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Egyptian Consumers' Perception

Highlights

Health Information Source

Product Placement in Hindi Movies

Discovering Thoughts, Inventing Future

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Service Quality and Customer Satisfaction: The Case of Cellular Phone users of Ethio-Telecommunications in Ambo Town

By Daniel Tadesse Tulu

Ambo University, Ethiopia

Abstract- The study is conducted on quality of service delivery and its effect on customer satisfaction in the case of Ethio-telecom in Oromia region in Ambo area on mobile telephone users. This study tried to provide relevant factors that cause customers to respond about mobile phone services delivered by Ethio-telecom. The research approach employed for the study is mixed approach i.e. both qualitative and quantitative approached used to find out the effect of Ethio-telecom service quality on customer satisfaction. For the purpose of the study both primary and secondary data are used. The primary data are collected through questionnaire and interview with the Ambo branch Ethio-telecom employees, manager and customers. Furthermore, secondary data are taken from documents and brochures that are available from the branch office. The research design employed is descriptive and uses charts and frequency table to discuss the output. A sample of 500 were selected through simple random sampling from the total population. Result of the study shows that mobile phone users faces awe-inspiring number of the problems like network busy, error in connection, poor network coverage, slow mobile internet service and expensive price of the service.

Keywords: *ethio-telecom, service, customer satisfaction, cellular phone and network coverage.*

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Service Quality and Customer Satisfaction: The Case of Cellular Phone users of Ethio-Telecommunications in Ambo Town

Daniel Tadesse Tulu

Abstract- The study is conducted on quality of service delivery and its effect on customer satisfaction in the case of Ethio-telecom in Oromia region in Ambo area on mobile telephone users. This study tried to provide relevant factors that cause customers to respond about mobile phone services delivered by Ethio-telecom. The research approach employed for the study is mixed approach i.e. both qualitative and quantitative approached used to find out the effect of Ethio-telecom service quality on customer satisfaction. For the purpose of the study both primary and secondary data are used. The primary data are collected through questionnaire and interview with the Ambo branch Ethio-telecom employees, manager and customers. Furthermore, secondary data are taken from documents and brochures that are available from the branch office. The research design employed is descriptive and uses charts and frequency table to discuss the output. A sample of 500 were selected through simple random sampling from the total population. Result of the study shows that mobile phone users faces awe-inspiring number of the problems like network busy, error in connection, poor network coverage, slow mobile internet service and expensive price of the service.

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I. Back Ground of the Study

Telecommunication service was introduced first in Ethiopia during 1894 when the construction of the telephone line from Harar to the capital city, Addis Ababa (Finfinnee), was started. Later, in 1932, Ethiopia become a member of the international telecommunication union (ITU) immediately before the Italian invasion of 1935 and radio communication was introduced following the establishment of radio circuit links with Djibouti, Aden, Cairo and London. The companies was placed under the auspices of the ministry of post, telephone and telegraph (PTT) and then reorganized as imperial board of telecommunications of Ethiopia *(www.ethio telecom.et)*.

On November 1996 the telecommunications sectors was restructured and two separate independententities namely the Ethiopian Telecommunications authority (ETA) and the Ethiopian Telecommunication Corporation (Ibid).

The corporation in 1996 has enhanced the development of telecom infrastructures and quantity of service in both Rural and urban areas in the most efficient and timely manner. Ethiopian government has decided to focus on the improvement of telecommunication services, considering them as a key lever in development of Ethiopian. Then Ethio-telecom is born in November 2010 from this ambition of supporting the steady growth of the country (Ibid).

Ethio-telecom has played great role in fostering the growth and prosperity of the economy of Ethiopia by making communication faster than before. Even though it is crucial for development it has got sorts of problems nowadays. Although customer service in Ethio -telecom has shown some improvements all customers are not equally satisfied. It is observable that in Ethiopia Telecom faces variety of problems which in turn may cause customers dissatisfaction. There are few or no researched done previously on services delivered by telecommunication and customer's satisfaction in Ethiopia particularly in Ambo town. Hence this paper tries to identify what are the factors that make customers of Ethio-telecom which are cellular phone users dissatisfied for a better understanding of the relationship that exists between customer and service delivered by Ethio telecom in Ambo town.

II. Objective of the Study

The general objective of the study is to assess service delivery and customer satisfaction of mobile users in Ethio- telecom in Ambo town.

a) Specific objectives of the study includes

- ✓ To investigate customers response on quality service provided by Ethio telecom in Ambo town
- ✓ To identify factors which affect customer satisfaction on service provided by Ethio telecom in Ambo town
- ✓ To know the level of customer satisfaction on service provided by Ethio telecom

b) Research question

The research addresses the following main questions

- ✓ What is the attitude of customers towards to the service delivered by Ethio telecom?
- ✓ What factors affect customer satisfaction in Ethio telecom service?
- ✓ What is the status of satisfaction of customers?

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III. Review of Related Literatures

Customer satisfaction depends on the products perceived performance relative to a buyer's expectations. If the product's performance falls short of expectations, the customer is dissatisfied. If performance matches expectations, the customer is satisfied. If performance exceeds expectations, the customer is highly satisfied or delighted. Highly satisfied customers make repeat purchases and tell others about their good experience with the product. (Kumar; 2006)

Customer Satisfaction is an important element of every business and a key for achieving the organizational objectives. Hence it must be well understood and communicated by every individual in the organizational structure. Every single individual should accomplish tasks by considering how that particular task can affect the level of customer satisfaction. (Palmer, 2001)

Activities that do not add any value for the customer should be avoided or improved to value adding activities, and customers are not willing to pay for those activities which are not value adding. Instead, they only want to pay for value adding activities. (Michael Wing 1993). According to the above scholar, business organizations should focus on those activities that add value to their customers and anything else should be avoided or set in order to satisfy customers (Michael Wing, 1993).

It is over a decade now that the Nigerian government success fully liberalized its Tele communication sectors and brought into existence Global system of Mobil GSM the study showed that customer satisfaction was influenced by age income perceived quality and perceived value but not pre purchasing expectations. Global System of Mobil GSM operators in Nigeria discovered that as revolutionary Global System of Mobil GSM problem identified were instability in power supply. Security of infrastructure and inter network connectivity. They stated that all this factors were controlled by the endogens variables and the firm has control over them. So they could effectively used to ensure customer satisfaction (Adegoke *et al* 2008).

According to the telecommunication sector in Pakistan has done outstandingly well in the past few year mainly because of liberalization of global trade and investment industry as well as opening local business to modem technology. It took drastic change as government took the initiative to make it a larger player of the industry. At the time of independence Pakistan has in net and insufficient telecom base of 1400 landlines. At that phase post telegraph and telephone were acting as one unit later in 1962 both were alienated to establish autonomous postal department and telephone and telegraph department. In the year 1990 Pakistan started to reform measures which were meant to encourage private sectors participation. As per United Nations prediction Pakistan's population is likely to grow to 190 million by 2018(Ibid).

Despite the economic down fall deregulation of the telecom industry of Pakistan has reveled positive but slow growth in terms of revenues and subscribes. Telecommunication of the countries density has jumped from 44.06% in 2006-07 to 58.8% in 2007-08 cellular mobile segment of the industry has been try in Pakistan. Cellular subscribers grew by about 40% in the year 2007-08, as against 82% in 2006-07 and more than 100% during 2005-06, as PTA (Pakistan telecom industry; 2009) has fried to put the cellular industry in to new stage with the prominences on quality, value added services with the aim of satisfying customers.

In September, 2000, a national telecommunication policy was formulated to provide Nigerians with the basic framework and primary building block for the much desired telecommunication revolution in the country. A major event was the launch of the Global system of mobile (GSM) communication service in 2001 and the privatization of Nigerian telecommunication limited (NITEL).

IV. Methodology

The study uses the total Mobile phone users in Ambo town as population. As per the information got from the Ethio telecom Ambo branch the total populations of the customer of Ethio telecom those who are mobile phone users are estimated to be around 30,000 and out of this total population 500 customers are taken as a sample. The study purposely taken equal size of male and female respondents i.e. 250 each to treat the view of both gender in the service equally. Primarily data is collected via questionnaire and interview from customers of Ethio telecom, employees and Branch manager. The sample size calculation is based on carvelo (1984). The sampling technique employed is simple random sampling. It is appropriate to use it because customers are selected randomly regardless of where they are (workers of government, students, teachers and others) who dwell in the town of Ambo. This implies sampling procedures is free of biases towards one particular groups of users rather include with diverse demographics and employment status.

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Population	table for determining sample size		
	Low	Medium	High
59-90	5	13	20
91-150	8	20	32
151-280	13	32	50
281-500	20	50	80
501-1200	32	80	125
1201-3200	50	125	200
3201-10000	80	200	315
1001-35000	125	315	500
35001-150000	200	500	800

a) Age of respondents

The study deliberately excluded customers with the age of below 18 because it assumed peoples below 18 are not matured to explain things objectively. as observed from the table below the respondents are high in the age interval of 18-25 and 26-35 followed by 36-45 and over the age of 46.

Table 1 : Age distribution of the respondents

Age Interval	Male	Female	Total	Frequency
18-25	68	74	142	0.284
26-35	76	64	140	0.28
36-45	59	75	134	0.268
Over 46	47	37	84	0.168
Total	250	250	500	

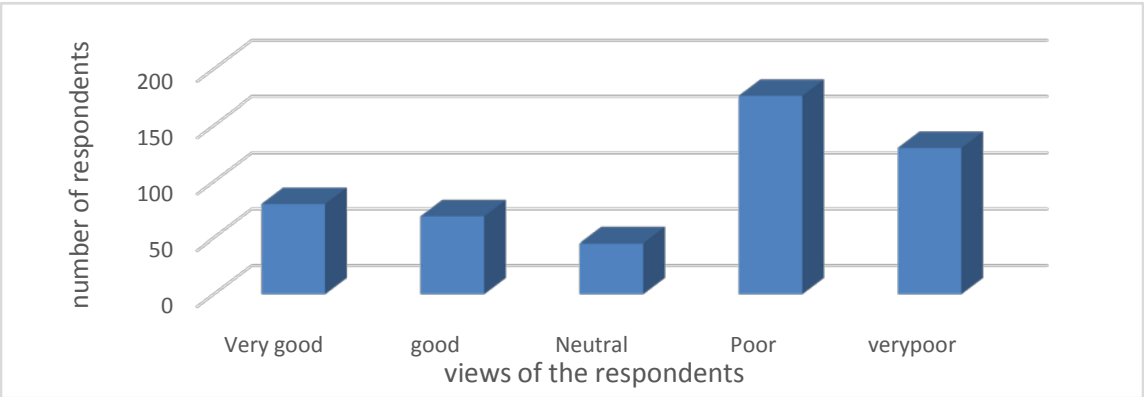
Source: questionnaire response, 2015

Table 2 : Duration of customership in the mobile phone service

Year of Customership	Number of Respondents		Total
	Male	Female	
1-5yrs	89	58	147
6-10yrs	70	87	157
above 10yrs	91	105	196
Total	250	250	500

Source: questionnaire response, 2015

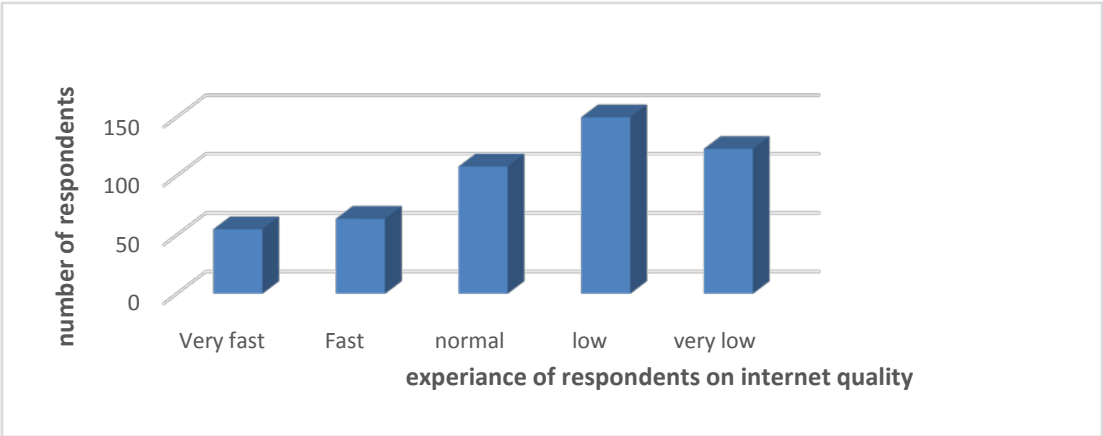
As depicted on the above table the number of customers of Ethio-telecom is increasing as the year of stay increases i.e.147, 157 and 196 for the year stay of 1-5, 6-10 and above 10yrs respectively. This shows that most of the customers are experienced in the service of the Ethio telecom.



Graph 1 : Ethio- telecoms' quality of mobile network

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As shown in the above graph 35% of the total respondents said the quality of the network and services provided by Ethio telecom around Ambo area is poor followed by very poor which is rated as 26% of the total respondent. Other respondents reacted on the question about the quality of the network rated as very good and good which are 16 and 13 percent of the respondents. Other 9 percent of the respondents remains as neutral and said it is difficult to say it is good or bad. Generally it can be concluded that Ethio telecom mobile network quality is poor from the response of 130 respondents out 500 compared to the charge they paid.



Graph 2 : Quality of internet service provided by mobile phone by Ethio- telecom

It can be easily understood from graph 2 that the quality of internet service provided by Ethio telecom is low. This is represented by 30% of the respondents. Followed with very low quality which accounts about 25%. About 21% of the respondent replied the quality and speed of the internet service that is given via mobile phone is normal. To sum up Ethio telecom mobile internet service is very slow due to different factors like strength of the network or the type of the technology they are using.

