

# GLOBAL JOURNAL

OF MANAGEMENT AND BUSINESS RESEARCH: E

## Marketing

Mobile Tele Services

Case Study at Hosur Town

Highlights

Marketing Mix Strategies

Antecedents of Online Shopping

Discovering Thoughts, Inventing Future

VOLUME 16

ISSUE 3

VERSION 1.0





# GLOBAL JOURNAL OF MANAGEMENT AND BUSINESS RESEARCH: E MARKETING

---

GLOBAL JOURNAL OF MANAGEMENT AND BUSINESS RESEARCH: E  
MARKETING

---

VOLUME 16 ISSUE 3 (VER. 1.0)

OPEN ASSOCIATION OF RESEARCH SOCIETY

© Global Journal of  
Management and Business  
Research. 2016.

All rights reserved.

This is a special issue published in version 1.0  
of "Global Journal of Science Frontier  
Research." By Global Journals Inc.

All articles are open access articles distributed  
under "Global Journal of Science Frontier  
Research"

Reading License, which permits restricted use.  
Entire contents are copyright by of "Global  
Journal of Science Frontier Research" unless  
otherwise noted on specific articles.

No part of this publication may be reproduced  
or transmitted in any form or by any means,  
electronic or mechanical, including  
photocopy, recording, or any information  
storage and retrieval system, without written  
permission.

The opinions and statements made in this  
book are those of the authors concerned.  
Ultraculture has not verified and neither  
confirms nor denies any of the foregoing and  
no warranty or fitness is implied.

Engage with the contents herein at your own  
risk.

The use of this journal, and the terms and  
conditions for our providing information, is  
governed by our Disclaimer, Terms and  
Conditions and Privacy Policy given on our  
website [http://globaljournals.us/terms-and-condition/  
menu-1463/](http://globaljournals.us/terms-and-condition/menu-1463/)

By referring / using / reading / any type of  
association / referencing this journal, this  
signifies and you acknowledge that you have  
read them and that you accept and will be  
bound by the terms thereof.

All information, journals, this journal,  
activities undertaken, materials, services and  
our website, terms and conditions, privacy  
policy, and this journal is subject to change  
anytime without any prior notice.

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

## Global Journals Inc.

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

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

### *Publisher's Headquarters office*

Global Journals® Headquarters  
945th Concord Streets,  
Framingham Massachusetts Pin: 01701,  
United States of America  
USA Toll Free: +001-888-839-7392  
USA Toll Free Fax: +001-888-839-7392

### *Offset Typesetting*

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

### *Packaging & Continental Dispatching*

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

### *Find a correspondence nodal officer near you*

To find nodal officer of your country, please  
email us at [local@globaljournals.org](mailto:local@globaljournals.org)

### *eContacts*

Press Inquiries: [press@globaljournals.org](mailto:press@globaljournals.org)  
Investor Inquiries: [investors@globaljournals.org](mailto:investors@globaljournals.org)  
Technical Support: [technology@globaljournals.org](mailto:technology@globaljournals.org)  
Media & Releases: [media@globaljournals.org](mailto:media@globaljournals.org)

### *Pricing (Including by Air Parcel Charges):*

#### *For Authors:*

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

INTEGRATED EDITORIAL BOARD  
(COMPUTER SCIENCE, ENGINEERING, MEDICAL, MANAGEMENT, NATURAL  
SCIENCE, SOCIAL SCIENCE)

---

**John A. Hamilton, "Drew" Jr.,**  
Ph.D., Professor, Management  
Computer Science and Software  
Engineering  
Director, Information Assurance  
Laboratory  
Auburn University

**Dr. Henry Hexmoor**  
IEEE senior member since 2004  
Ph.D. Computer Science, University at  
Buffalo  
Department of Computer Science  
Southern Illinois University at Carbondale

**Dr. Osman Balci, Professor**  
Department of Computer Science  
Virginia Tech, Virginia University  
Ph.D. and M.S. Syracuse University,  
Syracuse, New York  
M.S. and B.S. Bogazici University,  
Istanbul, Turkey

**Yogita Bajpai**  
M.Sc. (Computer Science), FICCT  
U.S.A. Email:  
yogita@computerresearch.org

**Dr. T. David A. Forbes**  
Associate Professor and Range  
Nutritionist  
Ph.D. Edinburgh University - Animal  
Nutrition  
M.S. Aberdeen University - Animal  
Nutrition  
B.A. University of Dublin- Zoology

**Dr. Wenying Feng**  
Professor, Department of Computing &  
Information Systems  
Department of Mathematics  
Trent University, Peterborough,  
ON Canada K9J 7B8

**Dr. Thomas Wischgoll**  
Computer Science and Engineering,  
Wright State University, Dayton, Ohio  
B.S., M.S., Ph.D.  
(University of Kaiserslautern)

**Dr. Abdurrahman Arslanyilmaz**  
Computer Science & Information Systems  
Department  
Youngstown State University  
Ph.D., Texas A&M University  
University of Missouri, Columbia  
Gazi University, Turkey

**Dr. Xiaohong He**  
Professor of International Business  
University of Quinnipiac  
BS, Jilin Institute of Technology; MA, MS,  
PhD,. (University of Texas-Dallas)

**Burcin Becerik-Gerber**  
University of Southern California  
Ph.D. in Civil Engineering  
DDes from Harvard University  
M.S. from University of California, Berkeley  
& Istanbul University

**Dr. Bart Lambrecht**

Director of Research in Accounting and Finance  
Professor of Finance  
Lancaster University Management School  
BA (Antwerp); MPhil, MA, PhD (Cambridge)

**Dr. Carlos García Pont**

Associate Professor of Marketing  
IESE Business School, University of Navarra  
Doctor of Philosophy (Management), Massachusetts Institute of Technology (MIT)  
Master in Business Administration, IESE, University of Navarra  
Degree in Industrial Engineering, Universitat Politècnica de Catalunya

**Dr. Fotini Labropulu**

Mathematics - Luther College  
University of Regina Ph.D., M.Sc. in Mathematics  
B.A. (Honors) in Mathematics  
University of Windsor

**Dr. Lynn Lim**

Reader in Business and Marketing  
Roehampton University, London  
BCom, PGDip, MBA (Distinction), PhD, FHEA

**Dr. Mihaly Mezei**

ASSOCIATE PROFESSOR  
Department of Structural and Chemical Biology, Mount Sinai School of Medical Center  
Ph.D., Eötvös Loránd University  
Postdoctoral Training, New York University

**Dr. Söhnke M. Bartram**

Department of Accounting and Finance  
Lancaster University Management School  
Ph.D. (WHU Koblenz)  
MBA/BBA (University of Saarbrücken)

**Dr. Miguel Angel Ariño**

Professor of Decision Sciences  
IESE Business School  
Barcelona, Spain (Universidad de Navarra)  
CEIBS (China Europe International Business School).  
Beijing, Shanghai and Shenzhen  
Ph.D. in Mathematics  
University of Barcelona  
BA in Mathematics (Licenciatura)  
University of Barcelona

**Philip G. Moscoso**

Technology and Operations Management  
IESE Business School, University of Navarra  
Ph.D in Industrial Engineering and Management, ETH Zurich  
M.Sc. in Chemical Engineering, ETH Zurich

**Dr. Sanjay Dixit, M.D.**

Director, EP Laboratories, Philadelphia VA Medical Center  
Cardiovascular Medicine - Cardiac Arrhythmia  
Univ of Penn School of Medicine

**Dr. Han-Xiang Deng**

MD., Ph.D  
Associate Professor and Research Department Division of Neuromuscular Medicine  
Davee Department of Neurology and Clinical Neuroscience Northwestern University  
Feinberg School of Medicine

**Dr. Pina C. Sanelli**

Associate Professor of Public Health  
Weill Cornell Medical College  
Associate Attending Radiologist  
NewYork-Presbyterian Hospital  
MRI, MRA, CT, and CTA  
Neuroradiology and Diagnostic  
Radiology  
M.D., State University of New York at  
Buffalo, School of Medicine and  
Biomedical Sciences

**Dr. Roberto Sanchez**

Associate Professor  
Department of Structural and Chemical  
Biology  
Mount Sinai School of Medicine  
Ph.D., The Rockefeller University

**Dr. Wen-Yih Sun**

Professor of Earth and Atmospheric  
Sciences Purdue University Director  
National Center for Typhoon and  
Flooding Research, Taiwan  
University Chair Professor  
Department of Atmospheric Sciences,  
National Central University, Chung-Li,  
Taiwan University Chair Professor  
Institute of Environmental Engineering,  
National Chiao Tung University, Hsin-  
chu, Taiwan. Ph.D., MS The University of  
Chicago, Geophysical Sciences  
BS National Taiwan University,  
Atmospheric Sciences  
Associate Professor of Radiology

**Dr. Michael R. Rudnick**

M.D., FACP  
Associate Professor of Medicine  
Chief, Renal Electrolyte and  
Hypertension Division (PMC)  
Penn Medicine, University of  
Pennsylvania  
Presbyterian Medical Center,  
Philadelphia  
Nephrology and Internal Medicine  
Certified by the American Board of  
Internal Medicine

**Dr. Bassey Benjamin Esu**

B.Sc. Marketing; MBA Marketing; Ph.D  
Marketing  
Lecturer, Department of Marketing,  
University of Calabar  
Tourism Consultant, Cross River State  
Tourism Development Department  
Co-ordinator, Sustainable Tourism  
Initiative, Calabar, Nigeria

**Dr. Aziz M. Barbar, Ph.D.**

IEEE Senior Member  
Chairperson, Department of Computer  
Science  
AUST - American University of Science &  
Technology  
Alfred Naccash Avenue – Ashrafieh

## PRESIDENT EDITOR (HON.)

### **Dr. George Perry, (Neuroscientist)**

Dean and Professor, College of Sciences

Denham Harman Research Award (American Aging Association)

ISI Highly Cited Researcher, Iberoamerican Molecular Biology Organization

AAAS Fellow, Correspondent Member of Spanish Royal Academy of Sciences

University of Texas at San Antonio

Postdoctoral Fellow (Department of Cell Biology)

Baylor College of Medicine

Houston, Texas, United States

## CHIEF AUTHOR (HON.)

### **Dr. R.K. Dixit**

M.Sc., Ph.D., FICCT

Chief Author, India

Email: [authorind@computerresearch.org](mailto:authorind@computerresearch.org)

## DEAN & EDITOR-IN-CHIEF (HON.)

### **Vivek Dubey(HON.)**

MS (Industrial Engineering),

MS (Mechanical Engineering)

University of Wisconsin, FICCT

Editor-in-Chief, USA

[editorusa@computerresearch.org](mailto:editorusa@computerresearch.org)

### **Sangita Dixit**

M.Sc., FICCT

Dean & Chancellor (Asia Pacific)

[deanind@computerresearch.org](mailto:deanind@computerresearch.org)

### **Suyash Dixit**

(B.E., Computer Science Engineering), FICCTT

President, Web Administration and

Development , CEO at IOSRD

COO at GAOR & OSS

### **Er. Suyog Dixit**

(M. Tech), BE (HONS. in CSE), FICCT

SAP Certified Consultant

CEO at IOSRD, GAOR & OSS

Technical Dean, Global Journals Inc. (US)

Website: [www.suyogdixit.com](http://www.suyogdixit.com)

Email: [suyog@suyogdixit.com](mailto:suyog@suyogdixit.com)

### **Pritesh Rajvaidya**

(MS) Computer Science Department

California State University

BE (Computer Science), FICCT

Technical Dean, USA

Email: [pritesht@computerresearch.org](mailto:pritesht@computerresearch.org)

### **Luis Galárraga**

J!Research Project Leader

Saarbrücken, Germany



## CONTENTS OF THE ISSUE

---

- i. Copyright Notice
- ii. Editorial Board Members
- iii. Chief Author and Dean
- iv. Contents of the Issue
  
1. The Effect of Country of Origin on Mobile Buying Behavior of Consumers: A Case from Pakistan. ***1-5***
2. Antecedents of Online Shopping Attractiveness: The Youngster Perspective. ***7-13***
3. Marketing Mix Strategies and Hospital Performance-In Case of Wolaita Sodo University, Otona Teaching & Referral Hospital. ***15-21***
4. Consumer Behaviour towards Mobile Tele Services: A Case Study at Hosur Town. ***23-30***
5. Factors Influencing Customers Buying Behavior. ***31-35***
  
- v. Fellows
- vi. Auxiliary Memberships
- vii. Process of Submission of Research Paper
- viii. Preferred Author Guidelines
- ix. Index



GLOBAL JOURNAL OF MANAGEMENT AND BUSINESS RESEARCH: E  
MARKETING

Volume 16 Issue 3 Version 1.0 Year 2016

Type: Double Blind Peer Reviewed International Research Journal

Publisher: Global Journals Inc. (USA)

Online ISSN: 2249-4588 & Print ISSN: 0975-5853

## The Effect of Country of Origin on Mobile Buying Behavior of Consumers: A Case from Pakistan

By Sarah Murtaza

*Central China Normal University*

**Abstract-** The study aims at investigating country of origin effects on mobile phone buying behavior of consumers. The construct of Country of origin is studied in terms of brand image and Technological innovation in order to have in-depth insights. The survey technique based on questionnaire is used to collect data from 200 mobile phone users in large cities of Pakistan. We retrieved 175 valid questionnaires; the effective rate was 89%. Then the research was used descriptive statistical analysis on the sample data. Finally, the study regards consumer behavior as dependent variable and independent variables include country of origin, product knowledge and Ethnocentrism. The correlation analysis was used to analyze the relationship between consumer behavior and country of origin, product knowledge and Ethnocentrism. The results show that Country of origin in terms of “Brand image” and “Technological innovation” has positive impact on buying behavior of Pakistani Consumers while purchasing mobile phones. The high income class of Pakistani consumers is so strongly influenced by the Country of image in terms of “technological innovation “and “brand image” but with low income Pakistani consumers are strongly influenced by ethnocentrism (buy their own country’s mobile phone).

**Keywords:** *country of origin; customer satisfaction; pakistan; mobile phones, product knowledge.*

**GJMBR - E Classification :** JEL Code : L67



THE EFFECT OF COUNTRY OF ORIGIN ON MOBILE BUYING BEHAVIOR OF CONSUMERS A CASE FROM PAKISTAN

*Strictly as per the compliance and regulations of:*



RESEARCH | DIVERSITY | ETHICS

# The Effect of Country of Origin on Mobile Buying Behavior of Consumers: A Case from Pakistan

Sarah Murtaza

**Abstract-** The study aims at investigating country of origin effects on mobile phone buying behavior of consumers. The construct of Country of origin is studied in terms of brand image and Technological innovation in order to have in-depth insights. The survey technique based on questionnaire is used to collect data from 200 mobile phone users in large cities of Pakistan. We retrieved 175 valid questionnaires; the effective rate was 89%. Then the research was used descriptive statistical analysis on the sample data. Finally, the study regards consumer behavior as dependent variable and independent variables include country of origin, product knowledge and Ethnocentrism. The correlation analysis was used to analyze the relationship between consumer behavior and country of origin, product knowledge and Ethnocentrism. The results show that Country of origin in terms of "Brand image" and "Technological innovation" has positive impact on buying behavior of Pakistani Consumers while purchasing mobile phones. The high income class of Pakistani consumers is so strongly influenced by the Country of image in terms of "technological innovation" and "brand image" but with low income Pakistani consumers are strongly influenced by ethnocentrism (buy their own country's mobile phone). The current study is conducted in Pakistan which is a developing country. The findings of country of origin research will be significant for mobile phone manufacturers and business operators in developing countries such as Pakistan.

**Keywords:** country of origin; customer satisfaction; pakistan; mobile phones, product knowledge.

## I. INTRODUCTION

The changes in consumer's demands and preferences are important for development of mobile phones and technologies. World's modern history has mobile phone devices as fastest household adoption among all developments. (Comer and Wickle, 2008). There are many factors which influence customer's purchase decision so many studies have conducted to identify them and make companies better than their competitors.

