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<td>Ph.D., Stanford University, Doctor of Business Administration, Kobe University</td>
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<td>University of Johannesburg, South Africa</td>
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</table>
CONTENTS OF THE ISSUE

i. Copyright Notice
ii. Editorial Board Members
iii. Chief Author and Dean
iv. Contents of the Issue

1. Customers' Perception towards Online Shopping in Jordan. 1-13
2. Role of Women in Purchasing FMCG Products in Rural Markets. 15-17
3. The Impact of Social Media Marketing towards the Purchase Intention among Generation Y and Z with Reference to Franchise Fast Food Industry in Colombo District. 19-37

v. Fellows
vi. Auxiliary Memberships
vii. Preferred Author Guidelines
viii. Index
Customers’ Perception towards Online Shopping in Jordan

By Dr. Atalla Fahed Al-Serhan
Al Albayt University

Abstract- Online shopping is gaining popularity across the globe, thanks to the speedily advancing and easily accessible internet that allowed online marts to transcend the traditional methods of trading. A highly challenging lifestyle is convincing consumers to adopt online shopping as a substitute to traditional retailing to save time and money. Therefore, this study was conducted to examine the perception of customers towards online shopping in Jordan. The research conducted an online survey of 400 customers who bought online products. Trust, convenience, price, customer service, product varieties, and website design were used as the variables on which the customers’ perception towards online shopping was examined. Simple linear regression was used as the statistical tool for data analysis. The results highlighted that a significant and positive relationship exists between selected variables and customer’s perception towards online shopping. However, selling online is not a cake walk.

Keywords: customer, online shopping, regression, jordan.

GJMBR-E Classification: JEL Code: M31

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Customers’ Perception towards Online Shopping in Jordan

Dr. Atalla Fahed Al-Serhan

Abstract: Online shopping is gaining popularity across the globe, thanks to the speedily advancing and easily accessible internet that allowed online marts to transcend the traditional methods of trading. A highly challenging lifestyle is convincing consumers to adopt online shopping as a substitute to traditional retailing to save time and money. Therefore, this study was conducted to examine the perception of customers towards online shopping in Jordan. The research conducted an online survey of 400 customers who bought online products. Trust, convenience, price, customer service, product varieties, and website design were used as the variables on which the customers’ perception towards online shopping was examined. Simple linear regression was used as the statistical tool for data analysis. The results highlighted that a significant and positive relationship exists between selected variables and customer’s perception towards online shopping. However, selling online is not a cake walk. Online sellers have to face many challenges like understanding consumer behavior and ensuring the protection of their website portals from cyber attacks, as they hold confidential information about customers’. All these issues must be tackled by the firms as soon as possible to get higher degree of customer satisfaction which leads to customer loyalty which is the basis of their survival in the long run.

Keywords: customer, online shopping, regression, jordan.

1. Introduction

Business has always existed since the early times of man. Even though it only began with the simplistic barter system, business would not be the same as it is today without the advancements in internet. The role of internet in the business landscape cannot be overstated. All the major industries would fall into a catastrophic collapse if one were to take away internet from business, since majority of business operations and transactions somehow involve the use of internet. Internet has become a crucial and indispensable part of almost every kind of business. Internet in business allows organizations to improve both the performance and overall effectiveness of products, systems and services. The rapid growth in internet usage has brought about a paradigm shift in the way things are done and perceived. It is a great revolution in this decade because it has greatly simplified the way shopping was done. It has dramatically changed the way consumers seek and use information. Earlier, internet was conceptualized as a tool for enchausing information but now it has become an important place of business. Internet has given a dynamic boost to the growth of all sectors and especially retail sector across the globe. Therefore, the words like e marketing or online shopping has come into existence.

a) Online shopping and customers’ perception

Online marketing is the process of marketing a product or service using the Internet. Online shopping is also called as web-store, e-store, e-shop, Internet shop, web-shop, online store, and virtual store. The online shopping concept become very popular among the consumers due to the convenience and availability of large varieties of products. Besides, a highly challenging lifestyle is convincing consumers to adopt online shopping as a substitute to traditional retailing to save time and money. It is gaining popularity across the globe because the internet is now more and more accessible to the common man and its benefits are transcended over traditional retailing.

The internet penetration in Jordan was 67%. There were 6.78 million internet users in January, 2020 (Wikipedia). There is great increase in internet users in the decade. The statistics highlighted that there is a bright future for online marketing in Jordan in the coming years. There is surge in the number of firms selling products online. However, selling online is not an easy task as it looks like. There are many challenges in selling online like finding and targeting the right consumer, satisfaction of customers, certain website issues like frauds and hacking. Understanding the perception of customers is usually seen as the most important challenge. Once a firm manages to recognize it, solutions to other problems will come into sight automatically.

Understanding of customers’ perception in online shopping is more difficult than traditional selling because the customers are not physically available and the sellers could not convince them by communicating properly. Many times, it has been found that customers read the reviews and rating of the product and then takes a decision whether to buy or not. In such a case, the firm lost the customer if the product gets low rating and bad reviews although the product is superior to rival firms. Similarly, they compare the prices of products with rival firms and then take a decision. Sometimes customers’ decision is influenced by the attraction of website, its design and features. Therefore, critical
examination of customers’ attitude is a sine qua non in online shopping. The present research examines the customers’ perception towards online shopping. This study comprehensively measures all the important factors like trust, convenience, price, customer service, product varieties, and website design that customers usually take into consideration while buying products through internet.

II. Literature Review and Research Model

a) Literature Review
Jusoh and Ling (2012) investigated how socio-demographic variables age, income and occupation affect consumers’ attitude towards online shopping on a sample of 100 respondents. One way ANOVA was used to assess the differences between independent variable such as age, income, occupation and pattern of online buying (type of goods) and dependent variable such as attitude towards online shopping. The findings revealed that there is no significant difference in attitude towards online shopping among age group but there is a significant difference in attitude towards online shopping were recorded across income groups. Moreover, correlation was also applied to test the relationship between independent variables and dependant variables. The findings revealed that the variables e-commerce experience, product perception, customers’ service have a significant relationship with attitude towards online shopping among the respondents. Bashir (2013) found that majority of the people bought goods online once in a year. The study found that online shopping was popular in young generation as they feel it more comfortable, time saving and convenient. Besides, the research revealed that time saving; best price and convenience were the important factors affecting online purchase. However, the author revealed that safety of payment was the main barrier in the process of online shopping because people of Pakistan are afraid to share their personal information and financial information on internet. Masoud (2013) examined the effect of perceived risks (financial risk, product risk, time risk, delivery risk, and information security risk) on online shopping behavior in Jordan on the sample of 395 online shoppers. The study revealed that financial risk, product risk, delivery risk, and information security risk negatively affect online shopping behavior. The results also showed that the other two dimensions, perceived time risk, and perceived social risk have no effect on online shopping. Yunus (2014) conducted the research on customer perception, towards online shopping in Chennai city. The demographic picture of respondents highlighted that 58% were married, 52% were men, 36% earned income under 40,000, 43% were graduates, and 39% were salaried persons. The sample size was 1273 respondents. The results showed that customers’ with age 35-45 years, earning monthly income of Rs. 40,001-60,000 are good in online shopping behavior. Convenience risk, financial risk and non delivery risk reduced satisfaction in online shopping by 58%, 52%, and 65% respectively. Satisfaction towards online merchant, good Return policy, Good Infrastructure brings satisfaction towards online shopping by 65%, 68%, and 49% respectively. Bashir, Mehboob, and Bhatti (2015) find out the various factors that affect the consumer behavior towards online shopping. Trust, time, product variety, convenience and privacy, were the variables taken in the study to examine the relationship between consumer-buying behavior towards online shopping. Data was collected through questionnaires. The results revealed that two factors trust followed by convenience have great impact on the decision to buy online or not. Ahluwalia and Sanan (2016) find out the factors influencing online shopping and how these factors affect willingness to purchase online. Data was collected from 200 respondents in Jalandhar city of Punjab with the help of a questionnaire. Factor analysis and Multiple Regression analysis were used as statistical techniques to analyze the data. Results found website security, reliability of the website, return and exchange policy, reasonable prices offered, customer services offered, positive customer reviews regarding website and informative website were the factors influencing online buying behavior. Website security was the most important predictor of willingness to buy online. Rahman et al. (2018) found that Bangladeshi online shoppers are young (mostly below 40 years) similar to other parts of the world. They do online shopping because it saves time, offer home delivery, provides ease in shopping and offers more variety of products for apparels, accessories, and ticketing than that of brick and mortar stores. They mostly rely on price and their experience as the basis of the quality judgment of items in online shopping and for payment system they prefer cash on delivery option. However, the study revealed that privacy and inability to touch and feel are the most displeasing factors for online shoppers. Perera and Sachitra (2019) examined the factors influencing customer satisfaction towards online shopping. The moderating effect of income level on the relationship between factors influencing customer satisfaction on online shopping was also examined. The sample size was 380. The survey method was used to collect data through a standardizes questionnaire which takes five variables namely customer satisfaction, convenience, security, website functionality and customer service. The survey findings revealed that convenience, web site functionality, customer service have significant influence on customer satisfaction on online shopping. The results also indicated that the income level has a significant moderating effect on the relationship between convenience, web site
functionality, security and customer service and customer satisfaction on online shopping.

b) Research Gap

The review of literature highlights that numerous studies have been carried out on online shopping, online marketing, consumer behaviour and the like topics. But, an empirical gap has been revealed with respect to the studies in Jordan. Therefore, this study is identical from previous studies as it examines the customers’ perception towards online shopping in Jordan.

c) Research Model

Figure 1 highlights the research model of the study. The present study used six variables namely trust, convenience, price, customer service, product varieties, and website design to examine the customers’ perception towards online shopping. All these variables were used in previous empirical studies. All these are discussed below.

The first variable used in the research was trust. Because no transaction either online or offline could be done in absence of trust between seller and buyer. Therefore, trust was used to measure the attitude of customer towards online buying. Secondly, the surge in online buying is because of convenience. An individual might buy goods at any time suitable to him/her as the services are available 24X7. This is an era of busy schedule. All the professionals get free at the time where the physical market closed. Therefore, convenience was used as the second variable to measure the attitude of customers’ towards online buying. Moreover, reasonable price in online selling is another important factor which persuade customers’ towards online buying. Besides, a customer has the chance to make a comparison with different sellers simultaneously which was not possible while purchasing goods in physical market. During certain occasions like Eid or on New Year, they are providing huge discounts which ignite a fire in customers’ to buy online. Hence, price was used as third component in the study to measure the attitude of customers towards online buying.

Customer service was used as fourth component in the study because a number of individuals reported that they are getting good quality of customer service if they bought goods online. In many previous studies, it was also used. Furthermore, a customer wants to get a number of varieties for the product he/she would like to buy. It is the nature of customer that he needs many categories so that he/she could select the best ones. It is not only confined to expensive products. But even for very cheap products like buying a shampoo or biscuit, a customer needs to check different other similar categories available in the market. So far online shopping is concerned, customers prefer it because of having number of varieties which becomes easy for them to select the best product according to their budget, taste, likes, and preferences. Therefore, it was used as the fifth variable in the study. Furthermore, website design, website reliability and website security are the attractive features which influence the perception of the consumer towards online buying. So, website design was used as the sixth variable in the study.
Table 1: Customers’ attitude towards online Shopping

<table>
<thead>
<tr>
<th>Main Reason for online Shopping</th>
<th>Frequency</th>
<th>Percent</th>
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<tbody>
<tr>
<td>Convenience &amp; time saving</td>
<td>96</td>
<td>24</td>
</tr>
<tr>
<td>Less Price</td>
<td>128</td>
<td>32</td>
</tr>
<tr>
<td>Trust</td>
<td>36</td>
<td>9</td>
</tr>
<tr>
<td>Brand Image</td>
<td>36</td>
<td>9</td>
</tr>
<tr>
<td>Price comparison available</td>
<td>56</td>
<td>14</td>
</tr>
<tr>
<td>Product reviews available</td>
<td>48</td>
<td>12</td>
</tr>
<tr>
<td>Total</td>
<td>400</td>
<td>100</td>
</tr>
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</table>

<table>
<thead>
<tr>
<th>Major Barriers</th>
<th>Frequency</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Safety of payment</td>
<td>20</td>
<td>5</td>
</tr>
<tr>
<td>Low trust level of online store / Brand</td>
<td>96</td>
<td>24</td>
</tr>
<tr>
<td>Warranty and claims</td>
<td>140</td>
<td>35</td>
</tr>
<tr>
<td>Refund Policy</td>
<td>96</td>
<td>24</td>
</tr>
<tr>
<td>High Shipping Cost</td>
<td>48</td>
<td>12</td>
</tr>
<tr>
<td>Total</td>
<td>400</td>
<td>100</td>
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No of times you buy online

<table>
<thead>
<tr>
<th>Frequency</th>
<th>Percent</th>
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</thead>
<tbody>
<tr>
<td>Frequently or at least once a month</td>
<td>76</td>
</tr>
<tr>
<td>Once in three months</td>
<td>232</td>
</tr>
<tr>
<td>Once in six months</td>
<td>60</td>
</tr>
<tr>
<td>Once in a year</td>
<td>32</td>
</tr>
<tr>
<td>Total</td>
<td>400</td>
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</table>

Do you go to a retail store first before making your final purchase online?

<table>
<thead>
<tr>
<th>Frequency</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td>92</td>
</tr>
<tr>
<td>No</td>
<td>307</td>
</tr>
<tr>
<td>Total</td>
<td>400</td>
</tr>
</tbody>
</table>

Type of Products bought online

<table>
<thead>
<tr>
<th>Frequency</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Electronic products</td>
<td>148</td>
</tr>
<tr>
<td>Books</td>
<td>44</td>
</tr>
<tr>
<td>Clothes</td>
<td>168</td>
</tr>
<tr>
<td>Home essentials and Groceries</td>
<td>40</td>
</tr>
<tr>
<td>Total</td>
<td>400</td>
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Source: Primary Data

Figure 2: Barriers in Online purchase
d) Customers’ attitude towards online Shopping

Table 1 highlights the attitude of customers towards online shopping on different components. The questionnaire asked about the major reason for buying online, barriers faced by them, frequency of buying, and the type of goods bought in the year. It was found that highest percentage of customers (32%) bought products online due to low prices. 24% respondents told that they bought due to convenience and to save their time. Besides, 14% customers bought because they can compare prices with rival firms easily which is not possible in offline purchase. A small number of consumers (thirty six each) told that they bought goods online due to trust and brand image. Moreover, it was found that 12% customers bought goods after studying the reviews of the products. It means that they prefer such products which get more rating and good reviews.

Figure 2 highlights the major barriers that the customers faced while buying goods online. 35% customers reported that difficulty in getting warranties in electronic items was the important barrier regarding online purchase. Some reported that they have less trust in online purchase. High shipping cost was also found an obstacle in online purchase as 12% reported that they paid high shipping cost. A very small number of consumers raised their concerns regarding safety of payment.