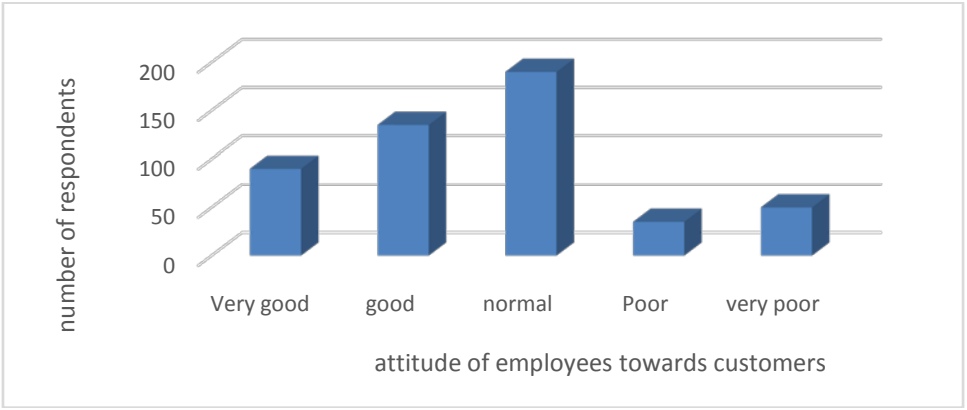
Table 3 : Satisfaction level of short message service (SMS)

Response	Respondents Number	percent
Very good	70	0.14
Good	170	0.34
Normal	168	0.336
Poor	50	0.1
Very poor	42	0.084
Total	500	

Source: questionnaire response, 2015

As it can be observe from table 3 above most of respondents said the satisfaction level of short message service is good which represented by 34% out of the total respondents followed by normal level of satisfaction which comprises nearly equal to good satisfaction which is 33%. Out of the total respondent 10% responded that the quality of short message service provided by Ethio telecom is poor due the factors. According to the response of the respondent short message service is irritating sometimes due inability of the service to deliver the message to the receiver which is owe to poor network facility. In addition to the service itself the charge amount per message is not appropriate. The other factor mentioned as a problem by the respondents is message sent to the receivers reaches after a week sometimes which in turn means it is not timely service and it reaches after the issue of the subject expired. Some other customers said that advertisement sent to each and every mobile user is not by consent of the user which can create a sort of discomfort on the service. Generally it can be concluded that more or less compared to other services like call service short message service is good and normal the customers of Ethio telecom.

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Graph 3 : Ethio-telecom employees attitude toward their customer

As it is clearly shown on the graph employees are normal in serving the customers when they are in need of a solution from Ethio telecom. This represented by 38% of the respondents. More over handful number of respondents said the attitude of the staff towards the customer is good. this accounts about 27% of the in the same manner 7 % said the way some employees responds to the questions and services is unethical and includes insults and go out of the office while the customer is there to demand the service as respondents replied. Therefore itcan be concluded that there is good customer handling by employees of Ethio-telecom of Ambo branch which makes the respondents happy and satisfied to be their loyal customer.

Table 4 : Assessment of price of mobile phone services

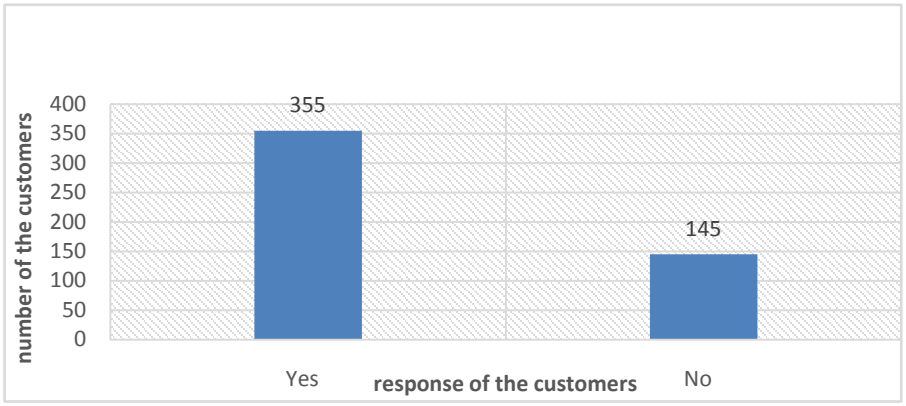
Item	Response	Respondents in Number	In percent
Do you agree that Ethio-telecom price for its services is fair?	strongly agree	15	0.03
	agree	30	0.06
	normal	120	0.24
	disagree	200	0.4
	strongly disagree	135	0.27
	Total	500	

Source: questionnaire response 2015

Concerning the price of telecom with the relation to the services provide by the telecom customers has replied that 40 percent are disagree. 27 percent and 24 percent are respectively responded strongly disagree and normal. Only 3 and 6 percent of the customers replied that strongly agree and agree respectively. Generally it can be concluded from customers reply that the price telecom charges for its services (individual call, group call, internet and voice call-currently launched) is not fair price which is exhibited by significant portion of respondents.

Communication is a heart of any business organizations as well as individuals since without communication nothing can be achieved. With this regard the role of telecommunication is very crucial. To this end there are various platforms for communication purpose which are delivered by telecom. The first and the most commonly used service is calling service which comprises individual as well as group calling. Any call from mobile to mobile, mobile to land line and vice versa across regions will cost the caller 72 cents per minute in the peak hours, when the air traffic of the service provider is at its busies and the whole days excepts Sunday and hours starting from 9 PM to 7 AM. In case of group calling the price is multiplied by number of peoples involved in the call. The other is internet service which is also not fair especially after 3G is started. It is very expensive and most customers are unregistering from the service due to its high and unfair charge. The other service and newly launched service is voice mail which charges more than 3 birr per a single voice mail which is also expensive. Finally the SMS (short message service) is the most commonly used one. The price for one SMS compared to other services is fair since it is 35 cents.

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Graph 4 : Willingness of customers to stay as loyal

The above graph portrays that about 71 percent of the respondent shave an intention to shift to any private telecom if available due to various reasons like high charge for the services, poor network coverage and quality; and other reasons. The idea behind shift of the customers is that if there is other private competitor in telecom industry there may improvement of quality of mobile phone services. This is as a result of a competition among existing firms in the telecom industry. The rest 29 percent has still a desire to stay as a customer despite the dissatisfaction and other inconveniences. These respondents on their side said they don't want to shift other private telecom because they have a fear that private company may charge above Ethio-telecom to maximize profit rather than fulfilling need of the customer. They added there is no expectation that private telecom handle customer in a good manner and give consideration of the whole population better than the current one. Due to these reasons these customers wants to stay loyal to Ethio-com and they have not only intention to shift other private telecom at all.

b) Interview with the branch marketing and sales officer

As clearly pointed out in the methodology part interview is one of the data collection tool regarding the study. Accordingly to make data collection more reliable and correct interview is held. Regarding service provision, Ethio-telecom is rendering the service in a manner that can satisfy the customer's desires. The customers are using the service to facilitate their day to day tasks and performances. The officer added that Ethio-telecom of Ambo area is working hard to improve and quality of the mobile phone service dramatically so as to achieve its purpose (customer satisfaction). Concerning the level of customer complaints on the mobile service offered by Ethio-telecom marketing and sales officer replied that Ethio-telecom of ambo area has all indispensable mechanisms which are designed to handle complain of customers. The officer is added that the telecom has complain desk call center i.e. 994 on which customers can complain and express their dissatisfaction on different types of services. For example, they can ask questions concerning failure of network service, problem of balance recharging, how to use particular service and about other services provided by the telecom.

V. Conclusion

Depend on the data gathered from customers as well as marketing and sales officer of Ethio-telecom Ambo branch the following conclusions are drawn.

- Regarding mobile phone service there are problems which appears while calling or receiving calls like of *network busy*, *error in connection*, *call ended*, *no network coverage* and *number busy*. Hence it can be summed up that there is low quality network around Ambo area.
- There is a slow mobile internet connection which owes to poor network coverage and strength.
- Ethio- telecom gives mobile phone services like short message service (SMS), call, internet, voice mail and others with expensive price. Relatively the price paid for one SMS is good.
- Most customers have an idea to shift to other private telecom is available because of poor quality of connection, network coverage, high of price charge and others.
- Ethio-telecom employees' attitude toward their customer is more of normal. That means employees are treating the customers whenever customers come up with complains and questions regarding the services.
- Generally most customers of Ethio-telecom around Ambo area dissatisfied due to the reasons like poor network quality, high price charge and sometime scharge above service consumption. However some respondents are satisfied by customer handling, quality SMS and delighted by newly launched 3G internet services.

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VI. Recommendation

According to the discussion and analysis the following recommendations are forwarded to enable Ethio-telecom to have quality customer service and good customer satisfaction. Those possible recommendations are:

- The Ethio- telecom should give continuous training to their staff members on how to handle their customer's complaints better. This enhance them to give possible appropriate answer and good handling for complains.
- In order to solve poor network quality and coverage problem Ethio-telecom ought to take the following measures;
  - ✓ Diversify network system options so that network is highly available and gives quality services.
  - ✓ Import modern machinery and technology of network which can provide better service to telecom industry.
  - ✓ Hiring and giving a continuous training for technical operators of network systems so that network problems will get solved soon.
- Ethio- telecom have to utilize new technological invention of mobile phone services in order to satisfy its customers through adoption of foreign country technology of telecom to improve service delivery system of internet network.
- Since the payment of various serviced provided by Ethio-telecom is expensive there should be a mechanism devised to revise the payment amount through benchmarking other countries in the world where there is optimum payment system.

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Brand Recall for Product Placement in Hindi Movies

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Abstract- In present era, media fragmentation and proliferation has directed advertisers' interest in developing more effective ways to communicate with consumers. So they are moving with the new concept of promotion named product placement. In this paper, researchers try to study the impact of movie genre, product placement type, and viewer gender on audiences' recall of brand placed in movies in order to know which one gets more attention and more attraction for buying behaviour. This study uses experimental design and comprises samples of 137 students enrolled in MBA course, who watch hindi movies. The research was conducted with three hindi movies and respondents' were asked to recall brands placed in these movies after watching video clips. Data has been collected by the use of questionnaire. This research paper has implications for both academicians and practitioners which include the advertising agency people, the media planners, the brand managers, the movie scriptwriters and producers for developing strategies to increase the use of product placement as a tool for brand communications. Findings suggest that product placed in prominent mode has higher brand recall than product placed in subtle mode. Further it reveals that automobile products are highly recognized products among other products placed in selected hindi movies.

Keywords: *product placement, hindi movies, brand recall.*

GJMBR - E Classification : *JEL Code : M39*



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Brand Recall for Product Placement in Hindi Movies

Prof. Chirag R. Patel [α] & Dr. Pankajray V. Patel [σ]

Abstract- In present era, media fragmentation and proliferation has directed advertisers' interest in developing more effective ways to communicate with consumers. So they are moving with the new concept of promotion named product placement. In this paper, researchers try to study the impact of movie genre, product placement type, and viewer gender on audiences' recall of brand placed in movies in order to know which one gets more attention and more attraction for buying behaviour. This study uses experimental design and comprises samples of 137 students enrolled in MBA course, who watch hindi movies. The research was conducted with three hindi movies and respondents' were asked to recall brands placed in these movies after watching video clips. Data has been collected by the use of questionnaire. This research paper has implications for both academicians and practitioners which include the advertising agency people, the media planners, the brand managers, the movie scriptwriters and producers for developing strategies to increase the use of product placement as a tool for brand communications. Findings suggest that product placed in prominent mode has higher brand recall than product placed in subtle mode. Further it reveals that automobile products are highly recognized products among other products placed in selected hindi movies.

Keywords: product placement, hindi movies, brand recall.

I. Introduction

In recent era, brands and products are more and more appearing in Hindi movies popularly known as Bollywood. Otherwise such concept was only popular in Hollywood movies. Increasingly, the Indian movie industry is using this technique for promoting as well as earning revenue. Obviously for audiences, it makes movie viewing experience more real. Two reasons are attributable to such a change. First, with increase in production cost of movies, such secondary sources of revenue act as an additional benefit to the financers as well as producers of a movie. Second, with the growing population of the young urban middle class in the Indian economy it becomes more important to satisfy need of this changing economy that this class follows. From the brand managers' point of view using product placements as a tool in movies provides his product and or brand with a higher reach and penetration level. It is true for India that many villages don't have electricity but they have cinema halls running on generator sets. This makes the use of product placement through celebrities as an ideal way to push them for use. From the perspective of a sponsor neither advertisement nor publicity provides the appropriate blend as the sponsor has control over the message and its content only but the audience decides its credibility. Hence according to Balasubramanian (1994) a different form of marketing communication tool is required. Product placement is a tool which can effectively combine both advertisement and publicity components. Again since placements are paid for they are sponsor controlled messages both in their format and content. In the broader Integrated Marketing Communication (IMC) context, all the elements of the marketing mix need to be integrated and co-ordinate to achieve both the marketing and organizational objectives, in targeting a specific market. Van der Waldt (2005) contextualized product placements in movie and broadcast programmers as a communication vehicle within IMC.

Since 1970s, product placement in movies existed in India. One of the famous product placements in Hindi movie was appearance of the yellow coloured 'Rajdoot' bike in the movie 'Bobby'. However the first recognized in-film placement in India was that of 'Cocacola' in the movie 'Taal' in the year 1999. Thereafter, Indian movie producers, advertisers and corporate began to show interest in this advertising technique. They started to use it as a part of their Integrated Marketing Communication Strategy and accounted for 10-15% of their total marketing budget as confirmed by report published and as quoted in book. This industry is still at its nascent stage in India. In Bollywood, 'In-film' placements help to garner business of not more than Rs.10 crore each year, which is minuscule compared to Hollywood as one of the news article confirms.

