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Determinants of Farmers' Preference to Coffee Market Outlet in Jimma Zone: The Case of Coffee Potential Districts

By Solomon Asefaa, Wondaferahu Mulugetab & Jibril Hadjic

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Abstract

Background and objective: Choice of a marketing outlet is one of the key ingredients to successful marketing of both agricultural and non-agricultural products. The aim of the study was to show determinants of coffee farmers' preference of coffee market outlet in Southwest Ethiopia/Jimma zone.

Methodology: Cross-sectional data was collected from 156 randomly selected rural households of three Districts. Structured questionnaire prepared for household heads were filled by the help of selected and well trained enumerators. The study used multinomial logistic regression model to determine factors determining coffee market outlet preference.

Keywords: marketing outlet, cross sectional, multinomial logistic, formal traders, informal buyers, brokers.

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Determinants of Farmers' Preference to Coffee Market Outlet in Jimma Zone: The Case of Coffee Potential Districts

Solomon Asefaa^α, Wondaferahu Mulugetab^σ & Jibril Hadjic^ρ

Abstract- Background and objective: Choice of a marketing outlet is one of the key ingredients to successful marketing of both agricultural and non-agricultural products. The aim of the study was to show determinants of coffee farmers' preference of coffee market outlet in Southwest Ethiopia/Jimma zone.

Methodology: Cross-sectional data was collected from 156 randomly selected rural households of three Districts. Structured questionnaire prepared for household heads were filled by the help of selected and well trained enumerators. The study used multinomial logistic regression model to determine factors determining coffee market outlet preference.

Results: Informal buyers, formal traders, brokers and cooperatives were four main coffee market outlet exist on the study area. Multinomial logistic regression result shows that number of extension visit has positive and significant effect on the preference of formal red coffee markets and transport cost to the main market has negative and significant impact on formal traders preference relative to informal buyers. Distance to cooperatives has negative and significant effect on the preference of farmers for cooperatives and number of visit by extensionists has negative and significant effect on formal dry coffee markets and brokers and positive and significant effect on cooperatives as compared to informal market.

Recommendations: Based on the main findings the study recommended extensionists to aware coffee producers to choose good market outlets such as cooperatives for efficient and profitable marketing of coffee and recommended the government to increase the access of cooperatives and the improvement of the infrastructure to enhance coffee marketing.

Keywords: marketing outlet, cross sectional, multinomial logistic, formal traders, informal buyers, brokers.

I. BACKGROUND OF THE STUDY

Coffee sub sector is continues to be the pillar for Ethiopian economic development as it accounts over 35% of agricultural foreign exchange earnings and about 4% of agricultural gross domestic product. It also provides income to over 15 million people in the country through provision of jobs for farmers, local traders, processors, transporters, exporters and bankers (Ministry of Trade, 2012). It is

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also an important source of government revenue through various taxes levied on the crop (ICO/CFC, 2000).

Market volatility and declining terms of trade, systemic poverty; and environmental degradation are threats to the sustainability of coffee sector. Emphasis given to efficient management of the markets and efficient management of supply chains are the sustainable remedy for the sustainability of the sector. The natural interdependence between market and supply chain efficiency suggests that systemic treatment of both aspects at a policy level is imperative to the effective implementation of sustainability in the sector (Potts, 2006).

Though efficient agricultural marketing is a tool to improve farmers income and livelihood, farmers faced barriers such as insufficient and inadequate physical infrastructure, lack of basic education and marketing knowledge, lack of organizational support and institutional barriers in marketing (Kherallah and Kirsten, 2001). This has an implication on the choice of marketing channels that farmers prefer in marketing their produce.

Choice of a marketing channel is one of the key ingredients to successful marketing of both agricultural and non-agricultural products as different channels are characterized by different magnitude of profit and costs. Market development commonly parallels the development of a region's or a nation's economy.

The most frequently used coffee markets in Jimma zone include informal buyers, formal coffee traders, brokers and farmer groups/cooperatives. Informal coffee buyers include farm gate buyers and consumers while formal coffee traders include village and urban coffee traders who are licensed and officially known in coffee market chain. Although farmers of the zone is prominent coffee producers, literature regarding determinants of farmers' coffee market outlet preference for the study area even for the countries coffee producing zones very scant and limited.

The aim of the study was to show determinants of coffee farmers' preference of coffee market outlet in south west Ethiopia/Jimma zone and the specific objectives of the study are:

- ❖ To identify coffee market outlets exist on the study area and proportion of coffee supplied to those market outlets.
- ❖ To analyze factors determines coffee market outlet preference among the small holder farmers.

The rest of this study is organized in to four sections. Section two embraces some theoretical and empirical literature on marketing channels or outlets. Section three included data collection and data analysis methods and section four discussed the result and its interpretation and finally section five concluded and gave policy recommendation based on the core findings.

II. REVIEW OF RELATED LITERATURE

Market is a particular group of people, an institution, a mechanism for facilitating exchange (Solomon, 2002) and marketing is a societal process by which individuals and groups obtain what they need and want through creating, offering, and freely exchanging products and services and value with others (Kotler, 2003).

Marketing outlets or channels are sets of interdependent organizations involved in the process of making a product or services available for use or consumption. The sequence of intermediaries and markets through which goods pass from producer to consumer is known as marketing channel. Marketing channel decisions are among the most critical decisions facing management (Kotler, 2003).

The importance of the distribution function in marketing is apparent when one considers the magnitude of goods and services that are transported and sold at millions of locations throughout the world. Many experts believe that the distribution decision is the most important marketing decision a company can make. The design of an organization's distribution system is a key factor in creating customer value and in differentiating one company's offering from that of another (Anderson and Vincze, 2000). They noted that the field of distribution is made up of two distinct branches: channels of distribution and physical distribution. Channels of distribution consist of a network of intermediaries that manages a flow of goods and services from the producer to the final consumer. The success of this network depends on relationships among manufacturers or producers, wholesalers, retailers, sales representatives, and others.

As products move from one intermediary to the next, exchange takes place exchange of physical goods, intangible services, and value added dimensions. Physical distribution activities include the actual movement of goods and services, with a focus on transporting and warehousing them. Thus far, a number of channels were tested and used throughout generations by farmers, and the most important ones

were selected from the point of view of their use for particular commodity and their individual advantages and disadvantages (Barker, 1989).

Limited empirical studies exist regarding factors affecting farmers channel choice decision. Agarwal and Ramaswami, (1992) have identified factors related to price, production scale and size, farm household characteristic, behavioral aspects such as (trust, risk, and experience), and market context (distance and purchase condition) affect producer market outlet choice. Furthermore, Zuniga-Arias (2007) found out that factors such as price attributes, production system, farm household characteristic, and market context could affect market outlet decision of farmers in mango supply chain in Costa Rica. Hobbs, (1997) also found out that age, education, farm profit and transaction cost are some factors that influence farmers channel choice decision in livestock marketing. The study also indicated that the mode of payment, long standing relationship with the buyer, and the price received as the most important reasons for selling to a particular buyer in the livestock sector.

Magogo et al., (2015) on their study on the market outlet preference for African indigenous vegetables using multinomial logistic regression model found that education level negatively affects farmers preference to sell their the vegetables for farm gate buyers and quantity of the vegetable to be sold, marketing cost and level of value addition positively and significantly affects the preference of the farmers for farm gate market. On other hand, household size, extension visit and off farm income affects the preference of local open market negatively and market cost and level of value addition affects the preference of local open market positively. The finding also witnessed the positive relation between education level and marketing cost with the preference of farmers to sell for brokers and negative relation between agricultural market distance and the preference of brokers.

Multinomial regression model was also used by Berhanu et al., (2013) on their study on the determinants of milk market outlet preference. The result indicated compared to accessing individual consumer milk market outlet, the likelihood of accessing cooperative milk market outlet was lower among households who owned large number of cows, who considered price offered by cooperative lower than other market outlets and who wanted payment other than cash mode. The likelihood of accessing cooperative milk market outlet was higher for households who were cooperative members, who owned large landholding size, who had been in dairy farming for many years and who received better dairy extension services. Compared to accessing individual consumer milk market outlet, the likelihood of accessing hotel/restaurant milk market outlet was lower among households who were at far away from the nearest distance to the nearest urban center and higher among

households who accessed better dairy extension services and who owned large number of dairy cows.

Tobit model was used by Anteneh et al., (2011) to identify factors determine choice of coffee market channel. Accordingly, level of education, proportion off farm income to total income, proportion of land allocated to coffee cultivation, index of cooperative performance, amount of the second payment (dividend) and satisfaction on cooperatives performance had significantly influenced the market out-let choice of member coffee farmers in the study area. Except land allocated to coffee production, all other variables do have a negative relationship with the proportion of coffee sold to private traders by members. On other hands, they identified age of the respondent and proportion of off-farm income to total income have a negative relationship with the proportion of coffee sold to cooperatives by non-members, while access to training has a positive relationship. They also indicated that age of the household head, education, proportion of off-farm income to total income, and coffee productivity positively influence the proportion of coffee sold to private trader by members and respondents' age and proportion of off-farm income to total income negatively influence the proportion of coffee sold to cooperatives by members.

The base for market outlet choice is the theory of rational choice which assumes that farmers are rational and will rank alternative marketing outlets in order of utility. The choice of the marketing outlet was based on farmers' socio-economic characteristics and relevant factors influencing the choice entrenched in each outlet. A farmer's marketing outlet choice was conceptualized using the random utility model. Random utility model is particularly appropriate for modeling discrete choice decisions such as between marketing outlets because it is an indirect utility function where an individual with specific characteristics associates an average utility level with each alternative marketing outlet in a choice set. The smallholder farmers of Jimma zone used farm gate, brokers, formal local markets and cooperatives to sell their coffee. Therefore they was able to choose from a set of alternatives ($j = 1, 2, 3, 4$) which provided a certain level of utility U_{ij} from each alternatives.

This model was based on the principle that the farmer will choose the outlet that will maximize his/her utility. The farmer will make a comparison on marginal benefit and cost based on the utility that will be gained by selling to a particular marketing outlet. However, it is not possible to directly observe the utilities but the choice made by the farmer revealed which marketing outlet provides the greater utility (Greene, 2002). Hence, the utility was decomposed into deterministic (V_{ij}) and random (ϵ_{ij}) parts.

$$U_{ij} = V_{ij} + \epsilon_{ij} \dots \dots \dots (1)$$

Since it was not possible to observe ϵ_{ij} and predict exactly the choice of marketing outlet, the probability of any particular outlet choice was used in which a farmer selected a marketing outlet $j = 1$ if:

$$U_{ik} > U_{ij} \quad \forall_j \neq k \dots \dots \dots (2)$$

Where U_{ik} represents a random utility associated with the market outlet $j=k$, V_{ij} represents an index function denoting the decision maker's average utility associated with this alternative and ϵ_{ij} represents the random error.

III. METHODOLOGY OF THE STUDY

a) Study area

The study was conducted in Jimma zone which is located 335 km to the Southwest of Addis Ababa. The zone is characterized by a tropical highland climate with heavy rainfall, warm temperatures and a long wet period. The mean annual rainfall ranges between 1,200mm and 2,500mm. Coffee is produced in 13 of 18 districts of Jimma zone. Meaning coffee is the major contributor to the socio economic wellbeing of the zone as well as for Ethiopia.

Limu kosa, Gomma and Manna districts of Jimma zone are randomly selected from the coffee potential districts for this specific study. Gomma district is located 397 km to southwest of capital Addis Ababa and 50 km away from Jimma town. The annual rainfall varies between 800-2000 mm. The agro climate of the district is high land (highland), intermediate high land (88%) and low land (4%). Manna is one of the major coffee producing districts in Jimma zone, which is located at 368 km southwest of Addis Ababa and 20 km west of Jimma town. The district is constitutes 12% is highland, 65% intermediate highland and 23% lowland with altitude ranges between 1470–2610 m.a.s.l. Limmu kosa is another major coffee generating districts in Jimma zone, which is located at 421 km from the capital Addis Ababa and 20 km from north of Jimma town. The agro climate of the district is intermediate highland (65%), highland (25%) and lowland (10%) (Respective district agricultural office, 2014).

b) Data type and method of data collection

Cross-sectional data was collected from 156 randomly selected rural households of respective districts. All attitudinal, institutional, demographic, and socioeconomic factors related to the farmers were collected through personal interviews. Structured questionnaire prepared for household heads were filled by the help of selected and well trained enumerators. Some secondary data such as socio economic data of the study areas was also gathered from zonal and district bureaus of rural development offices to supplement the primary data.

c) *Data analysis technique*

The Statistical Package for the Social Sciences (SPSS version 20) was used for data entry while STATA 12.1 was used for data cleaning and analysis of factors influencing the choice of coffee marketing outlets. Descriptive statistics and econometric models were used to analyze the data collected from households. Multinomial logistic regression model was used to determine factors determining coffee market outlet used by coffee farmers.

$$\ln\left(\frac{P_{ij}}{P_{ik}}\right) = \alpha + \beta_1SEX + \beta_2AGE + \beta_3FAMSIZE + \beta_4FEXP + \beta_5DFORMRT + \beta_6DCOOP + \beta_7VEXT + \beta_8OFFINC + \beta_9TCOFLAND + \beta_{10}TLAND + \beta_{11}TRCOSTFORMRT$$

Where SEX is household head sex, AGE is household head age, FAMSIZE is family size of the head, FEXP is farming experience of the head, DFORMRT is the distance to formal market, DCOOP is distance to cooperatives, VEXT is the number of visit of the extensionists, OFFINC is off farm income of the head, TCOFLAND is total coffee land, TLAND is total land and TRCOSTFORMRT is the transport cost to the formal market.

Market outlet preference: This is categorical dependent variable which represents the market channel preference of the farmer to sell his/her coffee (dry/red cherry). Four main coffee market outlets such as informal buyers, formal traders, cooperatives and brokers exist on the study area. Informal local coffee buyers include farm gate markets and consumers while formal local markets include urban and rural coffee traders. Thus, category (1) represents the base market outlet which is informal buyers, category (2) represents formal traders, category (3) represents brokers and (4) represents cooperative. Thus the model assessed the effects of various independent variables on the odds of three coffee market outlets versus informal local markets.

Sex of the household (SEX): Sex of the household is dummy independent variable where (1) represent for male and (2) represents for female. Due to resource constraint and labor for transporting to the distant market like main market, female household heads do not prefer formal markets and cooperatives. Therefore being male headed household is hypothesized to affect formal market and cooperatives positively relative to the informal markets.

Age of the household (AGE): This is a continuous independent variable that is measured in years. As age of the household increases, the likelihood of selling the product to the distant market such as formal markets decline. Therefore, being old aged household head is hypothesized to affect the preference of formal market

Variables of physical capital (farm size, coffee land size and distance to market), human capital (sex, age, education level, farm experience, household size and extension visits) and financial capital (farm income, off-farm income, credit access and marketing costs) are expected to influence coffee market outlet choice of coffee producers. However, not all of those variables are included in the econometric model due to specification problems. The empirical model used to assess the significance of the independent variables is given as:

outlet and cooperative negatively as compared to informal local markets.

Family size (FAMSIZE): This is a continuous independent variable that is measured in the number of members in the household. Household size increases the labor force to transport the coffee to the market. Therefore, family size is hypothesized to affect the preference of farmers for formal market and cooperatives positively relative to informal coffee market outlet.

Farm experience (FEXP): This is a continuous independent variable measured in the number of years a household has been engaged in coffee farming. Households who have been in coffee production for many years are expected to have rich experiences regarding opportunities and challenges of coffee production and marketing. Therefore, the variable is hypothesized to affect the preference of formal market and cooperatives positively as compared informal local markets.

Distance to formal market (DFORMRT): This is also continuous variables measured in the kilometer. The long the distance to formal markets, the less the preference of the farmers to sell to those markets. Thus, they opts to sell to markets such as brokers and informal local market. Hence, distance to formal markets are hypothesized to affect the preference of formal market negatively and cooperatives and brokers positively as compared informal markets.

Distance to cooperatives (DCOOP): Distance to cooperatives is also a continuous variable measured in the kilometer. It is hypothesized to affect the preference of brokers, informal market and formal market positively and affect the preference of farmers for cooperatives negatively as compared to informal local coffee markets.

Number of extension visit (VEXT): Number of extension visit the farmer received is a continuous variable measured in number of visit by extensionists or development agents. It is expected to affect the

preference of farmers for informal markets and brokers negatively since they advise the producers to sell their product to cooperatives or formal markets.

Off farm income of the household (OFFINC): Off farm income of the household is continuous variable measured in Ethiopian Birr. Farmers with large off farm income did not want to sell their coffee for brokers or informal buyers even for formal markets since the income might serve them as a source of livelihood. Thus, the variable is hypothesized to have negative effect on brokers and have positive effect on the preference of formal market and cooperatives as compared to informal local markets.

Total coffee landholding (TCOFLAND) and total land (TLAND): They are variables related to the wealth of the household and measured in hectares. Farmer with large coffee land is expected to produce more coffee and he/she prefer to sell this coffee to the cooperative or formal market. Thus, total coffee land size is expected to have positive effect on cooperatives and formal market as compared to informal markets which is also true for total land holding.

Transport cost to formal market (TRCOSTFORMRT): Transport cost is cost related to sell of coffee which is measured in single trip cost to the market in Ethiopian Birr. It is expected to affect the preference of farmers for

brokers and cooperatives positively and affect formal market preference negatively as compared to informal markets since the farmer opts to sell at the market with low or nil transport cost.

