying potential customers, access to key decision makers, sales, Distribution Facts and Personnel Services, addressing the problems of clients.
- *Non-target sales goals:* For non-commercial exhibition sales gains refers to behavior-based (Hansen, 1999), which includes data collection, illustration and activities to increase motivation (Hansen, 2004). It also includes market research, competitive intelligence acquisition, new product realization process, increased trade exhibition staff experience and enhance the company's image (Ling- yee, 2008). Niazi (2003) in their research goals include non-sales maintenance company to face competition, Customers, industry and media, valuable and useful information gathering, preserving and promoting the spirit of enterprise, product testing and improving the reputation of the company introduced its symbol. Fu et al. (2007) in a study of non-sale gain new customers, take orders, identify customer preferences for product improvement, discuss new customers, collecting information about competitors, study the dynamics of industry and technology development, find distributors, retailers and resellers, creating a strong positive image of the product have mentioned.
- *Goals of visiting the exhibition (goals visitor):* visitor of trade exhibition, whether for personal reasons or on behalf of a legal person of the exhibition is a combination of different goals in mind. He/She is prepared to help plan for your visit, collect required information, and answer questions before your plan. However, depending on the purpose of visiting the exhibition, and varies from person to person, however, the following general objectives, including a visit to the exhibition place in the circle. Access to some of the world market and the market situation analysis and economic trends, compare prices and terms to find more suppliers, find goods required, familiarity with new products and applications, collect information on the use of specific technical and quality of the product or system, gather information to solve problems, attend seminars, conferences and professional associations, educational use, familiarity with new ideas and get new ideas, likewise detailed report on the personal archive or organization, establish business contacts, order and contract, comparative study of different companies, research facilities and the little bag on display in the exhibition next time (Dukate, 2002).

III. Resources and Capabilities

In the strategic literature attempts distinguish between resources and capabilities. They know transferable resource inputs and outputs are controlled by the company becomes, a wide range of corporate assets and better mechanisms used function as invisible assets for the company over time through complex interactions among a large company sources of are defined. The combination of knowledge is skill competencies (Johnsen & Ford, 2006). Sources of elsewhere as a collection of assets, capabilities, organizational processes, the flow of information and knowledge of the company is although not all sources of the same importance in creating competitive advantage (Barney, 1991). It is noteworthy that the difference in performance is mainly due to the resources and capabilities of a distinct market that are valuable, rare, impossible to imitate and non-replacement (Wu, Yeniyurt, Kim & Cavusgil, 2005).

It classified as other tangible and intangible resources can be divided into inventories. Resources can be tangible items such as tools, raw materials, equipment, cash, etc. is stored while resources, skills, knowledge worker, knowledge of customers, competitors, suppliers, etc (Hunt & Morgan, 1995). All inputs are included in the definition of company resources which allow the company to take advantage of its strategy to be employed (Olavarrieta & Ellinger, 1997).

At the trade exhibition, the only assets of the controlled company (Trade resources and personnel resources) but uncontrolled sources such as the location of the customer, company reputation, etc. The raw materials are included in the marketing activities of the company is the trade exhibition (Ling yee, 2008). Capabilities are inherently subtle and includes the company's capital resources are useful for distributing the product strategy - market. They have a complex set of skills and knowledge collected by the company which enables the company to use its resources to create value and competitive advantage (Hughes & Morgan, 2007). The shows are what we see is that instead of focusing on product; participants are main features of this product offer. Feature which is useful in the future for our customer's value added processes (Golfetto & Gibbert, 2006). Today, the emphasis has changed to the capabilities which have enabled the company to consistently higher value for its customers (Ngo & O'Cass, 2009).

According to the theory, resource-based view, the company's resources include all assets, capabilities, organizational processes, firm attributes, information, knowledge, etc. controlled by the Company and is able to understand them and empowering them with knowledge and can apply its strategy and improve efficiency and effectiveness. In terms of resources, and informal elements is key to competitive advantage. Resource-based view emphasizes the importance of collecting and utilizing the assets, skills and knowledge that cannot be replaced, valuable, rare and unparalleled (Auh & Menguc, 2008). In this research, resources and capabilities to participate in trade exhibition is five cases considered in the following literature review each turn.