In recent time, though concept of placing brands in movies is widespread, it is not easy to determine the effectiveness of brand placements because much of the data on their effectiveness is proprietary (Karrh, 1998; Yang, Roskos-Ewoldsen, & Roskos-Ewoldsen, 2004). Consequently, very little is known about the effect of brand placements despite the dynamic nature of this practice (Babin & Carder, 1996a; Bhatnagar, Aksoy, & Malkoc, 2004; d'Astous & Chartier, 2000; Gupta, Balasubramanian, & Klassen, 2000). For

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example, how the brands are placed in the movie may influence their effectiveness (Ong & Meri, 1994). Thus, testing different types of brand placements has been proposed (Babin & Carder, 1996a; d'Astous & Chartier, 2000). Indeed, scholars have tested the effect of different types of brand placements such as whether the placement is visual or verbal (Gupta & Lord, 1998; Russell, 2002), the visual prominence of the placement (Brennen, Dubas, & Babin, 1999; d'Astous & Chartier, 2000; Law & Braun, 2000), and if the placement is involved in the plot of the story (Russell, 2002). It is also important to note that above studies are focused on Hollywood movies and very few have done research on hindi movies.

Many studies with content analysis of films have documented the prevalence of brand placements in films. Troup (1991) reveals brands are frequently placed in comedy movies, with an average of 18 brands per film. Sapolsky and Kinney (1994) also found an average of 14 brand placements per film in both comedies and dramas. Russell (1998) anticipated a theoretical framework for brand placement based on McCracken's meaning transfer model (1988). According to Russell, "the product meaning associated with a movie is ultimately transferred to the individual viewer."

As with the many previous studies, the main purpose of the current study was to explore the effect of brands placed in hindi movies. First, prior research suggests that how the brands were presented in the movie might lead to different responses from the audience (Russell, 2002). The current study focused on the how movie genre, type of placement and gender of viewers influence the recall of brands placed in Hindi movies. Second, the current study also explored which product categories are highly recognized by the viewers. Brand recall was used as measure of explicit memory, which has been used in measuring the effect of brand placements.

II. Literature Review

Theoretically, product placement has been defined as "a paid product message aimed at influence movie or TV audiences via the planned and unobtrusive entry of a branded product into the movie or TV programme" (Balasubramanian, 1994). Also Brand placements can be defined as ''the paid inclusion of branded products or brand identifiers, through audio and/or visual means, within mass media programming'' (Karrh, 1998, p. 33). Though, it is not stated in this definition, brand placements have been conducted for increasing brand familiarity and sales. Some of the advantages of brand placements practices include overcoming the problem of zapping because people are unlikely to change the channel or leave the room when a brand appears within a movie like they do for commercials (Avery & Ferraro 2000; d'Astous & Chartier, 2000). In addition, product placements often involve an endorsement by the celebrity using the brands which have a influence on attitudes toward the brand (Avery & Ferraro, 2000). Further, brand placements allow advertisers to target very specific audiences because the demographics of who attends what kind of movie are well understood (Nebenzhal & Secunda, 1993). Brand placements also have a longer life span than typical advertisements (Brennan et al., 1999; d'Astous & Chartier, 2000). When a movie is released as a DVD or shown on TV, the brand placement is typically still present. Finally, surveys have found that audiences like brand placements because they improve the realism of a movie or TV show (Gupta & Gould, 1997; Gupta et al., 2000; Nebenzahl & Secunda, 1993; Ong & Meri, 1994).

The research regarding the effect of brand placements on memory generally finds that memory is improved for a brand that is placed within a movie, compared with the same brand that is not placed within a movie (Karrh, 1998). However, the early research on the effect of brand placements on brand memory was mixed (Babin & Carder, 1996a, 1996b; Ong & Meri, 1994).

The inconsistency of these early findings altered the research question from whether the brand placements were effective to the factors that moderate the effect of brand placements on brand memory. Studies found that placements that are more visually prominent result in greater memory for the brand than do less prominent placements (Brennen et al., 1999; d'Astous & Chartier, 2000; Gupta & Lord, 1998; Law & Braun, 2000).

Gupta and Lord (1998) also distinguished the product placement into two modes by the strategic purpose. They based on the degree of product placement and how obvious it is. The two modes are Prominent Product Placement and Subtle Product Placement.

Above studies reveals that very little work has been done in the Indian context and on Bollywood movies. In order to fill that gap, authors have tried to investigate impact of different types of Product Placement types in Hindi Movies.

III. Development of Hypothesis

This study is designed to provide understanding of factors which may influence viewer recall of brands appeared in Hindi movies. And such understanding is important for public relations practitioners while counselling clients about strategic brand placements in movies and when they consider placement decisions within strategic public relations program planning. In this research, we examine three variables which have been little researched with respect to brand placement in Hindi movies: Movie genre (Action/ Drama/ Comedy), placement type (Prominent/Subtle), and viewer gender. Three hypotheses were developed as follows.

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a) Movie Genre

According to Tan (1996), an important motivation for watching movies is the emotional experience they offer. Television programs and movies have been found to induce strong and enduring emotions and moods (Capentier et al., 2001; Forgas & Moylan, 1987; Goldberg & Gorn, 1987; Singh & Churchill, 1987), which have been shown to influence viewer recognition and recall (Axelrod, 1963; Gardner, 1985; Goldberg & Gorn, 1987; Kennedy, 1971; Pavelchak, Antil, & Munch, 1988; Soldow & Principe, 1981; Yuspeh, 1979). Movie genre may produce different viewer emotional reactions and recall. Today, comedy, drama, and action are the most popular categories of entertainment programming in movie and television. Comedy is the most popular movie genre with audiences (Zillmann, 2000). Comedy provides memory escape from real life and elicits laughter through exaggeration of situation, characters action and language. Action movies, on the other hand, supply a different mood to viewers by using non-stop motion, chase scenes, frequent stunts fights, and spectacular sounds and rhythms compared to other genre (Dirks, 2000). Drama is the largest movie genre (Dirks, 2000) and it invites more audience involvement (Vorderer & Knobloch, 2000), it is most frequently used movie genre for placing brands in movies (Sapolsky & Kinney, 1994), the following hypothesis is proposed:

H1: Viewer recall scores will be significantly higher for brands placed in drama movies than in other movie genres.

b) Placement Type

Most recall studies suggest that viewers do recognize and recall brands, products, and services placed in movies. For example, Steortz (1987) used telephone and theatre exit surveys to test brand recall, finding that aided recall averaged about 38% among audiences and that recall was affected by prominence of product placement in the movie. Similarly, Zimmer and Delorme (1997) found in a movie clip experiment that viewers recalled about 33% of brands and recognized 55% of brands. Viewer recall appeared to be affected by prominence of the displayed brand, whether or not brands were mentioned verbally, and the extent of character involvement with the brand. In another movie clip experiment, more than 90% of viewers were able to recall products (Vollmers & Mizerski, 1994). Children also recognized and recalled brands, products, and services (Vollmers, 1995).

H2: Viewer recall scores will be significantly higher for brands placed in prominent type than in subtle type.

c) Gender Differences

Several studies have examined relationships between viewer gender and movie genre. Richards and Sheridan (1987) examined the appeal of different movie genres using a sample of 550 moviegoers. They found that females preferred romance, history, and love story themes, while males preferred action, crime, and sex story themes. In studying gender differences regarding the enjoyment of sad or unhappy movies (dramas), Oliver (1993) demonstrated that males are less involved with, less interested in, less emotionally responsive to, and take less enjoyment in sad movies compared to females. Such differences in involvement, interest, and emotional responses suggest the following hypotheses regarding viewer gender and brand placement in movies:

H3: There is Significant difference between recall scores different Genders.

IV. Research Methodology

a) Participants

One hundred and thirty seven Post graduate students pursuing their MBA participated in this study. The sample had 94 females and than 43 males and all the participants ranged in age from 20 to 24 years. Members of this age group attend movies at least one each month and are referred to as the "target market" for many movies (Dortch, 1996). Upon arrival at a classroom, participants were randomly assigned movie clips to view and assess. Through this process, 53 respondents were assigned to action movie, 43 to comedy, and 41 to drama.

b) Selection of Movies

3 Hindi movies (one per each genre) were selected and edited to 10 minutes in length. Ten-minute movie clips are long enough to induce various emotions and present genre's differences (Gunter, Furnham, & Beeson, 1997; Kennedy, 1971). Most experimental studies use movie clips ranging from 5–30 minutes in length. The 4 movies used for the movie clips were drawn from the list lists of box office hit movies. The genre of each movie was determined by using Dirks's (2000) comprehensive movie classification system and by assessing the distinguishing characteristics of the movie content. Also Product placement type was determined with help of experts of the topic.

The movies and brands used and type of placement in the experiment are listed in Table 1. Most of the selected brands are very familiar to customers, and this may have reduced the potential for variance of recall among brands.

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Table 1 : Product Placement Type & Modes in Selected Movies

Movie name	Products	Brand name	Product Placement Type
Ajab Prem ki Gajab Kahani (Drama)	Soft drink	Pepsi	Prominent
	DTH service	Reliance big TV	Subtle
	Ice Cream	Baskin Robbins	Subtle
	Coffee	Nescafe	Prominent
Kaminey (Action)	Mobile Handset	Samsung	Prominent
	Radio FM	93.5 FM	Subtle
	DTH service	Reliance big TV	Subtle
	Two wheeler	Pleasure	Prominent
All the best (Comedy)	Apparels	Barcelona	Prominent
	LCD TV	Samsung	Subtle
	Wrist watch	Rolex	Prominent
	Airlines	Kingfisher, Jet airways	Subtle

c) Procedure

The experiment was conducted in classroom and clips were shown to participants with the help of projector with sound system. Before movie clips were shown, the researchers briefly informed participants about the movie titles and shared short movie descriptions. The goal of the experiment was not revealed. After viewing the 10-minutes movie clips, respondents completed a brief questionnaire. The questionnaire asked respondents to recall brands for the given product categories. Here product categories were given as clue for recalling brands. Respondents also were also asked to indicate age and gender.

Viewer recall and recognition have long been used as indicators of potential effectiveness (Rossiter & Percy, 1997; Stewart, Ratneshwar, Strow, & Bryant, 1985), and in brand placement studies, aided recall, unaided recall, and recognition tests have been used extensively.

Each respondent's combined score in recall tests was used as the dependent variable. The range for possible scores was 0 to 4 because each movie clip was featuring four brands. Genre, Placement type, and gender were used as independent variables in each analysis. Data analysis was performed using SPSS. To test the hypotheses, ANOVA tests and t-tests were performed with the recall scores as the dependent variable.

V. Results

a) Movie Genre and Brand Recall

The one way analysis of variance test was used to compare differences in brand recall scores according to genre (Table-2). Means for the three genres were: action (2.53), comedy (3.00), and drama (3.08). The difference between mean brand recall scores for drama and action movies is statistically significant (F 2, 2.810, p. $<$ .05), while differences between means for comedy and drama movies, and comedy and action movies, are not significant. Thus, respondents demonstrated significantly higher recall scores for brands in drama versus action movies, and H1 is partially supported.

Table 2 : One way ANOVA for Recall Scores Between Different Movie Genres

Source	SS	Df	MS	F
Between Groups	14.23	2	7.43	2.80*
Within Groups	233.43	134	1.53	
Total	250.42	136		

$*p < .05$.

b) Placement Type and Brand Recall

The One way ANOVA test was used to compare differences in brand recall scores according to placement type genre (Table-3). Means for the two placement type were: Subtle (2.40), and Prominent (3.60). This difference between mean brand recall scores for Prominent and subtle placement type is statistically significant (F 2, 3.58, p. $<$ .05), thus, respondents demonstrated significantly higher recall scores for brands placed in prominent type than in subtle type, and H2 is strongly supported.

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Table 3 : One way ANOVA for Recall Scores Between Different Placement Types

Source	SS	Df	MS	F
Between Groups	14.23	2	7.43	3.58*
Within Groups	233.43	134	1.53	
Total	250.42	136		

*$p < .05$.

c) *Gender of viewers and Brand Recall*

Anticipated differences in brand recall by gender were not found. Though mean brand recall scores for male respondents were higher those of female respondents (Table-4), but the differences were not statistically significant. Thus, H3 was not supported.

Table 4 : Brand Recall According to Gender

Gender	Mean	SD	N
Male	3.30	1.11	43
Female	3.10	1.26	94

VI. Discussion

The goal of this study was to examine whether movie genre, placement type, and viewer gender influenced brand recall, all factors which might be considered by practitioners during strategic decision making and which have been little researched. Results suggested that brand recall scores are highest in drama movies for both genders, and dramas may therefore provide better placement opportunities for some brands and products. Further it reveals that placing products prominently in movies generate higher recall than placing subtly.

Finally, Research presented here could be improved in several respects. First, the intensity of viewer emotion was not examined, and emotional intensity during encoding has been shown to influence the extent to which stimuli are recalled (Dutta & Kanugo, 1975). The specific mood states induced by different movie genres need further investigation. Second, movie involvement and interest are other important variables, and these were not studied. The degree of viewer involvement with, a movie and product can be important factors in brand recall (Gunter & Wober, 1992). Similarly, Gunter et al. (1997) demonstrated that audience evaluation of programs was significantly related to advertising recall.

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Effectiveness of Push (SMS) Service: A Study on Grameenphone and Airtel Subscribers of Bangladesh

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Abstract- The rapid increase of the use of mobile phones has created a new channel for marketing. SMS Marketing can be an effective medium of advertising in Bangladesh. The use of Short Messaging Service (SMS) has become more important to access potential customers through their mobile phones. The purpose of this paper is to measure & compare the effectiveness of push (SMS) service between Grameenphone and Airtel Telecommunication Company of Bangladesh. Results show that in most of the dimensions of push service like language of push SMS, degree of customers' irritation, degree of annoying, social, educational and govt. information, relevancy to customers' life style, Airtel is lagging behind GP. Being the young company, Airtel is in the good position regarding information about service activation & deactivation, customer satisfaction level, special offer and advance permission. Most of the dimensions do not match with the effectiveness of push services especially customers of both companies are irritated and annoyed about push SMS. So in case of overall evaluation for both companies the effectiveness of push service is not in satisfactory level.