"Individuals and household buy goods and services for personal consumption and this buying behavior of individuals and households is called consumer buying behavior." (Kotler, Armstrong, 2001). Due to dynamic changes in consumers' needs and preferences, the development of mobile phones and technologies has been an extended history of innovation and advancements cropped up throughout the world. Studying of consumer behavior includes how people

buy, what they buy, when they buy and why they buy. Various factors such as age, income, education level and preferences are different for every consumer around the world and these factors may affect the way they avail of goods and services. Consumer behavior impacts on how products and services presented to different consumer markets and many factors like cultural, social, personal, and psychological influence consumer behavior (Kotler and Armstrong, 2001). The factors affecting how customers make decisions are extremely complex. Buyer behavior is deeply embedded in psychology and to make things more interesting dashes of sociology thrown. It's impossible to have simple rules to explain how decision of buying are made because every person in the world is different. There are many people who analyze customer activity for many years and gave us useful "guidelines" how people make decision either to buy or not. For satisfying needs, customers make purchases and some are basic needs which must be filled by everyone but others are not necessary for basic survival and they vary person to person. We can classify them not as necessity but wants and desires.

Pakistan is a developing Muslim country so we are up to interesting results related to country of origin effects on mobile buying behavior. People consider from where the products come and where they manufacture for evaluating the quality of the products. (Parkvithee & Miranda, 2012). Dissimilar perception among consumers may lead to different evaluations about products when they want to choose due to different cultures and histories. Country of origin plays an important role in competitive markets and consumer behavior. Many parameters that have an effect on country of origin which includes Political system, culture and the country's economy (Teo, Mohamad, & Ramayah, 2011)

## II. LITERATURE REVIEW

The home country with which that a manufacturer's product or brand is linked with is called country of origin (Saeed, 1994). IBM is a USA's Brand and SONY is a Japanese brand. Manufacturing or assembling of the product conducts in any country is defined as country of origin of that product (Ahmed, 2004). The product's last manufacturing or assembling point is known as country of manufacture (COM) (Saeed, 1994) According to Roger et al. (1994) Location

**Author:** Central China Normal University, Wuhan P.R China.  
e-mail: sarah.murtazach@gmail.com

of manufacture and location of assembly are not different and they have no difference for customer. Customers' mental representation for one specific country is known as country of origin effect (Roth and Romeo, 1992). Stereotypes and preferences for products of another country is called country's stereotype (Johansson and Thorelli, 1985). IBM and Sony, for instance, infer US and Japanese origins, respectively (Samiee, 1994). Bilkey and Nes (1982), Cattin et al., (1982), Han and Terpstra (1988), Lee and Scharinger (1996), Papadopoulos (1993) and White (1979), characterize the product's country of origin as "the country of manufacturer or assembly".

"Individual and households for personal consumption buy firms product are called consumers" (Kotler, 2004). It often used to relate two different kinds of consuming entities: the personal consumers and the organizational consumers. "The activities these consumers undertake when obtaining, consuming, and disposing of products and a service is known as consumer behavior".

Consumer behavior includes studying how people buy, what they buy, when they buy and why they buy. Consumers will pass through the process through recognition, search information, evaluation, purchase, and feedback when a consumer wanted to make the purchase decision, (Blackwell, Miniard, and Engel, 2006).

There is extensive literature on this issue from the 1980s, which shows the reasonable confirmation of country of origin impact on consumer's purchase intention and evaluation. Few authors presumed that COO can be an indicator for customer's thoughts and inclination pattern. Concentrates on demonstrate that as an extrinsic cue, country of origin helps people in judging. This happens on the grounds that assessing extrinsic cues is more advantageous than intrinsic cues, and the essential thing that ought to be considered is that the country of origin impact is automatic on individuals' assessment (Dagger and Raciti, 2011). COO can have a positive or negative effect on customer's intention, as indicated by each impact that the country of origin has on the perception of the buyers.

Nagashima (1970) defines country image -"it refers to economic, social, technological and political part of each country." various options are available to consumers but with a very limited knowledge to evaluate each option due to emergence of multinationals. For decision making, consumer relies on their previous experience with particular country and product. Distinction has to be made between beliefs based on information about products from a particular country and beliefs about country itself when studying about country of origin Verlegh (2001) defined Geographic and human component as components of country image. Climate and landscape are included in Geography and

skill, competence and creativity level of people of country of origin of product are.

The term of "Ethnocentrism" originated by Shimp and Sharma in 1987. According to Dinnie(2003) "From the perspective of ethnocentric consumers, purchasing imported products is wrong because, in their minds, it hurts domestic economy and causes loss of jobs."

Memories and knowledge's that are in people's minds related to a product Brucks (1985). There are two classifications of product knowledge:

- 1) Subjective knowledge
- 2) Objective knowledge

The set of experiences and the degree of familiarity a Consumer has with the product is known as Subjective knowledge. A knowledge in which through various advertisements, public and opinion leaders in the society consumer knows about product's quality, feature and performance level is known as objective knowledge. Subjective knowledge has greater effect and consumers go for objective knowledge if they have less subjective knowledge for product evaluation. Consumer's engagement in information search, information processing and to seek variety, quality and specialty are called consumer involvement. Information search behavior is an important indicator of consumer buying behavior and product knowledge plays an important role in information search. Age, gender, income, education level are called demographic factors. Consumer evaluation process based upon these factors. Young consumers are more involved in Buying process than old consumers and they have tendency to balance between their actual and ideal selves (Josiassen, 2009).

### III. RESEARCH METHODOLOGY

The data collected from adult's mobile consumers of Pakistan. As it is an Exploratory study in Pakistani settings so initially student sample would be tested and middle aged group of Pakistani population are included being as mobile users. The unit of analysis of this study would be Pakistani mobile consumers. The data from Pakistani mobile consumers from different big cities like Multan, Lahore, Islamabad, and Karachi were selected.

The reason behind choosing big cities of Pakistan is because in big cities most of people use mobile phones for convenience purpose and it's a trend to buy good mobile phone. The youth is eager to consume and are conscious of their experience. 50 questionnaires per city were allotted to collect data regarding country of origin. The data was collected from students, businessmen, uneducated; job seekers etc Lahore, Karachi, Islamabad, and Multan were the city in which majority of the population use mobile phones. There is huge population in Karachi and Lahore.



Educated people were aware of every feature of mobile phones. SPSS 17.0 software has been used to analyze dissimilar variables. Correlation analysis, descriptive statistics; frequencies mean and standard deviation.

#### IV. RESULTS & DISCUSSIONS

The actual number of questionnaire were 200 but I received response from 175(89%) mobile users. According to descriptive statistics the data was collected from male and females. Total number of males was 109 (61.2%) and females were 66 (37.1%) and among those respondents 46(25.8%) were between 20-30, 75(42.1%) of them fall in the category of 30-40. 35(19.7) fall in the category of 40-50 and least number of respondents 19(10.7%) were among 50-60 years old category. These respondents gave response voluntarily and only 5(2.8%) respondents were uneducated. High school and bachelor degree holder were 27(15.2%) and 61 (34.3%) respectively. Highest number of respondents

were master degree holder or still doing their master's degree or above education like PhD. They were 82 (46.1%) respondents. The income level of respondents for mobile users in Pakistan is divided into five categories. The respondents who have income level between 2000-5000 rupees were 5(2.8%) and they were students. 31 (17.4%) respondents were having income level 6000-10,000. 59(33.1%) respondents were having income in the category of 11000-15000 rupees and they were highest number of respondents in comparison of all income categories. The second highest number of respondents fall in the category of 16000-25000 rupees with the number of 57(32.0%) respondents. Last category of income of respondents is 40,000 + and the number of respondents were 23 (12.9%). These results of descriptive analysis showed many respondents have better understanding of questionnaire and they properly filled questionnaires.

**Table 1 :** Pearson Correlation Results of the variables: country of origin of mobiles & other variables correlation while making buying decision of mobiles

Variables	R	Sig.
Income	-.456	.000
Price	-.046	0.543
Ethnocentric	-.695	.000
Gender	.046	.543
Education	-.411	.000
Mobile company	.365	.000
Country image	.050	.000
Technology	.535	.000
Sales & services	.082	.283
Quality of mobile phones	.035	.650
Previous experience & knowledge of mobile phone	.135	.000

The results of correlation shows in Pakistan the income of the people and preference for countries for buying mobile phones have negative correlation. As the income increases people don't care about country of origin of mobile. We tested at 0.01 level of significance and sample size was 175. Pearson correlation value was ( $r = -.456$ ,  $0.01 > .000$ ). Price of the mobile phones have no correlation with country of origin of mobile phones in Pakistan ( $r = -.046$ ,  $0.01 < 0.543$ ) Preference to buy Pakistani mobile phones (ethnocentrism) has negative correlation with country of origin of foreign brand mobile phones. Pakistani people like to buy home country's

mobile phone they don't give preference to foreign brands and don't even look at country of origin of mobiles ( $r = -.695$ ,  $0.01 > .000$ ). The gender (male or female) have no correlation with country of origin of mobile phones. ( $r = .046$ ,  $0.01 < .543$ ).

The correlation between education level and country of origin of mobile phones is negative at the level of significance (0.01) Pakistani people with the increase of level of education become least concerned with country of origin of mobile phones while buying mobile phones ( $r = -.411$ ,  $0.01 > .000$ ) Pakistani people like to buy technological advanced mobile phones so

they see which country is advanced in manufacturing of advanced smart phones. ( $r = .535$ ,  $0.01 > .000$ ) Pakistani consumer's value new technology features as the most important factor while buying mobile phones (Saif, 2012). Sales and services and quality of mobile phones has no correlation with country of origin of mobile phones and has least importance for buying mobile phones in the eye of Pakistani people.

The past experience of mobile phones has correlation with country of origin of Mobile phones while purchasing a new mobile past experience of Pakistani consumers matter.

## V. FINDINGS

The aim of this study was to know the effect of country of origin on mobile buying behavior of consumers in Pakistan. There are lot of models in the literature to find the relationship between country of origin and knowledge of product. The data was collected from Pakistan. The 175 respondents gave response and they all have mobile phones. The data was collected through a questionnaire. The descriptive statistics, ANOVA and correlation analysis were applied on respondents response. The major cities of Pakistan Karachi, Lahore, Multan, and Islamabad have awareness of mobile phones and the buying behavior in these cities shows the true representation about mobile phones usage. Male respondents were more than female respondents and respondent's highest Education level was masters & above. The mostly respondent had income level between 11000-15000 rupees and age of mostly respondent was between 30-40 years. The mostly respondent have mobile phones and they have mobile phones of huawei, Iphone, Q mobile, Samsung galaxy etc. Respondents were aware of country of origin of their mobile phones and they don't care about Price of the mobile phones while buying. When the income level of Pakistani consumers increases they don't care from which country the mobile phone is. They consider the "Technological innovation" of the countries in mobile phones overall and then make purchase decision. The Brand image has positive relationship with people's purchase decision and Pakistani consumer moderately considers this factor while purchasing mobile phones.

## VI. IMPLICATIONS

The study provides insightful findings for Multinational and national companies operating in Pakistan that country of origin image in the mind of the customers to improve. When the image of the country is positive they should emphasize on "made in label" and mention on the product about its origin but when the image of the country is negative marketers should not attach country's name with product i.e. Mobile phones. Country of origin image can be helpful for preference

purpose but it cannot create conviction for purchase and positive image of country of origin is not a source of Competitive advantage. Chinese mobile companies can introduce xiaomi after the success of huawei in Pakistan. Pakistani consumers like to buy Chinese mobile phones because of the technological innovation.

## VII. SUGGESTIONS

### a) *Suggestions to Manufacturers*

Mobile phone marketers need to keep abreast of technological changes as China is taking market share from USA in Pakistan. Each mobile phone manufacturer should wisely re-think its strategy and they should first examine the evaluation of consumers in the countries to the product's country-of-origin image when manufacturing, marketing and distributing these devices and focus on brand personality, brand positioning, product design and differentiation. Pakistani people are more concerned about newer technology and will be able to shift from one mobile phone to another if it uses better technology.

Mobile phone companies should bring out periodic survey to help in recognizing these new technology features and decide which ones to add to its product. Moreover, by defining which combination of these features match the current developments and consumer needs would be cost effective to the mobile phone companies. According to this study, consumer product knowledge is an important factor in influencing their purchase behavior. Therefore, manufacturers must first understand the consumer's attitude in dealing with relevant product information, to increase marketing strategy effect. Manufacturers of different mobile brands are improving on the durability and quality of the brand; they should also highlight the major quality component of their mobile phones rather than highlighting the country of origin. It is recommended that companies concentrate more on developing quality and affordable mobile phones and spend more time on enhancing their products to offer it at lower prices which can be done by employing cost reduction measures because now a day's more and more competitive mobile companies are entering the market. So, Mobile manufacturers who have some competitive advantage will get the highest profit in Pakistan as compared to those who just focus on their positive country's image.

### b) *Future research suggestions*

This study only performs research based on effect of country of origin on mobile phones. Future research can be chosen in different items for comparing differences of other products based on their country of origin. Moreover, the country-of-origin in this study only chooses Korea, Mainland China, and the USA. For future research, it can include other countries or measure other countries directly for comparing differences of other countries. Besides, it is advisable to

study country of origin effect in different industries, and compare differences of these researches.

## REFERENCES RÉFÉRENCES REFERENCIAS

1. Ahmed, Z. U., Johnson, J. P., Ling, C. P., Fang, T. W., & Hui, A. K. (2002). Country-of-origin and brand effects on consumers' evaluations of cruise lines. *International Marketing Review*, 19(3), 279-302. <http://dx.doi.org/10.1108/02651330210430703>.
2. Bilkey, W. J., & Nes, E. (1982). Country-of-origin effects on product evaluations.
3. Blackwell, RD, Miniard, PW & Engel, JF (2006). *Consumer behavior*, 10th edn, Thomson South-Western, Boston.
4. Comer and T. A. Wikle (2008), worldwide diffusion of the cellular telephone, (1995-2005). *The Professional Geographer*, 60(2), 252-269.
5. Dagger, T. S., & Raciti, M. M. (2011). Matching consumers' country and product Image perceptions: an Australian perspective. *Journal of Consumer Marketing*, 28(3), 200-210. <http://dx.doi.org/10.1108/07363761111127626>.
6. Josiassen, A. (2009). Are young consumers still susceptible to the country of origin effects? *Journal of Business systems, Governance and Ethics*, Vol 4 (2). *International Marketing Review*, 25(4), 423-440. <http://dx.doi.org/10.1108/02651330810887477>.
7. Kotler, P. (2004). Ten deadly marketing sins: signs and solutions. Wiley Nagashima, A. (1970), "A comparison of Japanese and US attitudes toward foreign products," *Journal of Marketing*.
8. Parkvithee, N., & Miranda, M. J. (2012). The interaction effect of country-of-origin, brand equity and purchase involvement on consumer purchase intentions of clothing labels. *Asia Pacific Journal of Marketing and Logistics*, 24(1), 7-22. <http://dx.doi.org/10.1108/13555851211192678>.
9. Teo, P. C., Mohamad, O., & Ramayah, T. (2011). Testing the dimensionality of Consumer Ethnocentrism Scale (CETSCALE) among a young Malaysian consumer Market segment. *African Journal of Business Management*, 5(7), 2805-2816.