- *Sources of holding exhibitions:* The efficiency of sources of allocation exhibition could be made more competitive forms of the booth, stand location, design, and methods that attract the target audience to visit the booth absorbs (Ling- yee, 2008). The sources of funding sources exhibition refers to variables such as stands, it is the location and design (Gopalakrishna, Lilien, & Williams, 1995). Exhibition sources of materials and tools needed to promote activities in the exhibition provides, which stands a large, attractive design and location of the exhibition as a promotional tool to attract attention, stimulate interest, motivation and increase the number of visitors to the booth (Ling-yee, 2008). Elsewhere in the study, the most important issues in selecting trade exhibition in this way is: Location booth at the exhibition, the ability to talk, size and location of the booth, booth traffic density, easy mobility inside and out, moving in and out of facilities, parking, the program schedule exhibition the time factor, that among these sources of exhibition the observed (Herbig, O Hara, & Palumbo, 1998).
- *The staffing sources of shows:* The efficiency of personnel in other words the personal sales booth at the exhibition dates and the number of booths and personnel training. Booth staff training can be effective in relation to customers who visited the booth, increase the number of staff in the booth can be effective in creating sales increase customers who have communicated with the seller (Ling-yee, 2007). Adhikary (2014) states that personnel sources of have a direct role in achieving financial goals. They play the role of color that can improve vision. Experience and training trade exhibition by Tanner et al. (1995) have been studied. The participants' goals and requirements for a capable staff that can control many calls during the exhibition, focused. This has proved to be adequately trained staff who can communicate with customer expectations, while the force is sufficient booth personnel can call a more efficient way to get sales leads (Gopalakrishna, Lilien, & Williams, 1995). Researchers have shown that better results when available, a close coordination between the knowledge and skills of employees, visitors, exhibitors and features and information needs that exist. Employees who are officially trained booth, booth traffic, better run, this is a significant opportunity for dialogue with visitors to increase sales eligible (Hanchett, 2007).
- *Capabilities related to customer:* Capabilities associated with potential customers outside including the ability to identify the wants and needs of customers, and to build good relationships with the customers. Capabilities related to many aspects of creating competitive advantages to our customers. These capabilities require time to develop and support sources of relies on complex interactions. This is based on personal skills and tacit knowledge is inherently difficult for competitors to imitate them. It is the most important function of any organization (Hooley, Greenley, Cadogan, & Fahy, 2005). In the area of trade show exhibit features associated with customer sales to the private sale agreement will facilitate the exhibition (Tanner, 1994). The exhibition also features associated with client vendors to enable after the exhibition attempts to track whether improved customer purchase intention and exhibition return on investment is (Smith, Gopalakrishna, & Smith, 2004). Superior functionality associated with the customer directly affects the level of sales and the impact of the knowledge of the expectations and requirements of the customers (Theoharakis & Hooley, 2003).
- *The management capabilities:* Management capabilities, capabilities and internal - external effectively along traditional lines have been classified. Including human resource management is to improve people within the organization to achieve organizational objectives tend. Operational management of the production and delivery of goods and services and the transfer of raw data output for our valued customers, are relevant. These sources of are deeply entrenched in the organization is inherently difficult to emulate it (Hooley et al., 2008). Management capabilities, including human resource management literature emphasize the importance of management and employee training to maintain competitive advantage. However, improvements in product literature on product innovation capabilities vital role are as a focus on competitive advantage. Operational management by converting raw data

and output is associated with increased customer value. Financial management of the financial sources of associated with the program director (Ling-yee, 2008). Research by Miettinena & Poutvaara (2014) is performed; suggest communicating with the market, thus leading to an increased need to strengthen the management of human resources. Human resources management capacity will lead to sales organizations.

- *Features of Partnership:* Partnership functionality refers to the ability to access tangible assets, the Company through relationships with strategic partners and network of relationships, such as knowledge management, local market knowledge and network support services connected. Such a capability-based partnership tends to be subtle (Srivastava, Shervani, & Fahey, 1998). Assuming a trade show as grid and trade exhibition is a good place to work on a partnership relationship provides and because this is a new participant in trade exhibition, construction and expansion of the network through the search for new customers and develop relationships with new suppliers (Seringhaus & Rosson, 1998). Piercy (2009), research conducted to investigate the relationship between a company (in all aspects) with members of the supply chain as the company has business partners. The results suggest that coordination between marketing, sales and units within the organization and management of strategic relationships with members of the supply chain (customers, suppliers and business partners) ultimately to achieve your company's goals. He proposes to strengthen the ability of managers, they should be able to manage the process, communication strategy with local partners and increase internal marketing activities. One of the main indicators is network measurement capabilities partnership. The network is composed of various means to create value for the organization. Network of a company may be widespread or limited to a few companies.