Keywords: push marketing, sms, grameenphone, airtel, medium of advertising.

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Effectiveness of Push (SMS) Service: A Study on Grameenphone and Airtel Subscribers of Bangladesh

Md. Touhidul Islam[α] & Md. Asfaqur Rahman[σ]

Abstract- The rapid increase of the use of mobile phones has created a new channel for marketing. SMS Marketing can be an effective medium of advertising in Bangladesh. The use of Short Messaging Service (SMS) has become more important to access potential customers through their mobile phones. The purpose of this paper is to measure & compare the effectiveness of push (SMS) service between Grameenphone and Airtel Telecommunication Company of Bangladesh. Results show that in most of the dimensions of push service like language of push SMS, degree of customers' irritation, degree of annoying, social, educational and govt. information, relevancy to customers' life style, Airtel is lagging behind GP. Being the young company, Airtel is in the good position regarding information about service activation & deactivation, customer satisfaction level, special offer and advance permission. Most of the dimensions do not match with the effectiveness of push services especially customers of both companies are irritated and annoyed about push SMS. So in case of overall evaluation for both companies the effectiveness of push service is not in satisfactory level. The findings of this study necessitate the ways for Airtel as well as GP to adopt customer-centric strategic approach through competitive offerings & quality services to enhance the customer attractiveness towards push SMS and improve the effectiveness of push service. The study will contribute significantly regarding the policy making of the business professionals, advertising professionals as well as Telecommunications Company (especially GP & Airtel) in selecting, evaluating and establishing the proper SMS marketing and push service methods.

Keywords: push marketing, sms, grameenphone, airtel, medium of advertising.

I. Introduction

Over the last few years, the number of mobile subscribers in Bangladesh has been more than or close to more than doubling on an annual basis. The subscriber base had reached 119.623 million at the end of November 2014and is continuing to grow at a fast rate. Individually, Bangladesh's leading mobile operator, Grameenphone, has 51.119 Million customers, Banglalink has 30.681 Million, Robi has 25.251 Million and Airtel has 7.468 Million subscribers. On the other side, City cell, Bangladesh oldest mobile operator, has added 1.306 Million subscribers and finally Government phone company Tele talk has 3.805 Million subscribers.

	Operator	Subscriber(in million)
1.	GP	51.112
2.	Bangla Link	30.681
3.	Robi	25.251
4.	Airtel	7.468
5.	Citycell	1.306
6.	Teletalk	3.805

Source: www. Btrc.gov.bd/content/mobile phone_ subscribers (November 2014)

Bangladeshi Mobile Phone Company takes these huge mobile phone subscribers as the source or medium to reach the enormous people to conduct Mobile marketing. Mobile advertisers can deliver timely phone message service (SMS) ads to consumers based on their demographic characteristics and geographic information. Worldwide, wireless advertisers have already integrated SMS into the media mix. As the mobiles are in high use, advertising companies are also running after people who use mobile phones. Mobiles were invented for the purpose of communications only but on the way they have got a new dimension. This dimension is that mobiles are used for advertisement. Most of the companies have started sending promotional messages in the form of SMS to people because of today mobile marketing is one of the cheapest means of advertisements. Mobile marketing can be done through SMS, MMS, Voice call etc. Also, people keep mobiles with them, and hence, as soon as people get messages on their cell phones they instantly check their messages. Moreover, mobile marketing saves much time.

Companies through push marketing can make people to read their promotional messages. Grameenphone is the leading mobile phone company

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as well as Airtel is the growing mobile phone company in Bangladesh. Both companies conduct their push marketing activity to their subscribers. Although today pull marketing is the new concept in the market but both push Marketing &pull marketing are used by those company. The effectiveness of push Marketing varies from company to company. This paper will show the comparative effectiveness of push marketing between Grameenphone and Airtel mobile company. Hence, Present study emphasizes and tries to measure the Effectiveness of push Marketing of GP and Airtel Company towards the customers.

a) Research Problem

The present study is basically a customer survey, conducted with the objective of knowing the customer opinion about the effectiveness of push marketing of cellular phone service providers. Today there is a stiff competition prevailing among the cellular phone service providers. Hence under this scenario, it is important to know the factors that impact on the push marketing towards potential customer as well as to know the effectiveness of push (SMS) Marketing of selected mobile phone company(GP and Airtel) which are the leading and growing mobile phone operator of telecom service in Bangladesh.

b) Significance of the Study

This paper will help the telecom industry to know the current scenario of customer opinion about their push service as well as it helps to understand them assess their comparative position in context of push marketing.

c) Objectives of the Study

The general objective of this research is to assess the effectiveness of push marketing toward potential customer of GP and Airtel.

Specifically, the study is aimed at the following objectives:

- To know about the overview of Grameenphone and Airtel company.
- To determine and compare the perception of mobile phone users in Bangladesh about push service in respect of selected variables with regard to GP and Airtel.
- To know about the level of Performance & Effectiveness of GP and Airtel regarding the push service.
- To make a comparison between Grameenphone and Airtel in the context of push service by analyzing customer opinion and experience.
- To evaluate the overall position and measure the effectiveness of push services for both companies.
- To provide some recommendations to increase the effectiveness of push service of Grameenphone and Airtel Company in regard to the selected variables.

d) Scope of the Study

The scope of the research is based on two mobile phone companies and it throws light on the effectiveness of push marketing with respect to Grameenphone and Airtel Company. The report is written from the point of view of Grameenphone & Airtel users of Pabna city from Bangladesh. This report will represent the overall condition of effectiveness of push service of mobile phone subscribers based on the survey conducted over 100 mobile phone users.

e) Limitations of the Study

- The study concentrates only on the customers of GP and Airtel of Pabna city in Bangladesh.
- Due to time constraints it is not possible to cover vast area. So that survey has limited scope for application in wide market.
- Few customers are hesitate to deliver some information's due to the time wasted in the providing the same.
- Cost constraints leads to reduction in number of respondents.

II. Organizational Overview

a) Overview of Grameenphone

Grameenphone Ltd., the largest telecommunications service provider in Bangladesh received its operating license in November, 1996 and started its operations from March 26, 1997, the Independence Day of Bangladesh. Grameenphone was also the first operator to introduce the pre-paid service in September 1999. Today, Grameenphone is the leading telecommunications service provider in Bangladesh with more than 51.112 million subscribers as of November 2014 (http://www.btrc.gov.bd). It is a joint venture enterprise between Telenor and Grameen Telecom Corporation, a non-profit sister concern of the internationally acclaimed microfinance organization and community development bank Grameen Bank. Telenor, the largest telecommunications company in Norway, owns 55.8% shares of Grameenphone; Grameen Telecom owns 34.2% and the remaining 10% is publicly held.

Since its inception Grameenphone has built the largest cellular network in the country with over 13,000 base stations in more than 7000 locations. Presently, nearly 98 percent of the country's population is within the coverage area of the It established the first 24-Hour Call Center, introduced value-added services such as VMS, SMS, fax and data transmission services, international roaming service, WAP, SMS-based *Push-pull* services, EDGE,3G, personal ring back tone and many other products and services.

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Grameenphone at a Glance

The full name:	Grameenphone Ltd
Head Office:	Clebration Point, Plot # 3&5, Rode # 113/A, Gulshan-2,Dhaka - 1212,Bangladesh
Date of incorporation:	November 28, 1996
Service Launched:	March 26, 1997
Product & Services:	More than 50 products, services, promotions and features, Grameenphone customer centers in 6 Divisional cities, 600 Service Desk all over the country.
No of divisions:	11
No of Subscribers:	51.112 millions
Shareholders:	Telenor (62%), Grameen telecom (38%)
Vision:	We're here to help (This vision crystallizes customer focus as the Cornerstone of everything they do: helping customers get the full benefit of communications in their daily life.
Values:	Make it Easy; Keep Promises, Be Inspiring, Be Respectful
Website	http://www.Grameenphone.com

Source: (http://www.Grameenphone.com)

i. *Grameen Phone's Value Added Services*

SMS (Phone Message Service), SMS Push-Pull Services: By using people can enjoy more than 160 contents (Ex: Sports news, Emergency numbers, Restaurants. Airline and Railway timing, Travel info etc.), Voice Mail Service (VMS), Fax and Data, Wireless Application Protocol (WAP), News Service Event Based sports Update (2002), Iftar and Sehri Timings (1515), Bangla SMS, Apps & Gams, Lifestyle Content, Financial services.

b) Overview of Airtel

Airtel, formerly known as Warid Telecom, is a *GSM* and *3G* based cellular operator in *Bangladesh*. Airtel is the sixth mobile phone carrier to enter the Bangladesh market, and originally launched commercial operations under the brand name Warid on May 10, 2007. In 2010, *Bharti Airtel* bought out majority share of the company. As of August 2013, Airtel Bangladesh has 7.97 million subscribers with 7.3% of market share. Warid Telecom International, an Abu Dhabi based consortium, sold a majority 70% stake in the company to India's Bharti Airtel Limited. Bharti Airtel is making a fresh investment of USD 300 million to rapidly expand the operations of Warid Telecom. This is the largest investment in Bangladesh by an Indian company. This is Bharti Airtel's second operation outside of India. Dhabi Group continues as a strategic partner retaining 30% shareholding and has its nominees on the Board of the Company. Bharti Airtel Limited took management control of the company and its board, and rebranded the company's services under its own Airtel brand from December 20, 2010. The Bangladesh Telecommunication Regulatory Commission approved the deal on Jan 4, 2010. The company offers a wide array of innovative mobile services, including voice, value added services, data and m-commerce products and is focused on expanding its state-of-the-art mobile network both for coverage and capacity.

With a customer base of more than 7.468 million (www.btrc.gov.bd), Airtel Bangladesh is the most preferred youth brand of the country that thrives on excellent data service. And data experience with Airtel will only be better when the company will introduce its array of 3G services. To make customers' lives easier Airtel Bangladesh has Doorstep Service by which customers can enjoy all kinds of service at their preferred place. M-Commerce opened a new Horizon in money transfer that gives Airtel customers the freedom to send money to their dear ones instantly from their mobile. Through M-health, customers can now reach professional doctors over phone 24/7 and get basic treatment. To enrich the lives of the customers Airtel has 7 Airtel Experience Centers (AEC) and 77 Airtel Relationship Centers (ARC) across the country and our corporate office is situated in Banani (House 34, Road 19/A), Dhaka 1213, Bangladesh.

Airtel Bangladesh Ltd. at a Glance

Type:	Private
Industry:	Telecommunication
Founded:	December 1, 2010 (Registration date)
Headquarters:	House 34, Road 19/A, Banani, Dhaka 1213, Bangladesh
Products:	Telephony, mobile telephony
Total subscriber:	7.468 million (November 2014)
Website:	http://www.bd.airtel.com

Source: www. bd. Airtel.com

i. *Airtel's Value Added Services*

Voice Mail Service (VMS), Short Message Service (SMS), Multimedia Message Service(MMS), Tunes, Data service, Sports, News update, Astrology, Travel, Finance, Information service, Location based service, Research & bill pay service.

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III. Review of Related Literature and Origin of Push Marketing

a) *Mobile Advertising*

Traditionally, the purpose of advertising has been to communicate brand messages to consumers in order to understand the communication process behind advertising [Shannon's (1948)]. Advertising, in today's business world is the most prioritize filed that a business normally concentrate and put large emphasize on that. During recent years, the popularity of text messaging (SMS) has grown exponentially, which has led to the rise of the mobile advertising phenomenon [James, 2004]. Chang and Villegas (2008) argue that the mobile phone has tremendous potential for delivering advertisements because of its high penetration rate.

b) *SMS Advertising*

In this competitive world, where in each step you will find competition. In order to have win-win position in this competitive world there should be some strong weapons to be used to have winning edge. One of the strong weapons is advertising through SMS. In the current scenario people are lacking time, there is a very urgent need for quick and effective communication system. Bulk SMS Solutions are considered as the safest and quickest mode of communication. The marketer shave found a new way of advertising to reach the consumers with the growth in the cellular market. Millions of SMS or more are sent in a month. SMS advertising has emerged as the most suitable and effective medium for advertising due addiction towards SMS and its popularity among youths. According to the GSM association, the cellular phone users send 10 million or more SMS in a month. The addiction towards SMS and its popularity among youths has contributed to SMS advertising to emerge as the most suitable and effective medium for advertising. The SMS has emerged as marketing communication phenomenon for the advertisers to reach their clients anywhere, anytime. One can use SMS gateways to generate the maximum awareness in client's mind with the minimum possible costs. The SMS gateway can also be used for brand recalling. According to the research the text message advertisements have found to boost the clients' inclination to purchase by 36% which explains its popularity among marketers. This is perhaps because SMS advertising is the most popular form of mobile advertising [Scharl, 2005].

c) *Origin of Push Marketing*

Actually push marketing concept comes from mobile advertising or mobile marketing. Mobile marketing is can be defined as "Using interactive wireless media to provide customers with time and location sensitive, personalized information that promotes goods, services and ideas, thereby generating value for all stakeholders" This definition includes an important concept of adding value not just for the marketing party, but also for the consumer.

Mobile marketing can be categorized into two types one is push marketing and other is pull marketing.