This page is intentionally left blank





GLOBAL JOURNAL OF MANAGEMENT AND BUSINESS RESEARCH: E  
MARKETING

Volume 16 Issue 3 Version 1.0 Year 2016

Type: Double Blind Peer Reviewed International Research Journal

Publisher: Global Journals Inc. (USA)

Online ISSN: 2249-4588 & Print ISSN: 0975-5853

# Antecedents of Online Shopping Attractiveness: The Youngster Perspective

By Dr. Deepika Jhamb & Mr. Sahil Gupta

*Chitkara University*

**Abstract-** With growing digitalization and enhancement of IT infrastructure, the youngsters are utilizing the power of internet to buy things online. As the acceptance of online shopping is rising among Indian consumers, the competition is also increasing in E-Commerce space. As many e-commerce websites are in the field, they all are studying the attributes which influence's customers for online shopping. This paper highlights the attributes which leads to online shopping attractiveness in young generation in India. The review of literature identified sixteen important attributes which can be converged into the following four main dimensions that can be named as determinants of online shopping attractiveness: (a) Ease of Transaction (b) Website Image (c) Product Information (d) Website Security. This study is relevant to academicians, researchers and industry people who works in the field of E-Commerce.

**Keywords:** online, shopping, attribute, website, digitalization.

**GJMBR - E Classification :** JEL Code : M30



*Strictly as per the compliance and regulations of:*



# Antecedents of Online Shopping Attractiveness: The Youngster Perspective

## Determinants of Online Shopping Attractiveness: The Youngster Perspective

Dr. Deepika Jhamb<sup>α</sup> & Mr. Sahil Gupta<sup>σ</sup>

**Abstract-** With growing digitalization and enhancement of IT infrastructure, the youngsters are utilizing the power of internet to buy things online. As the acceptance of online shopping is rising among Indian consumers, the competition is also increasing in E-Commerce space. As many e-commerce websites are in the field, they all are studying the attributes which influence's customers for online shopping. This paper highlights the attributes which leads to online shopping attractiveness in young generation in India. The review of literature identified sixteen important attributes which can be converged into the following four main dimensions that can be named as determinants of online shopping attractiveness: (a) Ease of Transaction (b) Website Image (c) Product Information (d) Website Security. This study is relevant to academicians, researchers and industry people who works in the field of E-Commerce.

**Keywords:** online, shopping, attribute, website, digitalization.

### 1. INTRODUCTION

#### a) Online Retailing

The internet provides a marketplace where buyers and sellers conduct transactions directly, interactively and in real time beyond the physical limitations of traditional brick-and mortar retailers, (Brynjolfsson and Smith 2000; Butlar and Peppard 1998; Griffith and Krampf 1998; Peterson et al. 1997; Yun and Good 2007). The growth of internet retailing has been phenomenal over the past few years. Although the "bricks-and-mortar" store continues to be the major channel of retailing, more and more retailers are resorting to online retailing because of consumers' positive response for online retailing. Some researchers have identified shopping enjoyment as a key shopping goal even in the case of "bricks-and-mortar" and online shopping, (Gillet 1970; Koufaris et al. 2001-2002; Childers et al 2001; and Wolfenbarger and Gilly 2001). Online retailers are embracing the advantages of dynamic interface design to keep shoppers happy and spending. As the use and popularity of the internet continues to increase, the preference of online shopping is also increasing. Online shopping still has a large growth potential. It is important for online retailers to

develop effective web presence and back office operations. With increased competition in online retailing, e-tailers must focus on effective design of websites. According to Li and Tang (2011), the competition among e-tailers also tends to be on price dimensions. Such competition leads to substantial price dispersion in the internet markets. As consumers' are accepting internet purchasing, retailers have quickened their adoption of the internet and started using sophisticated information technologies to improve their online presence.

#### b) Growth of Online Retail in India

The internet represents a huge marketing opportunity in India, as the use of technology and means of conducting business continues to rise. The number of people assessing the internet and entering into commercial transactions has been increasing. These transactions have been witnessed for both organizational as well as personal buying, (Joines et al. 2003; Jayawardhena 2004 and Sahney et al. 2008). The retail sector accounted for estimated value of US\$ 422.09 bn in 2011 is likely to increase to US\$ 825.46 bn by 2015 (BMI India Retail Report, 2012). The Indian e-commerce market is growing rapidly. With the introduction of internet and its extensive penetration into common man's life retailing has no longer remained a personal visit activity, but is inching towards online retailing.

**Author α:** Associate Professor, Chitkara Business School - Doctoral Research Center, Chitkara University.

e-mail: deepika.jhamb@chitkara.edu.in

**Author σ:** Research Associate, Chitkara Business School - Doctoral Research Center, Chitkara University.

Penetration of Technology (Bn)

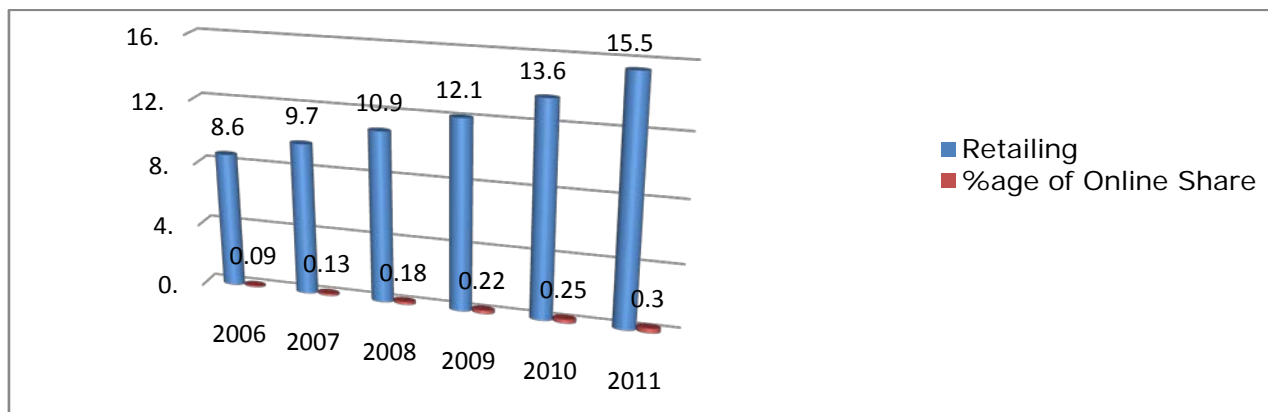
Technology Use	2005	2012	2015	2020
People with internet access	.025	.110	.300	.800
Mobile phone subscribers	.150	.930	1.000	1.100
Smart phone users	.001	.040	.250	.450
Laptop and notebook users	.001	.012	.050	.150

Source: Technopak Advisors report August 2012

The reliance on e-tailing can be gauged through the facts that its size in Indian market has been estimated as USD 14 bn in 2012 and is projected to reach USD 74 bn by 2017 (Technopak Report, August

2012). Indian e-commerce market, on the back of increasing internet penetration and the convenience it offers, has grown at a relatively high growth rate over the past few years.

Share of Online Retail to total Retail Sales INR Lac Crores (2006-2011)



Source: India Retail Report 2013

Though e-tailing is still a very small part of overall retail in India (0.3percent) as depicted in above diagram, it is projected to grow at a fast pace (reaching 1.4percent by 2015) and over the next decade its presence will be even more significant. Also, unlike several organized retailing, online retailing is not limited to large cities. As per IAMA (2013), 48percent of the total urban internet usage was in smaller cities (with population below 1 Mn) and only a third of internet users were in top 8 metros in 2011. Consumer awareness of the latest brands and fashion trends has further fuelled aspirations to own global products and brands, but the limited availability of these in tier II and III cities is driving consumers to go online and shop. Another driver for growth is multiple payment options offered by players (like cash on delivery) and the flexibility in product replacements/exchanges, which have instilled confidence in the small town consumer and created trust in online buying. As per Technopak Advisors Report August 2012, 35percent of Indian population is between 15-35 years of age. India's internet audience is also young, with 15-34 year olds making up 75percent and 25-34 year olds alone accounting for 40percent

visitors to e-tailing sites comprise about 50 percent of this population.

## II. REVIEW OF LITERATURE

In this section an effort has been made to understand the development in online shopping during the last decade with a view to identify the attributes and concerns of online shopping attributes. Internet has brought about social, economic and psychological changes and novelties into the life of common man. Online shopping comes as one of the recent innovations in Indian economic system. As per Aren et al. (2013), online shops have now a day's become more and these varied due to differences between bricks-and-mortar and click-and-mortar stores. Due to busy working and social life, time is gaining more importance. So, online shopping let consumers save time while fulfilling their fundamental needs, cover a variety of products and services in a short time and also helps to avoid traditional shopping costs. Online retailing has attracted a great deal of attention in recent years due to its potential and implications for both buyers and sellers. From the retailers perspective, e-commerce as a way of

doing business that offers a number of advantages like technology improvement that provide greater convenience and more information than traditional retailing. From consumers' point of view, online shopping offers convenience, constraint of time and space disappear, (Eroglu et al. 2001; Kalakota and Whinston 1997; Burke 1997; Li, Ko and Russell 1999, Morganosky and Cude 2000 and Syzmanski and Hise 2000). As per Grewal et al., (2004) product category, access to information, access to price information, novelty, accessibility and convenience are the major attributes of online shopping websites. The study by Teo (2006) indicated that consumer's expectations from online shopping websites include easy contact, providing sufficient information and online security of transaction. Researchers suggested various strategies like prompt delivery, reliable delivery, reliable supply chain practices, focus on reverse logistics, maintaining accuracy of orders and ensuring security while transacting online for better performance. Dawn and Kaur (2011). The findings of the study Chen and Dubinsky (2003) indicated that customer's valence of their online shopping experience and website reputation is positively related to perceived product quality. The retailers providing superior products, excellent service quality, a reputable company image, a user friendly website and a favorable total shopping experience perform better and seemingly can justify the prices and pique the target market. Though, Indian market presents lucrative opportunities for online shopping, there is a limited research to understand Indian consumers online shopping preferences. To cover this gap, the present paper identified sixteen important attributes of online shopping attractiveness from previous studies and applied factor analysis to classify the attributes as per their importance.

### III. CONCEPTUAL DEVELOPMENT

Zhou et al. (2007) the potential benefits of online shopping for consumers include convenience, various selection, low price, original services, personal attention, and easy access to information, among others. Jiang et al. (2009) identified the key convenience dimensions of online shopping and author is of the view that convenience has been one of the principal motivations underlying customer inclinations to adopt online shopping. Further, the five dimensions of online shopping convenience are: access, search, evaluation, transaction, and possession/post-purchase convenience. See-To et al. (2014) measure characteristics of payment methods that affect customer attitudes towards online shopping behavior. Authors concluded that the nature of product and services on offer and the consumer segments targeted can encourage offering those payment methods that consumers are more likely to accept, which could in turn increase the probability of

completing the transaction and not abandoning the shopping cart.

Liu et al. (2004) and Kim and Prabhakar (2004) is of the view that an acceptable refund/return policy would increase the company's credibility and customer trust on online shopping websites. Transaction security is also one of the important dimensions for the success of online trading for providing the online company's institutional status on its payment and refund system, as well as on its policy on the use of private information, (Reddy et al. 2015). According to Cyr (2008), an effectively designed Web site may engage and attract online consumers resulting in satisfaction with an online retailer. Marcus and Gould (2000) is of the view that well designed user interfaces improve the performance and appeal of the Web, helping to convert "tourists" or "browsers" to "residents" and "customers." Limayem et al. (2000) pointed out that the items like site accessibility, web page loading speed, navigation efficiency, product description, and transaction efficiency are significantly contribute towards online shopping. Authors also recommended that providing a valuable and accurate product description will lead to higher online customer satisfaction. Eroglu et al. (2001) expressed that online shopping offers convenience (temporal and spatial), value (through price comparison opportunity), and hedonic consumption possibilities to consumers' by which the potential benefits of the internet can be realized. Further, online customers are more inclined to patronize retailers which offer a substantial variety of services. This is especially in the case of desired services which are not widely available at physical outlets i.e. product and price comparison. Online customers thus expect higher levels of service quality than traditional channels customers, Lee & Lin (2005).

### IV. METHODOLOGY

#### a) *Measurement*

As per the review of existing research on online shopping patronage, Sixteen items were measured on five point Likert scale (1 = strongly disagree to 5 = strongly agree). Table 1 summarizes the linkage of previous authors and items used for measurement on shopping mall attractiveness attributes in the research.



Table 1

	Convenience	Mode of payment	Prompt Delivery	Installation	After sales support	Price	Offers and discount	Return policies	No. of Brands	No. of Products per Brand	Service offerings	Service information	Description of the merchandise	Terms of sale	Safety	Site design
Li and Tang (2011)	✓					✓		✓			✓					
Eroglu et al. 2001	✓															
Kalakota and Whinston 1997	✓				✓		✓		✓							
Burke 1997	✓															
Li, Kuo and Russell 1999	✓	✓		✓							✓					
Morganosky and Cude 2000	✓	✓									✓					
Syzmanski and Hise 2000	✓	✓									✓					
Kim et al. (2006)							✓	✓								
Wolfenbarger and Gilly 2003	✓															✓
Teo (2006)			✓													
Cyr (2008)															✓	✓
See-To et al. (2014)	✓	✓													✓	
Zhou et al. (2007)	✓	✓				✓		✓	✓							
Chen and Dubinsky (2003)									✓					✓	✓	✓
Limayem et al. (2000)	✓							✓							✓	✓

## V. RESULTS AND DISCUSSION

The major driving force for conducting this research is to understand the attribute affecting the shopping behaviour via online platforms. Sixteen

attributes are highlighted in table 1. These clusters were named: (1) E-Commerce website Product attributes and (2) E-Commerce website Service Attributes.

*Table 2 : Exploratory Factor Analysis of E-Commerce website Product attributes*

	Ease of Transaction	Website Image
1. Convenience	.757	
2. Mode of payment	.821	
3. Prompt Delivery	.701	
4. Installation	.668	
5. After sales support	.522	
6. Price	.452	
a) Eigen Value	2.78	
b) percent of variance	38.63	
c) Cumulative Variance	38.63	
1. Offers and discount		.768
2. Return policies		.658
3. No. of Brands		.574
4. No. of Products per Brand		.875
a) Eigen Value		2.45
b) percent of variance		30.9
c) Cumulative Variance		30.9

Using factor analysis, of E-Commerce website Product attributes have been classified into the following two factors: (1) Ease of Transaction and (2) Website Image. These two factors explain 69.53 percent of total

variance. Ease of Transaction includes Convenience (.72), Mode of payment (.82), delivery (.701), Installation (.668) which leads to variance of 38.63. Website Image factor leads for 44.4percent of total variance.

*Table 3 : Exploratory Factor Analysis of E-Commerce website Service Attributes*

	Product Information	Website Security
1. Service offerings	.678	
2. Service information	.546	
3. Description of the merchandise	.675	
4. Terms of sale	.455	
a. Eigen Value		
b. percent of variance	2.45	
c. Cumulative Variance	66.44	
	26.44	
1. Safety		.788
2. Site design		.851
a. Eigen Value		2.89
b. percent of variance		38.34
c. Cumulative Variance		38.34

Using factor analysis of E-Commerce website Service Attributes are classified into a) Product Information b) Website Security. These two factors explain 64.78 percent of total variance. Service offering and Description of merchandise are higher loading factor in case of Product information while Site design is High loading factors for Website security.

## VI. CONCLUSION

This research concludes that there are various factors which affect the online shopping behavior of consumers regardless of the various demographic factors. Shopping which was earlier done from traditional brick and mortar shops are now shifted to

new shopping avenues i.e. the Virtual stores/Online stores. These new shopping platforms gives various types of opportunity and ease for buying the products. As our nation is touching new heights in Information technology, it is also giving a new way to shop and match with growing speed at International levels. For Indian consumers, mode of payment, convenience, prompt delivery, and service offerings are important attributes while performing an online transaction. Simultaneously they are equally concerned for safety and website design which plays an important role in building trust and loyalty towards online shopping platform. Young consumers are also utilizing the internet facilities for getting the product related information as well as they are smartly opting it for doing comparison of product available on these virtual stores which are helping them in taking better decision while making a purchase.