Table 1 further highlights that the maximum customers were those who bought goods once in three months. A small percentage of customers were those who bought once in a year. The customers who bought frequently were 19%. Besides, the table further shows that 67% customers told that they do not visit to a retail store before buying online. It means that they have trust on online shopping. Furthermore, the questionnaire was also asked about the type of products bought online. It was found that highest percentage of customers (37%) bought clothes. Besides, the table further shows that electronic goods were the highest selling products in online mode. Home essentials like soaps, detergents, and groceries were the least bought goods online.

III. Research Design

In this section, I’ll present how I conducted the research to collect the primary data and reach to the conclusion of the research and will also explain which different types of methodology that were used.

a) Objectives of the study

The objective of the study is to examine the customers’ perception towards online shopping in selected cities of Jordan.

b) Hypotheses of the study

Following null hypotheses have been developed for the study:

- Ho1: A significant and positive relationship does not exist between trust and customers’ perception towards online shopping.
- Ho2: A significant and positive relationship does not exist between convenience and customers’ perception towards online shopping.
- Ho3: A significant and positive relationship does not exist between price and customers’ perception towards online shopping.
- Ho4: A significant and positive relationship does not exist between customer service and customer’s perception towards online shopping.
$H_{0_5}$: A significant and positive relationship does not exist between product variety and customers’ perception towards online shopping.

$H_{0_6}$: A significant and positive relationship does not exist between website design and customers’ perception towards online shopping.

c) Population and Sampling Method

Identification of target population is the first and foremost step in developing a sampling design. The population of this study includes all consumers of Jordan who buy goods online.

Besides, random sampling plan was implemented in the study because all consumers have equal chance of being included in the sample. The main advantage is that the large number of respondents can be obtained quickly and conveniently at lower cost.

d) Sample Size

The required number of sample to conduct the research was identified through the formula particularly where large and unknown population.

\[
n = \frac{Z^2 PQ}{B^2}
\]

Where, $Z = $ Confidence limit = 1.96
$P = 0.5 $ (Proportion for unknown Population)
$Q = 1-P = 1-0.5 = 0.5$
$B = 5% $ significance level
$5% = 0.05$

\[
(1.96)^2 \times (0.5)(0.5)
\]

\[
(0.05)^2
\]

According to the formula, 385 is the required sample size. Therefore, researcher distributed 600 questionnaires because many questionnaires might be wrong, unsuitable, and many might not return.

e) Data collection Method

A self-administered questionnaire was used for collecting primary data. It is considered as a superior mode for minimizing bias and improving response rates. With regards to questions, care was taken to eliminate words with ambiguous meaning. The questionnaire was designed to be short and simple.

f) Pilot survey

When the final questionnaire was ready, then pilot online survey was conducted before actual survey. Random sampling method was used to select a small group of consumers for pilot survey. A total of 80 questionnaires were distributed to confirm the clarity of measurement items. Consumers were requested to fill the questionnaire with overall comments. A total of 60 usable responses were collected and analyzed.

g) Distribution of Questionnaires

A total of 600 questionnaires after successful pilot survey were distributed to the consumers via email living in major cities of Jordan who met the sampling requirements. Amman, Zarqa, Madab, Irbid, Mafraq, Aqaba, and Ma’an were the cities selected in the study. A total of 425 questionnaires were returned wherein 400 questionnaires were considered valid for data analysis. Table 2 highlights the questionnaires distributed, rejected and accepted.

<table>
<thead>
<tr>
<th>Questionnaires Distributed</th>
<th>Questionnaires Returned</th>
<th>Questionnaires Rejected</th>
<th>Questionnaires Accepted for analysis</th>
</tr>
</thead>
<tbody>
<tr>
<td>600</td>
<td>480</td>
<td>80</td>
<td>400 [Sample Size]</td>
</tr>
</tbody>
</table>

Source: Primary Data

h) Duration of field survey and Statistical tools used

The data collection period was four months from September, 2019 to December, 2019. Cronbach alpha was used to test reliability of data. Correlation and simple linear regression was used to test hypotheses of the study.

IV. Data Analysis

a) Reliability Analysis

Before hypotheses testing, reliability of all components as well as all statements of questionnaire was examined with the application of cronbach alpha. Table 3 highlights the reliability of all statements under study. The values of all components were ranging from 0.7 to 0.9 and hence it can be said that the data was reliable for testing hypotheses.
### Table 3: Reliability of all Dimensions

<table>
<thead>
<tr>
<th>No.</th>
<th>Dimensions</th>
<th>Statements</th>
<th>Cronbach Alpha</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Trust</td>
<td>5</td>
<td>0.894</td>
</tr>
<tr>
<td>2</td>
<td>Convenience</td>
<td>4</td>
<td>0.746</td>
</tr>
<tr>
<td>3</td>
<td>Price</td>
<td>4</td>
<td>0.914</td>
</tr>
<tr>
<td>4</td>
<td>Customer Service</td>
<td>5</td>
<td>0.834</td>
</tr>
<tr>
<td>5</td>
<td>Product Variety</td>
<td>3</td>
<td>0.799</td>
</tr>
<tr>
<td>6</td>
<td>Website Design</td>
<td>4</td>
<td>0.804</td>
</tr>
</tbody>
</table>

Source: Output of SPSS_18

**Hypothesis 1**

**H₀₁**: A significant and positive relationship does not exist between trust and customers’ perception towards online shopping.

**Hₐ₁**: A significant and positive relationship exists between trust and customers’ perception towards online shopping.

### Table 4: Regression [Trust & Customers’ Perception]

<table>
<thead>
<tr>
<th>Model</th>
<th>R</th>
<th>Adjusted R²</th>
<th>B</th>
<th>Standard Error</th>
<th>t value</th>
<th>ANOVA F Value</th>
<th>P Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>0.917</td>
<td>0.840</td>
<td>0.691</td>
<td>0.44429</td>
<td>45.779</td>
<td>2050.720**</td>
<td>0.000</td>
</tr>
</tbody>
</table>

Predictors: (Constant), Trust  
Dependent Variable: Customers’ Perception  
B: Unstandardized Coefficient  
**Significant at 5%**  
Source: Output of SPSS_18

Simple linear regression was used as the statistical tool to examine the relationship between trust and customers’ perception. Trust was taken as independent variable whereas customers’ perception was the dependent variable. Table 4 highlights the regression model-1 in abridged form. The adjusted R square value was 0.84 which indicates that 84% variations in the customers’ perception can be predicted from trust. Moreover, ANOVA shows the model significance. The overall model is significant because the F value is significant at 95% confidence level. Furthermore, the unstandardized beta value shows the impact of the predictor variable (trust) on the dependent variable (customers’ perception). It suggests that for one unit increase in trust, there will be 0.691 unit increase in customers’ perception. Finally, the null hypothesis is rejected because P<0.05 and it can be said that there is a significant and positive relationship exists between trust and customers’ perception towards online shopping.

**Hypothesis 2**

**H₀₂**: A significant and positive relationship does not exist between convenience and customers’ perception towards online shopping.

**Hₐ₂**: A significant and positive relationship exists between convenience and customers’ perception towards online shopping.

### Table 5: Regression [Convenience & Customers’ Perception]

<table>
<thead>
<tr>
<th>Model</th>
<th>R</th>
<th>Adjusted R²</th>
<th>B</th>
<th>Standard Error</th>
<th>t value</th>
<th>ANOVA F Value</th>
<th>P Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>2</td>
<td>0.839</td>
<td>0.704</td>
<td>0.637</td>
<td>0.60987</td>
<td>30.741</td>
<td>944.989**</td>
<td>0.000</td>
</tr>
</tbody>
</table>

Predictors: (Constant), Convenience  
Dependent Variable: Customers’ Perception  
B: Unstandardized Coefficient  
**Significant at 5%**  
Source: Output of SPSS_18

Simple linear regression was used as the statistical tool to examine the relationship between convenience and customers’ perception. Convenience was taken as independent variable whereas customers’ perception was the dependent variable. Table 5 highlights the regression model-2 in abridged form. The adjusted R square value was 0.704 which indicates that 70% variations in the customers’ perception can be predicted from convenience. Moreover, ANOVA shows the model significance. The overall model is significant because the F value is significant at 95% confidence level. Furthermore, the unstandardized beta value shows the impact of the predictor variable (convenience) on the dependent variable (customers’ perception). It suggests that for one unit increase in convenience, there will be 0.637 unit increase in customers’ perception. Finally, the null hypothesis is rejected because P<0.05 and it can be said that there is a significant and positive
relationship between convenience and customers’ perception towards online shopping.

**Hypothesis 3**

*Ho3:* A significant and positive relationship does not exist between price and customers’ perception towards online shopping.

*Ha3:* A significant and positive relationship exists between price and customers’ perception towards online shopping.

**Table 6: Regression [Price & Customers’ Perception]**

<table>
<thead>
<tr>
<th>Model</th>
<th>R</th>
<th>Adjusted R²</th>
<th>B</th>
<th>Standard Error</th>
<th>t value</th>
<th>ANOVA F Value</th>
<th>P Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>3</td>
<td>0.701</td>
<td>0.490</td>
<td>0.506</td>
<td>0.76243</td>
<td>19.546</td>
<td>382.060**</td>
<td>0.000</td>
</tr>
</tbody>
</table>

Predictors: (Constant), Price  
Dependent Variable: Customers’ Perception  
B: Unstandardized Coefficient  
**Significant at 5%**  
Source: Output of SPSS_18

Simple linear regression was used as the statistical tool to examine the relationship between price and customers’ perception. Price was taken as independent variable whereas customers’ perception was the dependent variable. Table 6 highlights the regression model-3 in abridged form. The adjusted R square value was 0.49 which indicates that 49% variations in the customers’ perception can be predicted from price. Moreover, ANOVA shows the model significance. The overall model is significant because the F value is significant at 95% confidence level. Furthermore, the unstandardized beta value shows the impact of the predictor variable (price) on the dependent variable (customers’ perception). It suggests that for one unit increase in price, there will be 0.506 unit increase in customers’ perception. Finally, the null hypothesis is rejected because P<0.05 and it can be said that there is a significant and positive relationship between price and customers’ perception towards online shopping.

**Hypothesis 4**

*Ho4:* A significant and positive relationship does not exist between customer service and customer’s perception towards online shopping.

*Ha4:* A significant and positive relationship exists between customer service and customers’ perception towards online shopping.

**Table 7: Regression [Customer service & Customers’ Perception]**

<table>
<thead>
<tr>
<th>Model</th>
<th>R</th>
<th>Adjusted R²</th>
<th>B</th>
<th>Standard Error</th>
<th>t value</th>
<th>ANOVA F Value</th>
<th>P Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>4</td>
<td>0.677</td>
<td>0.459</td>
<td>0.266</td>
<td>1.06663</td>
<td>7.232</td>
<td>52.297**</td>
<td>0.000</td>
</tr>
</tbody>
</table>

Predictors: (Constant), Customer service  
Dependent Variable: Customers’ Perception  
B: Unstandardized Coefficient  
**Significant at 5%**  
Source: Output of SPSS_18

Simple linear regression was used as the statistical tool to examine the relationship between customer service and customers’ perception. Customer service was taken as independent variable whereas customers’ perception was the dependent variable. Table 7 highlights the regression model-4 in abridged form. The adjusted R square value was 0.46 which indicates that around 46% variations in the customers’ perception can be predicted from customer service. Moreover, ANOVA shows the model significance. The overall model is significant because the F value is significant at 95% confidence level. Furthermore, the unstandardized beta value shows the impact of the predictor variable (customer service) on the dependent variable (customers’ perception). It suggests that for one unit increase in customer service, there will be 0.266 unit increase in customers’ perception. Finally, the null hypothesis is rejected because P<0.05 and it can be said that there is a significant and positive relationship between customer service and customers’ perception towards online shopping.

**Hypothesis 5**

*Ho5:* A significant and positive relationship does not exist between product variety and customers’ perception towards online shopping.

*Ha5:* A significant and positive relationship exists between product variety and customers’ perception towards online shopping.
Table 8: Regression [Product variety & Customers’ Perception]

<table>
<thead>
<tr>
<th>Model</th>
<th>R</th>
<th>Adjusted R²</th>
<th>B</th>
<th>Standard Error</th>
<th>t value</th>
<th>ANOVA F Value</th>
<th>P Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>5</td>
<td>0.513</td>
<td>0.263</td>
<td>0.423</td>
<td>0.96172</td>
<td>11.919</td>
<td>142.068**</td>
<td>0.000</td>
</tr>
</tbody>
</table>

Predictors: (Constant), Product variety
Dependent Variable: Customers’ Perception
B: Unstandardized Coefficient
**Significant at 5%
Source: Output of SPSS_18

Simple linear regression was used as the statistical tool to examine the relationship between product variety and customers’ perception. Product variety was taken as independent variable whereas customers’ perception was the dependent variable. Table 8 highlights the regression model-5 in abridged form. The adjusted R square value was 0.263 which indicates that 26% variations in the customers’ perception can be predicted from product variety. Moreover, ANOVA shows the model significance. The overall model is significant because the F value is significant at 95% confidence level. Furthermore, the unstandardized beta value shows the impact of the predictor variable (product variety) on the dependent variable (customers’ perception). It suggests that for one unit increase in product variety, there will be 0.423 unit increase in customers’ perception. Finally, the null hypothesis is rejected because P<0.05 and it can be said that a significant and positive relationship exists between product variety and customers’ perception towards online shopping.

H06: A significant and positive relationship does not exist between website design and customers’ perception towards online shopping.

Ha6: A significant and positive relationship exists between website design and customers’ perception towards online shopping.

Table 9: Regression [Website design & Customers’ Perception]

<table>
<thead>
<tr>
<th>Model</th>
<th>R</th>
<th>Adjusted R²</th>
<th>B</th>
<th>Standard Error</th>
<th>t value</th>
<th>ANOVA F Value</th>
<th>P Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>6</td>
<td>0.621</td>
<td>0.385</td>
<td>0.497</td>
<td>0.87832</td>
<td>15.796</td>
<td>249.502**</td>
<td>0.000</td>
</tr>
</tbody>
</table>

Predictors: (Constant), Website design
Dependent Variable: Customers’ Perception
B: Unstandardized Coefficient
**Significant at 5%
Source: Output of SPSS_18

Simple linear regression was used as the statistical tool to examine the relationship between website design and customers’ perception. Website design was taken as independent variable whereas customers’ perception was the dependent variable. Table 9 highlights the regression model-6 in abridged form. The adjusted R square value was 0.385 which indicates that 38% variations in the customers’ perception can be predicted from website design. Moreover, ANOVA shows the model significance. The overall model is significant because the F value is significant at 95% confidence level. Furthermore, the unstandardized beta value shows the impact of the predictor variable (website design) on the dependent variable (customers’ perception). It suggests that for one unit increase in website design, there will be 0.497 unit increase in customers’ perception. Finally, the null hypothesis is rejected because P<0.05 and it can be said that a significant and positive relationship exists between website design and customers’ perception towards online shopping.

V. Concluding Remarks

Internet is a great revolution in this decade. It has greatly simplified the way shopping was done. Internet has given a dynamic boost to the growth of all sectors and especially retail sector across the globe. Online shopping is one of the offshoots of internet. Online shopping/marketing is the process of marketing/shopping a product or service using the Internet. Online shopping is also called as webstore, e-store, e-shop. Internet shop, web-shop, online store, and virtual store. The online shopping concept become very popular among the consumers due to highly challenging lifestyle. It is gaining popularity across the globe. Taking this into cognizance, the present research examined the customers’ perception towards online shopping in Jordan.