IV. Conceptual Model and Research Hypotheses

Theoretical and experimental studies have been done on the subject, and the parameters of the model Ling-Yee (2008), conceptual research model (Figure 1) is designed.

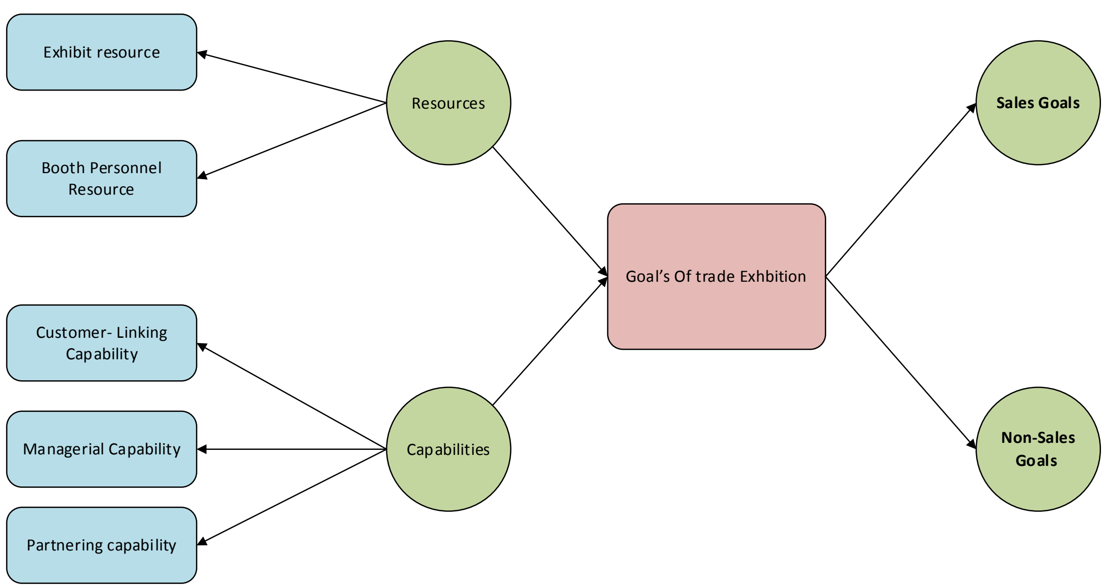

Figure 1 : Conceptual model of research

Based on the empirical literature and conceptual research hypotheses were formulated:

a) *Main hypothesis*

i. The company's resources have significant and positive impact on achieve the goals of the trade exhibitions.

ii. The ability of the company has significant and positive impact on achieve the goals of trade exhibitions.

b) *Sub-hypothesis*

i. Exhibit resources have significant and positive impact to achieve sales goals at trade exhibitions.

ii. Exhibit resources have significant and positive impact on to achieve the non sales goals of at trade exhibitions.

iii. Booth personnel resources have significant and positive impact on to achieve sales goals on trade exhibitions.

iv. Booth personnel resources have significant and positive impact on to achieve non sales goals, on trade exhibitions
v. Managerial capabilities has significant and positive impact on achieve sales goals on trade exhibitions.
vi. Managerial capabilities has significant and positive impact on achieve non sales goals, on trade exhibitions.
vii. Customer- linking capability have significant and positive impact on achieve sales goals on trade exhibitions.
viii. Customer- linking capability have significant and positive impact on achieve non sales goals, on trade exhibitions.
ix. Partnering capabilities have significant and positive impact on achieve sales goals on trade exhibitions.
x. Partnering capabilities have significant and positive impact on achieve non sales goals, on trade exhibitions.