IV. RESULT AND DISCUSSION

a) Characteristics of survey respondents

The data was collected from three districts of Jimma Zone, Nine kebeles and sixty eight villages of the kebeles. A total of 156 farmers were randomly selected randomly from the three districts. The result shows that 144 (92.3%) respondents were male headed respondent and only 12 (7.7%) of respondents were female headed households.

The demographic and socioeconomic characteristics of the study area as shown in Table 1 below indicates that among the three districts farmers in Manna district have relatively high mean age (47 years), large farming experience (26.1 years), and large average family size (4.9) but low land ownership (2.24 hectare). On average farmers in Limu kosa district have large land ownership (3.63 hectares) and coffee land (2.07 hectare) compared to only 2.04 and 1.8 for farmers in Manna district as well as 2.63 and 1.51 hectares for farmers in Gomma district. But farmers in Limu kosa have small average family size (3.98) and farming experience (23.09).

Table 1 : Socioeconomic characteristics of survey respondents

Variables	Manna		Gomma		Limu Kosa		Overall	
	Mean	S.D	Mean	S.D	Mean	S.D	Mean	S.D
Age of respondent	47.00	9.33	45.42	12.45	40.50	7.58	44.30	9.78
Farming experience (years)	26.10	8.610	23.19	11.24	23.09	6.33	24.12	8.72
Family size	4.900	1.630	4.61	1.90	3.98	1.70	4.49	1.74
Coffee land (Hect)	1.800	1.490	1.51	0.88	2.07	1.34	1.79	1.23
Land ownership (Hect)	2.240	1.730	2.63	1.56	3.63	2.43	2.83	1.91

Source: Own computation, 2015

Institutional accessibility of respondents' shows average distance of respondents to formal village market is 3.19 km, which is high at Gomma district (5.26 km) and low at Manna district (1.6km). On the other hand, the average distance to formal main market is 53.95 km, which is high at Manna district and low at Gomma district. The average distance to cooperative and extension service is 5.5 km and 7.85 km respectively. See the detail on the table below (Table 2).



Table 2 : Institutional accessibility of respondents

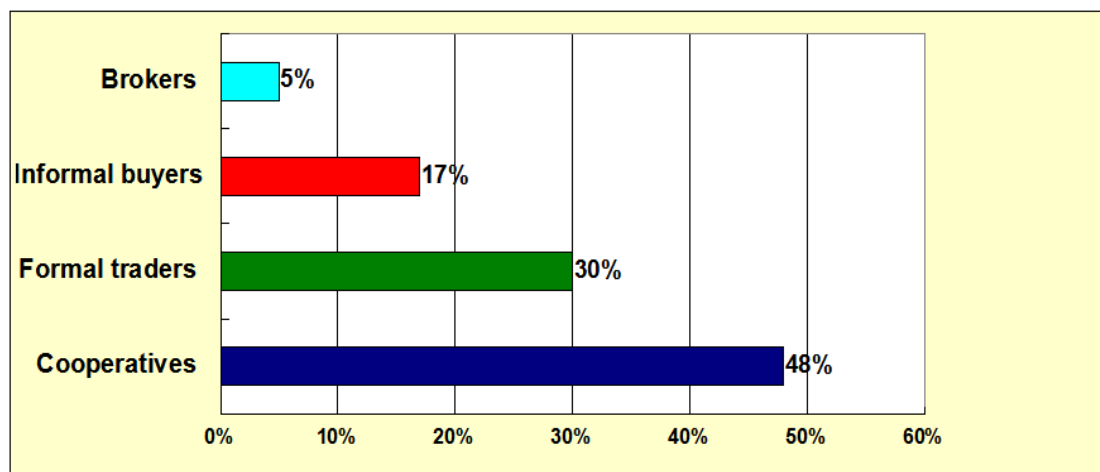
Variables	Manna		Gomma		Limu Kosa		Overall	
	Mean	S.D	Mean	S.D	Mean	S.D	Mean	S.D
Distance to formal village market (KM)	1.60	1.450	5.26	1.669	2.73	1.81	3.19	1.64
Distance to formal main market (KM)	90.3	80.84	20.0	13.57	51.55	20.6	53.95	38.33
Distance to cooperatives (KM)	3.20	8.170	8.96	5.46	4.35	1.91	5.50	5.18
Distance to extension services (KM)	5.60	4.540	10.68	4.41	7.28	7.65	7.85	5.53

Source: Own computation from survey data (2015)

Regarding the opinion of farmers on the trustfulness of the markets, only 30% of respondents trust buyers and 70% of coffee suppliers did not trust the markets. Farmers of the study area sell their coffee in two different ways: Red cherry and Dry coffee.

Red cherry coffee marketing: The result shows only 4% of red cherry coffee was sold by women and 22.5% of coffee was sold by men. However, more than 73% of the coffee was sold by men and women indifferently. October to December was peak period when marketing of red cherry coffee was undertaken which accounts 80% of coffee sold. The rest 20% of red cherry coffee is

sold in January and February. Donkey is the main mode of transport for more than 74% of respondents though back (head) load, public transport and cart are other mode of transportation used reach red cherry coffee to the market. Four main coffee market outlet exist in the study area for red cherry coffee. However, 48% of red cherry coffee was sold to cooperatives and 30%, 15% and 5% of red cherry coffee was sold to formal traders, informal buyers and brokers or assemblers respectively, which shows existence of non-formal coffee market. (See the summary below on figure 1).

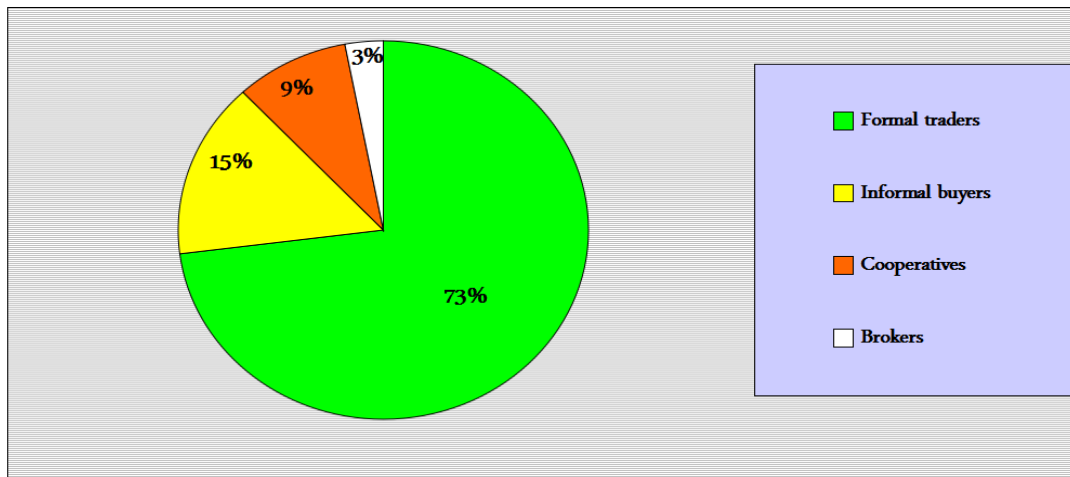


Source: Own computation, 2015

Figure 1 : Farmers' red cherry coffee market preference

Dry coffee market: The result of the survey also shows only 3% of dry coffee was sold by women; 51% of dry coffee was sold by men and 46% of the coffee was sold by both men and women. More than 69% of dry coffee was sold from December to January and the rest 31% is sold in all months through the year except on August, September and October depending on the economic status of the farmer. The mode of transport transport for dry coffee used on the study area are truck, public transport, donkey, cart and back (head) load. However, more than 70% of respondents used donkey as a mode

of transport for dry coffee. Regarding the market outlet preference, 73% of respondents used formal coffee trader and 15%, 9% and 3% of respondents used informal buyers, cooperatives and brokers respectively as summarized on (figure 2).

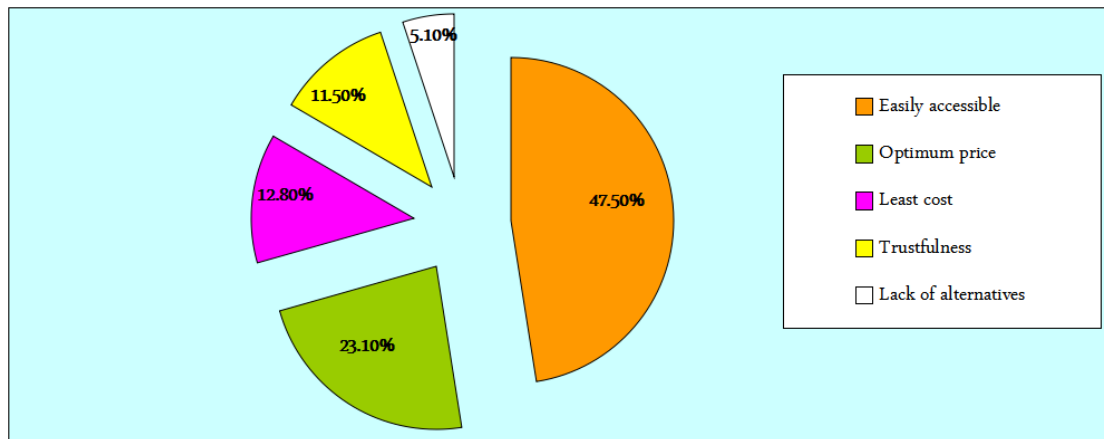


Source: Own computation, 2015

Figure 2 : Farmers' dry coffee market preference

Farmers were raising different reasons for the preference of market outlet they sold for. The criteria of the respondents include market accessibility, trustfulness of the trader, market cost, optimum price and lack of other market outlet alternatives. The

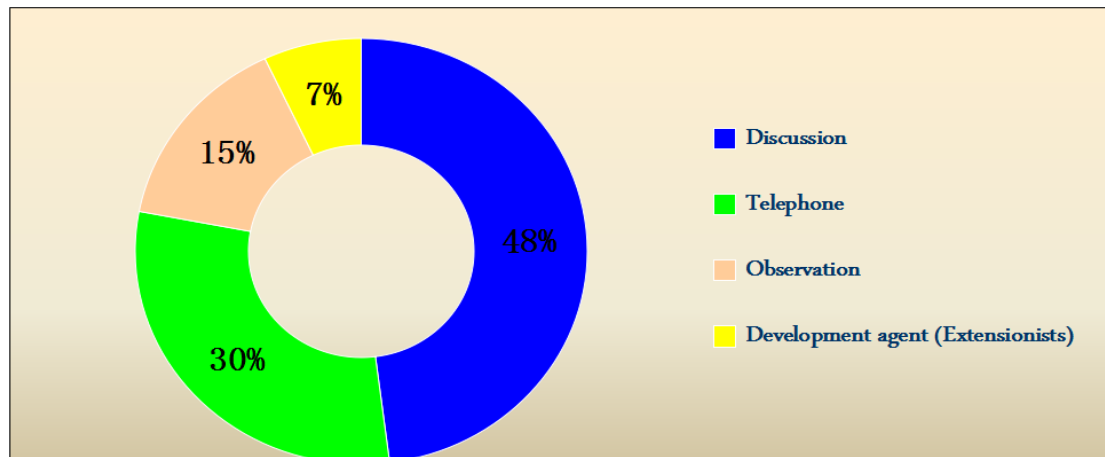
descriptive result shows accessibility and optimum offer (price) of the trader accounts more than 47% and 23% respectively though market cost, trustfulness of the buyer and lack of further alternatives were important criteria as summarized below.



Source: Own computation, 2015

Figure 3 : Reason of preference of coffee market outlets

Market information is one of the main inputs for farmers to sell their produces for optimum price. The survey shows 98% of farmers got market information and only 2% of respondents sold their coffee without any information. Own observation, discussion with friends and neighbors, telephone and extensionists are the main source of market information for the study areas. However discussion was the main source of information for 48 percent of respondents. Telephone, observation and extensionists were also information mode for 30%, 15% and 7% of respondents respectively.



Source: Own computation, 2015

Figure 4 : Market information source

b) *Determinants coffee market outlet for red cherry coffee*

The result of multinomial logistic below shows the estimated coefficients (β values), significance values of independent variables in the model and the multinomial Logit marginal effects for factors influencing the choice of marketing outlets. According to Gujarati (1992), the coefficient values measure the expected change in the Logit for a unit change in each independent variable, all other independent variables being equal. The sign of the coefficient shows the direction of influence of the variable on the Logit. It follows that a positive value indicates an increase in the likelihood that a household will change to the alternative option from the baseline group.

On the other hand, a negative value shows how less likely a household will consider the alternative (Gujarati, 1992; Pundo and Fraser, 2006). The significance values (p -values) show whether a change in the independent variable significantly influences the Logit at a given level and the marginal effects are the probabilities of observing a particular outcome which indicates the extent of the effect on the dependent variable caused by the predictor variables. The value of the marginal effects is obtained by differentiating the coefficients at their mean. A marginal effects value greater than one implies greater probability of variable influence on the Logit and a value less than one indicates that the variable is less likely to influence the Logit. The results revealed that households had four coffee market outlets and combinations thereof. However, due to mutually inclusiveness of outlets, fewer representation and similar collection and operation practices, only households who had access to cooperative, formal market, informal local markets and brokers were considered in the regression. For estimation purpose, the base category used was informal market preference; thus the model assessed the effects of various independent variables on the odds

of three coffee market outlets versus informal coffee market outlet.

Multinomial logistic regression model used sex of the household, age of the household, farm experience, family size, distance to formal coffee market, distance to cooperatives, total coffee land, total land, and transport cost to formal market as an independent variables of both red cherry and dry coffee market outlet preference.

i. *Factors affect red cherry market outlet*

The regression used sex of the household, age of the household, farm experience, family size, distance to formal market, distance to cooperatives, number of visit of extensionists, total coffee land, total land, total annual off farm income and transport cost to formal market as an independent variables.

Age of the household has negative and significant effect on the preference of farmers for formal markets and brokers as compared to informal local markets meaning increase in age of the household declines the preference of formal market and brokers as they opted to use informal markets which do corroborate with the hypothesized sign.

Farm experience of the household has positive and significant effect on the preference of the farmer for formal market and brokers as compared to informal markets, which is consistent with the hypothesized sign. As farm experience increases, the households opted to use formal markets as compared to the informal one.

Distance to formal coffee market has positive and significant effect on the preference of the farmer to cooperatives and brokers and has negative and significant effect on formal markets preference as compared to informal markets. The sign found on both formal market and cooperatives is consistent with the hypothesized sign.

The marginal effect of distance to cooperative on formal markets preference is negative and statistically significant and the result shows that a one

kilometer increase in distance to cooperatives decreases the preference of farmers to use formal markets by 2.9%. Unlike to distance to cooperative, however, the number of extension visit the farmer received from the extensionists has positive and statistically significant effect on the preference of formal markets relative to informal markets, which is consistent with the hypothesized sign. The marginal effect shows that a single visit by extensionists will increase the preference of formal markets by 1.19% relative to the informal one.

On the other hand, the regression results indicate that the effect of off farm income of the household on formal market preference is positive and statistically significant, which is inconsistent with the hypothesized expected sign. Total coffee land of the household has positive and significant effect on the preference of farmers for formal markets and brokers and has negative and significant effect on the preference farmers for cooperatives as compared to

informal markets. The signs on broker and cooperative are not consistent with the hypothesized sign. Total land of the household has positive and significant effect on cooperatives as compared to that of the informal one which corroborates with the hypothesized sign. The implication is that farmers with large land size opt to use cooperative market to sell their red cherry coffee. The possible reason is farmers with large land size produces relatively large agricultural produces. Thus they are not obligated to sell their coffee to informal markets and choose to sell to cooperatives or formal markets.

Transport cost to the main market has negative and significant impact on formal traders preference of farmers relative to informal buyers which is consistent with the hypothesized sign. The marginal effect of transport cost to cooperatives was also positively and statistically significant; meaning as transport cost increases by one Birr, the preference for cooperative increases by 2.4 % as compared to informal markets.

Table 3 : Socioeconomic and institutional factors affect red cherry coffee market outlet

Multinomial logistic regression	Number of obs = 156					
	LR chi ² (36) = 95.21					
	Prob > chi ² = 0.0000***					
Log likelihood = -123.94	Pseudo R ² = 0.3195					
Variables	Cooperatives		Formal market		Brokers	
	Coefficient	dy/dx	Coefficient	dy/dx	Coefficient	dy/dx
HHSEX	-1.604	-0.269	1.534	0.394	-15.64	-0.205
HHAGE	0.052	0.0309	-0.135***	-0.029	-0.219**	-0.002
HHFEXP	-0.0082	-0.036	0.152***	0.033	0.284**	0.003
FAMSIZE	0.2444	0.022	-0.0589	-0.0064	-0.158	-0.002
DFOMRT	0.711***	-0.122	-0.435***	-0.0787	0.878***	0.008*
DCOOP	0.002	0.025	-0.123	-0.029*	0.103	0.002
VEXT	-0.017	-0.011	0.0514*	0.0119*	-0.049	-0.001
OFINC	-0.000	-0.000	0.000***	0.000**	0.000	-0.000
TCLAND	-1.487**	-0.216	0.714*	0.1183	1.892***	0.0188
TLAND	0.824*	0.144	-0.518	-0.095	-1.02**	-0.01
TCOSTFMRT	0.076	0.024*	-0.105**	-0.023	-0.052	-0.000
CONSTANT	4.190		0.528	-		
Base category = Cooperatives						

Source: own computation, 2015

ii. *Factors affecting dry coffee market outlet*

The coefficient of age of the household has negative and significant effects on the preference for farmers for formal markets as compared to informal markets, which is consistent with the hypothesized sign. The possible reason could be inability of old household to reach his/her coffee to formal markets and cooperatives.