A total of 600 questionnaires after successful pilot survey were distributed randomly to the consumers living in major cities of Jordan who met the sampling requirements. Amman, Zarqa, Madab, Irbid, Mafraq, Aqaba, and Ma’an were the cities selected in the study.
The data collection period was four months from September, 2019 to December, 2019. A total of 400 questionnaires were considered valid for data analysis. Cronbach alpha was used to test reliability of data. It was found that the data was reliable for testing hypotheses. Moreover, simple linear regression was used as the statistical tool to examine the relationship between online shopping and customers’ perception. The present study used six variables namely trust, convenience, price, customer service, product varieties, and website design to examine the customers’ perception towards online shopping. All these variables were statistically significant at 95% confidence level. It means that a significant and positive relationship exists between all independent variables and customer’s perception towards online shopping. The highest beta value was recorded on trust and the least value was recorded on customer service. The findings are in line with the previous empirical studies Bashir (2013); Yunus (2014); Bashir, Mehoob, and Bhatti (2015); Ahluwalia and Sanan (2016); Rahman et al. (2018); Perera and Sachitra (2019).

This research found that 32% respondents bought products online due to low prices whereas 24% respondents told that they bought due to convenience and to save their time. However, the major barrier that the customers faced while buying goods online was difficulty in getting warranties in electronic items. 35% customers reported it. A very small number of consumers raised their concerns regarding safety of payment. Therefore, all the firms have to take this issue seriously and try to improve it and ensure that customer will get same warranties as they get in offline purchase otherwise they stop buying online.

Selling online is not an easy task. There are many challenges which are found in selling online like understanding consumer behavior, certain website issues like frauds and hacking and the like. All these issues must be tackled by the firms as soon as possible to get higher degree of customer satisfaction which leads to customer loyalty which is the basis of their survival in the long run.

References Références Referencias


Appendix

Table 11: Model Summary [Trust & Customers Perception]

<table>
<thead>
<tr>
<th>Model</th>
<th>R</th>
<th>R square</th>
<th>Adjusted R square</th>
<th>Std Error</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>0.917</td>
<td>0.840</td>
<td>0.840</td>
<td>0.44429</td>
</tr>
</tbody>
</table>

Table 12: ANOVA [Trust & Customers Perception]

<table>
<thead>
<tr>
<th>Model-1</th>
<th>Sum of squares</th>
<th>df</th>
<th>Mean square</th>
<th>F</th>
<th>Sig</th>
</tr>
</thead>
<tbody>
<tr>
<td>Regression</td>
<td>413.682</td>
<td>1</td>
<td>413.682</td>
<td>2095.720</td>
<td>0.000</td>
</tr>
<tr>
<td>Residual</td>
<td>78.563</td>
<td>398</td>
<td>0.197</td>
<td>0.000</td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>492.245</td>
<td>399</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Dependent variable: Customers’ Perception
Predictors: (Constant), Trust

Table 13: Coefficients [Trust & Customers Perception]

<table>
<thead>
<tr>
<th>Model-1</th>
<th>Unstandardized Coefficients</th>
<th>Standardized Coefficients</th>
<th>t</th>
<th>Sig.</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>B</td>
<td>Std Error</td>
<td>Beta</td>
<td></td>
</tr>
<tr>
<td>Constant</td>
<td>0.583</td>
<td>0.054</td>
<td>10.901</td>
<td>0.000</td>
</tr>
<tr>
<td>Trust</td>
<td>0.691</td>
<td>0.015</td>
<td>45.779</td>
<td>0.000</td>
</tr>
</tbody>
</table>

Dependent variable: Customers’ Perception
Predictors: (Constant), Trust

Table 14: Model Summary [Convenience & Customers Perception]

<table>
<thead>
<tr>
<th>Model</th>
<th>R</th>
<th>R square</th>
<th>Adjusted R square</th>
<th>Std Error</th>
</tr>
</thead>
<tbody>
<tr>
<td>2</td>
<td>0.839</td>
<td>0.704</td>
<td>0.703</td>
<td>0.60967</td>
</tr>
</tbody>
</table>

Table 15: ANOVA [Convenience & Customers Perception]

<table>
<thead>
<tr>
<th>Model-2</th>
<th>Sum of squares</th>
<th>df</th>
<th>Mean square</th>
<th>F</th>
<th>Sig</th>
</tr>
</thead>
<tbody>
<tr>
<td>Regression</td>
<td>351.479</td>
<td>1</td>
<td>351.479</td>
<td>944.989</td>
<td>0.000</td>
</tr>
<tr>
<td>Residual</td>
<td>148.032</td>
<td>398</td>
<td>0.372</td>
<td>0.000</td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>499.511</td>
<td>399</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Dependent variable: Customers’ Perception
Predictors: (Constant), Convenience

Table 16: Coefficients [Convenience & Customers Perception]

<table>
<thead>
<tr>
<th>Model-2</th>
<th>Unstandardized Coefficients</th>
<th>Standardized Coefficients</th>
<th>t</th>
<th>Sig.</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>B</td>
<td>Std Error</td>
<td>Beta</td>
<td></td>
</tr>
<tr>
<td>Constant</td>
<td>0.690</td>
<td>0.073</td>
<td>9.397</td>
<td>0.000</td>
</tr>
<tr>
<td>Convenience</td>
<td>0.637</td>
<td>0.021</td>
<td>0.839</td>
<td>30.741</td>
</tr>
</tbody>
</table>

Dependent variable: Customers’ Perception
Predictors: (Constant), Convenience

Table 17: Model Summary [Price & Customers Perception]

<table>
<thead>
<tr>
<th>Model</th>
<th>R</th>
<th>R square</th>
<th>Adjusted R square</th>
<th>Std Error</th>
</tr>
</thead>
<tbody>
<tr>
<td>3</td>
<td>0.701</td>
<td>0.490</td>
<td>0.489</td>
<td>0.76243</td>
</tr>
</tbody>
</table>
### Table 18: ANOVA [Price & Customers Perception]

<table>
<thead>
<tr>
<th>Model-3</th>
<th>Sum of squares</th>
<th>df</th>
<th>Mean square</th>
<th>F</th>
<th>Sig</th>
</tr>
</thead>
<tbody>
<tr>
<td>Regression</td>
<td>222.089</td>
<td>1</td>
<td>222.089</td>
<td>382.060</td>
<td>0.000</td>
</tr>
<tr>
<td>Residual</td>
<td>231.355</td>
<td>398</td>
<td>0.581</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>453.444</td>
<td>399</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Dependent variable:** Customers’ Perception  
**Predictors:** (Constant), Price

### Table 19: Coefficients [Price & Customers Perception]

<table>
<thead>
<tr>
<th>Model-3</th>
<th>Unstandardized Coefficients</th>
<th>Standardized Coefficients</th>
<th>t</th>
<th>Sig.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Constant</td>
<td>0.846</td>
<td>0.092</td>
<td>9.506</td>
<td>0.000</td>
</tr>
<tr>
<td>Price</td>
<td>0.506</td>
<td>0.026</td>
<td>0.700</td>
<td>19.546</td>
</tr>
</tbody>
</table>

**Dependent variable:** Customers’ Perception  
**Predictors:** (Constant), Price

### Table 20: Model Summary [Customer service & Customers Perception]

<table>
<thead>
<tr>
<th>Model</th>
<th>R</th>
<th>R square</th>
<th>Adjusted R square</th>
<th>Std Error</th>
</tr>
</thead>
<tbody>
<tr>
<td>4</td>
<td>0.677</td>
<td>0.459</td>
<td>0.457</td>
<td>1.06663</td>
</tr>
</tbody>
</table>

### Table 21: ANOVA [Customer service & Customers Perception]

<table>
<thead>
<tr>
<th>Model-4</th>
<th>Sum of squares</th>
<th>df</th>
<th>Mean square</th>
<th>F</th>
<th>Sig</th>
</tr>
</thead>
<tbody>
<tr>
<td>Regression</td>
<td>60.112</td>
<td>1</td>
<td>60.112</td>
<td>52.297</td>
<td>0.000</td>
</tr>
<tr>
<td>Residual</td>
<td>457.477</td>
<td>398</td>
<td>1.149</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>517.590</td>
<td>399</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Dependent variable:** Customers’ Perception  
**Predictors:** (Constant), Customer service

### Table 22: Coefficients [Customer service & Customers Perception]

<table>
<thead>
<tr>
<th>Model-4</th>
<th>Unstandardized Coefficients</th>
<th>Standardized Coefficients</th>
<th>t</th>
<th>Sig.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Constant</td>
<td>1.738</td>
<td>0.131</td>
<td>13.293</td>
<td>0.000</td>
</tr>
<tr>
<td>Customer service</td>
<td>0.266</td>
<td>0.037</td>
<td>0.341</td>
<td>7.232</td>
</tr>
</tbody>
</table>

**Dependent variable:** Customers’ Perception  
**Predictors:** (Constant), Customer service

### Table 23: Model Summary [Product variety & Customers Perception]

<table>
<thead>
<tr>
<th>Model</th>
<th>R</th>
<th>R square</th>
<th>Adjusted R square</th>
<th>Std Error</th>
</tr>
</thead>
<tbody>
<tr>
<td>5</td>
<td>0.513</td>
<td>0.263</td>
<td>0.261</td>
<td>0.96172</td>
</tr>
</tbody>
</table>

### Table 24: ANOVA [Product variety & Customers Perception]

<table>
<thead>
<tr>
<th>Model-5</th>
<th>Sum of squares</th>
<th>df</th>
<th>Mean square</th>
<th>F</th>
<th>Sig</th>
</tr>
</thead>
<tbody>
<tr>
<td>Regression</td>
<td>131.399</td>
<td>1</td>
<td>131.399</td>
<td>142.068</td>
<td>0.000</td>
</tr>
<tr>
<td>Residual</td>
<td>368.112</td>
<td>398</td>
<td>0.925</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>499.511</td>
<td>399</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Dependent variable:** Customers’ Perception  
**Predictors:** (Constant), Product variety

### Table 25: Coefficients [Product variety & Customers Perception]

<table>
<thead>
<tr>
<th>Model-5</th>
<th>Unstandardized Coefficients</th>
<th>Standardized Coefficients</th>
<th>t</th>
<th>Sig.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Constant</td>
<td>1.234</td>
<td>0.136</td>
<td>9.095</td>
<td>0.000</td>
</tr>
<tr>
<td>Product variety</td>
<td>0.423</td>
<td>0.036</td>
<td>0.513</td>
<td>11.919</td>
</tr>
</tbody>
</table>

**Dependent variable:** Customers’ Perception
### Table 26: Model Summary [Website design & Customers Perception]

<table>
<thead>
<tr>
<th>Model</th>
<th>R</th>
<th>R square</th>
<th>Adjusted R square</th>
<th>Std Error</th>
</tr>
</thead>
<tbody>
<tr>
<td>6</td>
<td>0.621</td>
<td>0.385</td>
<td>0.384</td>
<td>0.87832</td>
</tr>
</tbody>
</table>

### Table 27: ANOVA [Website design & Customers Perception]

<table>
<thead>
<tr>
<th>Model-6</th>
<th>Sum of squares</th>
<th>df</th>
<th>Mean square</th>
<th>F</th>
<th>Sig</th>
</tr>
</thead>
<tbody>
<tr>
<td>Regression</td>
<td>192.477</td>
<td>1</td>
<td>192.477</td>
<td>249.502</td>
<td>0.000</td>
</tr>
<tr>
<td>Residual</td>
<td>307.034</td>
<td>398</td>
<td>0.771</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>499.511</td>
<td>399</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Dependent variable: Customers’ Perception  
Predictors: (Constant), Website design

### Table 28: Coefficients [Website design & Customers Perception]

<table>
<thead>
<tr>
<th>Model-6</th>
<th>Unstandardized Coefficients</th>
<th>Standardized Coefficients</th>
<th>t</th>
<th>Sig.</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>B</td>
<td>Std Error</td>
<td>Beta</td>
<td></td>
</tr>
<tr>
<td>Constant</td>
<td>1.025</td>
<td>0.117</td>
<td>0.621</td>
<td>8.724</td>
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<tr>
<td>Website design</td>
<td>0.497</td>
<td>0.031</td>
<td>0.621</td>
<td>15.796</td>
</tr>
</tbody>
</table>

Dependent variable: Customers’ Perception
This page is intentionally left blank
Role of Women in Purchasing FMCG Products in Rural Markets

By Sonali Gedam

Abstract- The aim of this research study is to identify which role women plays in purchasing FMCG products in rural markets in India. Rural markets in India is growing rapidly and provides chance for the markets to grow in rural markets. Markets are aware about the characteristics of rural markets and they are not leaving any stone to leverage the profit from rural markets. There are lot of changes happening in rural markets because of rural development, increased literacy level and rising in income levels etc. The consumers from rural markets are looking for value for money and they are making choices for FMCG purchase accordingly.

Keywords: rural markets, FMCG products, rural women, purchase decision.

GJMBR-E Classification: JEL Code: M399

Strictly as per the compliance and regulations of:
Role of Women in Purchasing FMCG Products in Rural Markets

Sonali Gedam

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Keywords: rural markets, FMCG products, rural women, purchase decision.

I. Introduction

In the era of globalization, the market in India is changing tremendously. The Indian economy is distinguish as a developing economy market. The Market of India is mainly classified in 2 sectors, Urban and Rural sector. Rural India contributes almost 70 percent of the total population of India. As per the census 2011, from 1.21 billion population, 833 million live in rural India.

Nordea Trade Portal indicated that India will overtake China as the world’s most populous country by 2024. It has the world’s highest youth population, however, according to the OECD over 30 percent of India’s youth population is NEETs (not in employment, education or training). Indian economy continues to suffer from a lower GDP per capita, and almost 25% of the total population still lives below the poverty line and the country’s dissimilarities are strong the richest 1% of the total population own 53% of the country’s total wealth.

<table>
<thead>
<tr>
<th>Main Indicators</th>
<th>2017</th>
<th>2018</th>
<th>2019</th>
<th>2020(e)</th>
</tr>
</thead>
<tbody>
<tr>
<td>GDP (billions USD)</td>
<td>2,652.25</td>
<td>2,718.73</td>
<td>2,935.57</td>
<td>3,202.18</td>
</tr>
<tr>
<td>GDP per capita (USD)</td>
<td>2,014</td>
<td>2,038</td>
<td>2,172</td>
<td>2,338</td>
</tr>
<tr>
<td>Inflation Rate</td>
<td>3.6</td>
<td>3.4</td>
<td>4.5</td>
<td>3.3</td>
</tr>
</tbody>
</table>

Source: IMF – World Economic Outlook Database, 2019 (e) - Estimated

II. What Rural Means?

Rural areas are also called as the 'countryside' or a 'villages' in India. It has a very low population density. In rural areas, agriculture is the main source of livelihood along with fish farming, dairy farming, poultry farming, pottery etc.