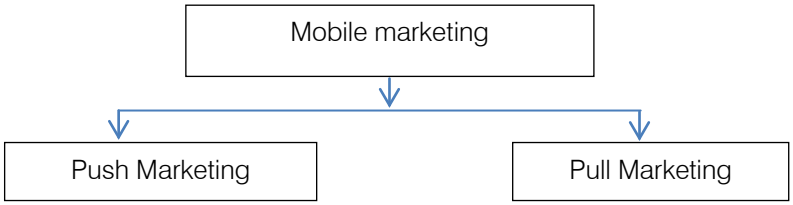


Figure 1 : Types of mobile Marketing

d) *Push-Pull Marketing*

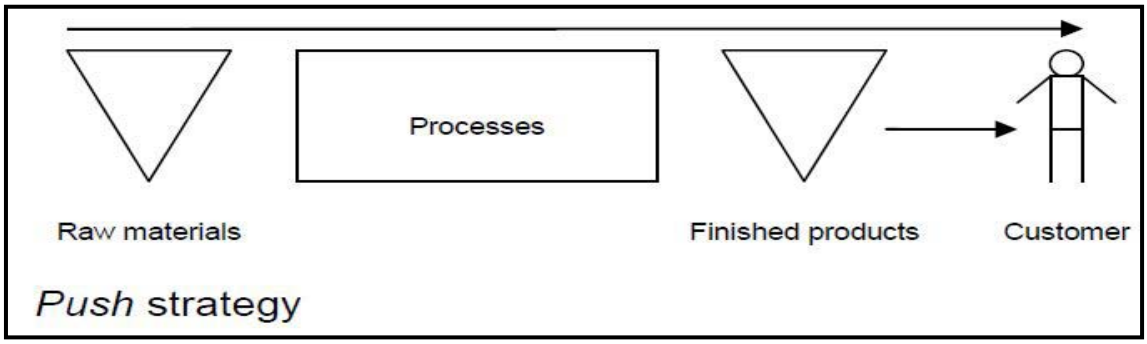
Mobile advertising can be categorized into two basic types: Push and Pull [Wallace et al., 2002?].Providers can take the form of pull-based (user request information and services based on their locations) or Push-based (location-sensitive content is automatically sent to users based on their location) advertising. Push advertising without any filtering is something like spam e-mail which might be perceived as annoying or irritating. Lawer and Knox (2006) describe Push marketing as company centric marketing strategies that push the benefits of company offerings to specific marketing segments. When defining mobile marketing a further distinction can be made between push and pull marketing campaigns. Lawer and Knox (2006) describe Push marketing as company centric marketing strategies that push the benefits of company offerings to specific marketing segments.

i. *Push Marketing*

Push marketing focuses on taking the product to the customer, and putting the product in front of the customer at the point of purchase. This type of marketing strategy hopes to minimize the amount of time between a customer discovering a product and buying that product. To accomplish this, companies use aggressive and wide-reaching ads to make the biggest and most immediate impact they can on customers. Node performs order planning for succeeding node. Like stated by Bonney et al. (1999) control information flow is in the same direction of goods flow. Push Marketing sounds much more aggressive than it actually is It creates a situation within the retail environment

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where the manufacturer and the retailer work together to promote one specific product model or entire product line. This strategy makes use of a company's sales force, trade promotion activities, and promotional relationships to create consumer demand for a product (i.e. sales incentives/spiffs, coupons or discounts, and heavy product training for retail staff).With a Push strategy, the producer (1) promotes the product to wholesalers, the wholesalers to the retailers, and the retailers to the consumers, and (2) sets production levels based on the wholesalers and/or retailers' historical ordering patterns and product sales, and forecasted demand. Often it takes time for Push-based supply to respond to changes in demand, as they are basing their inventory on historical data.



Source : Elaboration of A. by P. G. Brabazon, B. Mac Carthy, Order Fulfillment Models from the Catalog Mode of Mass Customization –A Review, in T. Blecker, G. Friedrich (eds.), Mass Customization: Challenges and Solutions, Springer, New York, 2006, pp. 211-231, p. 214.

Fig. 3 : Push strategies

Often manufacturers look at incorporating a Push strategy into their overall marketing efforts when:

- Consumers do not know their product's brand, benefits or How to use it and therefore need to be educated;
- Consumers are price sensitive;
- They are competing with an industry leader that has a large marketing budget; or when their goal is to inspire trial with the hope of building long-term product loyalty.

ii. *PULL Marketing*

Pull marketing, on the other hand, takes the opposite approach. The goal of pull marketing is to get the customers to come to you, hence the term pull, where marketers are attempting to push customers in. Common sales tactics used for push marketing include mass media promotions, word-of-mouth referrals and advertised sales promotions. From a business perspective, pull marketing attempts to create brand loyalty and keep customers coming back, whereas push marketing is more concerned with phone-term sales. Pull Marketing creates a situation in which consumers knowingly request a branded product and "pull" it through the distribution channel. For this strategy to work, manufacturers must build consumer demand through heavy (and often expensive) advertising and promotional campaigns. A pull strategy could arguably be more effective than a push strategy because it is easier to sell to a consumer who has a strong positive view of the product. However, creating this positive impression often requires a high amount of exposure over a long period of time.

Often manufacturers look to use mediums such as:

- Mass advertising
- Word of mouth or buzz marketing
- Image advertising
- In-store advertising, sampling, demonstrations
- Viral marketing (getting decision makers and influencers to become advocates)

Although this sounds easy, it often takes considerable time and resources to build awareness for a product to the point where it is identifiable by consumers. Often manufacturers will look at incorporating a push strategy when:

- Consumers want to purchase the product because of a strong affiliation to the brand.
- They have created a product that is easily differentiated and identifiable from competitor products.
- They have adequate funds to support a large advertising campaign.

e) Short Message Service (SMS)

SMS is a text messaging service component of phone, Web, or mobile communication systems. It uses standardized communications protocols to allow fixed line or mobile phone devices to exchange phone text messages. SMS was the most widely used data application, with an estimated 3.5 billion active users, or about 80% of all mobile phone subscribers at the end of 2010. The term "SMS" is used for both the user activity and all types of phone text messaging in many parts of

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the world. SMS is also employed in direct marketing, known as SMS marketing. SMS in subscriber mobile acts like an advanced pager. Subscriber can send and receive text messages of up to 160 characters. Subscriber can use your mobile phone attached to a computer to send faxes or transfer date, even they need not to be connected with a fixed line.

f) Voice Mail Service (VMS)

VMS is a unique answering machine. It provides subscriber with a personal electronic mail box in our voice mail center. When subscriber is not available or outside the coverage area or simply busy even switch off his or her cell phone, the caller can leave a message in subscriber's voice mailbox, which subscriber may listen or retrieve at subscriber's convenience. It provides 24- Hour automatic secretarial service makes one available to his calling person anytime. When users are unreachable or unable to answer any call within 20 s, the service will automatically divert the call to voice mail. User will receive a SMS notifying us that we have a message and we may retrieve it at a convenient time.

g) Multimedia Message Service (MMS)

Multimedia message service (MMS) on the other hand, provides more visual and active messages. Marketers can benefit from use of photos, music, logos and animation, videos in advertising to consumers' mobile phones. SMS and MMS advertising are expected to achieve higher response rates compared to e-mail or television advertising, because all advertisements can be sent personally [Zabadi, Shura & Elsayed, 2012]. MMS mobile marketing can contain a timed slideshow of images, text, audio and video. This mobile content is delivered via MMS (Multimedia Message Service). Nearly all new phones produced with a color screen are capable of sending and receiving standard MMS message. Brands are able to both send (mobile terminated) and receive (mobile originated) rich content through MMS A2P (application-to-person) mobile networks to mobile subscribers. MMS mobile marketing can contain a timed slideshow of images, text, audio and video. This mobile content is delivered via MMS (Multimedia Message Service). Nearly all new phones produced with a color screen are capable of sending and receiving standard MMS message. Brands are able to both send (mobile terminated) and receive (mobile originated) rich content through MMS A2P (application-to-person) mobile networks to mobile subscribers. In some networks, brands are also able to sponsor messages that are sent P2P (person-to-person).

h) Voice Call

Actually voice call is a service provide by mobile phone operator that enables people to communicate and exchange their voice by using transmission frequency. The 3GPP has defined the Voice Call Continuity (VCC) specifications in order to describe how a voice call can be persisted, as a mobile phone moves between circuit switched and packet switched radio domains.

i) Voice SMS

A voice SMS is a text message that people can send that includes a message (usually 30 seconds or less) that the other person can hear in the text message. Save time and personalize subscribes message through a voice SMS. This service provides user the flexibility to record up to 120 s of audio; so even if user desired number is unreachable, message will reach out live!

j) Service Quality

Service quality was defined differently through the view of many researchers. For example: Bitner, Booms and Mohr (1994) defined service quality as 'the consumer's overall impression of the relative inferiority / superiority of the organization and its services'. Therefore, service quality is the key of survival to all servicing companies. Cronin and Taylor (1994) viewed service quality as a form of attitude representing a long-run overall evaluation. Maintaining service quality at certain level and improving service quality must be life-time efforts to those companies who desire life-time prosperity in customers' heart. Parasuraman, Zeithaml and Berry (1985) defined service quality as 'a function of the differences between expectation and performance along the quality dimensions' [Likewise, Roest and Pieters' (1997)]. The same definition that service quality is a relativistic and cognitive discrepancy between experiences based norms and performance concerning service benefits. Service quality is a critical element of customer perceptions. Service quality will be the dominant element in customers' evaluations. Service quality may also be very critical in determining customer satisfaction.

k) Customers Perception and Evaluation

Customer perception of services refers how they assess whether they have experienced quality service, and whether they are satisfied. Perceptions are always considered relative to expectations.

IV. Methodology and Hypotheses Development

The business research used in this report is descriptive nature. Through this descriptive research this report seeks to determine the answers the research questions of the GP and Airtel Bangladesh Ltd. The users of GP and Airtel were the population of this study. This study was mainly based on primary data that were collected by using a structured survey questionnaire and secondary data that were collected from journal, books, website etc. Some data and other necessary information were collected by the website of GP and Airtel.

This study included Total 100 respondents as the sample (50 customers of Grameenphone and 50 customers of Airtel) were surveyed through the random

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sampling method with structured questionnaire from July to December 2014. After collection of primary data, hypotheses were formulated and T-test, Z test, one-way ANOVA analysis, frequency analysis, and descriptive analysis ware used to test the hypotheses with 0.05 level of statistical significance. The statistical computer package SPSS version 17.0 was used to analyze the data. Out of 100 respondents, 21 were service holders and 79 were students.

a) Population and Sample

Sampling Size–100 respondents, Convenient Sampling method is used for the study.

b) Sources of Data

This study is based on both primary and secondary data. Primary data were collected through a structured questionnaire survey. Secondary data were collected from the published official statistics, report documents, laws, ordinance, books, articles, annual reports of concerned cell phone operators, ministry of posts & telecommunications, websites etc.

c) Data Collection Methods

Primary data has been used by me in the form of Questionnaire & Observation, which are the two basic methods of collecting primary data, which suffices all research objectives. Secondary data sources like website of the company & some articles with reference to web-sites.

d) Data Analysis Methods

A five-point Likert type scale statements were used to measure the variables where 1 stands for strongly disagreed and 5 stands for strongly agreed effect on the statements [(Luthans, 2002)]. After collection of primary data, hypotheses were formulated and paired samples t-test, Frequency analysis, and regression analysis ware used to test the hypotheses with 0.05 level of statistical significance. The statistical computer package SPSS version 17.0 was used to analyze the data.

e) Questionnaire Design

The primary data were collected from relative mobile phone companies' customers from Pabna city. Total 100 customers (50 customers of Grameenphone and 50 customers of Airtel) were surveyed through the convenience sampling method with questionnaire from July to December 2014.

f) Hypotheses Formulation

Research hypothesis is an unproven statement, which helps the researcher to draw the suggestion on his hypothetical assumption whether it is true or false based on some specific statistical test (Alam and Neger, 2009). For the convenience of the study the following hypotheses are developed which are to be tested.

i. *Hypotheses Formulation (For comparing effectiveness of push service between GP and Airtel)*

Hypothesis 1:
Ho: μ MG = μ MA
Ha: μ MG $\neq$ μ MA

Where, Ho: There is no significant difference between Mean of GP and Mean of Airtel in terms of *Service Charge.*

Hypothesis 2:
Ho: μ MG = μ MA
Ha: μ MG $\neq$ μ MA

Where, Ho: There is no significant difference between Mean of GP and Mean of Airtel regarding *Language of SMS*.

Hypothesis 3:
Ho: μ MG = μ MA
Ha: μ MG $\neq$ μ MA

Where, Ho: There is no significant difference between Mean of GP and Mean of Airtel on the subject of *Contents of SMS*.

Hypothesis 4:
Ho: μ MG = μ MA
Ha: μ MG $\neq$ μ MA

Where, Ho: There is no significant difference between Mean of GP and Mean of Airtel in *context of irritation.*

Hypothesis 5:
Ho: μ MG = μ MA
Ha: μ MG $\neq$ μ MA

Where, Ho: There is no significant difference between Mean of GP and Mean of Airtel with regard to *annoying SMS*.

Hypothesis 6:
Ho: μ MG = μ MA
Ha: μ MG $\neq$ μ MA

Where, Ho: There is no significant difference between Mean of GP and Mean of Airtel in terms of *Update information about product & service.*

Hypothesis 7:
Ho: μ MG = μ MA
Ha: μ MG $\neq$ μ MA

Where, Ho: There is no significant difference between Mean of GP and Mean of Airtel regarding *Information about service activation & deactivation.*

Hypothesis 8:
Ho: μ MG = μ MA
Ha: μ MG $\neq$ μ MA

Where, Ho: There is no significant difference between Mean of GP and Mean of Airtel on the subject of *Customer satisfaction of Push service.*

Hypothesis 9:
Ho: μ MG = μ MA
Ha: μ MG $\neq$ μ MA

Where, Ho: There is no significant difference between Mean of GP and Mean of Airtel in context of

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Push SMS about social, educational and govt. information.