### REFERENCES RÉFÉRENCES REFERENCIAS

1. Ba, S., Kalakota, R., & Whinston, A. B. (1997). Using client-broker-server architecture for Intranet decision support. *Decision Support Systems*, 19(3), 171-192.
2. Brown, M., Pope, N., & Voges, K. (2003). Buying or browsing? An exploration of shopping orientations and online purchase intention. *European Journal of Marketing*, 37(11/12), 1666-1684.
3. Brynjolfsson, E., & Smith, M. D. (2000). Frictionless commerce? A comparison of Internet and conventional retailers. *Management science*, 46(4), 563-585.
4. Burke, Raymond R. (1997). Real shopping in virtual stores. In Stephen P. Bradley and Richard L. Nolan (Eds.), *Sense and respond: Capturing the value in the network era*. Boston, MA: Harvard Business School.
5. Butler, P., & Peppard, J. (1998). Consumer purchasing on the Internet:: Processes and prospects. *European management journal*, 16(5), 600-610.
6. Chen, Zhan., & Dubinsky, J.A. (2003). A conceptual model of perceived customer value in e-commerce: a preliminary investigation. *Psychology and Marketing*, 20 (4), 323-347.
7. Childers, T. L., Carr, C. L., Peck, J., & Carson, S. (2002). Hedonic and utilitarian motivations for online retail shopping behavior. *Journal of retailing*, 77(4), 511-535.
8. Cyr, D. (2008). Modeling web site design across cultures: relationships to trust, satisfaction, and e-loyalty. *Journal of Management Information Systems*, 24(4), 47-72.
9. Dawn, S.K. & Kar, U. (2011). E-tailing in India- its issues, opportunities and effective strategies for growth and development. *International Journal of Multidisciplinary Research*, 1 (3), 101-115.
10. E. W., Papagiannidis, S., & Westland, J. C. (2014). The moderating role of income on consumers' preferences and usage for online and offline payment methods. *Electronic Commerce Research*, 14(2), 189-213.
11. Eroglu, S. A., Machleit, K. A., & Davis, L. M. (2001). Atmospheric qualities of online retailing: A conceptual model and implications. *Journal of Business research*, 54(2), 177-184.
12. Grewal, D., Iyer R. G., & Levy M., (2004). Internet retailing: enablers, limiters and market consequences. *Journal of Business Research*, 57(7), 703-713.
13. Griffith, D. A., & Krampf, R. F. (1998). A content analysis of retail web-sites. *Journal of Marketing Channels*, 6(3-4), 73-86.
14. Jayawardhena, C. (2004). Measurement of service quality in internet banking: the development of an instrument. *Journal of Marketing Management*, 20(1-2), 185-207.
15. Kim, K. K., & Prabhakar, B. (2004). Initial trust and the adoption of B2C e-commerce: The case of internet banking. *ACM sigmis database*, 35(2), 50-64.
16. Koufaris, M., & Hampton-Sosa, W. (2002). Customer trust online: examining the role of the experience with the Web-site. Department of Statistics and Computer Information Systems Working Paper Series, Zicklin School of Business, Baruch College, New York
17. Lee, G. G., & Lin, H. F. (2005). Customer perceptions of e-service quality in online shopping. *International Journal of Retail & Distribution Management*, 33(2), 161-176.
18. Li, B., & Tang, F. F. (2011). Online pricing dynamics in Internet retailing: The case of the DVD market. *Electronic Commerce Research and Applications*, 10(2), 227-236.
19. LI, H., KUO, C. and RUSSELL, M.G., 1999, The impact of perceived channel utilities, shopping orientations, and demographics on the consumer's online buying behavior. *Journal of Computer Mediated Communications*, 5. Available online at: <http://www.ascusc.org/jcmc/> (accessed 1 June 2005).
20. Limayem, M., Khalifa, M., & Frini, A. (2000). What makes consumers buy from Internet? A longitudinal study of online shopping. *Systems, Man and Cybernetics, Part A: Systems and Humans*, IEEE Transactions on, 30(4), 421-432.
21. Ling (Alice) Jiang, Zhilin Yang, Minjoon Jun, (2013) "Measuring consumer perceptions of online shopping convenience", *Journal of Service Management*, Vol. 24 Iss: 2, pp.191 – 214.
22. Liu, C., Marchewka, J. T., & Ku, C. (2004). American and Taiwanese perceptions concerning privacy,

- trust, and behavioral intentions in electronic commerce. *Journal of Global Information Management (JGIM)*, 12(1), 18-40.
23. Marcus, A., & Gould, E. W. (2000). Crosscurrents: cultural dimensions and global Web user-interface design. *interactions*, 7(4), 32-46.
24. Morganosky, M. A., & Cude, B. J. (2000). Consumer response to online grocery shopping. *International Journal of Retail & Distribution Management*, 28(1), 17-26.
25. Reddy, M. S., & Chalam, G. V. (2015). Online Shopping and Buyers' Perception: A Critical Analysis. *The International Journal of Business & Management*, 3(5), 324.
26. Sawhney M, Verona G, Prandelli E. Collaborating to create: the Internet as a platform for customer engagement in product innovation. *Journal of Interactive Marketing* 2005;19(4):4-17.
27. Szymanski, D. M., & Hise, R. T. (2000). E-satisfaction: an initial examination. *Journal of retailing*, 76(3), 309-322.
28. Teo, S.H.T. (2006). To buy or not to buy online: adopters and non-adopters of online shopping in Singapore. *Behavioural and Information Technology*, 25 (6), 497-509.
29. Wolfinbarger, M., & Gilly, M. C. (2001). Shopping online for freedom, control, and fun. *California Management Review*, 43(2), 34-55.
30. Yun, Z. S., & Good, L. K. (2007). Developing customer loyalty from e-tail store image attributes. *Managing Service Quality: An International Journal*, 17(1), 4-22.
31. Zhou, L., Dai, L., & Zhang, D. (2007). Online shopping acceptance model-A critical survey of consumer factors in online shopping. *Journal of Electronic Commerce Research*, 8(1), 41.







This page is intentionally left blank



GLOBAL JOURNAL OF MANAGEMENT AND BUSINESS RESEARCH: E  
MARKETING

Volume 16 Issue 3 Version 1.0 Year 2016

Type: Double Blind Peer Reviewed International Research Journal

Publisher: Global Journals Inc. (USA)

Online ISSN: 2249-4588 & Print ISSN: 0975-5853

# Marketing Mix Strategies and Hospital Performance-In Case of Wolaita Sodo University, Otona Teaching & Referral Hospital

By Mengistu Matino Eltamo & Tesfahun Tegegn Sorsa

*Wolaita Sodo University*

**Abstract-** This research inspects the shock of marketing mix strategies on patient satisfaction at Wolaita Sodo University teaching and referral hospital. It consist dependent and independent variables. The dependent variable called hospital performance which measured by patient satisfaction. The independent variables are familiar with the culture the research case which includes; promotion, price, physical evidence, process, people, access/place/distribution and service of health. The research used quantitative data to explore its relationship by having primary data through a questionnaire, which was administered in the Otona teaching and referral hospital. The researcher targeted the hospital's professionals who were working at radiology, gynecology, pharmacy, eye clinic and other specialist's sections. The research population of this research consists of 243 workers/specialists from Otona hospital in South Nation Nationalities People Region (SNNPR). The research sample in this research also determined 56 according to (Kothari 2004) workers. The researcher retrieves 52 valid research questionnaires. A purposive sampling strategy was used to choose the participants in this research.

**Keywords:** *marketing mix strategies, otona hospital, patient satisfaction, hospital performance.*

**GJMBR - E Classification :** JEL Code : M39



*Strictly as per the compliance and regulations of:*



# Marketing Mix Strategies and Hospital Performance-In Case of Wolaita Sodo University, Otona Teaching & Referral Hospital

Mengistu Matino Eltam<sup>α</sup> & Tesfahun Tegegn Sorsa<sup>ο</sup>

**Abstract-** This research inspects the shock of marketing mix strategies on patient satisfaction at Wolaita Sodo University teaching and referral hospital. It consist dependent and independent variables. The dependent variable called hospital performance which measured by patient satisfaction. The independent variables are familiar with the culture the research case which includes; promotion, price, physical evidence, process, people, access/place/distribution and service of health. The research used quantitative data to explore its relationship by having primary data through a questionnaire, which was administered in the Otona teaching and referral hospital. The researcher targeted the hospital's professionals who were working at radiology, gynecology, pharmacy, eye clinic and other specialist's sections. The research population of this research consists of 243 workers/specialists from Otona hospital in South Nation Nationalities People Region (SNNPR). The research sample in this research also determined 56 according to (Kothari 2004) workers. The researcher retrieves 52 valid research questionnaires. A purposive sampling strategy was used to choose the participants in this research. The results confirm significant differences in the influence of the marketing mix strategy have varied significant and insignificant influence on the patient satisfaction. According the formulated SPSS version 20 model analysis, the seven out of seven variables are significant (  $p < 0.05$ ). The research contributes to the scholastic and practical knowledge as being to investigate empirically the impact of the marketing mix strategy on patient satisfaction. Furthermore, it recognizes the important role of marketing in improving the patient satisfactions, integrates, refines and extends the empirical work that conducted in the field hospital performances at health services marketing sector in Wolaita Sodo University Teaching and Referral Hospital. This research makes obtainable useful guidelines for further and prospect research possibilities such as exploring the pressure of the marketing mix strategy influence on other hospital performance sectors.

**Keywords:** marketing mix strategies, otona hospital, patient satisfaction, hospital performance.

## I. INTRODUCTION

Marketing mix strategies focuses on the fundamental practices that every company has to carry out - identifying customers, researching their needs and preferences, analyzing factors that influence their purchasing decisions and persuading

them to buy products and services from you rather than a competitor.

A number of researchers (Booms and Bitners, 1981; Lovelock, 2001, Ahmad, 2007) have previously argued that the traditional 4Ps of the marketing mix model are inadequate for either the marketing of goods or for services marketing. Services are different from products, because of their characteristics; intangibility, inseparability, heterogeneity, and perish -ability.

Patient satisfaction, a crucial piece in the puzzle of performance assessment, merits consideration as a performance measure appropriate for small hospitals. Patient perceptions of quality of care are increasingly central in conceptual and operational models of performance measurement (Lied and Kazandjian, 1999).

The researcher developed a conceptual framework aimed to recognizing marketing mix strategy components that influence patient satisfaction at Otona hospital. The purpose of this research is to explore the impact of services marketing mix strategy components on hospital performance based on patient satisfaction in Wolaita Sodo University public referral hospital.

## II. OBJECTIVES OF THE STUDY

### a) General Objective

To find out the effect of marketing mix Strategy on hospitals Performance based on Patient Satisfaction.

### b) Specific Objectives of the study

The researchers specifically have attempted the following specific objectives.

- To define the components of marketing mix strategies of the Otona hospital.
- To identify the most influential marketing mix strategies to the hospital.
- To examine which strategies satisfies the needs of the patients.

## III. RESEARCH METHODOLOGY

The actual relationships that may exist between independent and dependent variables as stated in the research hypotheses part of the literature review that, the researcher used descriptive analytical research. The hypotheses were formulated inductively from the researcher's observation and from the literature. The

Author <sup>α</sup> <sup>ο</sup>: Wolaita Sodo University College of Business and Economics, Department of Management, Wolaita.  
e-mails: mmew2016@gmail.com, tesfahuntegegn@gmail.com

researcher factors constitute marketing mix strategies components of the Otona hospital, so that the description is needed. In addition to this, the researcher used different test of model for analytical parts. It helps to examining the relationship between the marketing mix strategy components of the Otona hospital and patient performance which measured by patient satisfaction in order to explore how far hospital Very Important Person's perceive these factors when making their decisions regarding the marketing strategies.

#### a) Type of Research

The researcher used Cross-sectional research survey which Otona health market included. It is a single cross-sectional design in which the collection of information from the research population and respondents performed once only (Palmer, 2001). This research was conducted at referral hospitals; data was collected through research questionnaire from managers and specialists of the hospital.

#### b) The Research Population

The research population consists from Otona hospital which counted 243 sample of population. They are experts (professionals) who are working there for long period. In addition to this, the research population consisted of all level professionals (radiologists, OPD workers, pharmacists, nurses, eye clinic, dentists, etc in hospital. Therefore, all purposefully selected, professionals called invited to participate in the research survey, the number accounted the sample size of 56, and this research used a purposive sample. One method that taken was, the value of  $p = 0.5$  in which case 'n' will be the maximum and the sample will yield at least the desired precision. In order to determine the sample size from finite population the following sample size determination formula was used:-

$$n = \frac{z^2 \cdot p \cdot q \cdot N}{e^2 \cdot (N - 1) + z^2 \cdot p \cdot q}$$

Where:-

- $p$  = sample proportion/ assumed as defect ,  $q = 1 - p$
- $z$  = the value of the standard variant at a given confidence level and to be worked out from table showing area under Normal Curve
- $N$  = total population
- $n$  = size of sample (Source p. 179, Kothari Research Methodology 2<sup>nd</sup> Revised Edition 2004).

#### c) Data Collection Methods

The purpose of gaining a comprehensive picture of the issues in research questions, quantitative approach was used to this research. It is used structured questionnaire techniques to collect primary data. The research questionnaire was used as primary data collection method. The components of marketing

mix is (physical evidence, service of health, promotion, place/distribution/access, people, pricing, and process) and hospital performance namely (patient satisfaction) will measured on 5-point Likert- scale ranging from 5 (strongly agree) to 1 (strongly disagree).

## IV. HYPOTHESIS

This research has addressed the most familiar of marketing mix strategies on the base of hospital sectors performances which measured on patient satisfaction; it helped easily to understood, fed data, and to formulate. Besides these, it has hypothesized as in the literature part:- Hypothesis has tested under Coefficient of the multiple regression models to know hospital performance that measured by patient satisfaction.

H1: There is an association between hospital performances and independent variables under consideration. The general model used was:-

$$Y = B_0 + B_1X_1 + B_2X_2 + B_3X_3 + B_4X_4 + B_5X_5 + B_6X_6 + B_7X_7 + E$$

Where:-

Y= the predicted value on the hospitals performance,  $B_0$ = the Y intercept, the value of Y when all Xs are zero,  $X_1$ = Health service strategy,  $X_2$ =Pricing strategy,  $X_3$ =place/access/Distribution strategy,  $X_4$ =Promotion strategy,  $X_5$ =Physical evidence strategy,  $X_6$ =Process strategy,  $X_7$ =Personal strategy, B= the various coefficients assigned during the regression parameter that relating to the mean value of y and E = an error term that describes the effects on y of all factors other than the value of the independent variables  $x_1$ - $x_7$ .

## V. DATA DISCUSSION BY USING DESCRIPTIVE ANALYSIS

**Table 1 :** Marketing mix strategies and hospital performances which measured by patient satisfaction at Otona Hospital

Correlations									
		HPMPS	x1	x2	x3	x4	x5	x6	X7
Pearson Correlation	HPMPS	1	0.53	0.454	0.422	0.368	0.429	0.524	0.685
	x1	0.53	1	0.476	0.433	0.493	0.399	0.71	0.639
	x2	0.454	0.476	1	0.446	0.253	0.464	0.446	0.443
	x3	0.422	0.433	0.446	1	0.593	0.563	0.487	0.612
	x4	0.368	0.493	0.253	0.593	1	0.598	0.538	0.613
	x5	0.429	0.399	0.464	0.563	0.598	1	0.596	0.512
	x6	0.524	0.71	0.446	0.487	0.538	0.596	1	0.769
	X7	0.685	0.639	0.443	0.612	0.613	0.512	0.769	1
Significances' at (one-tailed)	HPMPS	.	<b>0.000</b>	<b>0.000</b>	<b>0.001</b>	<b>0.004</b>	<b>0.001</b>	<b>0.000</b>	<b>0.000</b>
	x1	0.000	.	0.000	0.001	0.000	0.002	0.000	0.000
	x2	0.000	0.000	.	0.000	0.035	0.000	0.000	0.001
	x3	0.001	0.001	0.000	.	0.000	0.000	0.000	0.000
	x4	0.004	0.000	0.035	0.000	.	0.000	0.000	0.000
	x5	0.001	0.002	0.000	0.000	0.000	.	0.000	0.000
	x6	0.000	0.000	0.000	0.000	0.000	0.000	.	0.000
	X7	0.000	0.000	0.001	0.000	0.000	0.000	0.000	.
n( sample size of populations)	HPMPS*	52	52	52	52	52	52	52	52
	x1	52	52	52	52	52	52	52	52
	x2	52	52	52	52	52	52	52	52
	x3	52	52	52	52	52	52	52	52
	x4	52	52	52	52	52	52	52	52
	x5	52	52	52	52	52	52	52	52
	x6	52	52	52	52	52	52	52	52
	X7	52	52	52	52	52	52	52	52

Source: Own Computation, 2016

HPMPS\*=Hospital Performance Measured by Patient Satisfaction

This part focuses on given that a descriptive analysis of the research data. The discussion of the respondents' dimensions offers a clear perspective of the hospital workers/experts/specialists investigated in this research and a better understanding of the analysis in general.