It is said that the rural population constitute up to 70% of India’s total population.

Marketers defines rural as population living in villages and has a different lifestyle than the population living in cities or towns. Almost every economic agency today has a different definition of rural.

FMCG Companies defines rural market in India by their characteristics like Low population density, Low income level, low literacy rate, Main source of income is Agricultural activities etc.

Companies like HUL and ITC, any place with a population up to 20000 is considered as rural market.

III. What is Rural Women?

Supriya Prathapan, a poet from Delhi, India wrote a poem called “Woman of Rural India”

Woman of rural India courteous and dutiful, Victim of Patriarchy, but Oh! So beautiful. A symbol of strength and perseverance, Few admire her power of endurance.

According to poet, the woman of rural India is courteous and dutiful but she is still a victim of patriarchy. She is a symbol of strength and perseverance but only few people admire her power of endurance.

The rural Indian women are symbol of strength and courage as they perform their household and agricultural work efficiently. Still, their efforts remains unrecognized and thankless.

a) Life of Rural Women in India

The rural women of India performs her household chores from dawn to dusk. After completing...
her household chores, many has to work in the farm. As agriculture is the main source of living for rural families, rural economy is driven by female workforce in many areas.

Rural Indian women are mostly illiterate, they don’t get much education like their male counterparts. Rural families are not very keen on educating their girl child, so most of the women don’t get the primary education.

In rural area, the dropout rate of girls from primary school is high as the elder girl have to look after their younger siblings when parents are away from home for work.

Most of the rural women in India has no right to choose their partner for marriage. It is mostly decided by elders of the family and the marriage is arranged accordingly.

The life of women changes completely after marriage, she has to change her name and has to live with husband’s family whole life. In many regions, the dowry system is still there. Though government has prohibited the dowry system, it still exist in some cultures.

In India, traditionally the main member of the family owns the land and houses or other assets, very few women have ownership of properties.

b) Indian Rural Market and FMCG Companies

About 70 percent of the total population of India lives in remote parts of the country and rural consumers consumes about 60 percent of the total goods and services, mostly FMCG products. Most of the big companies in this sector have formulated strategies to penetrate the unlimited potential of Indian rural market is offering. Hindustan Unilever, started its ‘Operation Bharat’ to tap the rural market by introducing small sample packets of the products to reach out 20 million consumers. Also, Dabur generates over 40% of the total domestic revenue from sales in the rural market.

Increased rural consumption is regularly leading to increased demand for branded products and services in rural India.

FMCG is the 4th largest sector in the India’s economy where the urban counterpart provides about 55 percent to the total sales generated by the sector. Although, with increasing internet usage, growing awareness, improved education system, increasing income and lifestyle changes, the FMCG market of India has seen faster growth in rural area as compared to the urban market.

According to Franchise India report of July 2019, FMCG products are estimated to account for 50 percent of the total rural consumers spending is a proof of the faster growth in the semi urban and rural markets in the FMCG industry. Rural markets in India plays vital role for FMCG companies to stay in business.

The huge growth of the rural market in India has moved the marketable fields for the FMCG companies from urban to rural market. The rural market today is opening unlimited opportunities for the companies to reach out to the one-third of the country’s total population. Internet accessibility has given room for information availability for the rural consumers which are influencing their purchase. The aim of the consumers is shifting from price-based buying to value-based purchases. They are now comparing price with utility, features and value of the products. Companies which used to treat the rural market as a clearance ground for lower end products are now understanding the need to aim on the rural customers.

Digitization is speeding the demand for FMCG products in rural India and availability of internet is providing a more efficient way to increase companies’ penetration. Online portals are progressively becoming the main medium for companies to penetrate the rural market. Using the strength of internet, companies are looking to spread their reach by overcoming geographical barriers.

c) Role of Women in Purchase decision

Traditionally, in rural India, the decision of making purchase was male dominated. Be it household items like FMCG products, Consumer durable products, agricultural products etc.

Women were asked to perform only household work like cooking, cleaning, looking after children, cattle and elders members of the family. They hardly left house for work. There is use to be parda system for women. Women would get to leave their house only on social gathering or visiting family members in other village or town, so women were not very familiar with outside world.

But today, the scenario is changing. Women are getting basic education, and are getting more aware about medical requirement, educational requirement of the family. The influence of Television, word of mouth, mobile phones are changing the purchase behavior of women in rural parts.

Many FMCG organizations like HUL, ITC have come forward to empower rural women in India by giving them monetary benefits and making them financially independent.

d) Objectives of Study

1. To determine what role rural women play in purchasing FMCG Products.
2. To study the buying behavior of rural women.
3. To identify the factors influencing Purchase decision of rural women.
4. To find out the process of purchasing FMCG products by rural women.
5. To study the perception of rural women towards FMCG Products.
e) **Review of Literature**

- **Arundhati Bhattacharyya:** *Rural Women in India: The Invisible Lifeline of Rural Community*

  This paper deals with the general condition of the rural Indian women and the impact of Mahatma Gandhi National Rural Employment Guarantee Scheme (MGNREGS) on the overall empowerment of the rural women. MGNREGS is for the rural people, including rural women, who are unskilled or semi-skilled.

- **Bharti Ahuja and Malcolm Cooper:** *Women’s Role in Indian Rural Tourism: Towards a Social-Infrastructure Model for Rural Development*

  In this research paper, authors studied the contemporary age of globalization and found that women in rural areas through the Asia Pacific Region are still leading a life of dependency that does not allowed them to achieve their economic and social goals. This study examine the situation of rural women in tourism, a new industry in many rural areas. Rural women and rural tourism is a more recent form of research than that of research about women and tourism in general. The study explores the rural situation for women in two Indian states, Kerala and Rajasthan. The findings suggests that rural tourism can be used as a tool to bring socioeconomic changes in the lives of rural women.

- **Mrs. V. Raji and Dr. V. Darling Selvi:** *Brand Selection Attributes of Women towards FMCG Products*

  Women consumers are highly involved in marketing and these consumer structures as an important part of the Indian marketing. Significant information is available on the reasons behind male and female purchases with respect to residing place, age, education and income groups. The variables taken for brand selection are date of manufacturing, medical value, freshness, company image, size available, price, herbal, package, advertisement, color and taste. On an overall assessment, it is assessed that the women whether working or at home prefer the FMCG products mainly on the basis of Date of manufacturing, Freshness and Medical Value. The women are least bothered about the Price, Advertisement, Color and taste of the products.

IV. **Research Methodology**

This paper is based on descriptive study where thorough research has been carried out by researcher from different sources of secondary data. The secondary data is used for the study. The data is collected from different websites, books, research journals, research papers, articles published and news.

V. **Findings**

1. Women in rural household play an important role in purchase decision of FMCG products as they make their own purchase.
2. Women purchase groceries and day to day household products after consulting with the family members of the house.
3. Women like to travel out of their own village to nearby city or town to shop.
4. Women likes to look for value for money after purchase.
5. Women like to change their brand preferences to experience new products.
6. Women looks for opinions of their friends and relatives, opinion leaders. They prefer word of mouth that advertising.

VI. **Conclusion**

In this research paper, it can be concluded that women are taking steps towards the purchasing for FMCG products in rural markets. Study indicates that the women’s plays an important role in purchasing FMCG products. The buying behavior of women from rural markets differs from their urban counterparts. The word of mouth advertising plays significant role in rural markets. So marketing companies should focus more on rural women’s buying behavior towards FMCG products.

**Bibliography**

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The Impact of Social Media Marketing towards the Purchase Intention among Generation Y and Z with Reference to Franchise Fast Food Industry in Colombo District


Abstract- Out of the source characteristics, the study discovers the impact of social media marketing towards purchase intention among generation Y and Z referring to fast food franchises in the Colombo district. Although there were many studies conducted in other countries on the impact of social media marketing towards purchase intention, there is a deficiency of literature in the Sri Lankan context regarding the same area. Furthermore, this study explores how the purchase intention differs from one generation to another. The study focuses on generation Y and Z. Franchise fast food industry in Sri Lanka is using social media marketing widely for marketing activities compared to other industries.

Keywords: social media marketing, purchase intention, generation y, generation z, e-WOM, online communities, online advertisement.

GJMBR-E Classification: JEL Code: M30

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Abstract - Out of the source characteristics, the study discovers the impact of social media marketing towards purchase intention among generation Y and Z referring to fast food franchises in the Colombo district. Although there were many studies conducted in other countries, there is a deficiency of literature in the Sri Lankan context regarding the same area. Furthermore, this study explores how the purchase intention differs from one generation to another. The study focuses on generation Y and Z. Franchise fast food industry in Sri Lanka is using social media marketing widely for marketing activities compared to other industries. Because of that, this study has been conducted for the fast food franchise industry. The sample size for the study is 385 respondents (consumers) from Colombo district who belong to generation Y and Z. Furthermore, participants of this study are the consumers of franchise fast food sector who are active in social media. The simple random sampling method was utilized as the sampling method of the study. Seven hypotheses were developed based on the research objectives and all the seven hypotheses were accepted.

The quantitative approach was followed for this study and it is the only method used for data collection. This study utilized a correlation analysis to determine the impact between independent variables and dependent variable. ANOVA analysis has been used to determine how the generation Y and Z moderate the relationship between independent variables and dependent variables. The research findings conclude that social media marketing has the strongest impact on consumer purchase intention of generation Y compared to generation Z. Additionally, the study concludes that the e-WOM, online communities and online advertisements has a positive impact on consumer purchase intention of both generation Y and Z. Finally, generation Y and Z moderate the relationship between social media marketing and consumer purchase intention.

Keywords: social media marketing, purchase intention, generation y, generation z, e-WOM, online communities, online advertisement.

I. Introduction

a) Background of the study

The roles of businesses and consumers started to change beside with emerging of the internet in last couple years of 20th century. By emergence of millennial years, the remarkable growth of digital technologies has begun to impact on consumers’ day to day lives. The way people develop their social networks with each other became much quicker with the internet.

Digital marketing is considered to be main key marketing tools of organizations to endorse organizations’ goods and amenities along with to build awareness. By the start of the 21st century, customers started to obtain the position called “user” in world of digital. Social media marketing can be referred to as the most critical component and the biggest part of digital marketing for the past couple of years. The success of social media channels like Facebook and Instagram led to a tremendous change in how people socialize, interconnect with each other in the way they shop. Nowadays, the number of social media channels is increasing dramatically, creating a place for millions of persons to segment similar ideas and comforts. The higher attractiveness of social media platforms has impacted both socially and electronically changes. It has changed the way of shopping has been done previously. So, social media often referred to as the crucial channels of global marketing communication and has acquired a huge proportion of the marketing budgets of companies mainly to reach the younger population.

Franchise fast food industry is using social media enormously for branding compared to other industries (Jakste & Kuvykaite, 2013). They are using social media by way of an important promotion instrument so as to deal through the challenges of competitors. Organizations are using different types of marketing techniques to obtain a space for their brands in the customer’s mind. Consequently, the importance of social media marketing including both Facebook and Instagram marketing has been identified by the organizations, marketers, and the academic community. So, the businesses started to create corporate and brand social media pages since power of that which suggestions an occasion for organizations to use various marketing techniques which used to inspire customers.

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Social media channels can add more value to the brands and easily acquire the target market by using eye-catching content. Through this technology advancement, social media platforms became one of the most favorite mediums of marketers and organizations to develop their brand name stronger. Also, those channels help to develop the relationship between consumers and the organization. Previously, the behaviors of consumers have properly been circulated by old-style broadcasting platforms likewise TV, radio, and newspapers, etc. In traditional marketing, methods that are used by sellers to reach buyers are mostly inefficient and very expensive. Social media pages of fast food franchises are used for connecting with customers while promoting their brand. Customers are being sent posts regarding new meals, discounts, and offers every other day as a reminder. According to Gaber & Wright (2014), young consumers tend more to accept the idea of social media advertising about fast food franchises, which are also known as fast food generation.

Social media is now an important portion of subsists of persons particularly the fresh group. Number of Facebook users of Sri Lanka is 6,479,000 as of January 2020 and it is 30.7% of Sri Lankan inhabitants. 4. of them are using Instagram which is numbered as 992,100 (NapoleonCat., 2020). Nowadays businesses have a huge concern about those social media users. There were two of the most explored generations will combine in the work environment simultaneously. Generation Y, or Millennial people, regularly supposed of as persons conceived anywhere in the age range of 1984 and 1996; the Generation Z, persons transported hooked on the world after 1997, the ones who is going to join labor force (Bresman & Rao, 2017).

Food is not just a way of satisfying hunger; with the evolution of society, it became a culture that connects people. “Fast food” is the newest trend in that food culture. People are too busy with their life because of that they seek easy and convenient ways to satisfy their hunger, fast-food became the solution with thousands of tasteful and convenient options. People do not spend hours in the kitchen making food, they purchase from the nearest restaurant or from a place which they find on the way home from the workplaces. The increasing number of women in the country’s workforce can be considered as a reason for the growth of the fast-food industry in Sri Lanka.

As stated by the Fast Food Manufacturing Examination on 2016 – rate and tendencies report, this trade produces over 570 billion dollars globally, which higher than total worth of markets in maximum nations while considered as one. Only from the USA, 200 billion dollars was generated from the fast food industry in the year of 2015. According to economic studies conducted on the fast-food trade, it is forecasted that the global fast-food industry will reach 2.5 % annual growth in succeeding 5 to 10 years. The fast-food industry has made more than 4 million job opportunities for individuals all around the world. In 2015, 200,000 jobs were filled with energetic individuals in the fast-food industry. Three key things that customers consider are quality, price, and taste. It called fast food because it is all about speed. Fast food franchises mostly focus on speed, unique experience, and affordability for the customer (Franchise Help, 2020).

Especially customers are well aware of opinions and referrals of additional buyers of facility or the creation. Most of global besides local fast food brands maintain active and engaging social media presence on Facebook and Instagram. KFC, McDonald's, Pizza Hut, Dominos' Pizza, and Burger King can be considered as well-established fast-food franchises in Sri Lanka. Most of these franchise outlets are located around the Colombo district.

When we analyze the social media presence of each franchise, it highlights that these franchises are highly active on Facebook and Instagram. Also, these franchises have gathered an engaging digital audience who are very keen to know about upcoming offers, new menu additions, and other benefits. The roles of businesses and consumers started to change lengthways with rise of internet in previous couple of years the 20th period. By the emergence of millennial years, the remarkable growth of digital technologies has begun to impact consumers’ day to day lives. The way people develop their social networks with each other became much quicker with the internet.

Social media marketing can be referred to as the most critical component and the biggest part of digital marketing for the past couple of years. The success of social media channels like Facebook and Instagram led to a tremendous change in how people socialize, interconnect with each and every one, and the way they shop. Nowadays, the number of social media channels is increasing dramatically, creating a place for millions of individuals to part similar ideas and benefits. The higher admiration of social media platforms has impacted both socially and economically changes. And also it has changed the way of shopping has been done previously. So, social media often referred to as the crucial channels of global marketing communication and has acquired a huge proportion of the marketing budgets of companies mainly to reach the younger populace.

b) Statement of the problem

According to previous literature, it is proven that present is a major influence of social media marketing on purchase intention of the users who belong to generation Y in Malaysian context. e-WOM, online communities, online advertisements are considered to be the driving factors for the customers’ purchase intention (Balakrishnan, et al., 2014).
Now the background of the Colombo district franchise fast-food market, that impact of social media marketing on purchase intention can be differentiated across generations Y and Z as each audience has different online behaviors which also can be identified under the e-WOM, online communities, and online advertising.