V. Research Methodology

The study in term of purpose is applied and in term of data collection is descriptive - and the correlation. The population of companies manufacturing their products to the trade exhibition offered Bushehr from spring to winter 2014. The number of these companies totaling 180 companies. The population for this study due to limited sample size of table Grace Morgan was used. To determine the size of the target population of 180 companies, based on a sample size of 120 is considered the table. After the distribution of the sample of 150 questionnaires, 143 questionnaires were returned, of which 18 questionnaire due to incomplete data entry, were excluded from the analysis finally, 125 questionnaires were analyzed. The simple random sampling method was used. Data for this study was a questionnaire. Our questionnaire, through theoretical and experimental background research topic using a questionnaire, a number of researchers in their study and scope of the study were used, was designed. The questionnaire had 30 questions. To determine the validity (validity) of the questionnaire survey method was used to formal credit. For this purpose, a questionnaire was designed to provide a number of professors and experts in management and marketing executives and industry experts and producers participating in the exhibition and each of them was asked to express their opinion about the validity states. After collecting the comments, the final questionnaire was designed. To assess the reliability of the study, the most common method of evaluating the reliability or internal consistency, Cronbach's alpha was used. Cronbach's alpha coefficient for the whole questionnaire of this study was 83%, which is a good factor and suggests that there is an appropriate level of reliability. The results of Cronbach's alpha reliability are shown in Table 1 below.

Table 1 : Inventory component reliability

No	Component	Label	Cronbach's alpha	Number of question	Reliability
1	Sources of exhibition	A	0.732	3	Desired
2	Booth personnel sources	B	0.755	4	Desired
3	Managerial capabilities	C	0.764	3	Desired
4	Customer linking capabilities	D	0.763	5	Desired
5	Partnering capability	E	0.755	3	Desired
6	Sales goals	F	0.70	7	Desired
7	Non-sale goals	G	0.739	5	Desired
Total questionnaires			0.834	30	Desired

Source: Authors' findings.

As table 1 show, according to the value of Cronbach's alpha coefficients for all variables are greater than 0.7, so the question of the reliability of the variables in question is at an acceptable level. After collecting all data, survey data were transferred to the software SPSS20 and then the method of structural equation modeling software Lisrel, conceptual model and research hypotheses were tested.

VI. Data Analysis and Results

Analysis of the data, descriptive statistics was used to analyze the demographic variables. Table 2 is related to demographic variables that collected from 125 questionnaires were analyzed.

Table 2 : Demographic characteristics of respondents

Demographic variable name	Levels	Frequency percentage
Sex	Male Female	75.2 24.8
Education	Diploma Associate Degree Bachelor degree Master degree and higher	16 19.4 44.6 20
Age	20 to 30 years old 30 to 40 years old 40 to 50 years old Over 50 years old	9.6 52 20.8 17.6
Type of Industry	Furniture Carpet Construction industry Oil and Gas IT	21.6 25.6 20.8 12 20

Source: Authors' findings.

After collecting all the data, research data were transferred to the software SPSS20 and then the method of structural equation modeling software Lisrel, conceptual model and research hypotheses were tested. Test Confirmatory factor analysis shows that there was a significant relationship between the different layers of the conceptual model. Figure 2 and 3 show the results of test, a confirmatory factor analysis.

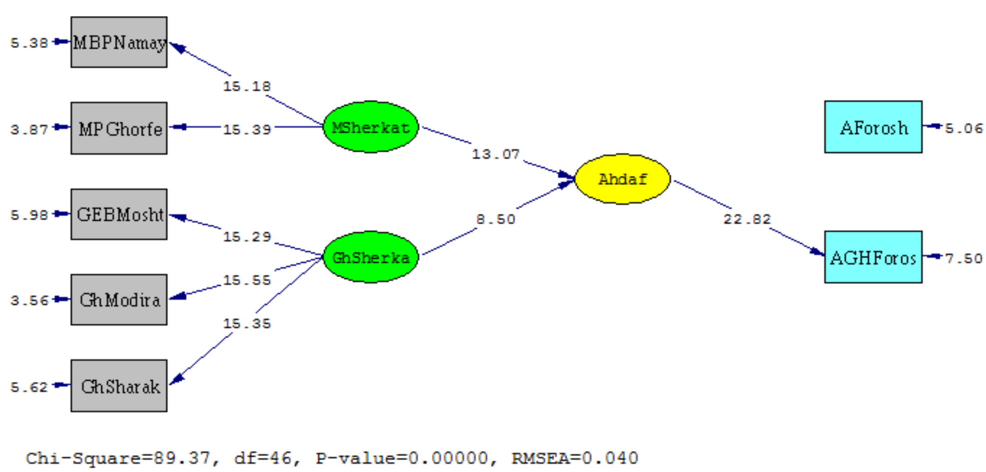

Figure 2 : Confirmatory factor analysis measurement model with a significant amount of T