The coefficient of farming experience has positive and significant effect on the preference of

farmers for formal markets as compared to informal markets which is consistent with the hypothesized sign. The marginal effect of farm experience was also positively and significantly related to formal market preference. This means an increase in one year farm experience increases the likelihood to use formal markets by 1.6% as compared to informal markets.

Family size of the household head is positively and significantly related to farmer's preference for cooperatives which is consistent with the hypothesized

sign. The reason could be farmers with large family size have large labor force to reach their coffee even if the cooperative is distant from their locality.

Distance to cooperatives has negative and significant effect on the preference of farmers for cooperatives and has positive and significant impact on preference of farmers for brokers as compared to informal market which is also consistent with the hypothesized sign. The marginal effect of distance to cooperatives is also significant with positive sign on farmers preference for brokers.

Number of visit by extensionists has negative and significant effect on formal markets and brokers and positive and significant effect on cooperatives as compared to informal markets which all are consistent with the hypothesized sign. The reason behind this could be extensionists advice farmers to sell their coffee to cooperatives rather than local traders.

Annual off farm income the household has negative and significant effect on the preference of the

farmers for brokers as compared to informal markets which is consistent with hypothesized result. The reason might be farmers with large off farm income are expected use attractive market outlet when the coffee price becomes attractive.

Total coffee land of the household has negative and significant effect on the preference of formal markets relative informal markets which is inconsistent with the hypothesized sign.

Total land holding of the household has positive and significant effect on the preference of formal market outlet as compared to informal markets which is consistent with the hypothesized sign.

The coefficient of transport cost to the formal market is not statistically significant. However the marginal effects of transport cost to formal market were statistically significant with negative sign. The implication is that and a one Birr increase in transport cost to the formal market decreases the likelihood to use formal market by 1% as compared to informal markets.

Table 4 : Socio economic and institutional factors affect dry coffee market outlet

Multinomial logistic regression	Number of obs = 156		LR chi2(30) = 43.55		Prob > chi ² = 0.012**	
Log likelihood = -64.59	Pseudo R ² = 0.2775					

Variables	Cooperatives		Formal traders		Brokers	
	Coefficient	dy/dx	Coefficient	dy/dx	Coefficient	dy/dx
HHSEX	1.802	-0.128	15.65	0.129	15.45	-0.0004
HHAGE	0.076	0.0008	-0.108**	-0.0015	-0.012	0.0005
HHFEXP	-0.363	-0.0012	0.146**	0.016*	0.084	-0.0003
FAMSIZE	0.402*	-0.0006	0.0767	-0.0004	0.247	0.001
DFOMRT	0.097	0.0017	-0.207	-0.0023	-0.110	0.0006
DCOOP	-1.541**	-0.013*	0.158	0.0011	0.186*	0.002*
VEXT	0.413**	0.0018	-0.223*	-0.0012	-0.315**	-0.0006
OFFINC	0.000	-0.000	0.000	0.000	-0.0002*	-0.000
TCLAND	-3.542	0.0158	-1.933**	-0.0183	-1.507	0.003
TLAND	3.062	-0.012	1.482**	0.0138	1.203	-0.002
TCOSTFMRT	0.260	0.0006	-0.085	-0.010**	-0.059	0.0002
CONSTANT	-5.384	-	-9.69	-	-14.44	-

Base category = Cooperatives

Source: Own computation, 2015

V. CONCLUSIONS AND RECOMMENDATIONS

a) Conclusions

The study was undertaken with the objective of assessing factors affecting coffee market outlet choices on Jimma Zone, Ethiopia. The data was collected from 156 coffee smallholder farmers. Multinomial Logit model was used to analyze factors that determines dry and red cherry coffee market outlet.

The result shows that, 48% of red cherry coffee was sold to cooperatives and 30%, 15% and 5% of red cherry coffee was sold to formal traders, informal buyers and brokers or assemblers respectively and 73% of respondents used formal coffee trader and 15%, 9% and 3% of respondents used informal buyers, cooperatives and brokers respectively for dry coffee.

Farmers were raising different reasons of preference of market outlet they sold for. The criteria of

the respondents include market accessibility, trustfulness of the trader, market cost, optimum price and lack of other market outlet alternatives. The survey shows Own observation, discussion with friends and neighbors, telephone and extensionists are the main source of market information for the study areas.

The study identified factors that affects red coffee market outlet and resulted that age of the household has negative and significant effect on the preference of farmers for formal markets and brokers and farm experience of the household has positive and significant effect on the preference of the farmer for formal market and brokers as compared to informal markets. Distance to formal coffee market has positive and significant effect on the preference of the farmer to cooperatives and brokers and it has negative and significant effect on formal markets preference. The result also shows number of extension visit the farmer received from the extensionists has positive and significant effect on the preference of formal markets and transport cost to the main market has negative and significant impact on formal traders preference of farmers relative to informal buyers as compared to informal markets.

The dry coffee market preference result also shows that age of the household has negative and significant effects on the preference for farmers for formal markets and the coefficient of farming experience has positive and significant effect on the preference of farmers for formal markets as compared to informal markets. Family size of the household head is positively and significantly related to farmer's preference for cooperatives and distance to cooperatives has negative and significant effect on the preference of farmers for cooperatives and has positive and significant impact on preference of farmers for brokers. Number of visit by extensionists has negative and significant effect on formal markets and brokers and positive and significant effect on cooperatives and the marginal effects of transport cost to formal market were statistically significant with negative sign.

b) Recommendations

Finally the study recommends the government to increase the access of cooperatives among coffee producing areas which increases coffee farmers' income from fair market and coffee supplied to national and international market and reduces marketing cost and distribution of informal coffee sell, market and traders. The study also point to the need for improvement of the extension services to aware farmers to choose formal markets such as cooperatives for efficient and profitable marketing of coffee through redesigning or reforming implementation strategies or improving/strengthening existing policy. Long distance to the agricultural produce markets and poor infrastructure was also an hindrance in marketing of

coffee and this study recommends the improvement of the infrastructure to enhance coffee marketing.

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Use of Ethical and Halal Concept in Marketing of Consumer Products: What is Going, What Must do and What Must Not do in Bangladesh

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Abstract- The study helps to understand the use of ethical and halal concept in marketing consumer products and explore the some variables that affect the unethical practices of consumer products in Bangladesh. The study, descriptive in nature, has been conducted based on primary and secondary data. The study has been conducted among 60 respondents at Rangpur City Corporation in Bangladesh who are regularly purchasing consumer products. The survey questionnaire has been included 48 questions designed under 5-point Likert scale. The collected data have been analyzed by using frequency distribution analysis through the SPSS 20.0 version. The study shows that 95 percent of respondents have already faced unethical practices when they have bought any consumer products. 90 percent of respondents believed that unethical practices of Consumer products are increasing day by day.

Keywords: *ethic, unethical, halal, consumer product, marketing, bangladesh.*

GJMBR - E Classification : *JEL Code : M31*



Strictly as per the compliance and regulations of:



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Abstract- The study helps to understand the use of ethical and halal concept in marketing consumer products and explore the some variables that affect the unethical practices of consumer products in Bangladesh. The study, descriptive in nature, has been conducted based on primary and secondary data. The study has been conducted among 60 respondents at Rangpur City Corporation in Bangladesh who are regularly purchasing consumer products. The survey questionnaire has been included 48 questions designed under 5-point Likert scale. The collected data have been analyzed by using frequency distribution analysis through the SPSS 20.0 version. The study shows that 95 percent of respondents have already faced unethical practices when they have bought any consumer products. 90 percent of respondents believed that unethical practices of Consumer products are increasing day by day. Misleading advertising, selling products with an expired date, using chemicals in the products, including preservative in different products, fluctuating prices by seller, agent or middleman, use sexual appeal, wrong information in the product labeling are the main factors that affect the unethical practices of consumer products in Bangladesh. Marketing practices should be ethical and credible. Correct information, Islamic marketing and Islamic principles make a good effect on the economy of the country.

Keywords: *ethic, unethical, halal, consumer product, marketing, Bangladesh.*

I. INTRODUCTION

In recent years, Unethical practices have become a highly discussed topic in the Business world. [halal] concept is one of these commitments that play an important role in Muslims' consumption. Most of the multinational, Global & local companies use unethical practices to increase their sales of products by providing wrong and over colored information about their products quality and characteristics. For this reason, fair companies can't achieve satisfaction of customer's and their goal. The realm of halal may extend to all consumables such as toiletries, pharmaceuticals, cosmetics and services including finance. The marketer and advertiser of Bangladesh don't follow the ethical standard properly. For this reason customer are deceived. It is very necessary to make the people aware of those unethical practices. So it is a crying need to conduct studies in this regard and to disclose the fact.

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The Halal concept emphasizes safety, hygiene and wholesomeness of food. It also provides an excellent platform for healthy eating. Consideration of the place and the process of the animals being slaughtered and most importantly, the condition of these animals would not endanger the health of diners, are a prime focus of what Halal is all about. Today, Halal is no longer a mere religious obligation or observance, but is considered as the standard of choice for Muslims as well as non-Muslims worldwide. The Halal concept is not unfamiliar to non-Muslims, especially those in Muslim countries in Bangladesh.

The concept of halal was taken for granted previously, as nations were generally self-sufficient in food production. Halal is no longer just purely a religious issue. It is in the realm of business and trade, and it is becoming a global symbol for quality assurance and lifestyle choice (cited in IslamOnline.net, 2005).

As a Muslim country, Bangladesh is a pioneer in introducing a comprehensive standard for halal products through Bangladesh standard: Halal Food-Production, Preparation.

The main objectives of the paper are to identify the some factors that affect the Unethical practices of consumer products in Bangladesh and explore some probable solutions and recommendations of unethical practices in consumer product in Bangladesh.

This paper has four parts. First focuses the review of relevant the literature. The literature review includes reviewing some important theories review of previous study is presented. It attempts to differentiate the present study from the past studies about the use of ethical and halal concepts in marketing of consumer products. Then research methodology is presented and data analysis techniques are discussed. The analyses consist of demographic analysis of respondents & descriptive analysis of data. Finally a summary of the main findings of the study has been presented and conclusion as well as recommendations has been made for future research directions.

II. OBJECTIVES OF THE STUDY

1. To understand the use of ethical and halal concept in marketing consumer products in Bangladesh.

2. To identify the some factors that affect the unethical practices of consumer products in Bangladesh.
3. To identify some probable solutions and recommendations that helps to eliminate the unethical practices of consumer products in Bangladesh.

III. REVIEW OF LITERATURE

Ethics: Ethics (also moral philosophy) is the branch of philosophy that involves systematizing, defending, and recommending concepts of right and wrong conduct. Ethic means moral principles and values that govern the actions and decision of an individual or group (Belch & Belch, 2009).

Business Ethics: Business ethics (also corporate ethics) is a form of applied ethics or professional ethics that examines ethical principles and moral or ethical problems that arise in a business environment. It applies to all aspects of business conduct and is relevant to the conduct of individuals and entire organizations (Stanford Encyclopedia of Philosophy, 2013). Business ethics are moral principles that guide the way a business behaves. So that it can be said that, Business ethics are ethics that refers to the moral rules and regulations governing the business world.

Halal: Halal is an Arabic term meaning [permissible]. In English, it most frequently refers to food that is permissible according to Islamic law. In the Arabic language, it refers to anything that is permissible under Islam (Kamali, 2003). Its antonym is haram.

The terms halal and haram will be used strictly to describe food products, meat products, cosmetics, personal care products, food ingredients, beverages and food contact materials. Which foods are halal or which foods are haram is decided according to the Holy Quran and the Glorious Shariah (Lada et al., 2009).

Almighty Allah says in the Holy Quran in 2nd chapter verse 42, "And mix not truth with falsehood, nor hide the truth if you know." Therefore, in Islamic business there is no chance of blending *halal* and *haram* or good and bad products. Moreover, a businessman is also a customer for the other business and he may be dealt with unjust if he does unjust.

Highly, the Islamic principles of customer to business framework are also applicable for the business man who wishes to produce goods or services. To summarize, no prayer of an individual marketer will be accepted without using *halal* money and *halal* goods or services. Thus, *halal* money should be the motivation of the businessman and *halal* goods and services should be the choices of the customers of sustaining their lives to create sustainable value (Islam, 2016).

Halal products are those that are Shariah compliant, i.e. does not involve the use of haram (prohibited) ingredients, exploitation of labor or the

environment, and are not harmful or intended for harmful use. Muslims are obliged by religion to clearly scrutinize products to make sure they are halal. In addition, they are strongly encouraged by the Islamic teachings to shy away from consumables that are doubted. It is estimated that 70% of Muslims worldwide follow halal standards (Minkus-McKenna, 2007) and the Global Halal Market was \$12 billion in 1999 (Riaz, 1999).

Boulstridge and Carrigan (2000) investigated the response of consumer's to ethical and unethical marketing behavior and identify reasons for consumers to perceive an advertisement as Offensive. In contrast, Chinese and Malaysian consumers have given a midpoint offensiveness score to all three items (nudity, indecent language, sexiest image).

Usman et al. (2010) examine cultural influence on the general attitude of Pakistani people towards advertising. The researchers analyze the cultural impact on the attitude of people towards advertisements of brands according to product information, social integration and hedonism / pleasure, whereas power distance and masculinity as culture dimensions.

Long (2011) has conducted unethical practice in business: the development of a framework for thematic analysis. He also examines reports witnessed by business students, and seeks to make sense of the findings through the development of a framework for analysis.

Ramachandran and Venkatesh (2012) have found that marketing mix: An area of unethical practices? The researchers intend to develop the model of ethics in marketing. Their emphasis on empirical study in order to show that many unethical marketing practices may be occurring, especially which are related to pricing and advertising practices.

Creyer and Ross (1997) also found that a company's level of ethical behavior is an important consideration during the purchase decision; in the USA consumers expect ethical behavior from companies and they were willing to pay higher prices and reward ethical behavior. They did also discover that consumers would still buy products from unethical firms, but only at a lower price - the cost of poor ethics.

Giebelhausen and Novak (2011) stated that using sex appeal marketing can harm the faithfulness between customers and marketers because customers can understand the intention of marketers behind these manipulative visuals.

Nekmahmud et al. (2016) have conducted a research on the unethical practices of advertising in Bangladesh: a case study on some selected products. They attempts to make the customer awareness regarding unethical practices of advertising in Bangladesh. Ethic is a highly significant considerable issue in case of any advertising. The ethical and truthful advertising is the key to ensure relationship and

sustainable marketing. It also ensures social safety and security. That helps to build up a better marketing environment which is good both for sellers and buyers groups.

IV. METHODOLOGY OF THE STUDY

Nature of research	The study has been designed to know the use of ethical and halal concept in marketing consumer products in Bangladesh. This study is descriptive in nature. It is conducted based on primary and secondary data.
Sampling plan and study area	Target population: The designated population for the study includes all consumers who are regularly using the consumer products. Sample sizes: total sample size of the study is 60 consumers who regularly buy the consumer products.
Survey area & duration	The data are collected from the Rangpur City corporation in Bangladesh. Primary data were collected over a 20 days during the 10 June to 9 July, 2016.
Types of data	This research has conducted with primary and secondary data. Primary sources: the purpose of the study, field survey method is used to collect primary data by taking direct interviews through the questionnaire & observation. Secondary sources: The secondary data are collected from different sources such as various articles, news, reports, statements, websites etc.
Data collecting instruments	Questionnaire Development A questionnaire was designed which has been considered as the major tool of study. In the questionnaire in respondents were asked 48 variables those are usually considered for unethical practicing. Here 5-point Likert scale was used to measure the related questions. Where, 1 = strongly disagree, 2 = disagree, 3 = neither agree nor disagree (neutral), 4 = agree and 5 = strongly agree . But three questions we have used dichotomous question. A dichotomous question has only two response alternatives; yes or no, and so on (Malhotra & Dash, 2011). The questionnaire was designed in two parts. In the first part, identify respondents' specific demographic criteria; in the second part, includes 48 measurement questions of identifying the some factors that affect the unethical practices of consumer products in Bangladesh
Survey method or style	The questionnaires were distributed directly to the respondents as a study sample. In this study, researcher distributes 60 questionnaires to respondent for measuring the use of ethical and halal concept in marketing of consumer products: what is going, what must do and what must not do in Bangladesh.
Data analysis	The collected data are analyzed by various statistical tools and techniques including frequency distribution through the data processing software SPSS (Statistical Package for Social Science) 20.0 version.