Furthermore, this study has not been conducted on the fast-food franchise industry in Sri Lankan context. But a recent study has been conducted for Sri Lankan fashion industry. Social media marketing impact has not been much prioritized. Due to the lack of researches been done through the impact of the social media marketing on purchasers’ purchase intention on Sri Lanka, the research gap exists.

c) Research Questions

Below research questions were developed according to our study.

1. What is the impact of e-WOM towards purchase intention of generation Y referring to fast food franchises in Colombo district?
2. What is the impact of e-WOM towards purchase intention of generation Z referring to fast food franchises in Colombo district?
3. What is the impact of online communities towards purchase intention of generation Y referring to fast food franchises in Colombo district?
4. What is the impact of online communities towards purchase intention of generation Z referring to fast food franchises in Colombo district?
5. What is the impact of online advertisements towards purchase intention of generation Y referring to fast food franchises in Colombo district?
6. What is the impact of online advertisements towards purchase intention of generation Z referring to fast food franchises in Colombo district?
7. Is the relationship between social media marketing and consumer purchase intention moderated by generation Y and Z?

d) Research Objectives

Below research objectives were developed according to our study.

Main Objective

1. To examine the generation Y and Z moderation within the relationship between social media marketing and consumer purchase intention in the fast food franchises in Colombo district.

Hypothesis

H1: There is a positive impact of e-WOM towards purchase intention of generation Y referencing to fast food franchises in Colombo district.
H1\si: There is a negative impact of e-WOM towards purchase intention of generation Y referencing to fast food franchises in Colombo district.
H2: There is a positive impact of e-WOM towards purchase intention of generation Z referencing to fast food franchises in Colombo district.
H2\si: There is a negative impact of e-WOM towards purchase intention of generation Z referencing to fast food franchises in Colombo district.
H3: There is a positive impact of online communities towards purchase intention of generation Y referencing to fast-food franchises in Colombo district.
H3\si: There is a negative impact of online communities towards purchase intention of generation Y referencing to fast-food franchises in Colombo district.
H4: There is a positive impact of online communities towards purchase intention of generation Z referencing to fast-food franchises in Colombo district.
H4\si: There is a negative impact of online communities towards purchase intention of generation Z referencing to fast-food franchises in Colombo district.
H5: There is a positive impact of online advertisements towards purchase intention of generation Y referencing to fast-food franchises in Colombo district.
H5\si: There is a negative impact of online advertisements towards purchase intention of generation Y referencing to fast-food franchises in Colombo district.
H6: There is a positive impact of online advertisements towards purchase intention of generation Z referencing to fast-food franchises in Colombo district.
H6\si: There is a negative impact of online advertisements towards purchase intention of generation Z referencing to fast-food franchises in Colombo district.

Sub Objectives

1. To determine the impact of e-WOM towards purchase intention of generation Y referring to fast food franchises in Colombo district.
2. To determine the impact of e-WOM towards purchase intention of generation Z referring to fast food franchises in Colombo district.
H7: Generation Y and Z moderates the relationship between Social Media Marketing and Consumer Purchase Intention.

e) Contribution of the Study

This study attempts to fill knowledge gap of impact of social media marketing towards purchase intention among generation Y and Z with reference to franchise fast food industry in Colombo district. These findings from study will expressively create awareness of the impact of social media marketing on the purchase intention of individuals who belong to generation Y and Z. Along with providing the awareness for social media marketers of franchise fast food industry to enhance and expand the knowledge towards the consumers buying behavior for the future social media marketing campaigns.

Consequently, the social media is the fundamental for the social media marketers to realize purchasing behaviors of consumers. Furthermore, increase perceptions of the consumers’ ideas, feelings towards fast food brands. Fast food chains are utilizing the social media pages as a mode of communications to interact through their customers. The page admins are publishing their new products, new promotions and several types of content. The main aim of the advertising is to fans to like the post, spread the messages with their friends. In order to more customer engagement, reach pages are trying make more creative content.

Referring to the Sri Lankan fast food franchise context, the fast food franchises are maintaining social media pages.

Table 1.1: Fast-food franchise presence in social media

<table>
<thead>
<tr>
<th>Fast-food franchises in Sri Lanka</th>
<th>Facebook</th>
<th>Instagram</th>
</tr>
</thead>
<tbody>
<tr>
<td>KFC</td>
<td>55K likes</td>
<td>38.8k followers</td>
</tr>
<tr>
<td>McDonald’s</td>
<td>80M likes (One global page operates for every country)</td>
<td>202K followers</td>
</tr>
<tr>
<td>Pizza Hut</td>
<td>457K likes</td>
<td>78.2k followers</td>
</tr>
<tr>
<td>Domino’s Pizza</td>
<td>391K likes</td>
<td>24.7k followers</td>
</tr>
<tr>
<td>Burger King</td>
<td>202K likes</td>
<td>26.5k followers</td>
</tr>
</tbody>
</table>

Source – Secondary data (Official social media pages)

Those opportunities let social media marketers build up conversations with customers. Since it provides a root for brands to sustain in their online platforms. (Balakrishnan, et al., 2014). Since the various kinds of efforts have been utilized by marketers in order to maintain their purchase intention. Also, the fast-food industry is the place where customers directly get the service provided. This relationship has been redefined with emergence of social media.

With that, customers are now seeking opportunities and benefits rather than expecting lower prices. It is all about receiving the value for money, getting their consumer expectations fulfilled. Cause it is all about building up and keeping up with a good relationship with consumers.

Social media platforms, are one virtual way of building and creating consumer communities through the internet (Vinerean, et al., 2013). Mainly the marketing efforts done by social media are ultimately focusing on attracting their customers by using and creating the attractive content. Also, it was disputed that the official websites of the brands are low accurate than social media content (Šerić & Praničević, 2017). According to the study conducted by Saad and Badran (2016), 57% of social media users are visiting the websites of products they monitor on social media and 76% of them can be considered as loyal to the brand. It shows how vital is the role of social media when comes to organizations. Since it can be identified that the worth and significance of getting to know the brands’ products to increase customer engagement. Furthermore, Verma (2013) mentioned that these studies are noteworthy since social media networks such as Facebook, Instagram are just developed for communication purposes among numerous clusters, also performing as a potential network for drive brand engagement & brand awareness.
II. Theoretical Framework and Conceptual Model

a) Digital Marketing
Digital marketing can be considered as the way of promoting and selling products and services through digital channels. Most used digital marketing channels are mentioned below in the table.

Table 2.2: Definitions of digital marketing channels

<table>
<thead>
<tr>
<th>Digital Marketing Channel</th>
<th>Definition</th>
</tr>
</thead>
<tbody>
<tr>
<td>Email Marketing</td>
<td>Delivering branded messages over electronic mail</td>
</tr>
<tr>
<td>Online Advertising</td>
<td>Advertisements available and display on internet</td>
</tr>
<tr>
<td>Affiliate Marketing</td>
<td>The virtual affiliate market products of an association and getting compensated for referrals</td>
</tr>
<tr>
<td>Search Engine Marketing</td>
<td>Marketing which associated with the searches on internet</td>
</tr>
<tr>
<td>Pay per click Advertising</td>
<td>Advertising on online -structure thus the advertisers are getting paid for click on their adverts</td>
</tr>
<tr>
<td>Social Media Marketing</td>
<td>Two way web internet application which provides the opportunity to the users to produce and share original content with the others users</td>
</tr>
</tbody>
</table>

Source: (Strokes, R, 2011)

b) Social media
The journey of marketing built through three major stages which are known as Marketing 1.0, 2.0 and 3.0. Complexity of each stage increased with the modern technology and advanced tools of marketing. Nowadays, Organizations are more focused on society and environment than just making profits (Kotler, et al., 2010). The scope of media also went through a major transformation over the past few years by shifting from Web 1.0 to Web 2.0. Nowadays, internet became more user-centric and flexible. It became the medium which people share their thoughts with friends and peers and where they make strong and effective relationships (Kotler, et al., 2010).
As a result of that, social media became a place where individuals can discuss their opinions and interests in products. Also, it provides the opportunity to businesses to engage with their target audience. Simply social media is a two-way web internet application that provides an opportunity for the users to generate and share original content with other users. Facebook, YouTube, LinkedIn, Instagram, Twitter, WhatsApp etc. are some of the most utilized social media platforms. Among these social media channels, Facebook can be considered as the mostly used social media channel (Algharabat, 2017). There are over 6 million active Facebook users, 1.1 million Instagram users, and 182.5 Thousand Twitter users in Sri Lanka 2019 (Hootsuite, 2020).

### c) Social Media Marketing

According to the previous researches, social media marketing is the process that empowers promotions of product services, websites through different social media channels. Blogging, sharing branded content, posts, etc. are some of the marketing related activities which also fall into social media marketing (Yazdanparast, 2016). As an efficient utilization of resources, and time, social media marketing offers organizations a place to improve communication areas along with the consumer to construct brand loyalty past conventional techniques (Jackson, 2011). In addition, social media enables customers to share details regarding products or services with other people. The social Media marketing may be finest portrayed as a gathering of applications based on the internet including mobile applications, and online networks. This empowers clients to make, share, and draw in with content.

According to Julian (2012), Social media marketing permits consumers and possible consumers to step up to the plate and market between themselves. This makes a powerful environment that hatches and sustains connections among individuals and the substance they make and share. Besides, Social media marketing conveys the upsides of cost effective, quick transference throughout a extensive network, and customer connection (Ajanthan, 2017).

Nowadays, social media has become a standard feature of organizations’ promoting methodology and will without a doubt keep on expanding in significance for brands on a worldwide premise. Advertisers by and large expect twofold digit increments in spending on digital marketing, and retailers specifically hope to spend over 20% more on digital marketing (Perry & Cherkas, 2014). Based on Australian research most famous types of social media platforms are sites and microblogs, social or business networks such as Facebook or LinkedIn, or media based social media channels including YouTube or Instagram (Hahn, 2018). Social media marketing permits consumers and possible consumers to step up to the plate and market between themselves. This makes a powerful environment that hatches and sustains connections among individuals and the substance they make and share.

d) Franchise food industry in Sri Lanka

Food and food arrangements assume a significant place in the culture of Sri Lanka from the antiquated history. Sri Lanka can be identified as a multi-social and multi strict nation, the food choice and consumption patterns of Sri Lankans were influenced by the assorted varieties (Patabandige & Yapa, 2016). Globalization has redefined in the Sri Lankan fast food market and nowadays public can be seen consuming the fast-food out of their homes moving to superior and convenient choices. The demand for the fast food market is usually uprend.

The Franchise food market in Sri Lanka is made of a different scope of food outlets that offer various unmistakable dishes running from local to global. Apart from the nearby cheap food suppliers along with the multinational inexpensive food specialist brands began obliging Sri Lankan clients such as McDonald’s (1998), KFC (1995), and Pizza Hut (1993) (Patabandige & Yapa, 2016).

e) Evolution of Generations

Generations are interconnected by normal experience, beneficial encounters, and basic qualities. The interconnectivity is free yet noteworthy in its temperament. It is free since individuals of generations experience many destinies also, life choices that cannot generally be viewed as uniform. Be that as it may, there is a noteworthy pattern of qualities and normal encounters which can associate these choices and lead to the ends that there are contrasts between generations, and similitudes inside generations give an edge to the choices of the individuals from generations (Töröcsik, et al., 2004).

According to the previous research, the first generation to be identified is the lost generation. The lost generation of the 1920s is the age of the women and men who grew up following the First World War or during the war. This is the age that is viewed as experienced in the war following their contribution to the war and social change of the time. This gathering needed social character on account of the pessimistic idea of the war and the enthusiastic solidness (Wowessays, 2019).

Conservatives can be identified as the “silent generation” since the individuals of this period were depend upon to be seen but not heard. They are the ones who were conceived around in between 1927 and 1946, and they were normally aged from 75 to 80 years old as of 2018. Traditionalists may battle to learn about latest technology as it advances and changes the act of law, and they may wear more youthful cast out with the
requirement for progressing guidance here (Kane, 2019).

Some researchers say, generation X, that post-boomer companion raised on distance, apathy, and sitcom reruns has grasped the Internet with energy, and has turned its honestly grown-up, yet undaunted energetic thoughtfulness regarding pushing computerized innovation of different sorts as far as possible to say the very least. In basically every feature of the Generation X life from music and diversion to work chasing, home purchasing, and childrearing on the web, computerized, and remote innovations have developed vital to the presentation of ordinary assignments. Individuals conceived somewhere in the range of 1965 and 1980, however, a lot littler companion than their boomer and millennial neighbors, are applying an enormous power on media and innovation showcases, a power that undeniably connects and coordinates already separate products and services (Euromonitor International, 2017).

The marketing academics and researchers have contemplated individuals from Generation Y, perceived as Millennials who are conceived between the last part of the ’70s and center ’90s. This specific enthusiasm for the examination of Millennials proceeds because of inquiries concerning purchasing propensities, shopper brain science, and other related points of interest, molding this gathering as recognizably extraordinary in different methods from its ancestors. Age Y is a predominant purchaser bunch whose conduct, propensities, and shoppers' brain science are regularly examined yet not completely appreciated at this point. Seriously affected by the innovation transformation, the advanced media improvement, and the internet, this market portion has grown uniquely in contrast to past ages making it an intriguing gathering to investigate. Age Y is the biggest market fragment; consequently, the expanded enthusiasm for ordering and understanding the qualities of Generation Y from advertisers (Naumovska, 2017).

Generation Z is characterized by individuals who are born somewhere in the range of 1997 up to date. While they share comparable attributes to past ages, Gen Z is enhancing change by supporting causes they are energetic about through web-based media stages. Also, if brands need to take advantage of the populace, they will have to focus on what the age esteems (Fontein, 2019).

In the recent future, most of the generations will connect at the workplace in the same time: Generation Y, or the millennial generation, generally considered as the individuals born between 1984 and 1996; and Generation Z, those who born after 1997, who is the next to enter the labor force (Bresman & Rao, 2017).

f) Purchase Intention

Purchase intention demonstrates the desirability in which customers will intend or wish to acquire a definite type of product or service in the future. According to the previously conducted literature, it shows that whenever there is an increase in purchase intention there is a higher likeability of increasing the possibility of purchasing for the product (Ceyhan, 2019).