### a) Research Variable Analysis

The general hypothesis for this section is "All marketing mix strategy components have a positive and

significant effect on the hospital performance which measured by patient satisfaction of Otona teaching and Referral hospital in Wolaita Zone in SNNPR, Ethiopia". Table1 shows the correlation matrix, which presents the value of the Pearson correlation coefficients between every pair of variables, the 1-tailed significance of each correlation and the number of cases contribution to each correlation (n=52).



The relationships among predictors and the outcome, seven out of seven marketing mix strategy components had a significant positive correlation with the hospital performance which measured by patient satisfaction that shows the influence of the marketing mix strategy components on hospital performance measured by patient satisfaction.

Between the other predictor variables "marketing mix strategy components", and the outcome factor "hospital performance measured by patient satisfaction" Pearson correlation results ranged from 0.53–0.685 with the correlation of all seven positive marketing mix strategy items being significant ( $p < 0.05$ ).

There is no independent variable that shows insignificant correlation.

Among all the predictors, personal strategy correlates best with the hospital performance measured by patient satisfaction in that it has highest positive correlation with it, which is also significant: ( $r = 0.53$ ,  $p < 0.05$ ). Therefore, it is likely that this variable will best predict and explain the variance.

The results of the analysis have demonstrated that the multiple regression model (table 2), which consists of the marketing mix strategy components has significantly improved the ability to explain the outcome variable.

**Table 2 :** Coefficient of the multiple regression model/hospital performance measured by patient satisfaction

Model	Un standardized Coefficients		Standardized Coefficients	t	Sig.	95.0% Confidence Interval for B		Correlations			Co linearity Statistics	
	B	Std. Error				Lower Bound	Upper Bound	Zero-order	Partial	Part	Tolerance	VIF
(Constant)	-1.373	0.83		-1.654	0.105	-3.046	0.3					
x1	0.356	0.281	0.202	1.269	0.211	-0.209	0.921	0.53	0.188	0.131	0.422	2.372
x2	0.24	0.264	0.12	0.91	0.368	-0.292	0.773	0.454	0.136	0.094	0.615	1.627
x3	-0.071	0.184	-0.057	-0.383	0.704	-0.442	0.301	0.422	-0.058	-0.04	0.483	2.068
x4	-0.207	0.209	-0.154	-0.987	0.329	-0.629	0.215	0.368	-0.147	-0.102	0.442	2.263
x5	0.317	0.269	0.184	1.18	0.244	-0.225	0.859	0.429	0.175	0.122	0.44	2.271
x6	-0.331	0.31	-0.21	-1.069	0.291	-0.955	0.293	0.524	-0.159	-0.111	0.277	3.608
X7	1.011	0.271	0.699	3.726	0.001	0.464	1.557	0.685	0.49	0.386	0.304	3.287

Source: Own Computation, 2016

The coefficients as shown in table 2 are referred to as B values, which indicate the individual contribution of each predictor to the model. By replacing the B

values into the  $Y = \beta_0 + \beta_1X_1 + \beta_2X_2 + \beta_3X_3 + \beta_4X_4 + \beta_5X_5 + \beta_6X_6 + \beta_7X_7 + e$  equation, the model becomes defined by the example of the following equation:-

$$y = -1.373 + 0.356x_1 + 0.24x_2 + -0.071x_3 + -0.207x_4 + 0.317x_5 + -0.331x_6 + 1.011x_7 + e$$

$$= -1.373 + 0.356(4.625) + 0.24(4.67) + -0.071(4.43) + -0.207(4.17) + 0.317(4) + -0.331(4.375) + 1.011(4.5) + 0.05$$

$$= 4.2$$

$$y = 4 \approx 4.2$$

According to the actual /first/ observation of appendix 2 and (table 2)  $\beta$  row data, the patient satisfaction at Otona teaching and referral hospital represented by 4 and this satisfaction figure is almost similar than that of the point prediction called 4.27. This implies that and the study predict the intervals in multiple regression to determine that there is strong evidence to the relationship between independent and dependent variable that the hospital heads should work hard on patient satisfaction.

The B values inform the relationship among the hospital performance measured by patient satisfaction and the influences of the marketing mix strategy.

If the value is positive, this indicates a positive relationship between the predictor and the outcome, whereas a negative coefficient represents a negative relationship.

The B values under the first column, personal strategy has the highest positive relationship with the outcome variable hospital performance measured by patient satisfaction ( $B = 1.011$ ). All the research components of marketing mix strategies (distribution/ place/access, price, promotion, physical evidence, process and personal strategies) are significantly related to the hospital performance measured by patient

satisfaction (P-value=0.001, 0.000, 0.004, 0.001, 0.000, 0.000, 0.000) respectively.

## VI. CONCLUSION

Marketing focuses on the fundamental practices that every company has to carry out - identifying customers, researching their needs and preferences, analyzing factors that influence their purchasing decisions and persuading them to buy products and services from you rather than a competitor. All this requires a strategy that is coordinated, considered and realistic in terms of making the most effective use of the resources and budgets available. Planning a marketing strategy starts with a detailed and ongoing investigation of the market and its sub-markets or segments. Companies look at the social, political, economic, cultural and technological trends which are shaping the market, their own position within it and the resources they can marshal to change or influence it (CIM 2015).

When specific goals have been defined, alternatives to the status quo can be discussed, and ways to achieve those alternatives can be chosen. The marketing strategy is then formalized within a specific plan of action, which is constantly revised and updated, and the marketing campaign progresses (The Chartered Institute of Marketing (CIM)).

Marketing mix strategy is a necessary strategy in service organizations to ensure the organizations' success. It is vital to marketing the hospitals in the target market and acts on behalf of the whole hospital or with coordination in dealing with hospital performance measured by patient satisfaction. These are the factors that the hospital is attempting to win the marketing strategy application and the services delivered. This research argues that marketing mix strategies do not evolve simply by chance, but through a planned effort by the hospital management team. The link between these factors and the marketing mix strategy components was based on findings from the literature (structured questionnaire), and observations. The framework suggests that marketing mix strategy as a core construct in this research receives its vital role through the effect of marketing mix strategy on hospital performance measured by patient satisfaction. As a result, the argument of this study is that the marketing mix strategy is a mediating factor that relies on hospital performance measured by patient satisfaction. Furthermore, marketing mix strategy itself leads to some impact on the hospital, including hospital performance measured by patient satisfaction.

## VII. RECOMMENDATIONS

Depending on the finding of the study, the researchers forwarded the following recommendations:

### a) *Effective Health Service Strategy*

The Otona hospital provides a comprehensive range of health and medical service to facilitate the diverse needs and wants of in their target market.

The hospital applied new health services in addition to developing and introducing its service. The importance of introducing and developing new health services has major functions like being competitive on the hospital's growth and continuations, enabling the hospital to meet needs and wants for the largest possible market and updating medical technology worldwide, it helps hospitals to gain opportunities that lead to increased market share and penetrate new markets.

The research data indicates that patient services are evident by the value of positive Pearson correlation and significant at one tailed test with p-value of 0.000. Therefore, it inferred as there is relationship with service strategy that the hospital heads focus on feed back, latest service, luckless time, and diverse needs and wants of patients' confidential cases.

### b) *Pricing Strategy*

Most patient got medical laboratory test and pay to it. But the specialists' referring and telling where the medicine is and its costliest price. The quantitative data analysis at the Otona hospital indicated that there are different pricing strategies are frequently adopted in the hospital. These strategies involve pricing based on government regulations, and the varying costs, which the Otona hospital patients incur. The pricing policy based on competition in the Otona health market and price discrimination according to market segment was utilized by Otona hospital.

The research data indicates that pricing strategies are evident by the value of positive Pearson correlation and significant at one tailed test with p-value of 0.000. So that the hospital heads fix these problems by pricing them according the medicine and drug low of the country besides the farmers economy. In addition to these, they should most frequently adopted pricing policy is related to the government regulation.

### c) *Access/Place/ Distribution Strategy*

It is found that hospital provides an hourly service availability to match the non-programmed emergency and accident cases. The research data indicates that hospital has no branches in different zone and cities in SNNPR. This may be due to a high cost of establishment and concentration in one branch. As such, most of the hospital does not have a mobile clinic.

The research data indicates that the accessibility strategies are evident by the value of positive Pearson correlation and significant at one tailed test with p-value of 0.001. So that, the hospital heads should work on branches, e-health services, telemedicine, open consultation bureau, give mobile clinic, should put almost all medicine types in their store

instead of referring and to match the non-programmed emergency and accident cases.

#### d) *Promotion Strategy*

The research data indicates that the Promotion strategies are evident by the value of positive Pearson correlation and significant at one tailed test with p-value of 0.004. The most prominent method of promotion is by "word of mouth" communication where an existing patient recommends the hospital services to other customers in similar or different cases of illness.

The word of mouth communication, personal selling and customer personal contact, and public relation, and publicity for promoting health services were used by most Otona hospital. The rationale behind using word of mouth communication in promoting health services is that the health service has unique complex characteristics especially the aspect of intangibility. Medical staff believes that the greatest means of promoting health service is by word of mouth. Furthermore, promoting health services is more problematic compared with other services or products.

The rationale underlying use of public relations publicity and free medical days to enhance the hospitals image in promoting their health service is that hospitals need to build trust and improve the reputation of their health services. Whatever the hospital is the only public University hospital, the heads should work on electronic media advertising, should sponsor charities and seminars to build the image of the hospital. In addition to these, is recommendable the latest technology like direct mail.

#### e) *Physical Evidence Strategy*

The research data indicates that Physical Evidence Strategy is evident by the value of positive Pearson correlation and significant at one tailed test with p-value of 0.001. The patients' service is a fundamental objective in designing the physical evidence strategy of hospital by which it can create a patient-friendly atmosphere and comfortable access to the health services.

Therefore, the hospital face an altogether different psychological situation compared to patient of other service organizations, which need additional effort to help them reduce the degree of anxiety experienced by concentrating on the physical evidence atmosphere facilities. According to the finding and real observations, some medicine are not available in the hospital drug store, no enough and comfortable beds with good directory signs to the patients, there is suffocated and not well decorated atmosphere rooms. Therefore, the Otona teaching and referral hospital heads give more focus on the above recommended physical evidences of the marketing mix strategies.

#### f) *Health Process Strategy*

The research data indicates that process Strategy is evident by the value of positive Pearson

correlation and significant at one tailed test with p value of 0.000. It reveals that the health/medical services delivery process strategy Of the marketing is the most sensitive and critical activity that the Wolaita Sodo University Otona teaching and referral hospital, as with any hospital around the south nation nationalities people region which concentrates upon to deliver their services on time.

Most medical cases do not accept any delay during the specialist's treatment. Otona hospital also recognized satisfaction among their patients during delivering of the health services due to the social responsibilities and great competition extent in the health care market. According to data finding a few delays happen during the treatments. So that all concerned bodies put critical looking on privacy keeping during treatments, appointed time management to the patients, pointing of the sequences and steps should the patient handlers go and get medications, the need of dignity respect ion and careful explanations to medicines how, why, when to use it.

#### g) *Personal Strategy*

Everyone who comes into contact with your customers will make an impression. Many customers cannot separate the product or service from the staff member who provides it, so your people will have a profound effect positive or negative on customer satisfaction. The reputation of your brand rests in the hands of your staff. They must be appropriately trained, well-motivated and have the right attitude. All employees who have contact with customers should be well-suited to the role (CIM 2015). According to the data, personal Strategy is evident by the value of positive Pearson correlation and significant at one tailed test with p-value of 0.000. In addition to this, the finding indicates that Otona hospital is generally improving their personal ability to perform their service role and to maintain a competitive level. They further concentrate on their staff's appearance because of the extreme contact occurring between staff and hospital patients. Serving patients in hospital is critical activities that may earn patient satisfaction and admiration, so excellent standards are essential within such an environment.

## REFERENCES RÉFÉRENCES REFERENCIAS

1. Ala'Eddin Mohammad Khalaf Ahmad<sup>1</sup>, Abdullah Ali Al-Qarni<sup>1</sup>, Omar Zayyan Alsharqi<sup>1</sup>, Dalia Abdullah Qalai<sup>2</sup> & Najla Kadi<sup>1</sup> The Impact of Marketing Mix Strategy on Hospitals Performance Measured by Patient Satisfaction: An Empirical Investigation on Jeddah Private Sector Hospital Senior Managers Perspective, International Journal of Marketing Studies; Vol. 5, No. 6; 2013
2. Cochran, W.G. (196), Sampling Techniques, 2nd Ed. New York: John Wiley & Sons.

3. Dr. Buttle FA 2011, Marketing mixes strategies and Tourism sector performances, The University of Queens land Australia, 2 Dec 2015.
4. Giles, G.B. (1974) Marketing, 2nd Ed., London: Macdonald & Evans Ltd.
5. Keller, K. (2003). Strategic Brand Management: Building, Measuring, and Managing Brand Equity (2nd Ed.). Englewood Cliffs, NJ: Prentice-Hall.
6. Kotler, P. (2000). Marketing Management: The Millennium Edition, Prentice Hall International Inc., 10th Ed.).
7. Kothari C.R. Research Methodology: methods and techniques, New Age International Publisher New Delhi (India) 2004.
8. Kotler, P., & Armstrong, G. (2011). Principles of Marketing. Pearson.
9. Rafiq, M. and Ahmed, P.K. (1995), Using the 7Ps as a generic marketing mix: an exploratory survey of UK and European marketing academics, Marketing Intelligence and Planning; Vol. 13, No. 9, pp. 4 – 15.
10. Zeithaml, V., & Bitner M. (2000). Services Marketing: Integrating Customer Focus Across the Firm (2nd Ed.). Irwin McGraw- Hill.
11. Zeithaml, V.A., Berry, L.L. and Parasuraman, A. (1996), "The behavioral consequences of service quality", Journal of Marketing, Vol. 60, pp. 31-46.





This page is intentionally left blank





GLOBAL JOURNAL OF MANAGEMENT AND BUSINESS RESEARCH: E  
MARKETING

Volume 16 Issue 3 Version 1.0 Year 2016

Type: Double Blind Peer Reviewed International Research Journal

Publisher: Global Journals Inc. (USA)

Online ISSN: 2249-4588 & Print ISSN: 0975-5853

## Consumer Behaviour towards Mobile Tele Services: A Case Study at Hosur Town

By Hitler. S & Dr. R. Haridas

*Periyar University*

**Abstract-** Consumer behavior is the investigation of people, gatherings, or associations and the procedures they use to choose, secure, and discard items, administrations, encounters, or thoughts to fulfill needs and the effects that these procedures have on the shopper and society. An endeavor is made here to evoke the perspectives of the respondents on the purchaser conduct towards versatile Tele administrations in Hosur town under the study. On the premise of results, it is recommended that item quality from the advertiser's viewpoint is connected with correspondence, value, highlight, capacity, or execution of an item.