V. FINDINGS OF THE STUDY

Table 1: Demographic variables

Demographic Variables		Frequency	Percentage (%) of Respondents
Gender	Male	10	16.5%
	Female	50	83.5%
Area of Living	Urban	5	8.5%
	Rural	55	91.5%
Age of the Respondent	Less than 20 years	5	8.5%
	20-25 years	30	50 %
	25-30 years	15	25%
	More than 30	10	16.5%

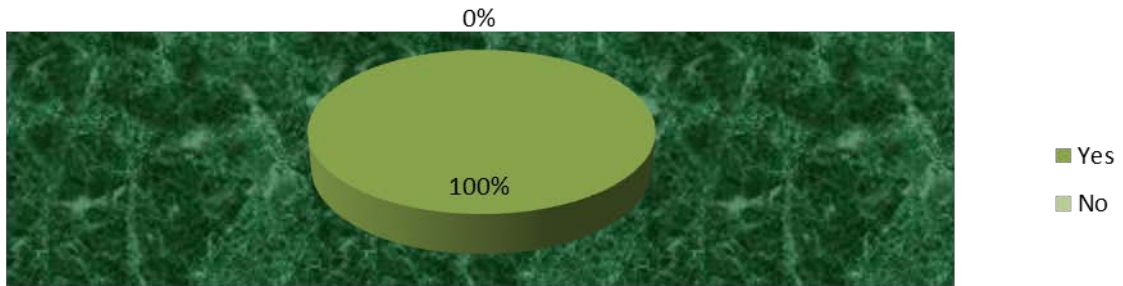
Level of Education	Primary education	0	0.0%
	Secondary education	8	13.33%
	Higher education	50	83.33%
	Others	2	3.34%
Occupational Status	Student	40	66.67%
	Service holder	5	8.5%
	Business	5	8.5%
	Household	5	8.5%
	Others	5	8.5%

The **Table 1**, summary of respondents' demographic statistics, shows that 16.5% (n=10) male and 83.5% (n=50) female belong to less than 20 years (n=5) 8.5%, 20-25 years (n=30) 50%, 25-30 years (n=15) 25% and more than 30 (n=10) 16.5%. Here,

(13.33%) respondents of this study having secondary and 83.33% of higher education. The analysis also shows that 66.67% respondents were service holder and 8.5% belong to students, business person, housewife and other professionals.

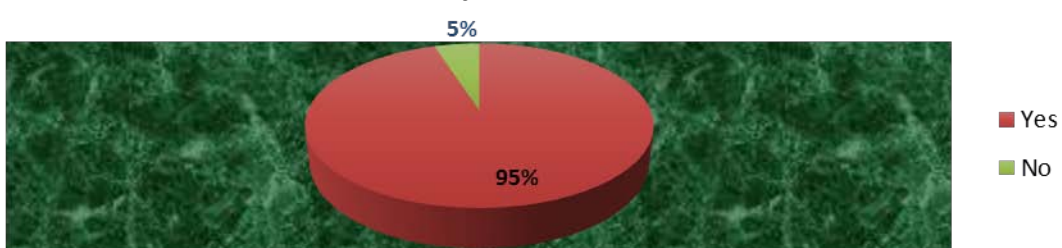
5.1

Graph-1. Are you thanked that the unethical practices of Consumer products is existing in Bd?



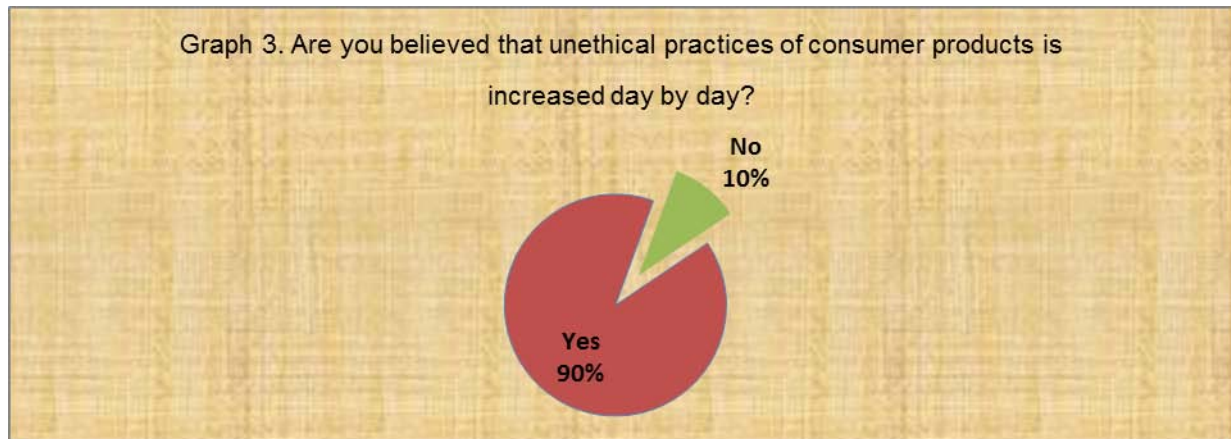
Above the pie chart shows that 100% respondents are thanked that the unethical practices of Consumer products is existing or going to Bangladesh.

Graph -2. Are you faced any unethical practices when you Bought any consumer products?



The graph exhibits 95% of respondents faced any unethical practices when you have bought any consumer products.





Above the graph shows 90% of respondents believed that unethical practices of Consumer products are increasing day by day?

Table 2 : Descriptive Statistic

SL NO	Statements	Mean	Std. Deviation	N
1.	Misleading Advertising	4.4000	.80287	60
2.	Wrong information in the product labeling	4.2000	.801102	60
3.	Using women in the advertising	3.0000	.63473	60
4.	Using kids in the advertising	3.6429	.65779	60
5.	Using chemical in the products	4.9571	.81843	60
6.	Use sexual appeal	3.9571	.53471	60
7.	Deception of weight measurement	3.8071	.56130	60
8.	Bribery middleman/ stockholder	3.6000	.71771	60
9.	Wrong/ colored information of advertising copy	4.1857	.81097	60
10.	Selling product with an expired date	4.4000	.49166	60
11.	With Less quality product	3.8000	.40144	60
12.	Use harmful ingredients	4.6000	.49166	60
13.	Including's preservative in different products	4.7929	.40671	60
14.	Unhealthy and unsafety products	3.6000	.49166	60
15.	Unhealthy and unsafety selling place	4.8000	.40144	60
16.	Wrong/ Miss measurement of weight	4.0000	.63473	60
17.	Failure of duty	4.4000	.49166	60
18.	Untrue advertising message	4.0000	.63473	60
19.	Over colored information on the packaging	4.8000	.40144	60
20.	Over colored information into advertising	4.2000	.40144	60
21.	Pressure selling	4.4000	.49166	60
22.	Bait and switch	4.0000	.63473	60
23.	High competitive practices	4.4000	.80287	60
24.	Providing by different attractive offer	3.2000	.75102	60
25.	Providing discount or couple or premium	3.0000	.63473	60
26.	Illegally reserving or storing the products	3.6429	.65779	60
27.	Attractive packaging, but low quality products	3.9571	.71843	60
28.	Using the duplicated logo on Branded products	3.9571	.53471	60
29.	Using the close name to branded product to cheat the customers	3.8071	.56130	60
30.	Using Alcohol or caffeine in drinks that ban for religious	3.6000	.71771	60
31.	Using 100% halal words in the packaging, but does not provide the Halal ingredients	3.1857	1.10971	60
32.	Charge high price but provides low quality	4.4000	.49166	60

33.	Charge high price than MRP	3.8000	.40144	60
34.	Illegally use the BSTI logo	3.6000	.49166	60
35.	Bargaining by the salesman	4.0029	.40671	60
36.	Providing the wrong information by the salesperson	4.1000	.49166	60
37.	Customers are Cheated by providing warranty or guaranty	3.8000	.40144	60
38.	Don't proper works as a warranty	3.0000	.63473	60
39.	Local manufacture company illegally used foreign brand name	3.4000	.49166	60
40.	Products don't work as given instructions	2.0000	.63473	60
41.	Not delivery proper instructions for using products	2.8000	.40144	60
42.	Using the attractive logo, symbols or name	3.2000	.40144	60
43.	Telling illegal origin of manufacture	4.4000	.49166	60
44.	Use Haram ingredients in the products	4.0000	.63473	60
45.	Fluctuating prices by seller, agent or Middleman	3.4000	.80287	60
46.	Use reference / Expert/ famous person into the ads	4.2000	.75102	60
47.	Discriminating the rural & urban customers	3.0000	.63473	60
48.	Length distribution channels	2.6429	.65779	60

The descriptive statistics **Table 2**, shows that the mean and standard deviation value of all the questions which has been designed under 5 point Likert scale considering as values 5-strongly agrees and 1-strongly disagrees feeling on the statement that was

given to the respondent. The observed mean value is 4.0769 or more with little value of standard deviations of all statements. The Overall result justifies that respondents are showing strongly agree to unethical factors.

5.2

SL No	Eliminated unethical factors	Rank
1	Misleading Advertising	1
2	Selling products with an expired date	2
3	Using chemical in the products	3
4	Including preservative in different products	4
5	Fluctuating prices by seller, agent or Middleman	5
6	Using kids in the advertising	6
7	Use sexual appeal	7
8	Wrong information in the product labeling	8
9	Illegally reserving or storing the products	9
10	Using Alcohol or caffeine in drinks that ban for religious	10
11	Illegally use the BSTI logo	11
12	Unhealthy and unsafely products	12
13	Attractive packaging, but low quality products	13
14	Wrong/ colored information of advertising copy	14
15	Using 100% halal words in the packaging, but does not provide the Halal ingredients	15

Above the table illustrations that the rank of unethical factors. People believed that marketers, consumers and government should eliminate the above factors that are involved in the unethical practices.

How to reduce or eliminate the unethical factors						
SL NO	Statements	SD (%)	D (%)	N (%)	A (%)	SA (%)
1.	Proper monitoring of the market by Government	00	00	00	40	60
2.	Establishing by Consumer's Rights	00	00	00	30	70
3.	Creating social Awareness	00	00	5	45	50
4.	Increasing Public awareness	00	00	10	60	30
5.	Increase morality into the business people	00	5	10	55	30
6.	Using digital measurement/ weight machine	00	00	00	20	80
7.	Proper Monitoring to the advertising media	00	5	5	30	60
8.	Monitoring by BSTI or ISO	00	00	5	50	45
9.	Government Rules & Regulations	00	00	10	30	60
10.	Increasing Market monitoring by Mobile court	00	5	15	40	40
11.	Ensure the punishment those are involved in unethical practices	5	5	10	30	50
12.	Developed the society with morality	5	5	20	30	40
13.	Training to the Sale person and Businessman about Ethical values & norms	5	5	20	40	30
14.	Providing the right information about the market	00	5	10	50	35
15.	Demonstrations price list or MRP, Mfg. / Expire date	00	00	10	40	50

Above the table shows that consumers assumed that above the variables helps to eliminate the unethical practices of consumer products in Bangladesh. Most of the customers strongly agreed that proper monitoring of the advertising media, using digital measurement/ weight machine, establishing by consumer's rights, proper monitoring of the market by the government, demonstrations price list or MRP, Mfg. / Expire date and creating social awareness can eliminate the unethical practices.

VI. RECOMMENDATIONS

Marketer should try to gain the morality and credibility besides gaining the profit according to the Holy Qur'an. They should establish the consumer's right in Bangladesh. Other recommendations to improve ethical standards and norms in the business sector follow:

1. Marketer should follow the Islamic principles.
2. The Bangladesh government has undertaken a number of reforms with the intent of monitoring, controlling and diminishing the prevalence of corruption and unethical practice in consumer product in marketing and society at large.
3. According to the Holy Qur'an a marketer following Islamic principles, will not earn his bread and butter from the money earned by selling illegal and harmful products. Even, Allah has strictly prohibited mixing of good and bad or right and wrong (Islam, 2016). So marketer should increase about the religious ethic and avoid illegal selling by applying Islamic marketing.

4. Company must have to maintain the social responsibility.
5. Company should consider the customers right and to do work accordingly.
6. Moral education should be emphasized, particularly, innovative practices aimed at promoting a high standard of morals and ethics in business. Training institutes should be encouraged to arrange training courses, workshops and conferences on business ethics.
7. To increase publicity in relation to contradict the misleading statements in the media.
8. More awareness is to be created and the board has to function effectively and ban advertisements which do not follow the ethics.
9. Codes of ethics should be developed and utilized to motivate personnel, increase their capability, judgment power, and effective managerial skill. Personnel subject to professional and ethical codes of conduct of their respective organization should be encouraged to adhere to those codes.
10. Misleading advertising, selling products with an expired date, using chemicals in the products, including preservative in different products, uses sexual appeal, wrong information on the products labeling are the main variables that affect the unethical practices of consumer products. The marketers need to avoid this unethical practice immediately.

VII. CONCLUSION

Plainly unethical practices may frequently happen in the most zones in Bangladesh. One lesson that we ought to comprehend is that most organizations appear to be occupied with unethical practices and can thusly deceive the customer. Numerous organizations, even they are allocated to carry on morally, however, their practices demonstrate anomalies and cheats. As per this, the unethical practices occurrence characteristics in modern society are: the criteria's of justice, integrity, and the eligibility, non-compliance, the creation of a false impression, the presentation of false and inaccurate facts, the conversion of social values to products, the manipulation of impulsive consumers, the control of sub consciousness, the impact on persons economic behavior or possibility of the impact. So every company should provide correct information to the customer by advertising or different promotional tools. Misleading advertising, selling products with an expired date, using chemicals in the products, including preservative in different products, uses sexual appeal, wrong information in the product labeling are the main factors that affect the unethical practices of consumer products in Bangladesh. In Bangladesh this practice is increasing day by day. Marketing practices should be ethical and credible. Informative, appetitive, correct, creative and Islamic marketing makes a good effect on the economy of the country. Marketer, manufactures or company, seller, business person should try to gain the morality and credibility besides gaining the profit. Most of the customers strongly agreed that proper monitoring of the advertising media, using digital measurement/weight machine, establishing by consumer's rights, proper monitoring of the market by the government, demonstrations price list or MRP, Mfg. / Expire date and social awareness can eliminate the unethical practices. Only one Islamic principles can remove the unethical practices from the whole world. According to the Islamic principles, a marketer will produce products or services with best quality not dealing with the customers unjustly for the ultimate solution of the customers (Islam, 2016). We trust that each organization will regard the every one of Government's standards direction and run of shopper right's. They pick up benefit by giving the educational, right, appetitive data to shopper and built up the general public with profound quality.

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APPENDIXES

Unethical Factors						
SL NO	Statements	Strongly Disagree (%)	Disagree (%)	Neutral (%)	Agree (%)	Strongly Agree (%)
1.	Misleading Advertising	00	00	10	15	75
2.	Wrong information in the product labeling	00	5	10	50	35
3.	Using women in the advertising	5	15	5	45	30
4.	Using kids in the advertising	00	10	15	60	15
5.	Using chemical in the products	00	00	5	40	55
6.	Use sexual appeal	5	15	20	30	30
7.	Deception weight measurement	10	15	5	40	30
8.	Bribery middleman/ stockholder	10	20	20	30	20
9.	Wrong/ colored information of advertising copy	5	15	10	25	45
10.	Selling product with an expired date	10	20	20	40	10
11.	With Less quality product	5	5	10	30	50
12.	Use harmful ingredients	00	00	20	25	55
13.	Including's preservative in different products	00	5	15	30	50
14.	Unhealthy and unsafety products	00	5	10	40	45
15.	Unhealthy and unsafety selling place	5	5	15	30	45
16.	Wrong/ Miss measurement of weight	10	15	5	40	30
17.	Failure of duty	5	10	10	35	40
18.	Untrue advertising message	00	10	20	30	40
19.	Over colored information on the packaging	10	15	5	40	30
20.	Over colored information into advertising	5	15	10	25	45
21.	Pressure selling	30	20	20	10	20
22.	Bait and switch	5	15	10	25	45
23.	High competitive practices	00	10	10	50	30
24.	Providing by different attractive offer	10	20	20	25	25
25.	Providing discount or couple or premium	15	15	25	35	10
26.	Illegally reserving or storing the products	00	00	5	45	50
27.	Attractive packaging, but low quality products	00	00	10	60	30
28.	Using the duplicated logo on Branded products	10	20	40	20	10
29.	Using the close name to branded product to cheat the customers	20	30	40	5	5
30.	Using Alcohol or caffeine in drinks that ban for religious	10	20	40	20	10
31.	Using 100% halal words in the packaging, but does not provide the Halal ingredients	10	20	20	40	10
32.	Charge high price but provides low quality	00	10	40	25	25
33.	Charge high price than MRP	40	30	10	15	5
34.	Illegally use the BSTI logo	5	5	10	30	50
35.	Bargaining by the salesman	5	5	10	35	45
36.	Providing the wrong information by the salesperson	5	5	10	35	45
37.	Customers are Cheated by providing warranty or guaranty	30	20	10	25	25
38.	Don't proper works as a warranty	20	20	50	10	0
39.	Local manufacture company illegally used foreign brand name	25	15	40	10	10
40.	Products don't work as given instructions	10	20	10	30	30
41.	Not delivery proper instructions for using products	5	5	10	35	45
42.	Using the attractive logo, symbols or name	00	00	5	35	60
43.	Telling illegal origin of manufacture	10	20	30	25	15
44.	Use Haram ingredients in the products	10	20	20	40	10
45.	Fluctuating prices by seller, agent or Middleman	10	20	40	20	10
46.	Use reference / Expert/ famous person into the ads	00	10	5	35	50
47.	Discriminating the rural & urban customers	00	5	10	30	55
48.	Length distribution channels	00	00	10	40	50



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Women Choice of Hair Dryer the Roles of Brand and Past Experience: A Study on a Sample of Women users in Kuwait

By Dr. Adeeb D'ames

Abstract- The aim of this study is to investigate the impact of women choose hair dryer role of brand and previous experiences to user's women respondents in Kuwait.