The moment customers have positive purchase intentions it tends to a 'positive brand commitment' which leads consumers to make their purchases (Ceyhan, 2019). Some previous studies mentioned that the trust aided by social media does a symbolic impact on consumer purchase intention (Ceyhan, 2019). A study conducted on South Korea for luxury brands of social media, 252 of data were gathered from the brands through Facebook. The study is concluded by investigating that luxury brands positively affects purchase intention (Ceyhan, 2019). In order to being competitive in the industry, marketers hire social media consultants and experts with the purpose of developing relevant contents and relevant marketing campaigns for their brands in social media. According to the studies it demonstrates that the consumers visit social media sites with the determination of getting reorganized with the current and new brands that company offers, the promotional activities which brands do (Erdogmus & Cicek, 2012).

g) E-Word of Mouth

Word of mouth can be identified as one critical component which can have a significant impact on customers’ buying behavior (Balakrishnan, et al., 2014) and attitudes (Chatterjee, 2006) Word-of-mouth communication can be considered as non-commercial and interpersonal dialog regarding a product, service, or brand among consumers (Pan, 2014). Word-of-mouth can be considered as one of the most dominant resources for transmitting the information (Jalilvand, 2012).

When considering e-WOM, the message trustworthiness must have a major impact on e word-of-mouth, though both correspondent and receiver of the message are most likely to do not know each correspondent and receiver (Senecal & Nantel, 2004). The expertise of a consumer consists of his/her own experience and own knowledge, and hence receiver's purchase intention can be affected positively by the expertise of the sender (Gilly, et al., 1998). e-WOM is undoubtedly an influential marketing dynamism, and its importance hasn’t gone unobserved among the academicians. Within the theoretical community, we note that the importance of e-WOM has become a focused part with the dramatic increase in the number of publications per year (Cheung & Thadani, 2010).
h) **Online Communities**

Social media like online communities are being used by consumers in order to initiate content and build a network with other consumers (Hajli, 2014). With the advancement of the internet, new systems such as online communities have emerged (Lu et al., 2010). Consumers are being able to share the figures, also access figures easily, when the number of online communities get increased (Chen et al., 2009). A low-risk and neutral environment where someone can communicate an opinion, learn more, and if desired, build a relationship with others (Quinton & Harridge-March, 2010). Online communities are often mentioned as “virtual communities” (Rothaermel, 2001). Online communities are recognized as major effective web technologies for sharing information and social interactions (Lu & Hsiao, 2010). Members do not meet face to face within an online community. Communication via electronic media transcends the limits of geographical nearness and enables interaction and communication between online affiliates continuously (Kim et al., 2008). In addition, the online community is a major marketing tool used by companies for building brand loyalty, boosting revenue, creating positive word-of-mouth, and increasing market penetration (Armstrong & Hagel, 1999). In particular, companies who are producing consumer goods can keep a strong bond with their consumers by arranging online communities for their brands directly or indirectly (Mcwilliam, 2000).

i) **Online Advertisement**

Advancement of media and communication channels led to tremendous changes in the advertisement business landscape which caused online advertisement has become a key online marketing tool in nowadays (Mohammed & Alkubise, 2012). Online advertisements referred as “sending an advertisement to users of the internet by using electronic mediums such as website, email or ad-supporting software etc.” (Bakshi & Gupta, 2013). Based on the traditional form of advertising, the online advertisement can be identified as one of the categories of mass communication (Afzal & Khan, 2015). Nowadays as a result of the expansion of the web as the global communication method, online advertisement has gained more popularity and acquired considerable proportion of the companies’ marketing budgets (Ngai, 2013). According to Bakshi and Gupta (2013), companies prefer to spend more money on online advertisements since there is a huge increase in the variation of online advertisements.

Singh and Singh (2016) has used the internet users who are exposed to online advertising as their research sample. According to their findings, the majority of the respondents (68%) are more likely to look at online advertisements and 32% of the respondents does not enjoy looking at an online advertisement. Furthermore, as stated in the study, most of the respondents (56%) have trust in online advertisements while some (30%) do not trust online advertisements and the rest of the proportion (14%) are neither agree or disagree. Also, 65% of the respondents agreed that online advertisements can be found almost everywhere on the internet and others (35%) do not agree with this. Characteristics of online advertisement effectiveness and purchase intention can be recognized as one of the emerging research areas among the academic community. But very few researchers have studied about the impact of online advertisement on the purchasing intention of consumers in a developing country context, despite the fact, there are many researches in this field (Mohammed & Alkubise, 2012).

### III. Methodology

This area shows and gives a comprehensive understanding of the variables used for the study. In this research, data were basically collected by distributing two surveys targeting the two generations. The variables are considered to be vital factors. The independent variable considered is even and unaffected by the other variables. The dependent variable is the variable which depends on the other variable that is being measured. The key independent variables are the online communities, electronic word of mouth (E-WOM) and online advertising. There were studies that have taken the above variables for their studies. The dependent variable which has been taken is purchase intention.

a) **Research design**

Research design is the basis of the approaches and procedures which is selected by a researcher. The research design includes of the collection of the data, measurement of data, and the analysis of the data. This study was developed in the quantitative method which can be said that the research was used to analyze by using numeric values. In the study, it was used numerical data which were gathered from consumers. Quantitative research is fundamentally around gathering numerical data to clarify a specific sensation. It also can be stated that an arithmetic demonstration and operation of explanations for the determination of labeling and clarifying the portents that those explanations reveal (Hyde, 2000). The research is a survey research which involves the collection of gathering information by using questionnaires from the primary survey method. This study addresses the deductive research approach. Theory testing procedure which originates with a reputable theory or simplification, and search for to see if the philosophy smears to detailed occurrences (Hyde, 2000).

b) **Sampling method and data collection**

The key aim of sampling design is a significant instrument of collecting the data in a study. When doing the research, it is the duty of the researcher to select the
path of getting the samples for research which also can be mentioned as the research design. The simple random sampling method was used as the sampling method. Simple random sampling know as a sampling technique that is considered as a building block of complex sampling (Meng, 2013).

c) Sample size
In order to determine the ideal sample size, the below equation was utilized. The population of Colombo district is 2,310,136. Out of that, there are 1,409,179 individuals who belong to both generation Y and Z. As per the results of the below equation, the ideal sample size is 385. Therefore, we have selected 193 individuals representing each generation (Y and Z).

\[
\text{Sample size} = \frac{z^2 \times p(1-p)}{e^2} + 1 + \left(\frac{z^2 \times p(1-p)}{e^2 N}\right)
\]

\[
= \frac{1.96^2 \times 0.95(1 - 0.95)}{0.05^2} + 1 + \left(\frac{1.96^2 \times 0.95(1 - 0.95)}{0.05^2 \times 1,409,179}\right)
\]

\[= 385\]

N= Population size
\[e= \text{Margin of error}\]
\[z= \text{z score}\]
\[p= \text{Confidence level}\]
d) Sampling design
In order to accomplish the research objectives, the selected samples were selected by the population. Since the study was targeted for generation Y and Z, the samples were to be selected from generation Y and generation Z. There were two surveys distributed for the two generations generation Y and generation Z. Out of the overall population from Colombo district, the overall target was to gather 385 samples from the overall population. Samples from generation Y were gathered 193 samples and from generation Z there were 193 samples gathered. Both online (Google forms) and printed questionnaires were distributed targeting both generation Y and Z.

e) Data Collection
The data gathered with the intention of achieving the research objectives of the study. As mentioned previously, data collection was mainly focused on residents in Colombo. The collected data will investigate using SPSS software to achieve the research objectives. The data were gathered using the primary data collection method. Since it is targeting the generations of the population. The data was gathered by distributing both online and offline surveys. Mainly the generation Z data were gathered through Google forms. And the generation Y data were gathered by using both online and offline survey methods. The collection process has been done halfway by the 31st of August 2020.

f) The pilot survey
Before completing data collection as a whole, there was a pilot survey conducted by using 20 samples from each generation. Overall 40 samples collected for the pilot survey. The main aim of the pilot survey was to seek the reliability and consistency of the distributed questionnaires. In order to achieve this, SPSS software was used. And for the analysis, Cronbach’s Alpha was taken. Cronbach’s alpha is also extensively utilized by those planning assessments of scholar information and considerate, again as a pointer of gadget quality. Cronbach alpha number and transmit it to equally in the terms of measuring the internal consistency and the reliability (Taber, 2017). According to Taber (2017), Cronbach’s Alpha value is normally accepted whenever the value is greater than 0.7. Therefore, after the analyzing of reliability in pilot survey, the conclusion was that the data and survey was acceptable. The value for generation Y was .964 while the generation Z’s value was .747 which can be concluded as the both surveys are reliable and consistent.

g) Statistical analysis
This study focused on several analyzing techniques with the intention of accomplishing the objectives of the study. The descriptive statistics, correlation method used with the purpose of finding out the impact of social media marketing towards the purchase intention. Furthermore, we have utilized the ANOVA analysis to examine the moderation of generation Y and Z.

h) Correlation Analysis
Main objective-To determine the impact of social media marketing towards purchase intention among generation Y and Z referring to fast food franchises in Colombo district.
Table 4.6: Correlation between social media marketing and purchase intention of generation Y

<table>
<thead>
<tr>
<th></th>
<th>Purchase intention</th>
<th>Social media marketing</th>
</tr>
</thead>
<tbody>
<tr>
<td>Purchase intention</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Pearson Correlation</td>
<td>1</td>
<td>.856**</td>
</tr>
<tr>
<td>Sig. (2-tailed)</td>
<td>.000</td>
<td></td>
</tr>
<tr>
<td>N</td>
<td>193</td>
<td>193</td>
</tr>
<tr>
<td>Social media marketing</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Pearson Correlation</td>
<td>.856**</td>
<td>1</td>
</tr>
<tr>
<td>Sig. (2-tailed)</td>
<td>.000</td>
<td></td>
</tr>
<tr>
<td>N</td>
<td>193</td>
<td>193</td>
</tr>
</tbody>
</table>

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

Source: SPSS Analysis

Table 4.7: Correlation between social media marketing and purchase intention of generation Z

<table>
<thead>
<tr>
<th></th>
<th>Purchase intention</th>
<th>Social media marketing</th>
</tr>
</thead>
<tbody>
<tr>
<td>Purchase intention</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Pearson Correlation</td>
<td>1</td>
<td>.485**</td>
</tr>
<tr>
<td>Sig. (2-tailed)</td>
<td>.000</td>
<td></td>
</tr>
<tr>
<td>N</td>
<td>193</td>
<td>193</td>
</tr>
<tr>
<td>Social media marketing</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Pearson Correlation</td>
<td>.485**</td>
<td>1</td>
</tr>
<tr>
<td>Sig. (2-tailed)</td>
<td>.000</td>
<td></td>
</tr>
<tr>
<td>N</td>
<td>193</td>
<td>193</td>
</tr>
</tbody>
</table>

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

Source: SPSS Analysis

According to the past literature, e-WOM, online communities, and online advertisements were identified as the determinants of social media marketing (Balakrishnan, et al., 2014). The impact of social media marketing towards the purchase intention of generation Y can be determined using the results of the above correlation table.

Sub objective 1 - To determine the impact of e-WOM towards purchase intention of generation Y referring to fast food franchises in Colombo district.

Table 4.8: Correlation between e-WOM and purchase intention of generation Y

<table>
<thead>
<tr>
<th></th>
<th>Purchase intention</th>
<th>e-WOM</th>
</tr>
</thead>
<tbody>
<tr>
<td>Purchase intention</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Pearson Correlation</td>
<td>1</td>
<td>.832**</td>
</tr>
<tr>
<td>Sig. (2-tailed)</td>
<td>.000</td>
<td></td>
</tr>
<tr>
<td>N</td>
<td>193</td>
<td>193</td>
</tr>
<tr>
<td>e-WOM</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Pearson Correlation</td>
<td>.832**</td>
<td>1</td>
</tr>
<tr>
<td>Sig. (2-tailed)</td>
<td>.000</td>
<td></td>
</tr>
<tr>
<td>N</td>
<td>193</td>
<td>193</td>
</tr>
</tbody>
</table>

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

Source: SPSS Analysis

Consider the study, according to the first research question we can interpret the above correlation table to find out the relationship between e-WOM and consumer purchase intention. Referring to above correlation table shows that the significant level of the relationship is 0.832. Therefore, this (p<0.001) probability, meaning that there was in strong positive relationship between e-WOM and consumer purchase intention. Moreover, based on this interpretation of the Pearson correlation test hypothesis 01 can accept.

Sub objective 2 - To determine the impact of e-WOM towards purchase intention of generation Z referring to fast food franchises in Colombo district.
Table 4.9: Correlation between e-WOM and purchase intention of generation Z

<table>
<thead>
<tr>
<th></th>
<th>Purchase intention</th>
<th>e-WOM</th>
</tr>
</thead>
<tbody>
<tr>
<td>Purchase intention</td>
<td>Pearson Correlation</td>
<td>1</td>
</tr>
<tr>
<td></td>
<td>Sig. (2-tailed)</td>
<td>.000</td>
</tr>
<tr>
<td></td>
<td>N</td>
<td>193</td>
</tr>
<tr>
<td>e-WOM</td>
<td>Pearson Correlation</td>
<td>.407**</td>
</tr>
<tr>
<td></td>
<td>Sig. (2-tailed)</td>
<td>.000</td>
</tr>
<tr>
<td></td>
<td>N</td>
<td>193</td>
</tr>
</tbody>
</table>

**. Correlation is significant at the 0.01 level (2-tailed).
Source: SPSS Analysis

Consider the study, according to the first research question we can interpret the above correlation table to find out the relationship between e-WOM and consumer purchase intention. Referring to above correlation table shows that the significant level of the relationship is 0.407. Therefore, this (p<0.001) probability, meaning that there was in moderate positive relationship between e-WOM and consumer purchase intention. Moreover, based on this interpretation of the Pearson correlation test hypothesis 02 can accept.

Sub objective 3 - To determine the impact of online communities towards purchase intention of generation Y referring to fast food franchises in Colombo district.

Table 4.10: Correlation between online communities and purchase intention of generation Y

<table>
<thead>
<tr>
<th></th>
<th>Purchase intention</th>
<th>Online communities</th>
</tr>
</thead>
<tbody>
<tr>
<td>Purchase intention</td>
<td>Pearson Correlation</td>
<td>1</td>
</tr>
<tr>
<td></td>
<td>Sig. (2-tailed)</td>
<td>.000</td>
</tr>
<tr>
<td></td>
<td>N</td>
<td>193</td>
</tr>
<tr>
<td>Online communities</td>
<td>Pearson Correlation</td>
<td>.837**</td>
</tr>
<tr>
<td></td>
<td>Sig. (2-tailed)</td>
<td>.000</td>
</tr>
<tr>
<td></td>
<td>N</td>
<td>193</td>
</tr>
</tbody>
</table>

**. Correlation is significant at the 0.01 level (2-tailed).
Source: SPSS Analysis

Consider the study, according to the first research question we can interpret the above correlation table to find out the relationship between online communities and consumer purchase intention. Referring to above correlation table shows that the significant level of the relationship is 0.837. Therefore, this (p<0.001) probability, meaning that there was in strong positive relationship between online communities and consumer purchase intention. Moreover, based on this interpretation of the Pearson correlation test hypothesis 03 can accept.

Sub objective 4 - To determine the impact of online communities towards purchase intention of generation Z referring to fast food franchises in Colombo district.