**Keywords:** consumer behavior, mobile tele services, opinions of respondents, hosur town.

**GJMBR - E Classification :** JEL Code : M00



CONSUMER BEHAVIOUR TOWARDS MOBILE TELE SERVICES A CASE STUDY AT HOSUR TOWN

*Strictly as per the compliance and regulations of:*



# Consumer Behaviour towards Mobile Tele Services: A Case Study at Hosur Town

Hitler. S<sup>α</sup> & Dr. R. Haridas<sup>σ</sup>

**Abstract-** Consumer behavior is the investigation of people, gatherings, or associations and the procedures they use to choose, secure, and discard items, administrations, encounters, or thoughts to fulfill needs and the effects that these procedures have on the shopper and society. An endeavor is made here to evoke the perspectives of the respondents on the purchaser conduct towards versatile Tele administrations in Hosur town under the study. On the premise of results, it is recommended that item quality from the advertiser's viewpoint is connected with correspondence, value, highlight, capacity, or execution of an item.

**Keywords:** consumer behavior, mobile tele services, opinions of respondents, hosur town.

## I. INTRODUCTION

Consumer behavior is the study of individuals, groups, or organizations and the processes they use to select, secure, use, and dispose of products, services, experiences, or ideas to satisfy needs and the impacts that these processes have on the consumer and society. It attempts to understand the decision-making processes of buyers, both individually and in groups. It endeavors to comprehend the basic leadership procedures of purchasers, both separately and in gatherings. It contemplates qualities of individual buyers, for example, demographics and behavioral variables trying to comprehend individuals' needs. It likewise tries to survey impacts on the buyer from gatherings, for example, family, companions, reference gatherings, and society when all is said in done.

Consumer behavior alludes to the demonstration of expending merchandise or administrations. In the expressions of Glenn Wilters, "Human behavior refers to the total process by which individuals interact with their environment". Consumer behavior is the procedure by which people choose whether, what, when, where, how and from whom to buy products and administrations. Knowledge of consumer behavior would render monstrous help for arranging and executing marketing strategy. The shopper figures out what a business is ....Peter F. Drucker. Consumer behavior is the act of consuming a goods or service. In simpler, every customer shows inclination towards particular products and services that available in the market. Customer interest is nothing but willingness of

consumers to purchase products and services as per their taste, need and of course pocket.

## II. INDIAN TELECOM INDUSTRY

In India, Telecommunication begun in 1882 in Kolkata, this was less than 5 years after the invention of the telephone by Alexander Graham Bell. India's telecom network was notoriously unreliable and only available to a small section approximately 3.05 million connections in 1984. Cellular service was launched in November 1995 in Kolkata first after liberalization gradually took place. The Indian telecom industry has grown rapidly during the last few years. India has the third largest telecom network in the world and the second largest mobile network with a subscriber base expanded at a CAGR of 19.5 percent to 1022.61 million over FY2007-15. By end of September, 2015, Urban tele density stood at 152.76 per cent and rural tele density at 48.66 per cent.

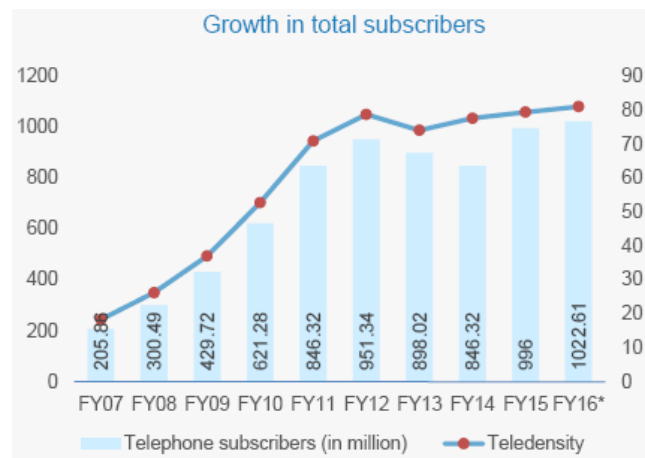


Figure 1

Source: TRAI, TecgSci Research, Notes: CAGR – Compound Annual Growth Rate

The Wireless segment 97.46 per cent of total telephone subscriptions) dominates the market, while the wireline segment account for the rest. In this wireless tele density, GSM services continue to dominate the wireless market with an 94.91 per cent share(June 2015), CDMA accounts for the remaining 5.09 per cent. As the quickest developing telecommunication industry in the world, anticipated that Indian telecom services market estimated to touch USD 103.90 billion by 2020, growing 10.3 per cent annually from 2015 to 2020.

Author <sup>α</sup>: Ph.D. Research Scholar, Periyar University, Salem.  
e-mail: hitlermiba@yahoo.com

Author <sup>σ</sup>: Assistant Professor, Dept. of Business Administration,  
Government Arts College (Autonomous), Salem.

Besides, projections by a few driving worldwide consultancies demonstrate that the aggregate number

of subscribers in India will surpass the aggregate subscriber count in the China by 2020.

#### a) Mobile Network Statistics

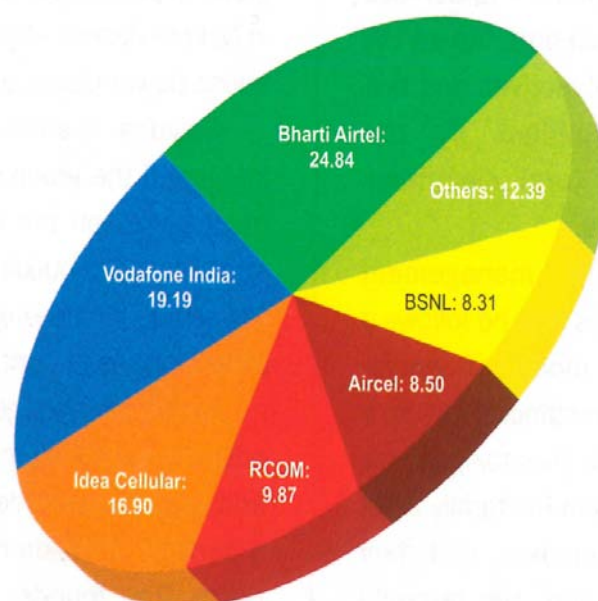
*Table 1 : India's largest wireless Telecom Operators as on March 31, 2015*

Operator Name	Wireless Subscriber base (in Millions)
Bharti Airtel	226
Vodafone Essar	184
Reliance Communications	109
Idea Cellular Limited	158
Bharat Sanchar Nigam Limited (BSNL)	77
Tata Teleservices Limited	66
Aircel / Dishnet	81
Telewings	46

Source: Indian Telecommunications

The underlying business trend of incumbents gaining market-share from fringe players continued with top three players, ie. Bharti Airtel, Vodafone and Idea scored market-share of 31.4 percent, 23 per cent and 19.1 per cent respectively. According to the recent study by the Cellular Operators Association of India, Bharti Airtel continues to dominate the mobile segment in

terms of highest market share and the total market share with these three big giants arrives to 73.4 per cent. The three big boys of Indian telecom **Bharti Airtel, Vodafone and Idea** – continued to dominate the telecom industry and all three large incumbents increased their revenue market-share (RMS), mainly because of new subscribers.



*Figure-2 : Market Share of Major Mobile Operators as of May, 2016 (in %)*

Source: Cellular Operators Association of India; Association of Unified Telecom Service Providers of India

The small players are losing out to the big players, who have stepped up investments to improve data penetration and coverage. These small players are struggling to keep pace with the changing consumer preferences.

#### b) Some Facts and Figures on Indian Telecom

❖ Number of telecom (Mobile and Landline) subscribers – 1052 million as on 29.02.2016

- ❖ (Fixed line subscribers – 25 million and GSM, CDMA, WLL-Fixed subscribers – 1027 million)
- ❖ Number of broadband (including wireless) subscribers – above 145 million as on 29.02.2016.
- ❖ Overall tele density – 829/1000 inhabitants as on 29.02.2016.
- ❖ Total revenues of telecom service providers – Rs.954 million between 2005-06.

- ❖ Telecom equipment production – Rs.954 billion between 2007-08.
- ❖ Smartphone market – 97 million in 2015.
- ❖ The Indian wireless services market is led by Bharti Airtel (22.35 per cent), followed by No.2 Vodafone (18.80 per cent), third ranked Idea Cellular (13.53 per cent), then fourth is Reliance Communications (12.05 per cent).
- ❖ 4G Technology service is estimated to reach a compounded annual growth rate (CAGR) of 26.6% during the period from 2015-2020.

#### c) Cellular Industry in Hosur

In Hosur, there are 8 cell administration suppliers. They are IDEA, Bharti Airtel, Vodafone, BSNL, Aircel, Uninor, Tata Indicom and Reliance. Bharti Airtel is the market leader in the wireless segment among the players in Hosur Town.

#### d) Need for the Study

The accomplishment of telecom industry relies on upon reasonable endeavors and attainable investments. In a focused business sector, administration suppliers are relied upon to contend on both cost and nature of administrations furthermore it is essential for the administration suppliers to meet the consumers' requirements and desires in cost and administration quality. After globalization of Indian economy in 1991 the telecom segment stayed a standout amongst the most event sectors in India. Recent years have seen and sensational changes in the field of telecom. In the last few years of years more companies both foreign and domestic, entered the cell service market and offer substantial number of products and services to the clients.

#### a) Gender of the Respondents

Table 2 : Gender

Gender	No. of Respondent	Percentage
Male	130	65%
Female	70	35%
Total	200	100%

Source: Primary data

#### Inference

Among the 200 respondents, 130 respondents are male and the rest of 70 respondents are female.

#### b) Age Composition

Table 3 : Age Composition

Age Group (years)	No. of Respondents	Percentage
Below 30	116	58%
31- 45	62	31%
Above 46	22	11%
Total	200	100%

Source: Primary data

#### e) Objectives of the Study

The following are the specific objectives of the present study:

- To study the choice of brands by the consumers and the reasons for the same and
- To know the problems faced by the customers with their mobile services in the selected town.
- To evaluate respondents' perception on the cellular services.

### III. METHODOLOGY AND SAMPLING

The study is based on both primary and secondary data sources. A questionnaire has been prepared with different questions to examine the socio-economic status and consumer perception on cellular services. A sample of 200 respondents has been selected based on convenience sampling method. The sampling includes male and female users from different occupations, age, and religion and income background. The secondary data has been collected from the books, journals, periodicals and magazines. For analyzing the data, statistical tables, percentages and chi-square test were used.

### IV. ANALYSIS OF THE STUDY

The distribution of the sample respondents on the basis of their sex, age, literacy level, occupational status and monthly family income is presented in the following tables.

*Inference*

The highest number of users (58 per cent) belongs to up to 30 years age group and 31 per cent were found in between 31 – 45 years age group. The remaining 11 percent of the respondents belong to above 46 years category.

*c) Education*

The level of education is an important factor in building up strong and stable labor force needed by any industry. The literacy level of the sample respondents is given in Table 3.

*Table 4 : Educational Qualification*

Literacy Level	No.of. Respondents	Percentage
School Level	26	13%
Under Graduation	66	33%
Graduation	60	30%
Professional Degrees	24	12%
Others	24	12%
Total	200	100%

Source: Primary data

*Inference*

The study revealed that 33 per cent of the respondents were under graduates and 30 per cent were graduation degree holders. 13 per cent of the respondents have been educated up to school level, 12 per cent were professionals and 12 per cent of the respondents belong to other category groups.

*d) Occupational Status*

The occupation of the sample respondents is given in Table 4 below.

*Table 5 : Occupation*

Occupation	No. of. Respondents	Percentage
Employed	44	22%
Business	48	24%
Profession	46	23%
Student	22	11%
Others	40	20%
Total	200	100%

Source: Primary Data

*Inference*

Out of 200 respondents, 24 per cent are engaged in business, 23 per cent of the respondents belong to professional category, 22 per cent of the respondents belong to employed category. 20 per cent of the respondents fall under other category and 11 per cent of the respondents are students.

*e) Monthly Income*

The status and standard of living of a person is determined by the income he/she gets on monthly basis. Generally, the main source of income of respondents is salary. The distribution of the respondents based on their monthly income is given in Table 5.

*Table 6 : Monthly Income*

Income(Rs)	No. of. Respondents	Percentage
Up to 10,000	76	38%
10,001-15,000	94	47%
Above 15,001	30	15%
Total	200	100%

Source: Primary Data

*Inference*

It reveals out of 200 respondents, 47 per cent of the respondents have monthly income rated between Rs. 10,001 to 15,000 and 38 per cent of the respondents

have monthly income up to Rs. 10,000. Balance 15 per cent of the respondents are falling under above Rs.15,001 and above level of monthly income group.



f) *Consumer Behaviour towards Cell Phone Users*

Consumer behavior towards cell phone users based on their satisfaction, billing pattern, motivation, mobile service, advertisement and attitude of the respondents, which is presented in the following tables.

Table 7 : Induced to Buy Cell Phone

Induced By	No.of. Respondents	Percentage
Friends	120	60%
Relatives	48	24%
Colleagues	15	7.5%
Self Desire	17	8.5%
Total	200	100%

Source: Primary Data

*Inference*

Majority of the respondents are motivated by their close friends to buy cell phones and 24 per cent of the respondents are motivated by their relatives to buy cell phones. 8.5 per cent of the respondents having self-desire to buy cell phones by attraction and followed by 7.50 per cent indent from their colleagues.

g) *Motivation*

Motivation is the driving force within individuals that impels them to action. Motivation is the activation or energization of goal-oriented behavior. Motivation may be intrinsic or extrinsic.

h) *Attitude*

Consumer attitudes consist of a combination of cognitive information and beliefs, emotions and behavioral intention regarding a consumer product or service. Attitude is the most important factor for deciding the communication.

Table 8 : Opinion of the Respondents on Cell Phone is a Cheaper Mode of Communication

Opinion	No. of. Respondents	Percentage
Strongly Agree	73	36.5%
Agree	96	48%
Neutral	12	6%
Disagree	14	7%
Strongly Disagree	05	2.5%
Total	200	100%

Source: Primary Data

*Inference*

48 per cent of the respondents agree with the statement that cell phone is cheaper mode of communication. 36.5 per cent of the respondents strongly agree with the statement that cell phone is a cheaper mode of communication. 7 per cent only disagree with the above statement and 6 per cent of the respondents' opinion is neutral. Balance 2.5 per cent of the respondent's opinion is strongly disagreeing with the above statement.

i) *Satisfaction*

Satisfaction or dissatisfaction is the result of various attitudes the person holds towards his job, related factors and towards life in general. It is an important element to create demand for the product. If the consumers are satisfied with their purchase of cell phone, then they themselves act as advertisers and publicity to others.

Table 9 : Level of Satisfaction with the Mobile Services

Level of Satisfaction	Number of Respondents		Total
	Male	Female	
Satisfied	105	60	165
Dissatisfied	25	10	35
Total	130	70	200

Source: Primary Data

*Inference*

Majority of the respondents are satisfied with the mobile services. 82.5 per cent of both the male and

female respondents are satisfied with their mobile services and only 17.5 per cent of the respondents are dissatisfied with mobile services.

### Null Hypothesis

The association between the mobile services opted by the respondents and their level of satisfaction towards the services of mobile network is not significant. The calculated  $\chi^2$  value (0.769) is less than the table value (3.84) at 5 percent level of significance for 1 degree of freedom, the null hypothesis is accepted and it could be concluded that the association between the

mobile services opted by the respondents and their level of satisfaction towards the services of mobile network is not significant.

### j) Billing Pattern

Billing pattern is another dimension of consumer behavior.