To achieve the research's objectives the researcher used the descriptive analytical method because of its relevance to this kind of research.

Research's population consisted of the user of (143) women in Kuwait, while the research sample was a random sample selected from the women in online population.

Data collection was conducted through primary resources and secondary resources.

A questionnaire designed by the researcher used for collecting the primary data, while the secondary resources like the books, literature review, journals and articles were used to collect the data.

Keywords: hair dryer, brand, past experience, kuwait.

GJMBR - E Classification : JEL Code : M39



WOMENCHOICEOFHAIRDRYERTHEROLESOFBRANDANDPASTEXPERIENCEASTUDYONASAMPLEOFWOMENUSERSINKUWAIT

Strictly as per the compliance and regulations of:



RESEARCH | DIVERSITY | ETHICS

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(SPSS) program is used for data analysis, the results revealed the following:

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I. INTRODUCTION

Recently, the interest in companies increase cosmetics market, where the increase attributed the request of cosmetics is very high, where the sales of cosmetics and hair care in 2015 60.58 billion, despite the fact that the Arab world in general is suffering from economic and food crisis and the spread of poverty and hunger is unparalleled, but the statistics back to tell us that this is the same home from recording the first numbers in the lists of recreational consumption and on top of that sales of cosmetics and Perfume. Perfume sales of cosmetics and Powders at the top Arab region in the rates of cosmetics and perfumes consumption in the world, with an average value of purchases of individual Arab Wahid average of cosmetics cosmetics and perfumes to \$ 334, and form of Gulf percentage of women older than recorded estimates cosmetics sales volume in the Arab region and the whole three billion dollars in 2010, and is perhaps the Lebanese market revived the sale of tools and cosmetics markets, estimated spending on cosmetics in the Gulf at about 6 billion Real per year, and in Egypt, the study confirmed that women, in charge of their husbands about 3 billion Egyptian pounds annually, Jordanian women working deducted from their monthly income on average 20% of expenditure on cosmetics, according to studies, with an

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annual Jordan's imports of cosmetics 55 million dinars annually, the volume of perfume market in the Middle East, 3.9 billion dollars, which represents 20% of the size of the perfume market in the United States, which market in the world, and represent the Arab perfume sold in perfume Gulf market only quarter, according to the Arab Fragrance Foundation data, the Kingdom of Saudi Arabia where the largest Fragrances market in the region the size of \$ 1.3 billion is expected to rise to \$ 1.8 billion over the next three years, Emirati women spend about a billion dirhams, lotions and cosmetic treatments a year, as the size of the women's perfume market there are about 92 million in 2014, with the rise 9% per annum in the perfume consumption rate of the hair care market rose by 12% between 2008 and 2013, Saudi Arabia is among the women spent the most women in this area between the women of the world and compared to women of Gulf, where Saudi women spent in 2013, \$ 2.4 billion on cosmetics is expected that this sector is growing by 11% this year.

According to a recent market research from Euro monitor International, conducted in partnership with Beauty world Middle East, the largest international trade fair for cosmetics and fragrances in the Middle East, the hair care market in the Kingdom of Saudi Arabia (KSA) and the United Arab Emirates (UAE) is expected to reach US\$ 524.2 million in 2012 and US\$ 566 million by 2014. With over 30,000 hair salons the Arabian Gulf is a potentially huge marketplace and could become a key target for major international hair care brands, Hair care is set to outperform all other cosmetics and toiletries sectors in the UAE. The sector is projected to grow at a CAGR [1] of 12% between the 2008 and 2013 period and should reach US\$ 137.8 million in 2014. Current estimates put the number of hair salons in the UAE in excess of 3,000. However, the largest market for hair care products in the Arabian Gulf region is Saudi Arabia, which is expected to be worth an estimated US\$ 428.2 million in 2014. The other countries such as Kuwait, Qatar, Bahrain and Oman are also significant markets in this sector, "Hair care is a quick growing segment in the overall beauty product mix in this region," said Ahmed Pauwels, Chief Executive Officer of Epoc Messe Frankfurt, the organizer of the show, "The harsh climatic conditions that prevail here for most of the year, have led to a boom in sales of

products that protect hair from damage and dryness. Traditionally, Middle Eastern consumers are known for their high-spend on hair care products and cosmetics. A key growth factor for the industry is expected to be the increase in the regional population. The population of the Arabian Gulf countries is expected to reach 53 million by 2020, with over 25 per cent under the age of 15. An increasing number of young consumers are expected to join the workforce and drive demand for the latest products and services in hair care.

According to the magazine "Elle" German that wet hair is very sensitive; therefore it should take into account the existence of a minimum distance of 15 centimeters between him and the hair dryer, so as not to cause him damage, and should not be dried directing for too long about a particular place that; so should it be dried in constant motion, and here we stopped at a feasibility study for a patent by the State of Kuwait to the inventor Fawzi Behbehani, where it was his idea manufacture hair dryer eco-friendly in terms of savings of electric power, and lack of noise action blow dry, and the most important invention that reduces hair problems can be maintained on the hair and scalp the head from damage, which reduces expenses buy hair care, which is estimated annually 34 billion dollar purchased by women for hair care.

The interest has greatly increased in the usage of the modern technology and the in Kuwait, This humanistic research explores the brand relationships of five women surrounding the age of fifty using depth interviews to construct ethnographies of consumption at mid-life. While American women are socialized to a standard maturation blueprint and give in to purchasing wrinkle creams and low fat alternatives, interviews revealed another concurrent layer of consumption woven in the fabric of life history. The latter is an internal dialogue in which we reconstitute the puzzle of our past in the legacy of life themes negotiated, in part, by building strong relationships with favorite brands and consumption practices. (Olsen, Barbara, 1999). Noninvasive brain imaging was used to observe 18 subjects, each making 90 choices of three brands on a virtual (video) supermarket visit. Package height provided a control for the main experiment. Brain activations in brand choice differed from those for height discrimination, and choice times were faster when one brand was more familiar. Brand choice appeared to involve silent vocalization. Decision processes took approximately 1 s and can be seen as two halves. The first period seems to involve problem recognition and here male brain patterns differed from female. The second half concerned the choice itself. No male/female differences were observed but a different pattern was evoked where one brand was familiar and the other two were not. The right parietal cortex was strongly activated in this case. This research pioneers new techniques using relatively few subjects and against a limited

theoretical background. As such it must be classified as exploratory. (Tim Ambler, Sven Braeutigam & Stephen Swithen by, 2004)

The evolution of the needs and desires of women, leading to the diversity of the products produced by companies that, where making difficult for women to choose between effective products that works to fill their needs properly.

Generally, the use of the technology, and the hair dryer particularly might give the organizations the great opportunity in creating the competitive advantage in the services and products they provide to the consumers in the targeted market.

So, the organizations are able through this technology to find the differences and the differentiation in the services they provide or in the production systems of these services and delivering them from what the competitors provide in the targeted mark. (Al – Shban & Burney, 2001).

According to the traditional concept to produce the product and delivering them to the women in the market they were done in a traditional way since the greater dependency was on the women needs regarding producing and delivering the product.

This study investigates the differences in purchasing behavior between the US and French cosmetic markets. Our study suggests that a difference should exist due to psychological factors, social influences, and the purchase situation. Our paper will discuss the underlying theoretical perspectives that support our proposition, and illustrate the various components which influence consumer behavior in this particular marketplace. The analysis and investigation is based on the cosmetic industry in terms of comparing US and French consumers and their historical purchase patterns. The results indicate that there are in fact notable differences in purchase behavior. The implications of these findings are important in two primary ways. First, the findings provide support for the theoretical underpinnings. Second, the findings have important managerial implications in terms of developing appropriate product development, distribution and marketing strategies. (L'Oreal Cosmetics, Miami Shores, Florida, 2002).

The study has addressed the special variables related to evaluating the brand and past experience, which are: Awareness, Brand associations, Perceived quality, Brand loyalty, Past experience.

These dimensions form the basic factor in the women continuity in use with the hair dryer through brand.

II. LECTURE REVIEW

A large body of past studies on brand, and this studies despite their merit have some limit with regard to the objective of this study.

AK shay R. Rao and Kent B. Monroe (1989), the authors integrate previous research that has investigated experimentally the influence of price, brand name, and/or store name on buyers' evaluations of product quality. The meta-analysis suggests that, for consumer products, the relationships between price and perceived quality and between brand name and perceived quality are positive and statistically significant. However, the positive effect of store name on perceived quality is small and not statistically significant. Further, the type of experimental design and the strength of the price manipulation are shown to significantly influence the observed effect of price on perceived quality.

Second, most past studies either focused on brand name (Dhruv Grewal, R Krishnan, Julie Baker, Norm Borin, 1998). Study. This paper develops and tests a conceptual model of the effects of store name, brand names and price discounts on consumers' evaluations (store image, brand quality perceptions, internal reference prices, and value perceptions) and purchase intentions. The moderating effects of consumer knowledge and prior ownership on the proposed relationships in the model are also explored. A store's perceived image is influenced by the store name and the quality of merchandise it carries. Results also indicate that internal reference price is influenced by price discounts, brand name, and a brand's perceived quality. The influence of price discounts on a brand's perceived quality was minimal. Price discounts, internal reference price, and brand's perceived quality exerted significant influence on perceived value. Perceived value and store image, in turn, positively influenced purchased intentions. High knowledge respondents are more influenced by brand name, while low knowledge respondents are more influenced by price discounts. Low knowledge consumers are also swayed by store name and brand name.

Third, we found very few past studies investigated The Effect of Brand Class, Brand Awareness, and Price on Customer Value and Behavioral Intentions (Haemoon Oh1, 2000).

The author introduces a comprehensive customer value framework and tests an extended value model with lodging products. The extended value model in this study newly incorporates the concepts of brand awareness, as compared to brand or product class, and price fairness. Based on Baron and Kenny's guideline for mediation analysis, this study found the traditional customer value process to be useful for lodging research and marketing. In addition, brand awareness and price fairness concepts were found to play significant roles in the customer value process. The article includes discussions on both managerial and research implications.

Fourth, there is Effects of Brand Awareness on Choice for a Common, Repeat-Purchase Product (Wayne D. Hoyer and Steven P. Brown, 1990).

Results of a controlled experiment on the role of brand awareness in the consumer choice process showed that brand awareness was a dominant choice heuristic among awareness-group subjects. Subjects with no brand awareness tended to sample more brands and selected the high-quality brand on the final choice significantly more often than those with brand awareness. Thus, when quality differences exist among competing brands, consumers may "pay a price" for employing simple choice heuristics such as brand awareness in the interest of economizing time and effort. However, building brand awareness is a viable strategy for advertising aimed at increasing brand-choice probabilities.

Fifth, the Effect on Korean Consumers' Brand Preference, Trust and Purchase Intention for Donation Amount Information of Luxury Fashion Brands (Choi, Yunjung; Yang, Sujin; Yoon, Soyeon, 2014).

This study attempts to explain the unique patterns in Korean consumer behavior regarding the luxury fashion brands' donation activities by exploring the moderating effects of corporate ability (CA) and subjective norm (SN) on the relationship between donations and consumers' brand preference, brand trust, and purchase intention. A total of 209 completed questionnaires, collected from online surveys, were analyzed using moderated multiple regression. The result shows that donation amount information positively influences consumers' brand preference, brand trust and purchase intention toward luxury fashion brands. Next, CA strengthens the relationships between donation amount information and consumers' brand trust and purchase intention. SN from the opposite gender compensates for the negative effect of negative donation amount information on consumers' trust toward luxury fashion brands, whereas SN from the same gender does not influence those relationships. This study provides a deeper understanding of luxury fashion brands' donations and consumer responses in South Korea-one of the important test markets for luxury fashion brands to expand their business to Asian countries.

Sixth, Brand and country-of-origin effect on consumers' decision to purchase luxury products (Daniele Pederzolia, Gaetano Aiello, Raffaele Donvito, 2012)

This research aims to update the factors influencing consumer purchase of luxury goods and, more specifically, to consider the combined effect of brand and country of origin (CoO) on the purchasing decision. This article extends an exploratory phase constructed from qualitative data previously gathered on this topic. The study includes administering a questionnaire online in seven countries (China, France, India, Italy, Japan, Russia, and the USA) to a total sample of 1102 respondents. The richness of this research relates to the possibility of an intercultural

analysis of the results from seven countries. These results concern the differences in the relative importance of components of the consumer decision-making process in respect of the purchase of luxury and non-luxury goods; the relative importance of CoO for consumers making purchasing decisions relating to luxury goods; and the variation in consumers' decision-making criteria depending on the maturity of the luxury market. This research allows the authors to confirm, develop, and generalize results previously obtained in the exploratory phase of their work. They are interesting in terms of management recommendations for a company that wishes to expand internationally in a geographic area covered by the study, since the research found significant differences. The results of the research contribute also to the theoretical controversy concerning the importance of CoO in the consumer decision-making process.

The Asthma Control Questionnaire as a clinical trial endpoint: past experience and recommendations for future use (P. J. Barnes, T. B. Casale, R. Dahl, I. D. Pavord and M. E. Wechsler, 2014)

The goal of asthma treatment is to control the disease according to guidelines issued by bodies such as the Global Initiative for Asthma. Effective control is dependent upon evaluation of symptoms, initiation of appropriate treatment and minimization of the progressive adverse effects of the disease and its therapies. Although individual outcome measures have been shown to correlate with asthma control, composite endpoints are preferred to enable more accurate and robust monitoring of the health of the individual patient. A number of validated instruments are utilized to capture these component endpoints; however, there is no consensus on the optimal instrument for use in clinical trials. The Asthma Control Questionnaire (ACQ) has been shown to be a valid, reliable instrument that allows accurate and reproducible assessment of asthma control that compares favorably with other commonly used instruments. This analysis provides a summary of the use of ACQ in phase II, III and IV asthma trials. Comparisons between the ACQ and other instruments are also presented. Our analysis suggests that the ACQ is a valid and robust measure for use as a primary or secondary endpoint in future clinical trials.

III. HYPOTHESIS

Study hypothesis:

H01: The first basic hypothesis:

There is no relation with statistically significant effect between the total dimensions of the brand and the past experience for the women users in Kuwait.

From this hypothesis emerge the following sub hypothesis:

H01.1: The first sub-hypothesis:

There is no relation with statistically significant effect between the awareness and the past experience.

H01.2 The second Sub-hypothesis:

There is no relation with statistical significance between the usage benefits and the past experience.

H01.3: The third sub-hypothesis:

There is no relation with statistical significance effect between the perceived risks and the continuity of the behavioral intentions.

H01.4: The fourth sub-hypothesis:

There is no relation with statistical significance effect between the images and the past experience.

H01.5: The fifth sub-hypothesis:

There is no relation with statistical significance effect between the feelings and the past experience.

IV. METHODOLOGY

Study population consists of the Kuwaitis women users hair dryer, while the study sample represents the using the hair dryer in Kuwait all its forms in the Kuwait within purposeful random sample, based on this the sample unit is the women using the hair dryer. Where the total 143 survey questionnaires.

V. DATA COLLECTION METHOD

For the purpose receiving the data and information to achieve the research objectives and illustrate its importance the following resources and instruments:

1. *Primary sources:* The researcher will depend on collecting the primary data on the questionnaire, through distributing it to the women use hair dryer in Kuwait sector the research`s sample and helps in building the study`s scientific frame.
2. *Secondary sources:* Information will be received through referring to the books and the previous studies related to the research , the articles and the scientific journals to prepare the theoretical frame and to explain the basic terms in the research and enriching the search , also the researcher will use the electronic sites to attain some information.

VI. VARIABLES AND MEASURES

The paper questionnaire was developed to collect data from the sample of the study after reviewing some of the previous literature addressing each of the variables examined in the study , it contains one main variable which consists of questions, the first group is about demographic question, such as (age, gender, use hair dryer,) about the study population, the second is about brand which includes: awareness, usage benefits, perceived risk, images, feelings, The third

group is about past experience which includes four sub domains and was covered by.

VII. RESULTS AND DISCUSSION

Analysis of a sample study, which showed that the total number of women in the sample of 100 properties responded, also showed that the higher the age of the participants were women between (18-32) 60%, while the lower age is between (5-17) where it was 2% while the use a hair dryer week, the highest percentage of one-time and is 35.35%, while the questions the benefits and value of the payment to dry the hair was the highest percentage of 36.36 for 5 dinars and The lowest percentage was more than 21 dinars for, questions perceived risk was the highest percentage of 65.98% for fear of risk and the lowest percentage attention to the perceived risks are 18.56%, while the questions the mental image of the products was the highest percentage of 36.36 the lowest percentage was 17.17%, while the feeling was the highest percentage of 80.80% and the lowest percentage of 8.8, while the answer to questions from past experiences were 40.40% lowest rate was 3.03%.

“There is no relation with statistically significant effect between the total dimensions of the brand and the past experience for the women users' hair dryer in Kuwait.”

Simple regression was performed and the results showed that the strength of the relation between the overall dimensions of the brand and past experience in hair dryer women users was (R= 38%), and the coefficient of determination (R²) showed that the explained difference percentage in the continuity behavioral intentions because of the impact of brand women use hair dryer is not less than (R² = .145), which is an acceptable percentage, meaning that (14.5%) of the total differences in past experience for the Kuwait is determined through the brand, and the remaining percentage is equal to (85.5%) representing contribution percentage of the excluded variables that were not included in the study model. The value of computed (F= 16.561) in addition to significant level of (0.000).