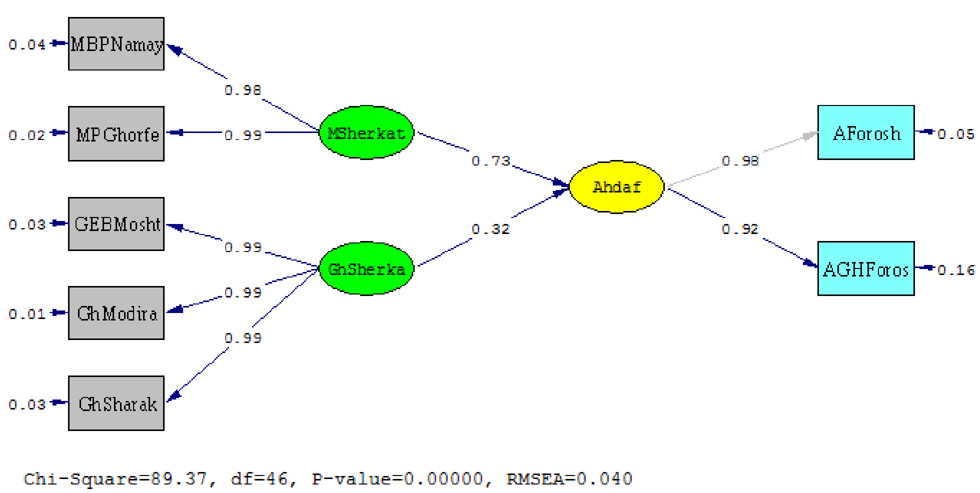

Figure 3 : Confirmatory factor analysis measurement model with standardized values

Index model is one of the most important steps in the analysis of structural equation modeling. The criteria for answering this question are whether the model represented by the data model supports this measure? The results of the evaluation of the adequacy of the model parameters (suitability) and assess the relationships between the different variables of the model are shown in Table 3.

Table 3 : Indices conceptual model of the implementation of confirmatory factor analysis

Grouping of indicators	Index	Abbreviation	The resulting value	Acceptable fit
Absolute fit indices	Chi-square surface covered	X^2	0.09	Greater than 5%
	Goodness of fit index	GFI	0.936	GFI>90%
	Adjusted goodness of fit index	AGFI	0.916	AGFI>90%
Comparative fit indexes	Not a normal fit index	NNFI(TLI)	0.925	NNFI>90%
	Normalized fit index	NFI	0.908	NFI>90%
	Comparative fit index	CFI	0.927	CFI>90%
	Incremental fit index	IFI	0.916	IFI>90%
Thrifty fit indexes	Thrifty normalized fit index	PNFI	0.641	More than 50%
	The root mean square error of the estimate	RMSEA	0.040	RMSEA<%10
	Chi square tests normalized to the degrees of freedom	CMIN/df	1.943	Value between 1 and 3

Source: Authors' findings.

Based on the results of the confirmatory factor analysis extracted data, the structure of the conceptual model is verified. The results of the evaluation of the adequacy of the model parameters (suitability) and assess the relationships between the different variables of the model is telling the truth. After extracting the data from the confirmatory factor analysis, we can begin to test the hypotheses of the study. The main hypothesis of the test results is given in Table 4.

Table 4 : The main hypothesis testing of research

Hypothesis	The calculated value of T	Standardized path coefficient	P-value	Test result
Company sources → Achieving the objectives	13.07	0.73	0.05<	Accepted
Company Capabilities → Achieving the objectives	8.50	0.32	0.05<	Accepted

Source: Authors' findings.

To respond to the secondary hypotheses, path analysis, structural equation modeling was used.