Table 4.11: Correlation between online communities and purchase intention of generation Z

<table>
<thead>
<tr>
<th></th>
<th>Purchase intention</th>
<th>Online communities</th>
</tr>
</thead>
<tbody>
<tr>
<td>Purchase intention</td>
<td>Pearson Correlation</td>
<td>1</td>
</tr>
<tr>
<td></td>
<td>Sig. (2-tailed)</td>
<td>.000</td>
</tr>
<tr>
<td></td>
<td>N</td>
<td>193</td>
</tr>
<tr>
<td>Online communities</td>
<td>Pearson Correlation</td>
<td>.311**</td>
</tr>
<tr>
<td></td>
<td>Sig. (2-tailed)</td>
<td>.000</td>
</tr>
<tr>
<td></td>
<td>N</td>
<td>193</td>
</tr>
</tbody>
</table>

**. Correlation is significant at the 0.01 level (2-tailed).
Source: SPSS Analysis

Consider the study, according to the first research question we can interpret the above correlation table to find out the relationship between online communities and consumer purchase intention. Referring to above correlation table shows that the significant level of the relationship is 0.311. Therefore, this (p<0.001) probability, meaning that there was in weak positive relationship between online communities
and consumer purchase intention. Moreover, based on this interpretation of the Pearson correlation test hypothesis 04 can accept.

Sub objective 5 - To determine the impact of online advertisements towards purchase intention of generation Y referring to fast food franchises in Colombo district.

Table 4.12: Correlation between online advertisements and purchase intention of generation Y

<table>
<thead>
<tr>
<th>Purchase intention</th>
<th>Pearson Correlation</th>
<th>Purchase intention</th>
<th>Online advertisement</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sig. (2-tailed)</td>
<td>1</td>
<td>.719**</td>
<td></td>
</tr>
<tr>
<td>N</td>
<td>193</td>
<td>193</td>
<td></td>
</tr>
</tbody>
</table>

**. Correlation is significant at the 0.01 level (2-tailed).
Source: SPSS Analysis

Consider the study, according to the first research question we can interpret the above correlation table to find out the relationship between online advertisement and consumer purchase intention. Referring to above correlation table shows that the significant level of the relationship is 0.719. Therefore, this (p<0.001) probability, meaning that there was in strong positive relationship between online advertisement and consumer purchase intention. Moreover, based on this interpretation of the Pearson correlation test hypothesis 05 can accept.

Sub objective 6 - To determine the impact of online advertisements towards purchase intention of generation Z referring to fast food franchises in Colombo district.

Table 4.13: Correlation between online advertisements and purchase intention of generation Z

<table>
<thead>
<tr>
<th>Purchase intention</th>
<th>Pearson Correlation</th>
<th>Purchase intention</th>
<th>Online advertisement</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sig. (2-tailed)</td>
<td>.468**</td>
<td>1</td>
<td></td>
</tr>
<tr>
<td>N</td>
<td>193</td>
<td>193</td>
<td></td>
</tr>
</tbody>
</table>

**. Correlation is significant at the 0.01 level (2-tailed).
Source: SPSS Analysis

Consider the study, according to the first research question we can interpret the above correlation table to find out the relationship between online advertisement and consumer purchase intention. Referring to above correlation table shows that the significant level of the relationship is 0.468. Therefore, this (p<0.001) probability, meaning that there was in moderate positive relationship between online advertisement and consumer purchase intention. Moreover, based on this interpretation of the Pearson correlation test hypothesis 06 can accept.

Table 4.14: Summary of regression analysis of generation Y

<table>
<thead>
<tr>
<th>Model Summary</th>
</tr>
</thead>
<tbody>
<tr>
<td>Model</td>
</tr>
<tr>
<td>Generation = generation Y (Selected)</td>
</tr>
</tbody>
</table>

a. Predictors: (Constant), Online communities, Online advertisement, e-WOM
The adjusted R2 of the model is 0.847 with the R2 is 0.848. This means that the linear regression explains 84.8% of the variance. In other words, 88% of variance occurs in consumer purchase intention can explained by social media marketing due to the fact that the percentage is above 50%.

Table 4.15: Summary of regression analysis of generation Z

<table>
<thead>
<tr>
<th>Model</th>
<th>Unstandardized Coefficients</th>
<th>Standardized Coefficients</th>
<th>t</th>
<th>Sig.</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>(Constant) Social media marketing</td>
<td>.243 .068</td>
<td>.901 .028</td>
<td>.921</td>
</tr>
</tbody>
</table>

a. Dependent Variable: Purchase intention
b. Selecting only cases for which Generation = Generation Y
Source: SPSS Analysis

Further ANOVA result from the regression analysis will be utilized to interpret whether Gen y and Z moderates the relationship between social media marketing and purchasing intention. By separately considering the gen y and gen z groups researchers will be analyzed the, null hypothesis of the thesis against the alternative hypothesis constructed.

Table 4.16: ANOVA analysis for generation Y

<table>
<thead>
<tr>
<th>Model</th>
<th>Sum of Squares</th>
<th>df</th>
<th>Mean Square</th>
<th>F</th>
<th>Sig.</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Regression</td>
<td>89.510</td>
<td>1</td>
<td>89.510</td>
<td>1058.969</td>
</tr>
<tr>
<td></td>
<td>Residual</td>
<td>16.060</td>
<td>192</td>
<td>.085</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Total</td>
<td>105.570</td>
<td>193</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

a. Dependent Variable: Purchase intention
b. Selecting only cases for which Generation = Generation Y
c. Predictors: (Constant), Social media marketing

The adjusted R2 of the model is 0.512 with the R2 is 0.515. This means that the Linear regression explains 51.5% of the variance. In other words, 51% of variance occurs in consumer purchase intention can explained by social media marketing due to the fact that the percentage is above 50%.
To monitor the whether generation Y and Z moderates the relationship between Social Media Marketing and consumer purchasing intention, research hypothesis was formulated that there is a significant due to generation Y and Z on the Social Media Marketing and Consumer purchase intention parallel to which a null hypothesis was formulated that stated the opposite of the hypotheses. Generation Y and Z moderates the relationship between Social Media Marketing and Consumer purchase intention. The p value (denoted by “Sig.”) is .000 in both ANOVA tables. Because of P value is lower than significant value of 0.05

Summary of the results of hypothesis

| H1: There is a positive impact of e-WOM towards purchase intention of generation Y referencing to fast-food franchises in Colombo district. | Accepted |
| H2: There is a positive impact of e-WOM towards purchase intention of generation Z referencing to fast-food franchises in Colombo district. | Accepted |
| H3: There is a positive impact of online communities towards purchase intention of generation Y referencing to fast-food franchises in Colombo district. | Accepted |
| H4: There is a positive impact of online communities towards purchase intention of generation Z referencing to fast-food franchises in Colombo district. | Accepted |
| H5: There is a positive impact of online advertisements towards purchase intention of generation Y referencing to fast-food franchises in Colombo district. | Accepted |
| H6: There is a positive impact of online advertisements towards purchase intention of generation Z referencing to fast-food franchises in Colombo district. | Accepted |
| H7: Generation Y and Z moderates the relationship between social media marketing and purchase intention. | Accepted |

IV. Main Empirical Findings

According to the results we have obtained from the research, all objectives of the study were achieved. e-WOM, online advertisements, and online communities are considered as the driving factors of social media marketing. These factors are effective for organizations’ product and brand promotion via social media platforms including Facebook and Instagram. The respondents live in Colombo district who belong to generation Y and Z participated and gave their feedback on how their purchase intention is affected by the social media marketing activities done by franchise fast food industry.

The results of the correlation analysis describe that among the independent variables of the study, online communities have the strongest impact on consumer purchase intention of generation Y. There is a significant rate of 0.835 (high positive relationship) for online communities. Considering the generation Z, online advertisements have the strongest impact on consumer purchase intention. There is a significant rate of 0.505 (moderate positive relationship) for online advertisements.

Furthermore, we have analyzed the relationship between social media marketing and consumer purchase intention of both generation Y and Z using correlation analysis. There is a high positive relationship between social media marketing and consumer purchase intention of generation Y with a significant rate of 0.830. Considering the generation Z, there is a low positive relationship between social media marketing and consumer purchase intention with a significant rate of 0.488. Therefore, it is highlighted that among generation Y and Z, social media marketing has the strongest impact on consumer purchase intention of generation Y. As per the results of the descriptive statistics analysis, it is revealed that the majority of the respondents of generation Y (97.9%) are employed
while majority (85.5%) of the respondents of generation Z are non-employed which shows that purchasing power of generation Z is lower than the generation Y. We suggest that high purchasing power of generation Y could be a reason for the strong relationship between social media marketing and consumer purchase intention of generation Y. According to the results of the ANOVA analysis, generation Y and Z moderates the relationship between social media marketing and consumer purchase intention. Because the p values (denoted by “Sig.”) of both generations are 0.000.

Finally, this study concludes that the impact of social media marketing towards consumer purchase intention differs from one generation to another. Furthermore, the impact of the determinants (e-WOM, online advertisements, and online communities) of social media marketing towards consumer purchase intention also differ from one generation to another.

a) Recommendations

Social media considered as an effective marketing channel which plays a huge role in today’s businesses. There should be actual and productive social media marketing activities beside with the old-fashioned marketing activities in order to communicate to the target customer effectively. Based on the findings of this study, marketers are able to excessively be aware of the impact of social media marketing towards the purchase intention of individuals who belong to generation Y and Z.

According to the research findings, online communities have the strongest impact on consumer purchase intention of generation Y. Online communities can be considered as one of the most convenient and efficient ways to build and retain the relationship with consumers. So it is recommended to marketers to utilize online communities effectively when promoting their products and services to the consumers who belong to generation Y. The best way to utilize the online communities is encouraging customers to interact and engage with one another by creating Facebook groups. It will create discussions related to the brand among customers. Providing discounts and coupons to community members will result in expanding the community and retaining existing community members. Moreover, online advertisements have the strongest impact on consumer purchase intention of generation Z constructed on the conclusions of study. In directive to expand reach, find potential customers, and optimize the organizations’ revenue streams, online advertisements are one of the most effective ways. Because of that it is recommended to use online advertisements effectively and creatively when promoting products and services to generation Z. Relating the content on online advertisements to trending topics in social media, maintain high quality on the imagery aspect of online advertisements and follow accurate targeting techniques to reach out to the audience are some of the recommendations on how to use online advertisements creatively and effectively. It is recommended to use mobile optimized online advertisements for the convenience of the customers since the majority of the respondents access the social media through mobile phones.

b) Limitations

As the first limitation, this study only focuses on Facebook marketing and Instagram marketing under social media marketing. But social media platforms such as YouTube and Twitter which are used by the fast food franchises were not discussed in this study.

Although there are many fast food franchises dispersed across the country, this study only focuses on fast food franchises in Colombo district. When comparing the population of the Colombo district, the sample size of this research (385 participants) does not represent the population accurately. In order to narrow down the scope of the study, this research was narrowed down only to the franchise fast food industry in Sri Lanka. Since all the research group members are full-time employees, time was the main constraint faced by the researchers. Due to the COVID-19 pandemic situation in Sri Lanka, it was taken more time to complete the data collection than we expected. Also, possibilities to work together as a group were limited because of this situation.

c) Future research

Future researchers will be able to conduct this research in a larger scale by adding generation X also to the remaining population, this will result accurate research findings. Since this type of research covers the whole population and consumes more time, it will be considered as a longitudinal study. Additionally, future researchers will be able to conduct the same study utilizing brand loyalty or brand equity as their dependent variable. Since this study was conducted on franchise fast food industry, future researchers will be able to focus on different industries such as FMCG, fashion, tourism and hospitality etc. Most of the researches in same area have been conducted in quantitative approach in Sri Lankan context. Therefore, future researches will be able to conduct this research in qualitative approach. Since this research is focusing on a single country (Sri Lanka) future researchers are able to conduct the same study comparing two countries.

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f) Results which should be presented concisely by well-designed tables and figures.
g) Suitable statistical data should also be given.
h) All data must have been gathered with attention to numerical detail in the planning stage.

Design has been recognized to be essential to experiments for a considerable time, and the editor has decided that any paper that appears not to have adequate numerical treatments of the data will be returned unrefereed.

i) Discussion should cover implications and consequences and not just recapitulate the results; conclusions should also be summarized.
j) There should be brief acknowledgments.
k) There ought to be references in the conventional format. Global Journals recommends APA format.

Authors should carefully consider the preparation of papers to ensure that they communicate effectively. Papers are much more likely to be accepted if they are carefully designed and laid out, contain few or no errors, are summarizing, and follow instructions. They will also be published with much fewer delays than those that require much technical and editorial correction.

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

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

All manuscripts submitted to Global Journals should include:

**Title**

The title page must carry an informative title that reflects the content, a running title (less than 45 characters together with spaces), names of the authors and co-authors, and the place(s) where the work was carried out.

**Author details**

The full postal address of any related author(s) must be specified.

**Abstract**

The abstract is the foundation of the research paper. It should be clear and concise and must contain the objective of the paper and inferences drawn. It is advised to not include big mathematical equations or complicated jargon.

Many researchers searching for information online will use search engines such as Google, Yahoo or others. By optimizing your paper for search engines, you will amplify the chance of someone finding it. In turn, this will make it more likely to be viewed and cited in further works. Global Journals has compiled these guidelines to facilitate you to maximize the web-friendliness of the most public part of your paper.

**Keywords**

A major lynchpin of research work for the writing of research papers is the keyword search, which one will employ to find both library and internet resources. Up to eleven keywords or very brief phrases have to be given to help data retrieval, mining, and indexing.

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

Choice of the main keywords is the first tool of writing a research paper. Research paper writing is an art. Keyword search should be as strategic as possible.

One should start brainstorming lists of potential keywords before even beginning searching. Think about the most important concepts related to research work. Ask, “What words would a source have to include to be truly valuable in a research paper?” Then consider synonyms for the important words.

It may take the discovery of only one important paper to steer in the right keyword direction because, in most databases, the keywords under which a research paper is abstracted are listed with the paper.

**Numerical Methods**

Numerical methods used should be transparent and, where appropriate, supported by references.

**Abbreviations**

Authors must list all the abbreviations used in the paper at the end of the paper or in a separate table before using them.

**Formulas and equations**

Authors are advised to submit any mathematical equation using either MathJax, KaTeX, or LaTeX, or in a very high-quality image.

**Tables, Figures, and Figure Legends**

Tables: Tables should be cautiously designed, uncrowned, and include only essential data. Each must have an Arabic number, e.g., Table 4, a self-explanatory caption, and be on a separate sheet. Authors must submit tables in an editable format and not as images. References to these tables (if any) must be mentioned accurately.
Figures

Figures are supposed to be submitted as separate files. Always include a citation in the text for each figure using Arabic numbers, e.g., Fig. 4. Artwork must be submitted online in vector electronic form or by emailing it.

Preparation of Electronic Figures for Publication

Although low-quality images are sufficient for review purposes, print publication requires high-quality images to prevent the final product being blurred or fuzzy. Submit (possibly by e-mail) EPS (line art) or TIFF (halftone/photographs) files only. MS PowerPoint and Word Graphics are unsuitable for printed pictures. Avoid using pixel-oriented software. Scans (TIFF only) should have a resolution of at least 350 dpi (halftone) or 700 to 1100 dpi (line drawings). Please give the data for figures in black and white or submit a Color Work Agreement form. EPS files must be saved with fonts embedded (and with a TIFF preview, if possible).