Hypothesis 10:
Ho: μ MG = μ MA
Ha: μ MG ≠ μ MA

Where, Ho: There is no significant difference between Mean of GP and Mean of Airtel with regard to Contents those *relevant to customers' lifestyle.*

Hypothesis 11:
Ho: μ MG = μ MA
Ha: μ MG ≠ μ MA

Where, Ho: There is no significant difference between Mean of GP and Mean of Airtel on the subject of *Special offers to customers.*

Hypothesis 12:
Ho: μ MG = μ MA
Ha: μ MG ≠ μ MA

Where, Ho: There is no significant difference between Mean of GP and Mean of Airtel in context of *Advance permission to provide SMS.*

Hypothesis 13:
Ho: μ MG = μ MA
Ha: μ MG ≠ μ MA

Where, Ho: There is no significant difference between Mean of GP and Mean of Airtel with regard to *Service of customer care center about Push service.*

ii. *Hypotheses Formulation (For overall evaluation and to test the effectiveness of push service for both companies)*

Hypothesis 1:
H_0: Both companies (GP and Airtel) have satisfactory service charge to the customers.
Ha: Both companies (GP and Airtel) have not satisfactory service charge to the customers.

Hypothesis 2:
H_0: Language of push SMS of GP and Airtel is easily readable to the customers.
Ha: Language of push SMS of GP and Airtel is not easily readable to the customers.

Hypothesis 3:
H_0: Contents of push SMS of GP and Airtel are phone and to the point.
Ha: Contents of push SMS of GP and Airtel are not phone and to the point.

Hypothesis 4:
H_0: Respondents of both companies are irritated when they receive push SMS.
Ha: Respondents of both companies are not irritated when they receive push SMS.

Hypothesis 5:
H_0: Contents of push SMS of GP and Airtel are often annoying to the customers.
Ha: Contents of push SMS of GP and Airtel are not often annoying to the customers.

Hypothesis 6:
H_0: Both companies provide update information about their products & services to the customers through push SMS.
Ha: Both companies do not provide update information about their products & services to the customers through push SMS.

Hypothesis 7:
H_0: Both companies provide information about activation and deactivation of push service through push SMS.
Ha: Both companies do not provide information about activation and deactivation of push service through push SMS.

Hypothesis 8:
H_0: Respondents of both companies are satisfied on getting the push service.
Ha: Respondents of both companies are not satisfied on getting the push service.

Hypothesis 9:
H_0: Both companies provide available push SMS to customers about social, educational, govt. info.
Ha: Both companies do not provide available push SMS to customers about social, educational, govt. info.

Hypothesis 10:
H_0: Push SMS are relevant to customers' life style.
Ha: Push SMS are not relevant to customers' life style.

Hypothesis 11:
H_0: Both companies provide special offers to customers through push SMS.
Ha: Both companies do not provide special offers to customers through push SMS.

Hypothesis 12:
H_0: Both companies take the permission from respondents in advance to provide push SMS.
Ha: Both companies do not take the permission from respondents in advance to provide push SMS.

Hypothesis 13:
H_0: Services of customer care center of GP and Airtel regarding push service are in satisfactory level.
Ha: Services of customer care center of GP and Airtel regarding push service are not in satisfactory level.

V. Data Analysis, Hypotheses Testing and Findings

An analysis is generated from the questionnaire to achieve the objectives of the study. In order to analyze the collected data a 5-point Likert type scale has been used, where 5 stands for highly satisfied (Strongly Agreed) customers, 4 stands for satisfied (Agreed) customers, 3 stands for neutral customers, 2 stands for dissatisfied (Disagreed) customers, and 1 stands for highly dissatisfied (Highly Disagreed) customers. Several judgments were made from the responses of customers to validate the objectives of the study. The results of different tests are presented below:

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a) Demographic Characteristics of the Respondents

Table 01 : Respondents Demographics (N*=100)

		Frequency	Percent	Cumulative Percent
Occupation	Service Holder	21	21.0	21.0
	Student	79	79.0	100.0
	Total	100	100.0	
Education Level	Below SSC	1	1.0	1.0
	SSC	3	3.0	4.0
	HSC	14	14.0	18.0
	Bachelor	76	76.0	94.0
	Master	5	5.0	99.0
	PhD	1	1.0	100.0
	Total	100	100.0	
Age	Below 20	19	19.0	19.0
	20 to 40	80	80.0	99.0
	Above 40	1	1.0	100.0
	Total	100	100.0	
Gender	Male	75	75.0	75.0
	Female	25	25.0	100.0
	Total	100	100.0	
Operator	GP	50	50.0	50.0
	Airtel	50	50.0	100.0
	Total	100	100.0	

Source: Questionnaire Survey, July to December 2014
*Note:*N = Total frequency = 100*

Table 1 reveals that respondents involved in this study were Students and Service Holders in Pabna city. Number of Student respondents is 79% where service Holders are 29%. It reveals that 1% of the respondents are educated below SSC, 3% of the respondents belong to SSC, 14% of the respondents are HSC, 76% of the respondents are Bachelor, 5% of the respondents are Master and 1% of the respondents are PhD.

Most of the respondents came from the age group of 20-40 years (80%), because it is a typical age of most Institutional students in Pabna and this is due to the more acceptability of push (SMS) advertising in the age group of 20 to 40 years. Other respondents were in the age group of below 20 years (19%), above 40 years (1%).Table 1 reveals that 75% of the respondents are males and 25% of the respondents are females. It is concluded that majority of respondents are males.

It also reveals that 50%of the respondents use GP and 50% of the respondents use Airtel from the total 100 of respondents.

b) Customer Opinion about SMS, MMS and Voice SMS

Customer opinion about SMS, MMS, and Voice SMS is an important factor to the customers. They give more emphasis in this particular point in receiving the PUSH SMS.

Table 2 : Customer opinion about SMS, MMS, Voice SMS(N*=100)

		Frequency		Percent (%)	
		GP	Airtel	GP	Airtel
Options	SMS	38	40	76.0	80.0
	MMS	1	2	2.0	4.0
	Voice SMS	11	8	22.0	16.0
Total		**50**	**50**	**100**	**100**
Mean value ($\overline{X}$)		1.46	1.36		
Standard Deviation (SD)		.838	.749		
Coefficient of variation (CV)		.702	.562		

Source: Questionnaire Survey, July to December 2014
*Note:*N = Total frequency = 100*

Table 2 reveals that, out of 100 respondents 76% respondents of GP are comforts to receive SMS where 80 % respondents of Airtel are comfort to receive SMS. 2% respondents of GP are comfort to receive MMS where 4 % respondents of Airtel are comfort to receive MMS. On the other hand, 22% respondents of GP are comfort to receive Voice SMS where 16 % respondents of Airtel are comfort to receive Voice SMS. Here mean value of GP and Airtel respondents regarding customer choice about SMS, MMS, Voice

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SMS are respectively 1.46 and 1.36, Standard Deviation are respectively .838 and .749 and the coefficient of variation are respectively .702 and .562, which indicate that GP is in a very strong position than Airtel in context of push Marketing. So, GP need to provide Voice SMS as a way of push Marketing to increase the effectiveness of push Marketing because 22 % customer are comfort to receive the Voice SMS. On the other hand Airtel should give more concern about the SMS because 80% respondents prefer to accept SMS as a way of push service.

c) Attractiveness of push SMS to Customer

Customer incentive is the strong factor to determine the effectiveness of push service. Customers always expect that their operators will give some incentive to them regularly. The operators, who are providing incentive to customers, are getting more customers. Table 3 reveals that about 44% respondents of GP receive the incentive where 38% respondents of Airtel receive the incentive.

Table 3 : Attractiveness of push SMS to customer

		Frequency		Percent (%)	
		GP	Airtel	GP	Airtel
SMS attractiveness (Incentives)	Yes	22	19	44.0	38.0
	No	28	31	56.0	62.0
Total		50	50	100	100
Mean value ($\overline{X}$)		1.56	1.62		
Standard Deviation (SD)		.501	.490		
Coefficient of variation (CV)		.251	.240		

Source: Field Survey, July to December 2014.

Here the frequency about "Yes" of GP and Airtel respondents regarding incentive to the customers are respectively 22 and 19the frequency about "No" of GP and Airtel respondents regarding incentive to the customers are respectively 28 and 31. It indicates that GP is in a better position than Airtel in case of providing incentive to the customers.

d) Necessary Push SMS Received and Read by Customer

It is possible to compare the effectiveness of push service between GP and Airtel by analyzing the frequency of push SMS reception and amount of SMS reading. Customer will read the SMS if it contains more attractive and necessary element for what the customer will wait.

Table 4 : Necessary push SMS receive and read by customer

		Frequency		Percent (%)	
		GP	Airtel	GP	Airtel
SMS receive (per day)	Below 3	10	20	20.0	40.0
	3 to 5	34	21	68.0	42.0
	above 5	6	9	12.0	18.0
Total		50	50	100	100
Mean value ($\overline{X}$)		1.92	1.78		
Standard Deviation (SD)		.566	.737		
Coefficient of variation (CV)		.320	.542		
SMS read (per day)	None	14	10	28.0	20.0
	Only one	6	9	12.0	18.0
	3 to 5	3	17	6.0	34.0
	All of them	27	14	54.0	28.0
Total		50	50	100	100
Mean value ($\overline{X}$)		2.86	1.78		
Standard Deviation (SD)		1.340	.737		
Coefficient of variation (CV)		1.796	.542		

Source: Field Survey, July to December 2014.

From the above table, it is found that 20% respondents of GP receive below 3 push SMS per day where 40% respondents of Airtel receive below 3 push SMS per day.68% respondents of GP receive 3 to 5push SMS per day where 42% respondents of Airtel receive 3 to 5 push SMS per day. On the other hand, 12%

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respondents of GP receive above 5 push SMS per day where 18% respondents of Airtel receive above 5push SMS per day. On the other side within 50 respondent 28% respondent of GP do not read anyone SMS where 20% respondent among 50 Airtel respondents do not read anyone SMS.12% respondent of GP read only one SMS where 18% respondent of Airtel read only one SMS. 54% respondent of GP read all of them SMS where 28% respondent of Airtel read all of them SMS. Mean value of GP is 2.86 and Airtel is 1.78 which indicate that content of GP's push SMS is more acceptable and attractive as well as effectiveness of push service of GP is high than Airtel.

e) Medium of Communication (Language of push SMS)

Language of push SMS is the imperative variable to determine the effectiveness of push service. Table 5 shows that 66% respondents of GP get Bangla by English spelling SMS where 58% respondents of Airtel get Bangla by English spelling SMS.

0% respondents of GP get Bangla SMS where 2% respondents of Airtel get Bangla SMS. 17% respondents of GP get English SMS where 19% respondents of Airtel get English SMS.

Table 5 : Medium of communication

		Frequency		Percent (%)	
		GP	Airtel	GP	Airtel
Language of PUSH SMS	Bangla by English Spelling	33	29	66.0	58.0
	Bangla	--	2	0.0	4.0
	English	17	19	34.0	38.0
Total		50	50	100	100
Mean value ($\overline{X}$)		1.68	1.80		
Standard Deviation (SD)		.957	.969		
Coefficient of variation (CV)		.916	.939		

Source: Field Survey, July to December 2014.

Mean value of GP (1.68) is lower than of Airtel (1.80) which refer Airtel in good position than GP because it provides 3 categories of SMS that match among categories of respondents. Sometime Bangla by English spelling SMS is ambiguous so respondents will be more comfortable to read the Bangla SMS. If both companies increase the amount of Bangla SMS than effectiveness of PUSH service will be high.

f) Number of Necessary push SMS Reception and Activation

It is possible to measure the effectiveness of push service between GP and Airtel by analyzing the number of necessary push SMS to the respondents and the number of service activation also the sign of measuring effectiveness.

Table 6 reveals that, out of 50 respondents of GP 18% respondents are argue that they receive 1 necessary push SMS within one month where out of 50 respondents of Airtel 10% respondents are argue that they receive 1 necessary push SMS within one month. 24%, 10%, 14%, 10%, 24% of GP 's respondent argue that they receive respectively 2, 3, 4, 5, and above 5 necessary push SMS within one month where 22%, 40%, 2%, 8%, 18% of Airtel's respondent argue that they receive respectively 2, 3, 4, 5, and above 5 necessary push SMS within one month. The mean value (3.46) and CV (3.519) of GP is higher than the mean value (3.30) and CV (2.541) of Airtel in context reception of necessary push SMS. It indicates that GP's push SMS match more with respondent's demand than of Airtel and effectiveness of push service of GP is high than of Airtel.

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Table 6 : Number of necessary PUSH SMS reception and activation

		Frequency		Percent (%)	
		GP	Airtel	GP	Airtel
Necessary PUSH SMS	1	9	5	18.0	10.0
	2	12	11	24.0	22.0
	3	5	20	10.0	40.0
	4	7	1	14.0	2.0
	5	5	4	10.0	8.0
	above 5	12	9	24.0	18.0
Total		**50**	**50**	**100**	**100**
Mean value ($\overline{X}$)		3.46	3.30		
Standard Deviation (SD)		1.876	1.594		
Coefficient of variation (CV)		3.519	2.541		
Number of service Activation	1	31	42	62.0	84.0
	2	12	4	24.0	8.0
	3	6	4	12.0	8.0
	4	1	--	2.0	--
	5	--	--	--	--
	above 5	--	--	--	--
Total		**50**	**50**	**100**	**100**
Mean value ($\overline{X}$)		1.54	1.24		
Standard Deviation (SD)		.788	.591		
Coefficient of variation (CV)		.621	.349		

Source: Field Survey, July to December 2014.