Structural equation modeling enables us to the latent variable with a minimum error measure. With this method, the weight of each variable appears and can be detected in the role of each variable (latent variables) corresponding to the set itself.

Given the values of model parameters, the conceptual model of the desirable level of fit is achieved. The overall structure of the conceptual model and adequacy of confirmatory factor analysis model to model multiple layers studied were confirmed desirable.

After extracting the data path analysis, we can begin to test this sub hypothesis. Research sub-hypothesis test results are shown in Table 5.

Table 5 : Test research Sub hypotheses

Test result	P-value	Standardized path coefficient	The calculated value of T	Hypothesis
Exhibition sources → Achieving sales goals	4.61	0.33	<0.05	Accepted
Exhibition sources → Achieving non sales goals	-1.92	-0.25	>0.05	Rejected
Booth personnel resource → Achieving sales goals	6.06	0.44	<0.05	Accepted
Booth personnel resource → Achieving sales goals	4.85	0.64	<0.05	Accepted
Customer linking capability → Achieving sales goals	1.40	0.13	>0.05	Rejected
Customer linking capability → Achieving non sales goals	3.03	0.50	<0.05	Accepted
Managerialcapabilities → Achieving sales goals	4.11	0.43	<0.05	Accepted
Managerialcapabilities → Achieving sales goals	0.50	0.10	>0.05	Rejected
Partneringcapabilities → Achievin non-sale goals	-3.25	-0.31	>0.05	Rejected
Partneringcapabilities → Achievin non-sale goals	-0.01	-0.00	>0.05	Rejected

Source : Authors' findings.

VII. Conclusion and Suggestions

The aim of this study was to assess the importance sources the participants in the trade exhibition and the impact that it will have sources to achieve the objectives of the exhibition, respectively. After studying literature and theoretical background of the research done in this field, assumptions and conceptual model was designed. As shown in Table 5, there is a significant positive relationship between sources and achieving sales targets in a trade exhibition. The findings of this study, the findings of other researchers, such as Ling-Yee (2008), Gopalakrishna (2010), Herbig (1998) is confirmed. This means that one of the requirements to achieve the objectives sources the exhibition is for sale. Based on the findings, it seems to strengthen the sources of a company selling exhibition will contribute to achieving the objectives. The findings support the existence of any relationship between purposes sources exhibition and sale will this means that the data is not appropriate to confirm the relationship. As the definition of objectives is non-removable sales organization, achieve these objectives directly related to the design of the stand, its size and resources of the exhibition are not. The results in Table 5, the personnel sources and achieve sales objectives in trade exhibition significant relationship. A significant correlation between personnel sources to achieve the purposes exhibition and sale at the trade exhibition will be confirmed. Exhibition includes a number of personnel sources, skills, knowledge and training of employees. As a result of the above hypothesis by finding Hanchet (2007), Adhikary (2014) and Tanner & Chonko (1995) has been approved and enforced. Based on these findings, we can conclude that there is a positive and significant impact between the objectives sources sales and sales personnel to exhibition. This means that the company has strengthened its staff sources by strengthening education, number, knowledge and skills they could achieve sales goals and increase sales. These findings underscore the relationship between customer and sales targets do not provide communication capabilities. These findings are consistent with findings by Hooly et al (2005) and Theoharakis & Hooly (2003) is in conflict. In accordance with the findings of the research capabilities of the customer relationship is a significant positive correlation with sales purposes, in

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accordance with the findings of Smith et al (2004), who found a significant correlation between the ability to communicate with customers and other sales targets confirmed. So to strengthen the customer relationship capabilities can be added to achieve sales purposes.

Based on the findings, the trade exhibition management capabilities and achieve sales targets in a positive and significant relationship exist. In accordance with the findings of Miettinena Poutvaara (2014), with increased management capabilities through strengthening human resource management will be more likely to achieve sales targets. Research findings have also been completed by Adhikary (2014) and Hooly et al. (2005), this relationship is approved. Thus, by increasing the scale of management, such as financial management, human resource management and operational management will lead to the achievement of sales targets. The results obtained from this study shown there was a significant positive correlation is the management capabilities and achieve sales targets non-commercial exhibition. These findings support the existence of any relationship between management capabilities will provide sales and other targets. This means that the data is not appropriate to confirm the relationship.