This indicates that the curve of regression is good in explaining the relation between brand and past experience.

The results of the simple regression analysis showed that there is positive impact of the overall brand on the past experience, ($\beta = .380$) at level of significant (0.000). Accordingly, the researcher rejects the null hypothesis and accepts the alternative hypothesis.

There is no relation with statistically significant effect between the awareness and the past experience. Simple regression was performed and the results showed that the strength of the relation between the awareness and past experience in women users was (R= 48%), and the coefficient of determination (R²) showed that the explained difference percentage in the

past experience because of the impact of awareness hair dryer' users is not less than (R² = .002), which is an acceptable percentage, meaning that the(0.002%) of the total differences in past experience for the women is determined through the awareness, and the remaining percentage is equal to (99.996%) representing contribution percentage of the excluded variables that were not included in the study model as it shown. The value of computed (F= 0.303) in addition to significant level of (0.000).

This indicates that the curve of regression is good in explaining the relation between awareness and past experience.

The results of the simple regression analysis showed that there is positive impact of the awareness on the past experience, ($\beta = -.350$) at level of significant (0.554).

There is no relation with statistically significance between the benefits and the past experience Simple regression was performed and the results showed that the strength of the relation between the benefits and the past experience in women users was (R= 99.5%), and the coefficient of determination (R²) showed that the explained difference percentage in the past experience because of the impact of benefits of hair dryer women users is not less than (R² = .993), which is an acceptable percentage, meaning that the(99.7%) of the total differences in the past experience for the Jordanian is determined through the benefits, and the remaining percentage is equal to (99.002%) representing contribution percentage of the excluded variables that were not included in the study model as it shown. The value of computed (F= 10890.049) in addition to significant level of (0.000).

This indicates that the curve of regression is good in explaining the relation between benefits and the past experience.

The results of the simple regression analysis showed that there is positive impact of the benefits on the past experience, ($\beta = .998$) at level of significant (0.000).

“There is no relation with statistically significance effect between the perceived risks and the past experience.”

Simple regression was performed and the results showed that the strength of the relation between the perceived risks and past experience women users was (R² 0.179%), and the coefficient of determination (R²) showed that the explained difference percentage in the past experience because of the impact of perceived risks women use hair dryer users is not less than (R² = .039), which is an acceptable percentage, meaning that the(0.039%) of the total differences in past experience for the Kuwait women is determined through the perceived risks, and the remaining percentage is equal to (99.969%) representing contribution percentage of the excluded variables that were not included in the

study model as it show. The value of computed ($F=2.797$) in addition to significant level of (0.000).

This indicates that the curve of regression is good in explaining the relation between perceived risks and past experience.

The results of the simple regression analysis showed that there is positive impact of the perceived riskson the past experience, ($\beta =-.185$) at level of significant (0.097).

“There is no relation with statistically significance effect between the images and the past experience.”

Simple regression was performed and the results in table (1-1) showed that the strength of the relation between the images and past experience in Jordanian banks’ users was (R0.054%), and the coefficient of determination (R^2) showed that the explained difference percentage in the past experience because of the impact of images of Jordanian banks’ users is not less than ($R^2 = .003$), which is an acceptable percentage, meaning that the(0.003%) of the total differences in past experience for the Jordanian is determined through the images, and the remaining percentage is equal to (99.997%) representing contribution percentage of the excluded variables that were not included in the study model as it shown in table (1-1). The value of computed ($F= 0.286$) in addition to significant level of (0.000).

This indicates that the curve of regression is good in explaining the relation between images and past experience.

The results of the simple regression analysis showed that there is positive impact of the images on the past experience, ($\beta = .054$) at level of significant (0.594).

“There is no relation with statistically significance effect between the feelings and the past experience.”

Simple regression was performed and the results in showed that the strength of the relation between the feelings and past experience in women users hair dryer was (R0.053%), and the coefficient of determination (R^2) showed that the explained difference percentage in the past experience because of the impact of feelings of Kuwait women user is not less than ($R^2 = .004$), which is an acceptable percentage, meaning that the (0.004%) of the total differences in past experience for the Kuwaiti is determined through the images, and the remaining percentage is equal to (99.996%) representing contribution percentage of the excluded variables that were not included in the study model as it show. The value of computed ($F= 0.277$) in addition to significant level of (0.000).

This indicates that the curve of regression is good in explaining the relation between feelings and past experience.

The results of the simple regression analysis showed that there is positive of the feelings on the past experience, ($\beta = .054$) at level of significant (0.588).

“There is no relation with statistically significance effect between the brand and the past experience.”

Simple regression was performed and the results in showed that the strength of the relation between the brand and past experience in Jordanian banks’ users was (R0.049%), and the coefficient of determination (R^2) showed that the explained difference percentage in the past experience because of the brand of Kuwaiti women use hair dryer users is not less than ($R^2 = .003$), which is an acceptable percentage, meaning that the(0.003%) of the total differences in past experience for the Kuwaiti is determined through the brand, and the remaining percentage is equal to (99.996%) representing contribution percentage of the excluded variables that were not included in the study model as it show. The value of computed ($F= .206$) in addition to significant level of (0.760).

This indicates that the curve of regression is good in explaining the relation between brandand past experience.

The results of the simple regression analysis showed that there is positive impact of the brand on past experience, ($\beta =-0.477$) at level of significant (0.000).

VIII. CONCLUSION

“This study potentially contributes to knowledge by examining the impact of brand on past experience within Kuwaiti women use hair dryer.”

“This study could be useful for academics, women use hair dryer administrations.....”

Academically, This work aims to focus their academic interest in the much neglected, and we need to know the method of selecting women for the hair dryer when necessary for a woman to rely in making its selections on several ways need to dryers to be safe for the hair, where a powerful hair dryers, but works on the focus Hence the Instead, we should look at the Hama area dryers and safe work drying hair, but without the damage done at the same time be environmentally friendly, so we must focus on the invention of the hair dryer hair from the State of Kuwait, and put in the market, which was his idea very important for Find where the adopted inventor Fawzi Behbahani to take into account savings in electricity and not be allowed to damage hair care and save time in drying hair, and must be women should know about these products by the companies submitted for dry hair and use of electrical appliances to start drying, making interest and motivation for them from these multiple in different markets products. Many women use a hair dryer without paying attention to the kind of interest in poetry and how to save electricity, the lack of attention to the health of

hair. I wish to focus on women define more hair dryers, types and the effect of each type of hair. How this topic attract users. There is currently a lack of a proper study on the subject by the academic community in the Middle East. Although this research has provided a big point of the brand, and was subject to some restrictions. And it is considered one of the limitations to be a new concept. In addition, there was no practical applications of this tool in Kuwait and the Arab region and may lead to some inconsistencies in the data collection process. Future research should be more of the variables to study with more details, and also you should take more time to accomplish this, as well as the taste should be more accurate and reliable. It must be expanded in the future also through other Arab countries search

IX. RESEARCH LIMITATION

For every study there are four limitations, they are as follow:

1. *Spatial limitations:* women use hair dryer in the Kuwait.
2. *Temporal limitations:* The scholastic year 2016.
3. *Human limitation:* The research is limited to the hair dryer in Kuwait.
4. *Scientific limitations:* Represent in the independent research` s variables.

In brand(awareness, benefits, perceived risks, imaging, and feeling) and the dependent variable, which is the past experience.

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E-Business and Social Media Marketing

By Mesfer Alsubaie

Saudi Arabian Cultural Mission, United States

Abstract- Social media marketing, is a type of web promotion that executes different social networking systems keeping in mind the end goal to accomplish advertising correspondence and marketing objectives. Social media marketing basically covers exercises including social sharing of substance, recordings, and pictures for promoting purposes, and additionally paid social networking publicizing. Social media is something which is created by people on the internet using the publishing technologies. Basically it is a big change in the consumers for absorbing and sharing information. It can be termed as a combination of technology & sociology where all the one directional conversation is converted to communication among various parties on the internet (Creamer, M 2011). Social media marketing is a kind of marketing which happens online which is totally location independent and hence it is a very important part of any business' marketing strategy. In earlier days content for marketing was created by very few stakeholders but now due to social media everyone can produce their own content and put it online and the reason for it is because social media is highly accessible and the medium to use social media is again very is very convenient and easily understood by anyone.

Keywords: SMM, social media, E-business, KPI.

GJMBR - E Classification : JEL Code : M37



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E-Business and Social Media Marketing

Mesfer Alsubaie

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Keywords: SMM, social media, E-business, KPI.

I. INTRODUCTION

Dating from the mid-1990s, e-business (electronic business) has not just presented another method for doing business, yet has turned into a crucial piece of lives (Alston, D 2009). People, professionals, and even government officials are giving careful consideration to e-business and utilizing it as a key device. As indicated by information from the Association for Financial Participation and Improvement (OECD), on normal, 96% of its specimen firms in chosen nations utilized the Web and 69% had their own sites in 2011 [OECD 2012a]. Moreover, an undeniably high rate of people is utilizing the Web for conveying, shopping, learning, interpersonal interaction, saving money, and numerous different capacities. E-business is a way to deal with accomplishing business objectives in which (arranged, PC based) innovation for data trade empowers or encourages execution of exercises in and crosswise over quality chains and supporting basic leadership that underlies those exercises. Social media is something which is created by people on the internet

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using the publishing technologies. Basically it is a big change in the consumers for absorbing and sharing information. It can be termed as a combination of technology & sociology where all the one directional conversation is converted to communication among various parties on the internet (Lazer, W 1973). Social media marketing is a kind of marketing which happens online which is totally location independent and hence it is a very important part of any business' marketing strategy. In earlier days content for marketing was created by very few stakeholders but now due to social media everyone can produce their own content and put it online and the reason for it is because social media is highly accessible and the medium to use social media is again very is very convenient and easily understood by anyone. So it is very important for any organization to imbibe this concept of social media marketing and align it to their marketing strategies if they really want to survive in this highly technologically advanced world (Michael, A 2010). But there are so many mistakes that companies do while adopting social media marketing. Since social media marketing is the most blazing pattern in advertising, organizations accept that all they need to do is set up a Twitter account and a Facebook fan page. This is the equal of hauling arbitrary magazines out of off the rack and acquiring full page shading advertisement in every one, then putting together a down to business PowerPoint flyer to run. Much the same as any other correspondence medium, social media marketing also requires a well-thoroughly considered promoting technique arrangement

II. SOCIAL MEDIA MARKETING & E-BUSINESS

It's very energizing to see remarkable results on one type of social media marketing, and enticing to put every one of the assets into what is working. With the velocity at which innovation changes, social media marketing is beginning to see to be like the style cycle: one day one is in, the following day one is out. Instruments fall all through design constantly – keep in mind Friendster, and all the more as of late, MySpace? Organizations that manufacture a vast value on one apparatus will end up with nothing if the instrument loses fame. So every social media activity has to be done properly and keep measuring the effectiveness of the social media marketing is the key to success (Curtis, A 2011). There are so many metrics that can be considered to measure the effectiveness and calculate the ROI on the social media activities. There are different vehicles to which these metrics belong to. For email,

landing page conversation part, number of mails open, number of clicks on link each mail and number of subscribers are some of the metrics that are used. Then there are other social media vehicles like blogs, Facebook, twitter, Pinterest where there are a set of metrics on basis of which can quantify the returns on the efforts being spent on the social media marketing. The online networking industry in India is developing rapidly. While purchasers understood that they could do a ton on and with online networking early, brands are presently understanding this as well. There was a great deal of good work incident and all records of it were being set up on individual locales and online journals. Not all clients had simple access to it and not all brands and organizations could demonstrate their great work to a bigger group of onlooker base. Additionally, with the expansion in online networking use, many individuals needed to construct vocations in it. Business visionaries excessively needed, making it impossible to utilize online networking for their organizations however most didn't know where to begin from, or how to keep themselves overhauled. We saw this crevice and chose to discredit it. Their prime offering is a worth in itself. They seek to wind up the "Go to" place for everything and anything to do with online networking. They plan to make the entrance such that individuals ought to either get motivated or ought to gain enough from it to begin utilizing online networking all alone for their organizations, occupations or themselves. They likewise wish to begin posting online networking occupations, organizations and occasions soon, so they can begin working towards getting the business more sorted out.

III. KPI FOR E-BUSINESS WHEN USING SMM

In the study conducted by Helmlink (2013) it was found out that a brand has a specific social media marketing objective (e.g. brand mindfulness). To accomplish this target a brand uses a specific procedure lastly the brand utilizes Key Execution Markers (KPI's) to figure out if the utilized system was viable for accomplishing the goal (return for capital invested). The results of this examination are a review of proper goals, techniques and pointers (KPI's) that can decide the incomes and costs (return for money invested) for essential social media advertising destinations. This research means to comprehend what proper targets, methodologies and benchmarks/key pointers are for deciding the return on initial capital investment of social media promoting destinations. Along these lines, this examination receives a subjective technique. Delphi technique was utilized to carry out the research and during the interview it was found out from the respondents that the following metric they believe will be useful in social media marketing to model the ROI.

Social media marketing is altogether a new are and in the above research effectiveness of SMM was measured but the parameters defined can be biased based upon the understanding of the researcher.

ROI is the income we get for the cash we contributed (cost). This can be communicated in budgetary esteem however for social media marketing this is very troublesome. Hence this is finished with the key execution pointers. For instance a brand puts resources into a group chief which should deal with the social group for the brand. These outcomes for instance after a timeframe in more fans on Facebook and this can be seen as the arrival on speculation (Rooney, J 2011). The useful pertinence of the outcomes is that it can bolster advertising chiefs, group supervisors and different experts in the social media promoting range by creating and measuring their social media procedures. The displayed table above can be utilized as a regulated aide.

Another examination was directed by Ghali (2011) to assess the profits on speculation for online networking advertising. SMM targets may conceivably be appended to the purchasing methodology, which incorporates invigorating the picture, acquiring contacts, making arrangements, and getting brand advocates. Whatever the goals may be, it is basic to use a goal based technique for evaluating the online networking showcasing tries' arrival for capital contributed. It is not until when totally understand the objectives that online networking is working for the business. It is definitely not hard to jump in and start measuring the arrival for cash contributed by numbering what number of Facebook fans and Twitter enthusiasts are there. On the other hand, it can be measured in type of retweets and preferences. In spite of the fact that these are critical social media segments to track, an objective based way to deal with return for capital invested will help better get it the "why" behind the "how" of SMM (Ghali, p 2011)

a) *Measurement for Effectiveness*

The researcher used the metrics given by Blanchard (2011) proposes another strategy with eight stages to exactly gauge the SMM viability & ROI.

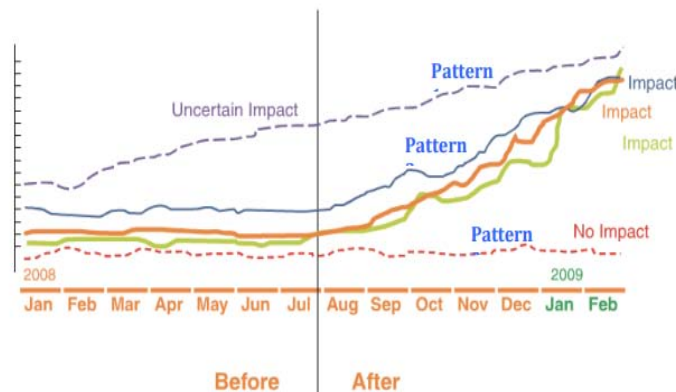
1. Set up a pattern. Administrators ought to rundown every one of the information that they are attempting to gauge (i.e. deals volume, net exchanges, number of brand notice) as the pattern of their battle (Vaynerchuck, G 2011). Likewise bolsters this thought, and underlines the significance of taking benchmarks before firms dispatch their battle to see "previously, then after the fact" effect of the SMM.
2. Make action courses of events. Organizations ought to plot the majority of the exercises from all divisions and media stages that may affect the non-money related results. One approach to do this is by making a common archive that will permit all offices to incorporate their crusade, which will keep any

misinterpretations/misassumptions while breaking down the outcome (Blanchard, O 2011).

3. Screen the volume of notification. There are two things that associations need to do in this movement. At first, staffs need to quantify the brand says the entire route over the web (i.e. online networking destinations, sites, news districts) using social networking checking instruments. Second, to gage the mix of appraisal of the brand says that is measured from the past step. In doing in that capacity, it will give a couple of pointers to the firm through the movements between customers' sure and negative evaluations of the brand/association. For instance, increase in positive inclinations could be a good marker of a development in customers' inclination of the brand came about because of the expression of moth quality from the positive notice. Of course, firms can't depend 100% to the computerized supposition examiner, which from the "Bieber Contortion" illustration demonstrated that the outcome could be incorrect (Dumenco, S 2011). Furthermore, there is no calculation that can correctly decipher buyers' discussions on the social media destinations. Along these lines, this must be finished by genuine individuals to comprehend the genuine importance of the brand notice in the social media channels.
4. Measure value-based forerunners. This is the place the firm need to gauge the non-money related results that may demonstrate the adjustments in

purchasers' practices came about because of their SM exercises, for example, number of fans, adherents, offers, suggestions, RSS memberships, content downloads (Dumenco, S 2011).