From the table- 6 it is clear that number of service activation is more in respect of Airtel subscribers. 84% of Airtel's subscribers activate minimum one service within one month where 62% of GP's subscribers activate minimum one service within one month.SD of Airtel is lower than of GP which refer that effectiveness of push SMS of Airtel is high than of GP. It is possible because of attractive power of that push SMS higher than of GP.

g) Time of PUSH SMS Reception and Preference of Customers' Push SMS Reception

If the service provider able to provide the push SMS to the subscriber mobile phone at the right time it means when the customer prefer to receive than the effectiveness of push SMS will be high. Table- 7 Shows that 68% of GP's subscribers get push SMS when they are busy where 82% respondents of Airtel are get push SMS when they are busy. Both companies should find out the customers busy time and avoid sending the push SMS in their busy time because 38% of GP's respondents prefer to receive push SMS in the relax time as well as 34% of Airtel's respondents prefer to receive push SMS in the relax time. Airtel should more concern to provide push SMS than GP to increase the effectiveness of push service.

Table 7 : Time of push SMS reception and preference of customers' push SMS reception

		Frequency		Percent (%)	
		GP	Airtel	GP	Airtel
Time of PUSH SMS reception	in your busy time	34	41	68.0	82.0
	in morning	6	3	12.0	6.0
	relax time	7	4	14.0	8.0
	mid night	3	2	6.0	4.0
Total		**50**	**50**	**100**	**100**
Mean value ($\overline{X}$)		1.58	1.34		
Standard Deviation (SD)		.950	.798		
Coefficient of variation (CV)		.902	.637		
Sixteen	in your busy time	--	--	--	--
	in morning	3	5	6.0	10.0
	relax time	38	34	76.0	68.0
	mid night	9	11	18.0	22.0
Total		**50**	**50**	**100**	**100**
Mean value ($\overline{X}$)		3.12	3.12		
Standard Deviation (SD)		.480	.558		
Coefficient of variation (CV)		.230	.312		

Source: Field Survey, July to December 2014.

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h) Satisfaction Level of Customer (Regarding Push SMS Reception)

It is needed to know about the level of customer satisfaction regarding the push SMS reception to enhance the effectiveness of push service. The table-8 states the overall satisfaction level of the respondents' views towards the push SMS reception from their service provider.

Table 8 : Satisfaction Level

		Frequency	
		GP	Airtel
Satisfaction Level of customer	Highly dissatisfied (1)	14	1
	Dissatisfied (2)	12	21
	Neutral (3)	10	10
	Satisfied (4)	14	18
	Highly satisfied (5)	--	--
Total		**50**	**50**
Mean value ($\overline{X}$)		2.48	2.90
Standard Deviation (SD)		1.182	.931
Coefficient of variation (CV)		1.398	.867

Source: Field Survey, July to December 2014.

From the table-8, it is found that 12 respondents of GP are dissatisfied, 14 respondents are satisfied and no highly satisfied respondent towards the level of satisfaction on getting push SMS and its service.14 respondents of GP are highly dissatisfied and 10 respondents showed their neutrality on getting push SMS and its service. On the other hand, no respondents of Airtel are highly satisfied, 1 respondent of Airtel is highly dissatisfied and 18 respondents are satisfied 21 respondents are dissatisfied and 10 respondents showed their neutrality regarding push SMS reception. Here mean value of GP and Airtel respondents regarding push SMS reception from their service provider are respectively 4.48 and 2.90 and the coefficient of variation are respectively 1.398 and .867, which indicate that Airtel is in a very strong position than GP. Respondents of GP as well as Airtel are significantly satisfied but respondents are not highly satisfied for both companies so both companies should increase the quality and attractiveness of push SMS and service to reach the optimum position of effectiveness to their push service.

i) Service Charge of Push Service

Service charge of push service is the vigorous factor to determine the customer evaluation towards push service and service charge has a prodigious impact to the effectiveness of push service. Respondents of GP and Airtel have comment on their own service provider's service charge of push service.

Table -9 indicates that service charge to the 48% respondents of GP is not important at all it means they are not at all happy where service charge to the 38% respondents of Airtel is not important at all. 38% respondents of GP said, service charge is not bad where 56% respondents of Airtel said, service charge is not bad. 6% respondents of GP said, service charge is extremely important to them it means they are highly satisfied where only 2% respondents of Airtel said, service charge is extremely important to them.

Table 9 : Service charge

		Frequency		Percent (%)	
		GP	Airtel	GP	Airtel
Comment on service Charge	Not important at all	24	19	48.0	38.0
	Not bad	19	28	38.0	56.0
	Important	3	1	6.0	2.0
	Vary important	1	1	2.0	2.0
	Extremely important	3	1	6.0	2.0
Total		**50**	**50**	**100**	**100**
Mean value ($\overline{X}$)		1.80	1.74		
Standard Deviation (SD)		1.069	.777		
Coefficient of variation (CV)		1.143	.604		

Source: Field Survey, July to December 2014.

Here the mean of GP is 1.80 and Airtel is 1.74 which refer subscribers are not satisfied about their service charge. Both companies should set their service charge at minimum level it means important level so that customer's can be satisfied.

j) Respondents' Opinion about Time Chosen for Push SMS

Sending time and receiving time of push SMS has a great effect on the effectiveness of push service.

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Table 10 : Satisfaction Level

		Frequency	
		GP	Airtel
I like to receive PUSH SMS in which it's receiving time chosen by myself	Strongly disagree (1)	1	--
	Disagree(2)	4	1
	Neutral (3)	9	7
	Agree (4)	21	23
	Strongly agree (5)	15	19
Total		**50**	**50**
Mean value ($\overline{X}$)		3.90	4.20
Standard Deviation (SD)		.995	.756
Coefficient of variation (CV)		.990	.571

Source: Field Survey, July to December 2014.

Table- 10 presents that 15 and 21 respondents of GP among 50 respondents are respectively strongly agree and agree to receive the push SMS in which it's receiving time chosen by themselves where 19 and 23respondents of Airtel among 50 respondents are respectively strongly agree and agree to receive the push SMS in which it's receiving time chosen by themselves. Only 4 respondents of GP and 1 respondent of Airtel are disagreeing about this statement. Most of the respondents of GP and Airtel are eager to choose the time by themselves for receiving Push SMS from their service provider. So the both companies gather the data from the subscribers about their preference time to provide push SMS so that their push service will be effective.

k) Customers' Perception and Sensation about Existing Push SMS and Intent towards Future

Is the push SMS service effective or not, it is possible to measure by analyzing the respondent's opinion regarding push SMS reception. In present customer are more sensitive and awareness as well their demand is changing. For the rivalry among existing mobile phone company the communication strategy has been changing. Customers also comfort to accept the service in their convenient way and time. It is possible to measure the existing perception and future perception about push SMS by analyzing the following questions and answers.

Table 11 : Customers' existing & future sensation about push SMS

		Frequency		Percent (%)	
		GP	Airtel	GP	Airtel
I get irritated when I receive PUSH SMS	Strongly disagree (1)	--	--	--	--
	Disagree(2)	6	3	12.0	6.0
	Neutral (3)	7	6	14.0	12.0
	Agree (4)	16	19	32.0	38.0
	Strongly agree (5)	21	22	42.0	44.0
Total		**50**	**50**	**100**	**100**
Mean value ($\overline{X}$)		4.04	4.20		
Standard Deviation (SD)		1.029	.881		
Coefficient of variation (CV)		1.060	.776		
I have an intention to receive PUSH SMS in future	Strongly disagree (1)	13	8	26.0	16.0
	Disagree(2)	13	18	26.0	36.0
	Neutral (3)	9	7	18.0	14.0
	Agree (4)	13	15	26.0	30.0
	Strongly agree (5)	2	2	4.0	4.0
Total		**50**	**50**	**100**	**100**
Mean ($\overline{X}$)		2.56	2.70		
Standard Deviation (SD)		1.248	1.182		
Coefficient of Variation (CV)		1.558	1.398		

Source: Field Survey, July to December 2014.

Table-11shows 42% respondents of GP are strongly agree that they are irritated when they receive push SMS from their service provider where only 12% respondents of GP disagree about this statement. On the other hand 44%42% respondents of Airtel are strongly agree that they are irritated when they receive push SMS in their cell phone where narrowly 6% respondents of Airtel disagree about this statement. Mean of GP and Airtel for current perception of respondents are respectively 4.04 and 4.20 that means

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negative effect is high here. In context of future push SMS reception, 26%respondents of GP strongly disagree and also 26% respondents of GP disagree to receive push SMS in future where only 4% strongly agree and 26% agree to receive push SMS in future. On the other hand 16%respondents of Airtel strongly disagree and 36% respondents of Airtel disagree to receive push SMS in future. Although 30% respondents of Airtel are agree to receive the push SMS in future. Mean (2.70) of Airtel is higher than the mean(2.56) of GP. It means the number of respondents of Airtel is more than of GP to receive the push SMS in future. Although the position of Airtel is good than GP in context of future push SMS reception but most of the respondents for both companies would not like to receive the push SMS in future.

So it is clear that, here the effectiveness of push service is very low. Both companies should take another strategy like push SMS service, door to door advertising, seasonal campaign etc. to communicate with customers.

l) Customers' Overall Evaluation as a Whole towards the Push Service of Grameen Phone and Airtel

It is possible to determine the effectiveness of push service by analyzing the following factors in respect of GP and Airtel mobile phone Company. Table-12 shows the GP's and Airtel's frequency, mean, standard deviation and variance in respect of related variables. From analyzing the result of GP and Airtel, we can measure the overall and comparative effectiveness of push service.

Factor 1 reveals that Airtel's mean(1.62) is higher than GP's mean(1.56) as well SD(.501)of GP is higher than SD(.490) of Airtel it means the position of Airtel is higher than GP in context of providing incentive SMS.

Factor 2 reveals that the mean (2.86) of GP is higher than the mean (2.70) of Airtel and variance (1.796) of GP is higher than the variance (1.194) of Airtel that means the condition of GP is higher than of Airtel regarding push SMS read by respondents. So the effectiveness of push service is high of GP.

Factor 3 shows that the mean (3.46) of GP is higher than the mean (3.30) of Airtel and variance (3.519) of GP is higher than the variance (2.541) of Airtel that means the condition of GP is higher than of Airtel regarding the necessary push SMS received by respondents. So the effectiveness of push service of GP is higher than of Airtel.

Table 12 : Push SMS Service of GP and Airtel

		Gp				Airtel			
Factors	Options	Frequency	Mean	Std. Deviation	Variance	Frequency	Mean	Std. Deviation	Variance
1.Incentive	Yes	22				19			
	No	28	1.56	.501	.251	31	1.62	.490	.240
	Total	**50**				**50**			
2.SMS read	None	14				10			
	Only one	6				9			
	3 to 5	3	2.86	1.340	1.796	17	2.70	1.093	1.194
	All of them	27				14			
	Total	**50**				**50**			
3.SMS receive	1	9				5			
	2	12				11			
	3	5				20			
	4	7	3.46	1.867	3.519	1	3.30	1.594	2.541
	5	5				4			
	above 5	12				9			
	Total	**50**				**50**			
4.Service activation	1	31				42			
	2	12				4			
	3	6				4			
	4 5	1 0	1.54	.788	.621	0 0	1.24	.591	.349
	Above 5	0				0			
	Total	**50**				**50**			
	Highly Dissatisfied	14				1			
	Dissatisfied	12				21			
	Neutral	10	2.48	1.182	1.398	10	2.90	.931	.867

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5.Satisfaction level	Satisfied	14				18			
	Highly Satisfied	0				0			
	Total	**50**				**50**			
6.Service charge	Not important at all	24				19			
	Not bad	19				28			
	Important	3	1.80	1.069	1.143	1	1.74	.777	.604
	Vary important	1				1			
	Extremely important	3				1			
	Total	**50**				**50**			
7.Language	Strongly Disagree	3				0			
	Disagree	8				22			
	Neutral	8	3.48	1.111	1.234	10	3.04	1.087	1.182
	Agree	24				12			
	Strongly Agree	7				6			
	Total	**50**				**50**			
8.Contents	Strongly Disagree	0				0			
	Disagree	11				11			
	Neutral	8	3.54	.994	.988	15	3.40	.990	.980
	Agree	24				17			
	Strongly Agree	7				7			
	Total	**50**				50			
9.Information About product And Service	Strongly Disagree	9				2			
	Disagree	16				10			
	Neutral	12	2.62	1.141	1.302	15	3.26	1.006	1.013
	Agree	11				19			
	Strongly Agree	2				4			
	Total	**50**				**50**			
10.Information About Service activation & deactivation process	Strongly Disagree	8				8			
	Disagree	13				14			
	Neutral	0	3.10	1.344	1.806	1	3.20	1.498	2.245
	Agree	24				14			
	Strongly Agree	5				13			
	Total	**50**				**50**			
11.Service Activation Deactivation Method	Strongly Disagree	3				2			
	Disagree	16				18			
	Neutral	7	3.20	1.229	1.510	9	3.20	1.262	1.592
	Agree	16				10			
	Strongly Agree	8				11			
	Total	**50**				**50**			
12.Social, Educational, Govt. info SMS	Strongly Disagree	1				2			
	Disagree	5				19			
	Neutral	8	3.86	1.010	1.021	3	3.16	1.167	1.362
	Agree	22				21			

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	Strongly Agree	14				5			
	Total	**50**				**50**			
13.Relevancy to Customers' Life style	Strongly Disagree	7				9			
	Disagree	21				16			
	Neutral	12	2.56	1.091	1.190	8	2.80	1.340	1.796
	Agree	7				10			
	Strongly Agree	3				7			
	Total	**50**				**50**			
14.Special Offer to Customers	Strongly Disagree	12				2			
	Disagree	9				20			
	Neutral	6	2.86	1.340	1.796	10	2.94	1.058	1.119
	Agree	20				15			
	Strongly Agree	3				3			
	Total	**50**				**50**			

Source: Field Survey, July to December 2014.