**Table 10 :** Opinion of Respondents about Billing Pattern

Opinion	Number of Respondents		Total
	Male	Female	
Excellent	24	16	40
Good	38	17	55
Fair	42	18	60
Poor	20	16	36
Very Poor	06	03	09
Total	130	70	200

Source: Primary Data

### Inference

Majority of the respondents, 30 per cent opinion that billing pattern of the mobile services is fair. 27.5 per cent of the respondents opine that billing pattern offered by mobile service is good. Rest 4.5 per cent of the respondents felt that billing pattern offered by their mobile service is very poor.

Most of the respondents' opinion about billing pattern is fair, because it is complicated and not understandable to the respondents. Rates and tariffs are being changed by different mobile services often.

### Null Hypothesis

The association between the opinion of the respondents on billing pattern and their level of satisfaction derived by them is not significant. The calculated  $\chi^2$  value (2.88) is less than the table value

(9.49) at 5 percent level of significance for 4 degree of freedom, the null hypothesis is accepted and it should be concluded that the association between the opinion of the respondents on billing pattern and their level of satisfaction derived by them is not significant. For easier billing pattern the dealers can arrange for any novel system, which may attract consumers.

### k) Mobile Service Advertisement

Advertising is any paid form of non-personal presentation and promotion of a product, service, idea, company, person or anything that is offer to the consumers by an identified sponsor. 'Survival of the fittest' is the proverb, which is, practiced everywhere. Dealers and the company should choose different media for advertisement.

**Table 11 :** Opinion of Respondents about Mobile Service Advertisement

Description	Number of Respondents		Total
	Male	Female	
Satisfactory	80	40	120
Unsatisfactory	28	16	44
Should be Improved	22	14	36
Total	130	70	200

Source: Primary Data

### Inference

The above table reveals that majority of the respondents (60 per cent) are satisfied with the advertisement, 40 per cent of the respondents are not satisfied with the advertisement of mobile services and felt that the advertisements should be improved with good quality.

### Null Hypothesis

The association between the opinion of the respondents about mobile service advertisement and their level of satisfaction derived by them is not significant. The calculated  $\chi^2$  value (0.40) is less than the table value (5.99) at 5 per cent level of significance for 2 degrees of freedom, the null hypothesis is

accepted and it should be concluded that the association between the opinion of the respondents about mobile service advertisement and their level of satisfaction derived by them is not significant.

## V. FINDINGS

The following are the findings of the study:

- ❖ 65 per cent of the respondents who use cell phone are male.
- ❖ The highest number of employees (58 per cent) belongs to up to 30 years age groups.
- ❖ 33 per cent of the respondents were under graduates and 30 percent were post graduation degree holders.
- ❖ 24 percent are engaged in business, 23 per cent of the respondents belong to professional category, 22 percent of the respondents belong to employed category.
- ❖ 47 per cent of the respondents have monthly income rated between Rs. 10,000 to 15,000.
- ❖ Three fifth of the respondents (60 per cent) are motivated by their close friends to avail the mobile services.
- ❖ 48 per cent of the respondents agree with the statement that cell phone is cheaper mode of communication. In overall 84 percent agrees that cell phone is offered at cheaper rate.
- ❖ 82.5 per cent of both the male and female respondents are satisfied with their mobile services offered by the service providers.
- ❖ Majority of the respondents (30 per cent) opinion that billing pattern offered by the mobile services is at fair level.
- ❖ Most of the respondents (60 per cent) are satisfied with the advertisement given by mobile services.

## VI. SUGGESTIONS

- ❖ Price plays a significant role in lower income group in terms of purchase decision of the telecommunication service.
- ❖ Price has significant positive impact on consumer perception choice in selecting telecommunication service provider.
- ❖ Product quality from the marketer's perspective is associated with communication, price, feature, function, or performance of a product.
- ❖ Consumers regularly face the task of estimating product quality under conditions of imperfect knowledge about the underlying attributes of the various product offers with the aid of personal, self-perceived quality criteria.
- ❖ Enormous facilities can be included in the cell phones.
- ❖ For Females, New model hand set can introduce exclusively in the market with safety features and in terms of comfort handling.

- ❖ The Cellular companies can introduce various kinds of sales promotional activities.
- ❖ A company that offers lower charges would be able to attract more customers committing themselves to the telephone networks and significant number of "call minutes" may achieve.

## VII. CONCLUSION

The telecommunication sector, especially the mobile phone sector, in India is one of the fastest growing business segments of the country, which provide a lot of value addition to the society with its service, and creation of employment opportunities. The success of telecommunication industry depends on prudent efforts and feasible investments. In a competitive market, service providers expected to compete on both price and quality of services and it is necessary for the service providers to meet the consumers' requirements and expectations in price and service quality. Hosur offers a big market and any service provider who offers good service at a reasonable cost will be able to capture the market in this town. Though by offering concessions and by extensive advertisement, a provider may capture the market in the short run, the quality of service provided will only enable a player to service in the highly competitive market in the long run.

Telecommunication in India is one of the prime support services needed for rapid growth and modernization of various sectors of the economy. The policies and regulatory frame works implemented by the regulator (TRAI), created a potential environment for service providers and has attractive opportunities. The Government has been proactive in its efforts to transform India into a global telecommunication hub; prudent regulatory support has also helped by introducing Digital India program under which all the sectors will be connected through internet.

## REFERENCES RÉFÉRENCES REFERENCIAS

1. Bhanumathy S and Kalaivani S. (2006)., "Customers' Attitude Towards Cell Phone Services in Communication System:, Indian Journal of Marketing, Vol.XXXVI, No.3, March, pp.31-36.
2. Danaher, P.J.Mattsson, J. (1994), "Customer Satisfaction during the Service Delivery Process.", European Journal of Marketing, 28(5), pp.5-16.
3. Hafeez.S, Hasnu.S, (2010). "Customer Satisfaction for Cellular Phones in Pakistan: A Case Study of Mobilin, Business and Economics Research Journal, 1(3), pp.35-44.
4. Haque A. Rahman, S. Rahman, M(2010), "Factors Determinants the Choice of Mobile Service Providers: Structural Equation Modelling Approach on Bangladeshi Consumers.", Business and Economics Research Journal, 1(3), pp.17-34.

5. Seth, A. Momaya, K.Gupta, H(2005), " E-Service Delivery in Cellular Mobile Communication: Some Challenges and Issues", Global Journal of e-Business and Knowledge Management, 2(2), pp.3-42.
6. Veenapani A. (2006)., "Using information Technology to Enhance Customer Service", Indian Journal of Marketing, Vol.XXXVI, No.6 June, pp.36-38.
7. Vijayakumar R and Ruthra Priya P. (2006)., "Satisfaction Derived by the Airtel Subscribers in Coimbatore", Indian Journal of Marketing, VolXXXVI, No.1, January, pp.3-7.





GLOBAL JOURNAL OF MANAGEMENT AND BUSINESS RESEARCH: E  
MARKETING

Volume 16 Issue 3 Version 1.0 Year 2016

Type: Double Blind Peer Reviewed International Research Journal

Publisher: Global Journals Inc. (USA)

Online ISSN: 2249-4588 & Print ISSN: 0975-5853

## Factors Influencing Customers Buying Behavior

By Dr. A. Ananda Kumar

**Abstract-** Customer buying behavior is a process by which consumers identify their needs, collect information, evaluate alternatives, and make the purchase decision. It is a series of choices made by a consumer prior to making a buying that begins once the customer has established a willingness to buy. Many of the research papers argue about customer buying behavior. The marketer attempts to influence each of these decisions by supplying information that may shape the consumers evaluation. The Six stages of the consumer buying behavior process are Problem Recognition, Information search, Evaluation of Alternatives, Purchase Decision, Purchase, Post-Purchase Evaluation. The research paper attempts to find the various determinants of customer buying behavior at Srinivasa Motors. Results are finding with using of various statistical tools. This research paper is useful to the marketers to understand the interest of the customers. It also can help to boost their marketing strategy.

**Keywords:** consumer, customer buying behavior, marketing strategy, purchase decision.

**GJMBR - E Classification :** JEL Code : M39



*Strictly as per the compliance and regulations of:*





# Factors Influencing Customers Buying Behavior

Dr. A. Ananda Kumar

**Abstract-** Customer buying behavior is a process by which consumers identify their needs, collect information, evaluate alternatives, and make the purchase decision. It is a series of choices made by a consumer prior to making a buying that begins once the customer has established a willingness to buy. Many of the research papers argue about customer buying behavior. The marketer attempts to influence each of these decisions by supplying information that may shape the consumers evaluation. The Six stages of the consumer buying behavior process are Problem Recognition, Information search, Evaluation of Alternatives, Purchase Decision, Purchase, Post- Purchase Evaluation. The research paper attempts to find the various determinants of customer buying behavior at Srinivasa Motors. Results are finding with using of various statistical tools. This research paper is useful to the marketers to understand the interest of the customers. It also can help to boost their marketing strategy.

**Keywords:** consumer, customer buying behavior, marketing strategy, purchase decision.

## I. INTRODUCTION

Every company wants to success in the marketing place. It is one of the important that the manager understand consumer behavior. The relationship between consumer attitudes and marketing strategy is very closely to attempts. Now-a-days most of the organization is to understand the behavior of the consumer. Consumer behavior involves the psychological processes that consumers go through in identifying their needs, finding ways to solve these needs, making purchase decisions. The research of consumer behavior is not only attempts to understand subject of purchases but also to know purchasing motives and purchasing frequency.

The study of consumer behavior is the study of how individuals make decision to spend their available resources (time, money efforts) on consumption related items. It include the study of what they buy, why they buy it, when they buy it, where they buy it, how often they it, and how often they use it. It is a process by which consumers identify their needs, collect information, evaluate alternatives, and make the purchase decision. These actions are determined by psychological and economical factors, and are influenced by environmental factors such as cultural, group, and social values. It is a series of choices made by a consumer prior to making a purchase that begins once the consumer has established a willingness to buy. The marketer attempts to influence each of these decisions by supplying information that may shape the

consumer's evaluation process. The study is attempts on the title of Factors Influencing Customers Buying Behavior in Srinivasa Motors at Puducherry State. The paper is to understand the customer's needs and reason for buying of the products. And also the research is to fulfill that what are the factors are influencing to make purchase of the products at Srinivasa Motors.

## II. LITERATURE REVIEW

Kumar (2006), identified that a majority of the rural consumers give more preference to the quality of the product in his research at rural India, which showed that the income level of the rural consumer is increasing, which also generates more consumption and purchasing power for the consumers. Laldinliana(2012), The prominence of promotion effort made by the marketers/ Producers of these durable products is captured by the ranking of choicest buying factors, especially so with two wheelers as seen from the responses of more than a third of the household sample, pointing out promotion to be the main factor influencing their purchase.

AA Kuma et al (2014), The Customer decision is the selection of an action from two or more alternative choices. Customer decision to purchase the goods from the available alternative choice is known as "Consumer Purchase Decision". The marketing people should initiate the participants in the purchase decision to make the purchases of the product at different marketing strategies. Engel, et al. (1986, 5), define consumer behavior as "those acts of individuals directly involved in obtaining, using, and disposing of economic goods and services, including the decision processes that precede and determine these acts". Simple observation provides limited insight into the complex nature of consumer choice and researchers have increasingly sought the more sophisticated concepts and methods of investigation provided by behavioral sciences in order to understand, predict, and possibly control consumer behavior more effectively.

Psychology, social psychology, and sociology are the disciplines most widely employed in this endeavor which has become a substantial academic industry in its own right. In order to develop a framework for the study of consumer behavior it is helpful to begin by considering the evolution of the field of consumer research and the different paradigms of thought that have influenced the discipline (Marsden and Littler, 1998). Consumer behavior is the study of the processes involved when individual or groups select, purchase,

**Author:** Professor, School of Management Studies, Christ College of Engineering & Technology. e-mail: searchanandu@gmail.com

use, or dispose of the product, service, ideas or experiences to satisfy needs and desires (Michael R.Solomon, 2013). The expand view of consumer embrace much more than the study of why and what consumer buy, but also focuses on how marketer influence consumers and how consumers use the products and services.

Howard and Sheth (1969), proposed one of the earliest models of consumer behavior. The model integrates various social, psychological and marketing influences on consumer choice and used to analyse purchasing behavior. Howard and Sheth (1969) suggested that consumer decision making differs according to the strength of the attitude toward the available brands; this being largely governed by the consumer's knowledge and familiarity with the product class. The definition of consumer behavior given by Belch (1998) is the process and activities people engage in when searching for, selecting, purchasing, using, evaluating, and disposing of products and services so as to satisfy their needs and desires. Behavior occurs either for the individual, or in the context of a group, or an organization. Consumer behavior involves the use and disposal of products as well as the study of how they are purchased.

### III. NEED FOR THE STUDY

Buying decision of the products is one of the important things of the consumer or customer. The customers are always think in all kind of the factors which is taking to more benefits. Now-a-days the customers have much aware about the products and also competitor products. The study is helps to attempts the positive and negative perception about the products and brands. And also the research paper is to know the factors affecting the customer buying behavior of purchase of bike.

### IV. SCOPE OF THE STUDY

This study is done in Yamaha motors. The variables included in this study are Brand Loyalty, Visual

Merchandising, Product Attributes, Decision Factors, Discounts and Customer buying Behavior. The result thus obtained can be used in this showroom. This variable plays a major role on customer buying behavior.

### V. OBJECTIVES OF THE STUDY

The following are the Objectives of the Study.

1. To study the customer buying behavior on purchase of the products.
2. To find various determinants of customer buying behavior.
3. To know the customer perception on various determinants of customer buying behavior.
4. To identify main competitor attributes towards the products.

### VI. RESEARCH METHODOLOGY

"A system of models, procedures and techniques used to find the results of a research problem". (R. Paneerselvam 2004). For this research, Researcher has used Descriptive Research. A descriptive research is carried out with a specific objective and hence it results in definite conclusions. This research tries to describe the characteristics of the respondents in relation to a particular product or a practice of importance (R.Paneerselvam2010). The sampling technique used in this study is simple random sampling method. A population can be defined as including all people or items with the characteristic one wish to understand (Prof. Cuddapah Ramanaiah). The total number of employees working in the organization is the population under study. "A representative part or a single item from a larger whole or group especially when presented for inspection or shown as evidence of quality." The tools used for Data analysis are Ranking method, Cluster Analysis and Anova. The Data collected were analyzed using SPSS 16.0.

### VII. DATA ANALYSIS & INTERPRETATION

#### a) Ranking for Brand Loyalty

Table 7.1 : Ranking for Brand Loyalty

Statements	S.D	Mean	Rank
This brand has a very unique brand image, compared to competing brands.	.688	4.22	4
I would love to recommend this brand to my friends.	.632	4.44	1
If in future, I want to buy the new bike this brand would be my first choice.	.775	4.24	3
I like and trust this brand.	.677	4.36	2
I will buy this brand even if the price increases.	.781	3.68	5

The five Brand Loyalty variables the customers agree that they love to recommend Yamaha to their friends is very dominant than other four variables and its presence is very strong among the customers of this showroom. The average level to recommend Yamaha motors to their friends is 4.44 which indicate that its presence is very dominant among customers. And they

give the least importance to the variables that they will buy the Yamaha cars even if the price increases. The average level to buy the Yamaha bikes even if the price increases is 3.68 which indicates that it is the least presence among customers in Brand Loyalty. The standard deviation value .632 gives the least presence on the variable Brand loyalty which is consistent.

#### b) Ranking for Decision Factors

*Table 7.2 : Ranking for Decision Factors*

Statements	S.D	Mean	Rank
It is important to me to get the best price for the product I buy.	.624	4.08	3
I compare the price of at least few brands before I choose one.	.785	3.99	4
I would never shop at more than one showroom to find low prices.	1.017	3.74	5
In general, I usually try to buy the best overall quality.	.690	4.34	2
I always buy the best.	.606	4.40	1
There are so many brands to choose from that I often feel confused.	1.154	3.22	6

From these six Decision factor variables the customers agree that they always buy the best is very dominant than other five variables and its presence is very strong among the customers of this showroom. The average level to they always buy the best is 4.40 which indicate that its presence is very dominant among customers. And they give the least importance to the variables that there are so many brands to choose from that they often feel confused. The average level to there are so many brands to choose from that they often feel

confused is 3.22 which indicates that it is the least presence among customers in Decision factors. The standard deviation value .606 gives the least presence on the variable Behavior factors which is consistent.