5. Take a dig at value-based information. In this stage, organizations need to gauge the monetary information by joining both the adjustments in net executing clients and the quantity of net exchanges [8]. This will give the firm more top to bottom investigation concerning which clients (e.g. new or current clients) add to the deals expand.
6. Overlay all information (steps 1-5) onto a solitary course of events. This is the place chiefs need to put the baselines, and include other significant information, for example, contenders' official statement, essential occasions (i.e. regular debacles, new innovation presentation) amid specific courses of events that may influence the company's SMM exercises (Fisher, T 2009).
7. Search for examples. The outline indicates three diverse examples that exhibit some conceivable effects of the association's social media effort. The main example demonstrates that there is an expanding drift even before the crusade was propelled. The effect of social media exercises is hard to decide from this example, because of absence of critical changes on the association's execution. It shows that there is a colossal addition not long after the online networking exertion started (Neff, J 2010).



IV. CONCLUSION

In the section above the importance of social media marketing is talked about and also various metrics which are useful in determining the return on investments for every social media activity. There are different approaches in executing the social media marketing but the ultimate aim of carrying out all these social media marketing is to increase the profit and brand value in the market. So based on this criteria that social media marketing has a direct impact on the revenues of any organization this report has tried to answer what are the various key metrics that can be

used to model the return on investment for any social media activity

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Resolute Paramount Constituents of New Product Development and Ascendancy on Food Manufacturing Companies: A Study on Bangladeshi Food Industry

By Mr. Shadman Shakib

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Abstract- New product development (NPD) is indispensable for marvelous corporate performance. Recent studies found that the overall rate of success for newly commercialized products has remained stable at less than 60 %, indicating that substantial resources continue to be devoted to new product development efforts that fail in the marketplace. This study has designed to investigate the influence of strategic orientation, marketing strategy, and market research activities on new product development among food product manufacturing companies in Bangladesh. The data was collected from the marketing managers, operation managers and from those who have been involving greatly in the new product development process. A total of 113 useable questionnaires were completed. The results illustrate that strategic orientation, marketing strategy and market research activities are directly influence new product development process in the food industry of Bangladesh.

Keywords: *new product development, strategic orientation, marketing strategy, market research activities, food industry, bangladesh.*

GJMBR - E Classification : *JEL Code : M39*



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Resolute Paramount Constituents of New Product Development and Ascendancy on Food Product Manufacturing Companies: A Study on Bangladeshi Food Industry

Mr. Shadman Shakib

Abstract- New product development (NPD) is indispensable for marvelous corporate performance. Recent studies found that the overall rate of success for newly commercialized products has remained stable at less than 60 %, indicating that substantial resources continue to be devoted to new product development efforts that fail in the marketplace. This study has designed to investigate the influence of strategic orientation, marketing strategy, and market research activities on new product development among food product manufacturing companies in Bangladesh. The data was collected from the marketing managers, operation managers and from those who have been involving greatly in the new product development process. A total of 113 useable questionnaires were completed. The results illustrate that strategic orientation, marketing strategy and market research activities are directly influence new product development process in the food industry of Bangladesh.

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I. INTRODUCTION

New product development is the locus of the innovative potential of organizations. It's also an inter-linked sequence of information processing tasks where knowledge of customer needs is converted into final product design (Meybodi & Mohammad, 2003). It is one of the majestic but onerous activities in business (Clark, et al., 1995). Every organization, regardless of size, profit motive, or industry experiences regular pressures to renew, expand, or modify its product or service offerings (Leenders, et al., 2003). The rate of market and technological changes has accelerated in the past decade. Central to competitive success in the present highly turbulent environment is the firm's capability to develop new products (Gonzalez, et al., 2002). New products are increasingly cited as the key to corporate success in the market. Business managers and marketing academics alike agree that an essential element of an organization's long-term survival is in new product development (Henry, et al., 1989). Besides that, it is widely known that strategic orientation

is important as one of determinant to evolve company performance. There are several studies concentrated on the factors determining the success and failure of a new product as well as market orientation on company performance (Cooper, 1979); (Song, et al., 2000); (Kwaku, et al., 1998); (Zirger & Maidique, 1990). In addition, (Kwaku, et al., 1998) research on strategic orientation and business performance, (Ramaseshan, et al., 2002) on marketing orientation and company performance.

However, very little of study consider this factors as one of the contributing parts in improving new product development process. Involvement of marketing strategy in new product development process in developing countries remain unclear. Many of marketing activities influences on new product development process in manufacturing industry is still not been explored comprehensively especially in developing countries particularly the ways of its implications in determining new product development success. Furthermore, the use of R&D is known as one of important departments those ought to be established within organization to ensure the innovation continuity. For example, (Kohli, et al., 1990) has mentioned on the importance of market information in business decision. Thus, the role of market research activities in assisting the success of new product development process among Bangladeshi food product manufacturing companies is still need to be investigated.

Thus, this paper aims to investigate the impact of strategic orientation, marketing strategy, and market research activities on new product development among food product manufacturing companies in Bangladesh.

II. OBJECTIVE

The purposes of this research are

- The description of strategic orientation and market research activities, which constitute one of the basic success components for food product manufacturing companies.
- The determination of the marketing strategy methods that have been used from food product manufacturing industries in Bangladesh.

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- The examination of the NPD practices and their importance for manufacturing companies.

III. LITERATURE REVIEW

a) Purposes of New Product Development

Business firms spend large sums of money for new product development due to many important reasons. The reason for new product development is the most frequently cited by top business executives are corporate growth, diversification, and the quest for a competitive edge over rival business firms.

There is another specific reason for a firm to develop new products: exploiting new opportunities. The demand for certain product attributes can suddenly become so intense that a firm is well-advised to create and introduce new marketplace for the new products in order to exploit this new opportunity and meet the strong customer demand (Gatignon, et al., 1997). Product development is potentially very important for the purpose of the business development. Along with other forms of development such as market development, product positioning development and supply development, product development can contribute to the attainment of key business objectives. One of the most important objectives can be contributed to by organic product development, it is rarely explained how this can be made to occur (Bruce, et al., 1995).

b) Strategic Orientation

Strategic Orientation (SOR) is a specific method to develop strategies. It is a method based on the analysis of strengths, weaknesses, opportunities and threats (SWOT). It generates a number of realistic alternatives and provides a prioritization. While the basic marketing concept has advocated a market orientation, a recent stream of research has been successful in defining, measuring and developing a theory of market orientation. A firm's strategic orientation reflects the strategic directions implemented by a firm in order to create the proper behaviors for the continuous superior performance of the business (e.g. (Pulendran, et al., 2003); (Han, et al., 1998).

Furthermore, a firm invests its resources in the activities that reflect its strategic orientation. Three major strategic orientations can be identified from the list of factors which determine the success or failure of new products: the firm's consumer orientation and its competitive orientation often covered jointly under the label of market orientation and the firm's technological orientation. While inter functional coordination has been considered as a part of the market orientation concept, we follow the organizational behavior literature and define this construct next as an influential aspect of the organizational structure (Thompson, 1967) which is necessary for obtaining full benefit from a proper strategic orientation mix.

i. Customer orientation

Customer orientation is the sufficient understanding of one's target buyers to be able to create superior value for them continuously. (Deshpande, et al., 1993) defines customer orientation as "the set of beliefs that puts the customer interest first." Therefore, in terms of a firm's innovative behavior, a consumer-oriented firm can be defined as a firm with the ability and the will to identify, to analyze, to understand, and to answer user needs. However, a consumer orientation also emphasizes the identification of possible markets in the case of a technological breakthrough looking for commercial applications. Finally, a consumer orientation helps the company to learn a large part of the market's technical issues and provides an evaluation of possible segments, of the importance of the market, and of its growth rate. (Gresham, et al., 2006) argue that difference in customer orientation across business functions makes cross-functional communication less effective. Moreover, customer satisfaction is one of the prime purposes of customer orientation because if they are not happy about new product, ultimately the whole plan will be failed. When company test the product in market, in most of the cases they will get pure idea about future situation. But the best thing is to predict the upcoming market situation by customer satisfaction and identify the right choice for them (Stewart & Martinez, 2002). In terms of food industry of Bangladesh the innovation is deficient because of various cultural and economic factors.

Moreover, many new products are still launched with a health positioning, including products where less desirable nutrients (fat, sugar) have been reduced or replaced, and including products that have been developed with specific health benefits in mind, based on bioactive ingredients (functional food). Though, that in some product categories and regions this type of product launch is declining. The consumer's awareness of links between food and health has been one of the most important social progresses in the recent years. A vast scientific literature states that consumers nowadays are more interested in healthy food products to prevent diseases and maintain healthy living (Karasek & T., 1990). Consumers choose healthy products that satisfy their underlying values, such as living a long and healthy life.

ii. Competitive orientation

A competitive orientation can be defined as the ability and the will to identify, to analyze, and to respond to competitors' actions. This includes the identification and construction of competitive advantages in terms of quality or specific functionalities, and allows the firm to position the new product well. Such an orientation makes it possible for the firm to understand "the short term strengths and weaknesses and the long term

capabilities and strategies of both the key current and potential competitors" (Pulendran, et al., 2003). A competitor orientation is both proactive (when, for example, a firm is looking for a "highly attractive market") and reactive (when it responds to a competitor's action). In a study of innovation processes in the computer industry, (Zirger, et al., 1990) shows that a large number of new product developments start in response to a competitor's action and that product development is subject to the influence of competitors' innovation processes. Competitors do not remain passive when confronted by a competitive innovation but react in order to maintain their relative position. Most successful innovative firms select certain types of new products as a function of market competitive characteristics.

iii. *Technological orientation*

Innovative firms are strongly R&D oriented, are proactive in acquiring new technologies, and use sophisticated technologies in the development of their new products (Cooper., 1994); (Kanter, & Rosabeth, 1994) refers to technology-driven organizations. Therefore, a technology-oriented firm can be defined as a firm with the ability and the will to acquire a substantial technological background and to use it in the development of new products. This includes the activities of R&D and technological scanning. Technology orientation also means that the company is able to use its technical knowledge to build a new technical solution in order to answer and meet new needs of the users. Research and development activities are subjects to high uncertainty outcomes and factors such as leadership and championship have been identified as contributing to the success of R&D work (Langerak, et al., 2004). These factors reflect the importance given to research and development and technology in companies. Only the critical thinking about new product development not necessary is successful, a technical issue where they need human power to operate and cope with competitors also be major criteria to change the strategy.

iv. *Inter-functional coordination & Knowledge sharing*

Knowledge management is a group of clearly defined processes or methods used to search important knowledge among divergent knowledge management operations. Knowledge is a kind of flow that can be transferred between the knowledge supplier and knowledge demander. Integrating internal and external knowledge in the organization and maintaining good management will lead to a positive effect on NPD performance. (Gatignon, et al., 1997) thought that knowledge management could be regarded as knowledge integration. It can be divided into interior and exterior parts. The combination of these two could increase new product performance.

Strong internal communication is also a key issue in NPD. Cross- functional involvement in the teams

has usually been considered an important aspect of this information flow for successful outcomes. Real involvement by team members depends on their understanding of the NPD process and their own roles in it. Most researchers include at least R&D, marketing, and manufacturing as the critical functions. For example, (Moenaert, et al., 2000) concluded that success rates in NPD were related to the inter-functional transfer of information between R&D and marketing. When a manager keeps his knowledge inside of him about new product development, the goal of company may not be fulfilled. Various reasons are behind not to share knowledge within organization because it can be bad when higher executives have fear about your knowledge (Madhavan & Grover, 1998).

v. *External linkage & Top management support*

Much general research on NPD combines the internal and external dimensions of communication and information flow together. However, researchers who specifically address communication and information flow in any detail usually recognize external linkages as a distinct issue. The needs for effective integration of suppliers into NPD, but points out those benefits depend on managing the integration well. The success factor of every firm depends on internal vs. external collaboration (Henard & Szymanski, 2001). Again, without a supplier, no industry can run properly. The food industry is well known for its large variety of products, which varies in size, packaging, flavor, etc. Most of these products are sold through retailers to large numbers of consumers throughout the world. When supplier involve closely with manufacturer, the production will be easier. Supply of raw material in right time will ensure better business performance.

However, leaders must pay attention to developing the "right" corporate culture. In the words, order, rules, and regulations, along with uniformity take second place to goal achievement. The strategic focus moves away from stability, predictability, and smooth operations toward a search for value added. It is emphasized that without management commitment, improvement efforts fail. This commitment must be not only active, but also visible. The intent is to develop leadership that is open-minded, supportive, and professional (Spivey, W.A., et al., 1997).

c) *Marketing strategy*

From a strategic viewpoint, a market orientation remains incomplete if it is not understood through a market-oriented cultural activities are transformed into superior value for customers. Unfortunately, these activities have received only scant scholarly consideration. A noteworthy exception is (Narver, et al., 1990) conceptual study in which they identify NPD as one of the core capabilities that converts a market-oriented culture into superior organizational performance. Their proposition is consistent with

literature assuming that culture gives rise to specific organizational structures and processes. These structures and processes affect the nature and effectiveness of marketing activities and outcomes. (Narver, et al., 1990) also focused on NPD for three reasons. First, NPD has emerged as one of the critical strategic concerns for firms in the past decade, as is evidenced by reports of returns on new products accounting for 50 percent or more of corporate revenues. Second, prior research has indicated that NPD activities and outcomes are influenced strongly by the firm's capability to generate, to disseminate, and to use market information. The rationale is that a market-oriented culture and the associated information processing behaviors reduce many risks associated with NPD. Third, prior research reveals that market orientation is related positively to new product performance. Now the empirical support for the role of NPD in the relationship between a market orientation and organizational performance is only piecemeal. For example, (Baker & Zeid, 1982) reveal that a market-oriented culture leads to new product success, which in turn leads to superior organizational performance. Likewise, (Han, et al., 1998) shows that market orientation enhances both technical and administrative innovations, which in turn improve organizational performance.

Although both studies provide support that a market-oriented culture is transformed into superior organizational performance through NPD, they do not reveal through which NPD activities this culture is converted into superior performance. NPD activities by demonstrating that a market orientation positively influences the proficiency in launch activities. This result suggests that a market oriented culture provides a unifying focus for the proficiency in some specific NPD activities within the organization to create superior value for customers. Market strategy includes four characteristics such as product characteristic, promotional characteristics, distribution characteristics and lastly pricing characteristics.

i. *Product characteristics*

Product characteristics are product's design, product quality, service quality, number of item in product line (Depth of Product Line), number of product lines (Breadth of Product Line). New product development reflects through these things. All strategies or tasks ends with its design, quality and number of items or product lines (depth and breadth). Knowledge sharing trends, internal linkage and communication, customer satisfaction all the tasks are directly or indirectly influence product characteristic (Chung & Tsai, 2007).

ii. *Promotional characteristics*

A successful product development needs an excellent promotional strategy. Sometimes, good

products fail in market only for lack of suitable promotional strategy. It informs customers about product or sometimes create needs among them. When customers will get to know about the new product then they will take decision to try. Promotional characteristics includes advertising and promotion budget size, advertising and promoting budget setting process, media allocation, advertising and promotion content. For promotion every company should remember the budget of this sector and how to do the advertising to make the product popular (Robinson, et al., 1992).

iii. *Distributional characteristics*

New product success depends on customer's tastes or choices, buying capacity or few other factors but this will happen after the availability of product. Distribution make sure this goal. Without good distribution channel, proper motivation and different types of strategy towards introducing new product, it is quite impossible to make a position in market. Sometimes unavailability of good product is the reason of the failure which is related to weakness of distribution channel. Distribution characteristics included physical Distribution, channels of Distribution, Sales Force Management (Lu & Yang, 2004).

iv. *Pricing characteristics*

Pricing is measurement of value of certain product and its characteristics includes Price, currency, payment security, and credit terms. When target customer of newly developed product thinks price unmatched in terms of their lifestyle and income, they won't buy that product. Before setting price first company should conduct research about their target audience and make sure they are ready to buy that product in given price (Varela & Benito, n.d.).

d) *Market research activities*

For product development process, market research activities has to be taken to gather all indispensable information which is suitable (Hart & Tzokas, 1999). Market research which is determining the effectiveness of performance, (Cooper & Kleinschmidt, 2007) suggested that those who gathered greater amounts of background or infrastructure information about the markets which cover the economic background, transport infrastructure, growth trends, and government aid were tend to exhibit higher performance. For new product development, company must first collect related market information, evaluate both internal and external environment and resources and plan development strategies of new products that match business goals. Most of the new product development teams use some form of market information in the development and design process – survey results, market trends, focus group testing . It means, firms has to collect as much market information to better conceive the market needs, wants and make the better product for the customer (Han, et al., 1998). In

order to complete the product development process, proper market research activities has to be taken in order to ensure all information gathered suit with the new product produce.