The results in Table 5, the capabilities of the partnership and achieve sales goals and trade exhibition positive relationship exists. The findings also indicate that there is no significant correlation between the ability of partnerships and achieve sales targets in the commercial exhibition. Srivastava research findings (1998), Seringhaus and Rosson (1998) and Piercy (2009) also refers to the relationship between strategic partners and achieve sales goals. But as it is removable from Table 5, both of the above hypotheses are not confirmed by the findings. In other words, these data are sufficient to confirm the hypothesis is not necessary.

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

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

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

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

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

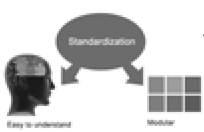
Once FARSB title is accorded, the Fellow is authorized to organize a symposium/seminar/conference on behalf of Global Journal Incorporation (USA).The Fellow can also participate in conference/seminar/symposium organized by another institution as representative of Global Journal. In both the cases, it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

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

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

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

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



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

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

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

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

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

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

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

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

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

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

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

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

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

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

It is mandatory to read all terms and conditions carefully.

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

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

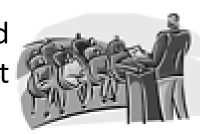
The “FARSC” is a dignified title which is accorded to a person’s name viz. Dr. John E. Hall, Ph.D., FARSC or William Walldroff, M.S., FARSC.

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

The Institute will be entitled to following benefits:

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

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

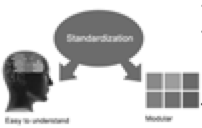


The IBOARS can organize symposium/seminar/conference in their country on behalf of Global Journals Incorporation (USA)-OARS (USA). The terms and conditions can be discussed separately.

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

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

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



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

The following entitlements are applicable to individual Fellows:

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

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

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

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

Other:

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

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

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

Note :

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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.
- In case, the chairperson needs to be replaced then consent of 2/3rd board members are required and they are also required to jointly pass the resolution copy of which should be sent to us. In such case, it will be compulsory to obtain our approval before replacement.
- In case of "Difference of Opinion [if any]" among the Board members, our decision will be final and binding to everyone. "

Process of submission of Research Paper

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

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

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

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

(II) Choose corresponding Journal.

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

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

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

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

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

Page Size: 8.27" X 11'"

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

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

1. General,

2. Ethical Guidelines,

3. Submission of Manuscripts,

4. Manuscript’s Category,

5. Structure and Format of Manuscript,

6. After Acceptance.

1. GENERAL

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

Scope

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

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

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

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

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

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

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

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

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

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

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

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

4. MANUSCRIPT'S CATEGORY

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

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

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

Research articles: These are handled with small investigation and applications

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

5.STRUCTURE AND FORMAT OF MANUSCRIPT

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

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

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

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

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

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

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

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

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

(h) Brief Acknowledgements.

(i) References in the proper form.

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

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

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

Format

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

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

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

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

Structure

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

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

Abstract, used in Original Papers and Reviews:

Optimizing Abstract for Search Engines

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

Key Words

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

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

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

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

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

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

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

Acknowledgements: Please make these as concise as possible.

References

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

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

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

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

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

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

Preparation of Electronic Figures for Publication

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

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

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

6. AFTER ACCEPTANCE

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6.1 Proof Corrections

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

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

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

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6.4 Author Material Archive Policy

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

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

TECHNIQUES FOR WRITING A GOOD QUALITY RESEARCH PAPER:

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

Informal Guidelines of Research Paper Writing

Key points to remember:

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

Final Points:

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

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

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

General style:

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

To make a paper clear

· Adhere to recommended page limits

Mistakes to evade

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

In every sections of your document

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

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

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

· Align the primary line of each section

· Present your points in sound order

· Use present tense to report well accepted

· Use past tense to describe specific results

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

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

Title Page:

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

Abstract:

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

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

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

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

Approach:

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

Introduction:

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

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

Approach:

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

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- Shape the theory/purpose specifically - do not take a broad view.
- As always, give awareness to spelling, simplicity and correctness of sentences and phrases.

Procedures (Methods and Materials):

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

Materials:

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

Methods:

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

Approach:

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

What to keep away from

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

Results:

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

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

Content

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

What to stay away from

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

Approach

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

Figures and tables

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

Discussion:

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

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

Approach:

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

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

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