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

Color charges: Authors are advised to pay the full cost for the reproduction of their color artwork. Hence, please note that if there is color artwork in your manuscript when it is accepted for publication, we would require you to complete and return a Color Work Agreement form before your paper can be published. Also, you can email your editor to remove the color fee after acceptance of the paper.

Tips for Writing a Good Quality Management Research Paper

Techniques for writing a good quality management and business research paper:

1. Choosing the topic: In most cases, the topic is selected by the interests of the author, but it can also be suggested by the guides. You can have several topics, and then judge which you are most comfortable with. This may be done by asking several questions of yourself, like "Will I be able to carry out a search in this area? Will I find all necessary resources to accomplish the search? Will I be able to find all information in this field area?" If the answer to this type of question is "yes," then you ought to choose that topic. In most cases, you may have to conduct surveys and visit several places. Also, you might have to do a lot of work to find all the rises and falls of the various data on that subject. Sometimes, detailed information plays a vital role, instead of short information. Evaluators are human: The first thing to remember is that evaluators are also human beings. They are not only meant for rejecting a paper. They are here to evaluate your paper. So present your best aspect.

2. Think like evaluators: If you are in confusion or getting demotivated because your paper may not be accepted by the evaluators, then think, and try to evaluate your paper like an evaluator. Try to understand what an evaluator wants in your research paper, and you will automatically have your answer. Make blueprints of paper: The outline is the plan or framework that will help you to arrange your thoughts. It will make your paper logical. But remember that all points of your outline must be related to the topic you have chosen.

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

4. Use of computer is recommended: As you are doing research in the field of management and business then this point is quite obvious. Use right software: Always use good quality software packages. If you are not capable of judging good software, then you can lose the quality of your paper unknowingly. There are various programs available to help you which you can get through the internet.

5. Use the internet for help: An excellent start for your paper is using Google. It is a wondrous search engine, where you can have your doubts resolved. You may also read some answers for the frequent question of how to write your research paper or find a model research paper. You can download books from the internet. If you have all the required books, place importance on reading, selecting, and analyzing the specified information. Then sketch out your research paper. Use big pictures: You may use encyclopedias like Wikipedia to get pictures with the best resolution. At Global Journals, you should strictly follow here.
6. **Bookmarks are useful:** When you read any book or magazine, you generally use bookmarks, right? It is a good habit which helps to not lose your continuity. You should always use bookmarks while searching on the internet also, which will make your search easier.

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

8. **Make every effort:** Make every effort to mention what you are going to write in your paper. That means always have a good start. Try to mention everything in the introduction—what is the need for a particular research paper. Polish your work with good writing skills and always give an evaluator what he wants. Make backups: When you are going to do any important thing like making a research paper, you should always have backup copies of it either on your computer or on paper. This protects you from losing any portion of your important data.

9. **Produce good diagrams of your own:** Always try to include good charts or diagrams in your paper to improve quality. Using several unnecessary diagrams will degrade the quality of your paper by creating a hodgepodge. So always try to include diagrams which were made by you to improve the readability of your paper. Use of direct quotes: When you do research relevant to literature, history, or current affairs, then use of quotes becomes essential, but if the study is relevant to science, use of quotes is not preferable.

10. **Use proper verb tense:** Use proper verb tenses in your paper. Use past tense to present those events that have happened. Use present tense to indicate events that are going on. Use future tense to indicate events that will happen in the future. Use of wrong tenses will confuse the evaluator. Avoid sentences that are incomplete.

11. **Pick a good study spot:** Always try to pick a spot for your research which is quiet. Not every spot is good for studying.

12. **Know what you know:** Always try to know what you know by making objectives, otherwise you will be confused and unable to achieve your target.

13. **Use good grammar:** Always use good grammar and words that will have a positive impact on the evaluator; use of good vocabulary does not mean using tough words which the evaluator has to find in a dictionary. Do not fragment sentences. Eliminate one-word sentences. Do not ever use a big word when a smaller one would suffice. Verbs have to be in agreement with their subjects. In a research paper, do not start sentences with conjunctions or finish them with prepositions. When writing formally, it is advisable to never split an infinitive because someone will (wrongly) complain. Avoid clichés like a disease. Always shun irritating alliteration. Use language which is simple and straightforward. Put together a neat summary.

14. **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 for your topic. You may also maintain your arguments with records.

15. **Never start at the last minute:** Always allow enough time for research work. Leaving everything to the last minute will degrade your paper and spoil your work.

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

17. **Never copy others’ work:** Never copy others’ work and give it your name because if the evaluator has seen it anywhere, you will be in trouble. Take proper rest and food: No matter how many hours you spend on your research activity, if you are not taking care of your health, then all your efforts will have been in vain. For quality research, take proper rest and food.

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

19. **Refresh your mind after intervals:** Try to give your mind a rest by listening to soft music or sleeping in intervals. This will also improve your memory. Acquire colleagues: Always try to acquire colleagues. No matter how sharp you are, if you acquire colleagues, they can give you ideas which will be helpful to your research.

20. **Think technically:** Always think technically. If anything happens, search for its reasons, benefits, and demerits. Think and then print: When you go to print your paper, check that tables are not split, headings are not detached from their descriptions, and page sequence is maintained.

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21. **Adding unnecessary information:** Do not add unnecessary information like "I have used MS Excel to draw graphs." Irrelevant and inappropriate material is superfluous. Foreign terminology and phrases are not apropos. One should never take a broad view. Analogy is like feathers on a snake. Use words properly, regardless of how others use them. Remove quotations. Puns are for kids, not grunt readers. Never oversimplify: When adding material to your research paper, never go for oversimplification; this will definitely irritate the evaluator. Be specific. Never use rhythmic redundancies. Contractions shouldn't be used in a research paper. Comparisons are as terrible as clichés. Give up ampersands, abbreviations, and so on. Remove commas that are not necessary. Parenthetical words should be between brackets or commas. Understatement is always the best way to put forward earth-shaking thoughts. Give a detailed literary review.

22. **Report concluded results:** Use concluded results. From raw data, filter the results, and then conclude your studies based on measurements and observations taken. An appropriate number of decimal places should be used. Parenthetical remarks are prohibited here. Proofread carefully at the final stage. At the end, give an outline to your arguments. Spot perspectives of further study of the subject. Justify your conclusion at the bottom sufficiently, which will probably include examples.

23. **Upon conclusion:** Once you have concluded your research, the next most important step is to present your findings. Presentation is extremely important as it is the definite medium though which your research is going to be in print for 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 of 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 criteria peer reviewers will use for grading the final paper.

**Final points:**

One purpose of organizing a research paper is to let people interpret your efforts selectively. The journal requires the following sections, submitted in the order listed, with each section starting on a new page:

**The introduction:** This will be compiled from reference matter and reflect the design processes or outline of basis that directed you to make a study. As you carry out the process of study, the method and process section will be constructed like that. The results segment will show related statistics in nearly sequential order and direct reviewers to similar intellectual paths throughout the data that you gathered to carry out your study.

**The discussion section:**

This will provide understanding of the data and projections as to the implications of the results. The use of good quality references throughout the paper will give the effort trustworthiness by representing an alertness to prior workings.

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

**General style:**

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

**To make a paper clear:** Adhere to recommended page limits.

**Mistakes to avoid:**

- Insertion of a title at the foot of a page with subsequent text on the next page.
- Separating a table, chart, or figure—confine each to a single page.
- Submitting a manuscript with pages out of sequence.
- In every section of your document, use standard writing style, including articles ("a" and "the").
- Keep paying attention to the topic of the paper.
Title page:
Choose a revealing title. It should be short and include the name(s) and address(es) of all authors. It should not have acronyms or abbreviations or exceed two printed lines.

Abstract: This summary should be two hundred words or less. It should clearly and briefly explain the key findings reported in the manuscript and must have precise statistics. It should not have acronyms or abbreviations. It should be logical in itself. Do not cite 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 approaches to the problem, relevant results, and significant conclusions or new questions.

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

Reason for writing the article—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 for this; results of any numerical analysis should be reported. Significant conclusions or questions that emerge from the research.

Approach:
- Single section and succinct.
- An outline of the job done is always written in past tense.
- Concentrate on shortening results—limit background information to a verdict or two.
- Exact spelling, clarity of sentences and phrases, and appropriate reporting of quantities (proper units, important statistics) are just as significant in an abstract as they are anywhere else.

Introduction:
The introduction should "introduce" the manuscript. The reviewer should be presented with sufficient background information to be capable of comprehending and calculating the purpose of your study without having to refer to other works. The basis for the study should be offered. Give the most important references, but avoid making a comprehensive appraisal of the topic. Describe the problem visibly. If the problem is not acknowledged in a logical, reasonable way, the reviewer will give no attention to your results. Speak in common terms about techniques used to explain the problem, if needed, but do not present any particulars about the protocols here.

The following approach can create a valuable beginning:
- Explain the value (significance) of the study.
- Defend the model—why did you employ this particular system or method? What is its compensation? Remark upon its appropriateness from an abstract point of view as well as pointing out sensible reasons for using it.
- Present a justification. State your particular theory(-ies) or aim(s), and describe the logic that led you to choose them.
- Briefly explain the study's tentative purpose and how it meets the declared objectives.
Approach:
Use past tense except for when referring to recognized facts. After all, the manuscript will be submitted after the entire job is done. Sort out your thoughts; manufacture one key point for every section. If you make the four points listed above, you will need at least four paragraphs. Present surrounding information only when it is necessary to support a situation. The reviewer does not desire to read everything you know about a topic. Shape the theory specifically—do not take a broad view.

As always, give awareness to spelling, simplicity, and correctness of sentences and phrases.

Procedures (methods and materials):
This part is supposed to be the easiest to carve if you have good skills. A soundly written procedures segment allows a capable scientist to replicate your results. Present precise information about your supplies. The suppliers and clarity of reagents can be helpful bits of information. Present methods in sequential order, but linked methodologies can be grouped as a segment. Be concise when relating the protocols. Attempt to give the least amount of information that would permit another capable scientist to replicate your outcome, but be cautious that vital information is integrated. The use of subheadings is suggested and ought to be synchronized with the results section.

When a technique is used that has been well-described in another section, mention the specific item describing the way, but draw the basic principle while stating the situation. The purpose is to show all particular resources and broad procedures so that another person may use some or all of the methods in one more study or referee the scientific value of your work. It is not to be a step-by-step report of the whole thing you did, nor is a methods section a set of orders.

Materials:

Materials may be reported in part of a section or else they may be recognized along with your measures.

Methods:

- Report the method and not the 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—detail how procedures were completed, not how they were performed on a particular day.
- If well-known procedures were used, account for the procedure by name, possibly with a reference, and that's all.

Approach:

It is embarrassing to use vigorous voice when documenting methods without using first person, which would focus the reviewer’s interest on the researcher rather than the job. As a result, when writing up the methods, most authors use third person passive voice.

Use standard style in this and 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 as 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. Use statistics and tables, if suitable, to present consequences most efficiently.

You must clearly differentiate material which would usually be incorporated in a study editorial from any unprocessed data or additional appendix matter that would not be available. In fact, such matters should not be submitted at all except if requested by the instructor.
Content:
- Sum up your conclusions in text and demonstrate them, if suitable, with figures and tables.
- In the manuscript, explain each of your consequences, and point the reader to remarks that are most appropriate.
- Present a background, such as by describing the question that was addressed by creation of an exacting study.
- Explain results of control experiments and give 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 manuscript.

What to stay away from:
- Do not discuss or infer your outcome, report surrounding information, or try to explain anything.
- Do not include raw data or intermediate calculations in a research manuscript.
- Do not present similar data more than once.
- A manuscript should complement any figures or tables, not duplicate information.
- Never confuse figures with tables—there is a difference.

Approach:
As always, use past tense when you submit 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 section.

Figures and tables:
If you put figures and tables at the end of some details, make certain that they are visibly distinguished from any attached appendix materials, such as raw facts. Whatever the position, each table must be titled, numbered one after the other, and include a heading. All figures and tables must be divided from the text.

Discussion:
The discussion is expected to be the trickiest segment to write. A lot of papers submitted to the journal are discarded based on problems with the discussion. There is no rule for how long an argument should be.
Position your understanding of the outcome visibly to lead the reviewer through your conclusions, and then finish the paper with a summing up of the implications of the study. The purpose here is to offer an understanding of your results and support all of your conclusions, using facts from your research and generally accepted information, if suitable. The implication of results should be fully described.
Infer your data in the conversation in suitable depth. This means that when you clarify an observable fact, you must explain mechanisms that may account for the observation. If your results vary from your prospect, make clear why that may have happened. If your results agree, then explain the theory that the proof supported. It is never suitable to just state that the data approved the prospect, and let it drop at that. Make a decision as to whether each premise is supported or 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 an experiment might be personalized to accomplish a new idea.
- Give details of all of your remarks as much as possible, focusing on mechanisms.
- Make a decision as to whether the tentative design sufficiently addressed the theory and whether or not it was correctly restricted. Try to present substitute explanations if they are sensible alternatives.
- One piece of 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 other available information. Present work done by specific persons (including you) in past tense.

Describe generally acknowledged facts and main beliefs in present tense.

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**THE ADMINISTRATION RULES**

Administration Rules to Be Strictly Followed before Submitting Your Research Paper to Global Journals Inc.

Please read the following rules and regulations carefully before submitting your research paper to Global Journals Inc. to avoid rejection.

**Segment draft and final research paper:** You have to strictly follow the template of a research paper, failing which your paper may get rejected. You are expected to write each part of the paper wholly on your own. The peer reviewers need to identify your own perspective of the concepts in your own terms. Please do not extract straight from any other source, and do not rephrase someone else's analysis. Do not allow anyone else to proofread your manuscript.

**Written material:** You may discuss this with your guides and key sources. Do not copy anyone else's paper, even if this is only imitation, otherwise it will be rejected on the grounds of plagiarism, which is illegal. Various methods to avoid plagiarism are strictly applied by us to every paper, and, if found guilty, you may be blacklisted, which could affect your career adversely. To guard yourself and others from possible illegal use, please do not permit anyone to use or even read your paper and file.
Please note that following table is only a Grading of "Paper Compilation" and not on "Performed/Stated Research" whose grading solely depends on Individual Assigned Peer Reviewer and Editorial Board Member. These can be available only on request and after decision of Paper. This report will be the property of Global Journals.

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INDEX

A
Abridged · 12, 14, 16
Ambiguous · 10

C
Catastrophic · 2
Cognizance · 17
Consequently · 33, 37
Convenience · 4, 12, 20
Counterpart · 28
Courteous · 27

D
Dramatically · 2, 33, 35
Dynamic · 3, 17

E
Enchasing · 2
Enormously · 33
Essentials · 8

F
Franchise · 1,

G
Groceries · 8, 30

I
Inhabitants · 34

M
Merchant · 4

P
Perception · 1, 2, 12
Prohibited · 28

R
Referrals · 35, 39
Regression · 4, 12, 14
Retailing · 2, 3

T
Tremendously · 27

W
Willingness · 4