However, market research usually conducts for gaining more knowledge about market, customer and competitors. Various types of observation methods and interview techniques are being used for collecting information. Before introducing new product, company should be more careful about doing the right step in right time. If company wants to introduce a product but people perceive differently, eventually the consequence can be negative (Baker & Zeid, 1982). Moreover, there divergent reasons which force to introduce new product: firstly, sometimes company is doing so well that it inspires them to initiate new product in market. Secondly, company is failing continuously in market and wants to stay by offering new product. These two factors are representing one common thing and that is profit maximization. For existence in market, company needs to do this at any cost. But product innovation in food industry is quite tough because peoples tastes and choices may change time to time (Pulendran, et al., 2003); (Han, et al., 1998).

i. *Modes of market research*

Customer visit builds a better market focus. Customer Visit Program (CVP) builds on existing visit program and places an emphasis on understanding the customer's need want and demand. It encourages customers to inform relevant changes and to work towards providing an outstanding customer service. CVP also provides many opportunities like, firstly it offers us an opportunity to raise the awareness of services or policy initiatives that we either offer or champion secondly, it allows us to comprehend the view of our customers on specific projects or ideas that would not deficiently be covered by a formal consultation. Furthermore, professionals in fields such as marketing and sales use competitor visits reports to better understand certain business environments. By competitor visits it's easy to know the strengths and the weaknesses of our competitor businesses. To know the market situation, it's much needed to research the whole market at first. Then the effort to find out how much competitors are paying for materials, what is their profit margins and how they sell the product. And what ought to their pricing strategy (Swink, 2003). Howsoever, by test marketing it minimizes mistakes in producing and marketing of a manufacture. And it is one of most popular and it becomes more profitable. It means to ask people about the product cover design, page layout, one-sheet, piece of selling literature, or even a sales presentation. It helps to reduce errors and make the end result more productive in generating revenues. Test marketing does not have to be an expensive focus group.

In addition, many business organization uses mail survey nowadays. It is easy to survey the customer satisfaction level with little use of manpower. It is incontrovertibly cheaper than other form. Mail surveys also enables specific segments of the population to be simply targeted. But sometimes it create problems because if a person not interested to fill up the question properly getting the expected answer will not going to be possible. Moreover, small Companies can survey by telephone asit is smooth process to understand the customer's needs and wants. It takes less time than other surveys but generally more expensive. Telephone surveys provide random and accurate outcomes because the sample is less self-selective. It is quicker method and can get results within few days. This means answers are completed more accurately than the written responses.

IV. CONCEPTUAL FRAMEWORK

The conceptual framework specifies the relationships across the building blocks in this study: strategic orientation, market strategy, market research activities and new product development. It is proposed here that a strategic orientation culture is related positively to new product development. It is also posited that the ability of market strategies in firms to evolve and fit customer needs leads to superior new product development performance. In the meantime, Superior market research activities also affects new product development.



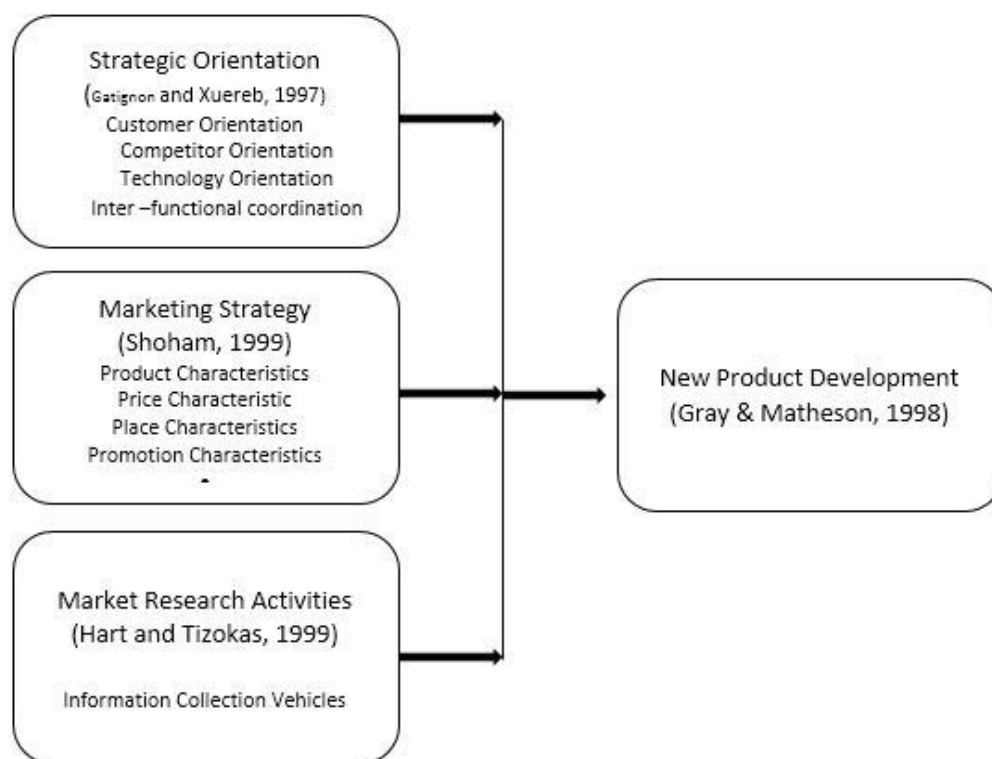


Figure 1 : Conceptual Framework

V. RESEARCH HYPOTHESIS

Question 1: Is There Any Relationship Between Strategic Orientation and New Product Development?

- H_{01} : There is no relationship between strategic orientation and new product development.
- H_{a1} : There is relationship between strategic orientation and new product development.

Question 2: Is There Any Relationship Between Marketing Strategy And New Product Development?

- H_{02} : There is no relationship between marketing strategy and new product development.
- H_{a2} : There is relationship between marketing strategy and new product development.

Question 3: Is There Any Relationship Between Market Research Activities And New Product Development?

- H_{03} : There is no relationship between market research activities and new product development.
- H_{a3} : There is relationship between market research activities and new product development.

VI. RESEARCH METHODOLOGY

The research is based on quantitative method. Hypothesis testing was used to test relationship among divergent variables. There are two types of variables to be measured and those are dependent and independent variable. The dependent variable or measured outcome in the research is new product

development (NPD). The independent, or presumed cause variables used in the study are strategic orientation (SO), marketing strategy (MS), and market research activities (MRA). All the variables were examined individually to find out whether any significant relationships exist between them or not.

a) Sampling

The data was collected from the marketing managers, operation managers and those managers who have been involving greatly in new product development. This is because they are the persons who have better experience in the new product development. This study is based on food product companies who produce either solid or liquid food products. There are more than 100 small & large food product manufacturing companies located in major urban areas of Bangladesh and among them 75 companies had been surveyed. About 130 sets of questionnaires were distributed to the companies. Out of those, only 120 sets of questionnaires were collected. However, there are merely 113 sets were usable for further analysis. The response rate was considering good which account of 86.92%. However, the survey had conducted in all the departments of several organizations.

Table 1 : Respondents of the survey

Designation	Frequency	Percentage
General manager	2	1.77%
Deputy general Manager	3	2.65%
Asst. General manager	5	4.42%
Senior Manager	15	13.27%
Manager	17	15.04%
Marketing manager	27	23.89%
Operational manager	12	10.61%
Asst. Manager	15	13.27%
supervisor	10	8.85%
coordinator	7	6.19%
Total	113	100%

The table illustrates the percentage and number of people for each position from those data had been collected for further analysis. Among the participants marketing managers were 23.89% which is the highest and lowest from general managers 1.77%. Again, the

second highest is managers 15.04% and others are senior managers 13.27%, operational manager 10.61%, asst. general manager 5.21%, supervisor 8.85% in our survey.

Table 2 : Objective of the companies
Company's present situation

Objective	Frequency	Percentage
To survive	17	22.67%
To grow in existing market	14	18.67%
To maintain position/prevent decline	11	14.67%
To expend into new market	25	33.33%
Others	8	10.66%
Total	75	100%

Most of the companies might have different main objective depends on their product, but maximum numbers of the companies want to expand into new market (33.33%). There are 18.67% of them who want to grow in existing market, 14.67% to maintain position or prevent decline, 22.6% to survive and 10.66% have other objectives.

b) Questionnaire & Measures

The instrument that has been used in this study is survey questionnaire. This questionnaire takes 20-30 minutes for each participant to complete. It was fully anonymous and only designation and main objective of their company were there. The reason is, they don't want to reveal their own perception with their name; hence this technique worked a lot during survey. There were four parts those are: strategic orientation, marketing strategy, market research activities and new product development. However, there were 47 questions in each questionnaire which has exhibited unambiguous comprehending of each variable.

Strategic orientation has measured using twelve questions. And this instrument consists of customer orientation, competitor orientation, technology orientation, inter- functional orientation (Narver, et al.,

1990) and (Gatignon, et al., 1997). The five-point likert scale ranging from 1 (not at all) to 5 (to an extreme extent) is also being used.

In addition, marketing strategy has measured by 13 items based on five-point likert scales (ranging from 1 = not use at all to 5 = use as great extend). Marketing strategies are measured based on (Noor Azlin Ismail, 2003) study which are divided into 4P's elements, which are product, promotion, distribution and price. Product characteristics elements are product design, product quality, service quality, number of product lines, and number of item in the product lines. For the promotion characteristics, it is operational using the size of advertising budget, budget setting process, media allocation and advertising and promotion contents. For the third element, which is distribution characteristics, physical distribution, type of channel of distribution, and sales force management are used to assess the extent of standardization of the distribution component. Finally, price characteristics are operational by price, currency used, payment security and credit terms.

Market research activities are measured using (Noor Azlin Ismail, 2003) by means of a five-point likert scale, (ranging from 1 =not used at all to 5 = use to a great extent.) A total number of ten information

collection vehicles are identified in the element of market research activities.

And lastly for new product development, there are twelve questions adopted from (Gray and Matheson (1998). The five point likert scale (ranging from 1= very low to 5= very high) has also been used to identify perception of respondents. Most of the scales were adapted by outside of Bangladesh. This means, the scales have been modified according to local context.

VII. DATA COLLECTION METHOD

This primary data was collected from divergent food manufacturing companies in Bangladesh. Personal interview technique and self-administrated modes had used most of the cases but other methods like telephone or e-mail survey had also used for the better view of their company regarding new product

a) Reliability

Table 3 : Reliability of divergent variables

Aspects of questionnaire	Strategic Orientation	Marketing Strategy	Market Research Activities	New product Development
Cronbach α	.786	.847	.788	.802

According to the given table, the cronbach Alpha for strategic orientation is .786 which is good, marketing strategy is .847, according to the condition table which is also good. However, market research activities is .788 which is good as well. At last new product development (NPD) is .802, as per the internal consistency table it's also good.

b) Hypothesis testing

i. Pearson Correlation

Hypothesis testing: If $P \neq 0$ and $\alpha < 0.05$, then accept alternative hypothesis (Gujarati, 2006).

H_{01} : There is no relationship between strategic orientation and new product development.

H_{a1} : There is relationship between strategic orientation and new product development.

The correlation test represents whether there is a relationship between strategic orientation and new product development if so how strong or weak is it. According to the analysis, Pearson correlation (r) is .643** and $\alpha = .000$ which is less than 0.05, representing H_a : there is significant association between strategic orientation and new product development. The correlation is positive and strong indeed (Rowntree 1981). The level of statistical significance found between strategic orientation and new product development according to the Pearson's correlation is denoted by two star which represents the level at which the correlation is significant. This means that the correlation is significant at the 0.01 level ($p < 0.01$), so the chance of being no Type 1 error is 99 percent.

development. In addition, the survey took approximately 80 days to be accomplished.

VIII. DATA ANALYSIS

Data was analyzed by using statistical package for social sciences (SPSS) version 20.0 for windows 7. First, we tried to find out the reliability of each variable in questionnaire by using Alpha model. Secondly, correlation (Pearson) analysis has utilized to determine relationship among the strategic orientation, marketing strategy, market research activity, and new product development. Finally, regression analysis was conducted to examine the relationship between the new product development and the factors of strategic orientation, marketing strategy, market research activities.

H_{02} : There is no relationship between marketing strategy and new product development.

H_{a2} : There is relationship between marketing strategy and new product development.

According to the analysis, Pearson correlation (r) is .709** and $\alpha = .000$ which is less than 0.05, representing H_a : there is significant association between marketing strategy and new product development. The correlation is positive and strong indeed. The level of statistical significance found between marketing strategy and new product development according to the Pearson's correlation is denoted by two star which represents the level at which the correlation is significant. This means that the correlation is significant at the 0.01 level ($p < 0.01$), so the chance of being no Type 1 error is 99 percent.

H_{03} : There is no relationship between market research activities and new product development.

H_{a3} : There is relationship between market research activities and new product development.

The correlation test represents whether there is a relationship between market research activities and new product development if so how strong or weak is it. According to the analysis, Pearson correlation (r) is .742** and $\alpha = .000$ which is less than 0.05, representing H_a : there is significant association between market research activities and new product development. The correlation is positive and strong. The level of statistical significance found between market research activities and new product development according to the Pearson's correlation is denoted by two

star which represents the level at which the correlation is significant. This means that the correlation is significant at the 0.01 level ($p < 0.01$), so the chance of being no Type 1 error is 99 percent.

c) *Regression Analysis*

Regression analysis is used to find out which independent variable individually and collectively

provide a meaningful contribution towards the explanation of the dependent variable. Reject H_0 , $P \leq 0.05$.

Table 4 : Regression model

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.774 ^a	.599	.588	.26680	1.928

a. Predictors: (Constant), market research activities, strategic orientation, marketing strategy

b. Dependent Variable: new product development

Regression analysis provides the value of R and R². The R value is .774a, which represents the simple correlation. The R² value is .599 which indicates how much of the dependent variable, "New Product Development", can be explained by the independent variable, strategic orientation, marketing strategy and market research activities. In this case, 59.9% explains that there is relation between new product development and strategic marketing strategy and market research activities. However, the Durbin-Watson finds out whether there is any autocorrelation or not among divergent data. It takes values between 0 and 4. A value 2 means there is no autocorrelation. A value above 2 means that

the data is negatively auto correlated. In here its 1.928 which is below 2 and as per the condition it's positively auto correlated.

The results show that only strategic orientation and marketing strategy and market research activities has relationship with new product development in Bangladeshi food industry those are not statistically significant by looking at the β coefficients, strategic orientation ($\beta = 0.452$), marketing strategy ($\beta = 0.123$), and market research activities ($\beta = 0.261$), they have also proved that positive relationship exists on new product development.

Table 5 : Beta coefficient of variables

Independent Variables	Beta Coefficient
Strategic Orientation	.452
Marketing strategy	.123
Market research activities	.261
N	113
F	54.366

IX. REMARKS

The purpose of this investigation was to identify the factors which may influence new product development which could promote or impede the development business performance. The results indicated that the greater the strategic orientation, the higher is the overall new product development of the organization. As regards marketing strategy, the analysis confirmed that it was positively associated with new product development which was also concurrent with the study results of (Kohli, et al., 1990); (Baker & Zeid, 1982). However, market research activities had also positive impact on new product development as well.

X. LIMITATIONS & FUTURE RECOMMENDATION

There could be several important factors may influence on new product development such as environmental factors and suppliers which are not considered in this study. Also the sample size is relatively small and it is based one organization only that's why result may not represent the whole scenario of Bangladesh.

The Research can be doing on Environmental factors which affect directly or indirectly in production of new product. Finally, for future research, influence of market research activities and environmental factors activities on new product development need to be investigated extensively by considering the influence in new product development.

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APPENDIX

Reliability

Strategic orientation

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.786	.789	12

Marketing strategy

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.847	.847	13

Market research activities

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.788	.788	10

New product development

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.802	.799	12

Regression Analysis

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.774 ^a	.599	.588	.26680	1.928

a. Predictors: (Constant), market research activities, strategic orientation, marketing strategy

b. Dependent Variable: new product development

ANOVA^b

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	11.609	3	3.870	54.366	.000 ^a
Residual	7.759	109	.071		
Total	19.368	112			

a. Predictors: (Constant), marketing strategy, strategic orientation, market research activities

b. Dependent Variable: new product development

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	.810	.271		2.990	.003
market research activities	.431	.095	.452	4.524	.000
strategic orientation	.130	.105	.123	1.244	.216
marketing strategy	.247	.106	.261	2.318	.022

a. Dependent Variable: new product development

Pearson Correlation

Correlations

		strategic orientation	marketing strategy	market research activities	new product development
strategic orientation	Pearson Correlation	1	.774**	.702**	.643**
	Sig. (2-tailed)		.000	.000	.000
	N	113	113	113	113
marketing strategy	Pearson Correlation	.774**	1	.780**	.709**
	Sig. (2-tailed)	.000		.000	.000
	N	113	113	113	113
market research activities	Pearson Correlation	.702**	.780**	1	.742**
	Sig. (2-tailed)	.000	.000		.000
	N	113	113	113	113
new product development	Pearson Correlation	.643**	.709**	.742**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	113	113	113	113

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

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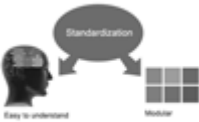




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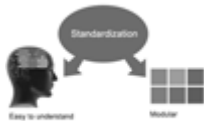
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16. Use proper verb tense: Use proper verb tenses in your paper. Use past tense, to present those events that happened. Use present tense to indicate events that are going on. Use future tense to indicate future happening events. Use of improper and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

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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.



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

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- 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.)
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- Align the primary line of each section
- Present your points in sound order
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- Use past tense to describe specific results
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- Shun use of extra pictures - include only those figures essential to presenting results

Title Page:

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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.

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- 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
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- 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.
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- 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.
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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.

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

Approach:

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

What to keep away from

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

Results:

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

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



Content

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

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

Approach:

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



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<i>Methods and Procedures</i>	Clear and to the point with well arranged paragraph, precision and accuracy of facts and figures, well organized subheads	Difficult to comprehend with embarrassed text, too much explanation but completed	Incorrect and unorganized structure with hazy meaning
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<i>References</i>	Complete and correct format, well organized	Beside the point, Incomplete	Wrong format and structuring



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