#### c) Frequency Analysis of Different Factors

Based on the convenience, the five point scale of different factors can be classified into three groups for easy interpretation of data. Number of employees fall under each category is shown in below

*Table 7.3 : Frequency Analysis of Different Factors*

Factors	Scale 1-2.5		Scale 2.5-3.5		Scale 3.5-5	
	Frequency	Percent	Frequency	Percent	Frequency	Percent
Brand Loyalty	0	0	4	3	156	98
Visual Merchandising	11	7	72	45	77	48
Decision Factors	0	0	33	21	127	79
Product Attributes	0	0	51	32	109	68
Discounts	46	29	48	30	66	41

From the frequency analysis, it is inferred that the scale 3.5-5 has the highest percentage in customer buying behavior. First followed by the brand loyalty with 98% and second, followed by the decision factors with 79%, third followed by the Product attributes with 68%, fourth followed by the visual merchandising with 48%, and lastly the factor that affect the customer buying behavior is Discounts with 41%.

#### d) Segmentation of Customer Buying Behavior

Based on the six factors the customer buying behavior can be segmented. K-means cluster is used to categorize customer buying behavior in three clusters

Table 7.4 : Segmentation of Customer Buying Behavior

Factors	Cluster		
	1	2	3
Brand Loyalty	4.32(I)	4.03(III)	4.26(II)
Visual Merchandising	3.50(II)	2.93(III)	4.10(I)
Decision Factors	3.95(II)	3.85(III)	4.14(I)
Product Attributes	3.65(II)	3.55(III)	4.24(I)
Discounts	1.65(III)	3.44(II)	3.90(I)
Mean	3.41(III)	3.56(II)	4.13(I)
No. of cases in each cluster	46	63	51
Total percentage	29	39	32

Table contains the mean value scores of five factors related to customer buying behavior and the ranks are specified in the bracket. Table shows that around 46 percent of customers belong to cluster 1 category(Attitude), 63 percent are in cluster 2 category (Product) and 51percent belong to cluster 3category( Promotion). This reveals that majority of customers participated in cluster 2 category (Product). The mean value of these three clusters are 4.13 the first ranking to cluster 3 (Promotion) and 3.56 second ranking to cluster 2(Product) and 3.41 the third ranking to cluster 1(Attitude).

## VIII. FINDINGS OF THE STUDY

Most of the customers are from the place of urban. Majority of the respondents completed UG with the profession of self employed. Almost all the respondents responded that the family income is up to 2 to 4 lakhs. The majority of the respondents responded that the family decision making is made by their father. Most of the respondents responded that the awareness of the product is made by the media. From the ranking for Brand Loyalty Variables, the customers agree that they love to recommend Yamaha to their friends is very dominant than other four variables and its presence is very strong among the customers of this showroom. From the ranking for Visual Merchandising variables, the customers agree that it creates more awareness and information about the bike to them is very dominant than other four variables and its presence is very strong among the customers of this showroom.

From the ranking for Decision factor variables the customers agree that they always buy the best is very dominant than other five variables and its presence is very strong among the customers of this showroom. From the ranking for Discounts variables the customers agree that they feel happy to make the purchase at this periods very dominant than other four variables and its presence is very strong among the customers of this showroom. From the ranking for customer buying behavior variables the customers agree that the demo which they provide to the bike intends me to purchase it

is very dominant than other four variables and its presence is very strong among the customers of this showroom. By using Ranking for factors involved in customer purchase decision, it is found that the opinions on customer buying behavior first rating to Brand Loyalty.

By using frequency analysis, it is found that the scale 3.5-5 has the highest percentage in the variable Brand Loyalty at customer buying behavior. By using cluster analysis the cluster 2 (Product) of the mean value has the highest ranking. By using Anova, it is found that all the six factors have a significant relationship with Customer buying behavior. By using Chi-square, it is found that indicates there is no association between customer buying behavior and demographic variables.

## IX. SUGGESTIONS AND RECOMMENDATIONS

The following are suggestions and recommendations based on the findings from the study. The customers feel that the discounts offer affects the customer buying behavior. Hence the showroom can improve its image by providing fair discounts to their customers. Such an image will attract the new customers to buy the bike in this showroom. The customers feel that the media is the source for the awareness to them. Hence the showroom can advertise their products in newspapers as a source for awareness. The Visual Merchandising can also be developed for the effective sales of bike.

## X. CONCLUSIONS

This study on customer buying behavior process by which consumers identify their needs, collect information, evaluate alternatives, and make the buying behavior It is a series of choices made by a consumer prior to making a purchase that begins once the consumer has established a willingness to buy. By analysis it is found that most of the customers strongly agree with brand loyalty as the customer buying behavior and the decision factors also plays a major role in customer buying behavior. This enriches the showroom in achieving the goals and objectives.

## REFERENCES RÉFÉRENCES REFERENCIAS

1. AA Kuma, V.Subramanian, PK.Karthik (2014), "Customers Purchasing Behavior of Paints with Reference to Asian Paints in Coimbatore District- Empirical Evidences", TAJMMR, Vol.3 (7-8), Pp.31-49, 2014.
2. Aaker, D.A, Batra, R. & Myers, J.G. (1992), "Advertising management", Fourth Edition, Prentice Hall, London.
3. Aaker, D.A. (1991). "Managing Brand Equity: Capitalising on the value of a brand name", Newyork: The Free press".
4. Allen Broyles. S, Robert H. Ross, Donna Davis, Thaweephan Leingpibul (2011), "Customers comparative loyalty to retail and manufacturer brands", Journal of Product & Brand Management, Vol. 20 (3), Pp. 205-215.
5. Arkes, H.R., Joyner, C.A. and Pessio, M.V. (1994), "The psychology of windfall gains", Organization Behavior and Human Decision Process, Vol. 59, Pp. 331-47.
6. Ashutosh Nigam, Rajiv Kaushik, Rohtak (2011), "Impact of Brand Equity on Customer Purchase Decisions: An Empirical Investigation with Special Reference to Hatchback Car Owners in Central Haryana", International Journal of Computational Engineering & Management, Vol.12, Pp. 121-128.
7. Bei, L., Chen, E. & Richard, W. (2004). "Consumers' Online Information Search Behavior and the Phenomenon of Search vs. Experience Products", Journal of Family and Economic Issues, 25(4), Winter 2004, 2004 Springer Science and Business Media, Inc.
8. Belch, George and Michael Belch, (1998), "Advertising and Promotion", 4th Edition, Irwin/McGraw-Hill, Boston, MA.
9. Bemmaor, A., D. Mouchoux (1991), "Measuring the short-term effect of in-store promotion and retail advertising on brand sales: A factorial experiment". J. Marketing Res., Vol. 28(2) 202-214.
10. Berry L.L (2001), "The old pillars of new retailing", Harvard Business Review, Vol. 81(4), Pp.131-138.
11. Borges, A. (2003). "Towards a New Supermarket Layout: From Industrial Categories to One Stop Shopping Organisation Through a Data Mining Approach", Proceeding of the 2003 SMA Retail Symposium, New Orleans, USA, November 2003.
12. Brucks, M. (1985), "The effect of product class knowledge on information search behavior", Journal of Consumer Research, Vol. 12 (1), Pp. 1-16.
13. Byrne, A., Whitehead, M and Breen, S. (2003), "The naked truth of Celebrity endorsement", British Food Journal, Vol. 105 (4/5), 288-296.
14. Engel, J.F., R.D. Kollat and P.W. Miniard (1986), "Consumer Behavior", 5th ed., Hinsdale, Ill.: Dryden Press.
15. Howard, J. A., et al. (1969). The Theory of Buyer Behavior. London: John Wiley and Sons, Inc.
16. Kumar (2006), Rural Marketing for FMCGs rural retailing in India, Journal of Arts, Science and commerce, Vol. 3(2), Pp.81-84.
17. Laldinliana (2012), consumer behavior towards two wheelers and foru wheelerws: a study on rural and urban Mizoram, Indian journal of Marketing, Vol. 42, Pp.54-58.
18. Marsden and Littler (1998), "Positioning alternative perspectives of consumer behavior", Journal of Marketing Management, Vol.14: 1-3, Pp.3-28, 1998.
19. Michael R.Solomon (2013), Consumer Behavior: Buying, having and being (10ed.). Pearson Education.





# GLOBAL JOURNALS INC. (US) GUIDELINES HANDBOOK 2016

---

[WWW.GLOBALJOURNALS.ORG](http://WWW.GLOBALJOURNALS.ORG)

## FELLOWS

### FELLOW OF ASSOCIATION OF RESEARCH SOCIETY IN BUSINESS (FARSB)

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.



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





The 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.



## MEMBER OF ASSOCIATION OF RESEARCH SOCIETY IN BUSINESS (MARSB)

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 reputé to your name. You may use it on your professional Counseling Materials such as CV, Resume, Visiting Card and Name Plate etc.

*The following benefits can 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.





## AUXILIARY MEMBERSHIPS

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

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

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



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

*The Institute will be entitled to following benefits:*



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

The author fees of such paper may be waived off up to 40%.

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



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

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



Journals Research  
inducing researches

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



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



After nomination of your institution as “Institutional Fellow” and constantly functioning successfully for one year, we can consider giving recognition to your institute to function as Regional/Zonal office on our behalf.

The board can also take up the additional allied activities for betterment after our consultation.

### **The following entitlements are applicable to individual Fellows:**

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



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

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



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

### **Other:**

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

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



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

## Note :

//

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

//



## PROCESS OF SUBMISSION OF RESEARCH PAPER

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

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

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

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

**(II) Choose corresponding Journal.**

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

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

**(C) If these two are not 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.



# PREFERRED AUTHOR GUIDELINES

## MANUSCRIPT STYLE INSTRUCTION (Must be strictly followed)

Page Size: 8.27" X 11"

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

**You can use your own standard format also.**

### Author Guidelines:

1. General,
2. Ethical Guidelines,
3. Submission of Manuscripts,
4. Manuscript's Category,
5. Structure and Format of Manuscript,
6. After Acceptance.

### 1. GENERAL

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

### Scope

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



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

## 2. ETHICAL GUIDELINES

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

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

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

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

- 1) Substantial contributions to conception and acquisition of data, analysis and interpretation of the findings.
- 2) Drafting the paper and revising it critically regarding important academic content.
- 3) Final approval of the version of the paper to be published.

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

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

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

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

Please mention proper reference and appropriate acknowledgements wherever expected.

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

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

## 3. SUBMISSION OF MANUSCRIPTS

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

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



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

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

#### 4. MANUSCRIPT'S CATEGORY

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

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

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

Research articles: These are handled with small investigation and applications

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

#### 5. STRUCTURE AND FORMAT OF MANUSCRIPT

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

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

- (a) Title should be relevant and commensurate with the theme of the paper.
- (b) A brief Summary, "Abstract" (less than 150 words) containing the major results and conclusions.
- (c) Up to ten keywords, that precisely identifies the paper's subject, purpose, and focus.
- (d) An Introduction, giving necessary background excluding subheadings; objectives must be clearly declared.
- (e) Resources and techniques with sufficient complete experimental details (wherever possible by reference) to permit repetition; sources of information must be given and numerical methods must be specified by reference, unless non-standard.
- (f) Results should be presented concisely, by well-designed tables and/or figures; the same data may not be used in both; suitable statistical data should be given. All data must be obtained with attention to numerical detail in the planning stage. As reproduced design has been recognized to be important to experiments for a considerable time, the Editor has decided that any paper that appears not to have adequate numerical treatments of the data will be returned un-refereed;
- (g) Discussion should cover the implications and consequences, not just recapitulating the results; conclusions should be summarizing.
- (h) Brief Acknowledgements.
- (i) References in the proper form.

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



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

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  $1.4 \times 10^{-3} \text{ m}^3$ , or 4 mm somewhat than  $4 \times 10^{-3} \text{ m}$ . Chemical formula and solutions must identify the form used, e.g. anhydrous or hydrated, and the concentration must be in clearly defined units. Common species names should be followed by underlines at the first mention. For following use the generic name should be constricted to a single letter, if it is clear.

## Structure

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

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

*Abstract, used in Original Papers and Reviews:*

### Optimizing Abstract for Search Engines

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

### Key Words

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

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

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

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



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

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

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

*Acknowledgements: Please make these as concise as possible.*

## References

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

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

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

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

## Tables, Figures and Figure Legends

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

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

## Preparation of Electronic Figures for Publication

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

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

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



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

## **6. AFTER ACCEPTANCE**

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

### **6.1 Proof Corrections**

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

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

(Free of charge) from the following website:

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

Proofs must be returned to the dean at [dean@globaljournals.org](mailto:dean@globaljournals.org) within three days of receipt.

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

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

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

### **6.3 Author Services**

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

### **6.4 Author Material Archive Policy**

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

### **6.5 Offprint and Extra Copies**

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

You must strictly follow above Author Guidelines before submitting your paper or else we will not at all be responsible for any corrections in future in any of the way.





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 through 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 brevity. You can maintain it succinct by phrasing sentences so that they provide more than lone rationale. The author can at this moment go straight to shortening the outcome. Sum up the study, with the subsequent elements in any summary. Try to maintain the initial two items to no more than one ruling each.

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

## Approach:

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

## Introduction:

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

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

## Approach:

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



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

#### **Procedures (Methods and Materials):**

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

#### **Materials:**

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

#### **Methods:**

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

#### **Approach:**

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

#### **What to keep away from**

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

#### **Results:**

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

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





## Content

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

### What to stay away from

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

### Approach

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

### Figures and tables

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

### Discussion:

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

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

### Approach:

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



## THE ADMINISTRATION RULES

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

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

- The **major constraint** is that you must independently make all content, tables, graphs, and facts that are offered in the paper. You must write each part of the paper wholly on your own. The Peer-reviewers need to identify your own perceptive of the concepts in your own terms. NEVER extract straight from any foundation, and never rephrase someone else's analysis.
- Do not give permission to anyone else to "PROOFREAD" your manuscript.
- **Methods to avoid Plagiarism is applied by us on every paper, if found guilty, you will be blacklisted by all of our collaborated research groups, your institution will be informed for this and strict legal actions will be taken immediately.)**
- To guard yourself and others from possible illegal use please do not permit anyone right to use to your paper and files.



CRITERION FOR GRADING A RESEARCH PAPER (COMPILATION)  
BY GLOBAL JOURNALS INC. (US)

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

Topics	Grades		
	A-B	C-D	E-F
<b>Abstract</b>	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
<b>Introduction</b>	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
<b>Methods and Procedures</b>	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
<b>Result</b>	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
<b>Discussion</b>	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
<b>References</b>	Complete and correct format, well organized	Beside the point, Incomplete	Wrong format and structuring



# INDEX

---

---

## **A**

Abandoning · 8

---

## **E**

Ethnocentrism · 1, 2, 5

---

## **I**

Incumbents · 21

---

## **K**

Kazandjian · 13

---

## **L**

Laldinliana · 28, 32  
Limayem · 8, 10, 12

---

## **M**

Morganosky · 8, 9, 12

---

## **P**

Papadopoulos · 2  
Parkvithee · 1, 5  
Patronage · 8

---

## **S**

Syzmanski · 8, 9



save our planet

# Global Journal of Management and Business Research

Visit us on the Web at [www.GlobalJournals.org](http://www.GlobalJournals.org) | [www.JournalofBusiness.Org](http://www.JournalofBusiness.Org)  
or email us at [helpdesk@globaljournals.org](mailto:helpdesk@globaljournals.org)



ISSN 9755853



© Global Journals