Factor 4 shows that the mean (1.54) of GP is higher than the mean (1.24) of Airtel and variance (.621) of GP is higher than the variance (.349) of Airtel that means the condition of GP is higher than of Airtel regarding the service activation after reading PUSH SMS by respondents. So the effectiveness of push service of GP is higher than of Airtel.

Factor 5 reveals that, out of 50 respondents of GP 14 respondents are highly dissatisfied and 12 respondents are dissatisfied where out of 50 respondents of Airtel only 1 respondent is highly dissatisfied and 21 respondents are dissatisfied. On the other hand 14 respondents of GP are satisfied where 18 respondents of Airtel are satisfied. The mean (2.90) of Airtel is higher than the mean (2.48) of GP that indicate the customers of Airtel are more satisfy towards Airtel than of GP regarding push SMS reception from their operator.

Factor 6indicates that the mean of GP is 1.80 and Airtel is 1.74 which refer subscribers are not satisfied about their service charge. Both companies should set their service charge at minimum level it means important level so that customer s can be satisfied.

Factor 7shows that the mean (3.48) of GP is higher than the mean (3.04) of Airtel and variance (1.234) of GP is higher than the variance (1.182) of Airtel that means the condition of GP is higher than of Airtel regarding the language of Push SMS. So the effectiveness of push service of GP is higher than of Airtel.

Factor 8 exposes that the mean (3.54) of GP is higher than the mean (3.40) of Airtel and variance (.988) of GP is higher than the variance (.980) of Airtel that directs the condition of GP is higher than of Airtel concerning the contents of push SMS. So the effectiveness of push service of GP is higher than of Airtel.

Factor 9 reveals that the mean (3.26) of Airtel is higher than the mean (2.62) of GP and SD (1.006) of Airtel is lower than the SD (1.141) of GP that directs the condition of Airtel is higher than of GP in relation to the information about products and services through push SMS. So the effectiveness of push service of Airtel is higher than of GP.

Factor 10 discloses that the mean (3.20) of Airtel is higher than the mean (3.10) of GP and variance (2.245) of Airtel is higher than the variance (1.141) of GP that directs the condition of Airtel is higher than of GP regarding the information about service activation and deactivation process. Subsequently the effectiveness of push service of Airtel is higher than of GP.

Factor 11unveils that the mean (3.20) of GP is equal the mean (3.20) of Airtel but SD (1.229) of GP is lower than the SD (1.262) of Airtel that leads the condition of GP is higher than of Airtel regarding service activation and deactivation method. Afterward the effectiveness of push service of Airtel is higher than of GP.

Factor 12 exposes that the mean (3.86) of GP is higher than the mean (3.16) of Airtel and SD(1.010) of GP is lower than the SD (1.167) of Airtel that directs the condition of GP is higher than of Airtel regarding the push SMS reception about social awareness, educational and govt. info. So it is clear that effectiveness of push service of GP is higher than of Airtel.

Factor 13 divulges that the mean (2.80) of Airtel is higher than the mean (2.56) of GP and variance (1.796) of Airtel is higher than the variance (1.141) of GP that directs that the condition of Airtel is higher than of GP in relation to relevancy of push SMS to subscribers' lifestyle. So the effectiveness of push service of Airtel is higher than of GP.

Factor 14 exposes that the mean (2.94) of Airtel is higher than the mean (2.86) of GP and SD (1.058) of

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Airtel is lower than the SD (1.340) of GP that directs the condition of Airtel is higher than of GP regarding special offers to customers'. So it is clear that effectiveness of push service of Airtel is higher than of GP.

m) Effectiveness of Push Service in Respect of Following Interrelated Variables (A Comparative Presentation between GP and Airtel)

Table -13 represent the total frequency, number of respondents, Mean, Standard deviation and variance of selected factors that present the comparative picture of effectiveness of push service between GP and Airtel.

Table 13 : Comparative presentation of effectiveness of push service for GP and Airtel

S.N	Key Issue	Name of company	Strongly Agree (5)	Agree (4)	Neutral (3)	Disagree (2)	Strongly Disagree (1)	Total N	Mean	Std. Deviation (SD)	Variance (var.)
1	Service charge	GP	3	1	3	19	24	50	1.80	1.069	1.143
		Airtel	1	1	1	28	19	50	1.74	.777	.604
2	Ambiguous SMS	GP	9	18	4	15	4	50	3.26	1.291	1.666
		Airtel	3	32	6	5	4	50	3.50	1.035	1.071
3	Language of SMS	GP	7	24	8	8	3	50	3.48	1.111	1.234
		Airtel	6	12	10	22	0	50	3.04	1.087	1.182
4	Contents of SMS	GP	7	24	8	11	0	50	3.54	.994	.988
		Airtel	7	17	15	11	0	50	3.40	.990	.980
5	Perception About offer	GP	10	18	7	11	4	50	3.38	1.260	1.587
		Airtel	10	17	16	5	2	50	3.56	1.053	1.109
6	Irritation	GP	21	16	7	6	0	50	4.04	1.029	1.060
		Airtel	22	19	6	3	0	50	4.20	.881	.776
7	Annoying SMS	GP	19	20	3	6	2	50	3.96	1.142	1.304
		Airtel	24	16	8	2	0	50	4.24	.870	.758
8	SMS Restriction	GP	28	14	7	1	0	50	4.38	.805	.649
		Airtel	31	13	1	5	0	50	4.40	.948	.898
9	Service Information	GP	2	11	12	16	9	50	2.62	1.141	1.302
		Airtel	4	19	15	10	2	50	3.26	1.006	1.013
10	Prior Permission	GP	22	11	9	6	2	50	3.90	1.216	1.480
		Airtel	26	12	7	3	2	50	4.14	1.125	1.266
11	Activation & deactivation Information	GP	5	24	0	13	8	50	3.10	1.344	1.806
		Airtel	13	14	1	14	8	50	3.20	1.498	2.245
12	Activation & deactivation Method	GP	8	16	7	16	3	50	3.20	1.229	1.510
		Airtel	11	10	9	18	2	50	3.20	1.262	1.592
13	Intention to receive Information	GP	4	20	9	13	4	50	3.14	1.143	1.307
		Airtel	7	21	10	8	4	50	3.38	1.159	1.342
14	Customers Satisfaction	GP	2	14	6	19	9	50	2.62	1.193	1.424
		Airtel	2	13	18	12	5	50	2.90	1.035	1.071
15	Push SMS about social welfare, educational & govt. info	GP	14	22	8	5	1	50	3.86	1.010	1.021
		Airtel	5	21	3	19	2	50	3.16	1.167	1.362
16	Contents of SMS are Relevant to life style	GP	3	7	12	21	7	50	2.56	1.091	1.190
		Airtel	7	10	8	16	9	50	2.80	1.340	1.796
17	Special offers to customers	GP	3	20	6	9	12	50	2.86	1.340	1.796
		Airtel	3	15	10	20	2	50	2.94	1.058	1.119
18	Time chosen for PUSH SMS	GP	15	21	9	4	1	50	3.90	.995	.990
		Airtel	19	23	7	1	0	50	4.20	.756	.571
19	Advance permission to provide SMS	GP	4	8	3	9	26	50	2.10	1.403	1.969
		Airtel	3	8	7	10	22	50	2.20	1.325	1.755

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20	Service of customer care center	GP	6	30	8	4	2	50	3.68	.935	.875
		Airtel	4	24	10	9	3	50	3.34	1.062	1.127

Source: Field Survey, July to December 2014.

This table show, in case of service charge the mean (1.80) value of GP is higher than the mean (1.74) value of Airtel. So it indicates that GP is in good position than of Airtel. In case of ambiguous SMS, most of the respondents of Airtel agree to receive the ambiguous SMS and the mean (3.50) value of Airtel is higher than the mean (3.26) value of GP. It impact negatively so it refers that GP is in good position than of Airtel.

In case of language of SMS the mean (3.48) value of GP is higher than the mean (3.04) value of Airtel. So it indicates that GP is in good position than of Airtel.

In case of contents of SMS the mean (3.54) value of GP is higher than the mean (3.40) value of Airtel. So it specifies that GP is in good position than of Airtel. In case of perception about offer the mean (3.38) value of GP is lower than the mean (3.56) value of Airtel. It refers most of the respondents of GP disagree that offers of push SMS are misleading in nature. So it states that regarding effectiveness of push service GP is in then good position than of Airtel. In case of Irritation most of the respondents of Airtel is agree and strongly agree that they are irritated when they receive the push SMS. The mean (4.20) value of Airtel is higher than the mean (4.04) value of GP that negatively present this statement that specifies Airtel is in the poor position than GP. In case of Annoying SMS most of the respondents of Airtel is agree and strongly agree that they are Annoyed when they receive the push SMS. The mean (4.24) value of Airtel is higher than the mean (3.96) value of GP that negatively impacts this statement that specifies Airtel is in the poor position than GP regarding Push service. In case of SMS restriction, the mean (4.40) value of Airtel is higher than the mean (4.38) value of GP. That indicates the position of Airtel is good than GP. In case of Service information, the mean (3.26) value of Airtel is higher than the mean (2.62) value of GP. That states the effectiveness of Push service of Airtel is higher than of GP. In case of prior permission most of the respondents of Airtel agree and strongly agree that prion permission is necessary to send push SMS. GP's mean is 3.90 and Airtel's mean is 4.14. so it is negatively refers that Airtel should take prior permission than of GP. In case of information about activation and deactivation of service, the mean (3.20) value of Airtel is higher than the mean (3.10) value of GP. That indicates the effectiveness of push service of Airtel is higher than of GP. In case of activation and deactivation method of service, the mean (3.20) value of Airtel is equal the mean (3.20) value of GP but the SD (1.229) of GP is lower than the SD (1.262) of Airtel that indicates the effectiveness of push service of GP is Higher than of Airtel. In case of intention to receive more information about products, services by push SMS, the mean (3.38) value of Airtel is higher than the mean (3.14) value of GP. That indicates the effectiveness of push service of Airtel is higher than of GP. In case of customers' satisfaction regarding push service, the mean (2.90) value of Airtel is higher than the mean (2.62) value of GP. That indicates the effectiveness of push service of Airtel is higher than of GP. In case of push SMS about social welfare, Educational & govt. information the mean (3.86) value of GP is higher than the mean (3.16) value of Airtel. That specifies the effectiveness of push service of GP is higher than of Airtel. In case of "Contents of SMS are Relevancy to life style" the mean (2.80) value of Airtel is higher than the mean (2.56) value of GP. That indicates the effectiveness of push service of Airtel is higher than of GP. In case of special offer to customers, the mean (2.94) value of Airtel is higher than the mean (2.86) value of GP. That indicates the effectiveness of push service of Airtel is higher than of GP. In case of Time chosen for push SMS, most of the respondents of Airtel want to choose the time for receiving the push SMS than of GP. Mean of GP is 3.90 and mean of Airtel is 4.20. This mean negatively impact the statement so the effectiveness of push service of Airtel is lower than of GP. In case of advance permission to provide SMS, the mean (2.20) value of Airtel is higher than the mean (2.10) value of GP. That indicates the effectiveness of push service of Airtel is higher than of GP. In case of service of customer care center, the mean (3.68) value of GP is higher than the mean (3.34) value of GP. That indicates the effectiveness of push service of GP is higher than of Airtel.

n) Hypotheses testing

(For comparing effectiveness of push service between GP and Airtel)

Data were analyzed with a Likert type 5-point scale ranging from highly dissatisfied (1) to highly satisfied (5). Z-test is done to test hypotheses 1 to 13.

Test of hypotheses and results have been presented in the below table 14 by the help of the statistical package SPSS version 17.0. The interpretations of the hypotheses testing have been given after the table 14.

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Table 14 : Hypotheses testing and Comparative evaluation of GP & Airtel

Key factors	GP		Airtel		Calculated Z value	5% level of significance Critical z Value	Result (Ho)
	Mean	SD	Mean	SD			
1. Service charge	1.80	1.069	1.74	.777	0.31227	1.96	Accepted
2. Language of SMS	3.48	1.111	3.04	1.087	2.84256	1.96	Rejected
3. Contents of SMS	3.54	.994	3.40	.990	0.70282	1.96	Accepted
4. Irritation	4.04	1.029	4.20	.881	-0.81863	-1.96	Rejected
5. Annoying SMS	3.96	1.142	4.24	.870	-1.39582	-1.96	Rejected
6. Update information about products& services	2.62	1.141	3.26	1.006	-3.08851	-1.96	Accepted
7. Information about service activation & deactivation	3.10	1.344	3.20	1.498	-0.41944	-1.96	Rejected
8. Customer satisfaction of PUSH service	2.62	1.193	2.90	1.035	-1.32643	-1.96	Rejected
9. Push SMS about social, educational and govt. information	3.86	1.010	3.16	1.167	3.35470	1.96	Rejected
10. Contents of lifestyle relevant to lifestyle	2.56	1.091	2.80	1.340	-1.08844	-1.96	Rejected
11. Special offers to customers	2.86	1.340	2.94	1.058	-0.36530	-1.96	Rejected
12. Advance permission to provide SMS	2.10	1.403	2.20	1.325	-0.42812	-1.96	Rejected
13. Service of customer care center	3.68	.935	3.34	1.062	1.70128	1.96	Accepted

Source: SPSS output.

From the above table (Table: 14) the hypotheses are tested by using differences between the two means of GP and Airtel. At 5% level of significance, the critical value of z for two tailed test is = ± 1.96. If the computed value of Z is greater than +1.96 or less than -1.96, then reject Ho, otherwise accept Ha.

According to the test statistics, calculated Z value of *'Service charge'* is 0.31227 which are lower than our critical value 1.96. Hence, we may accept the null hypothesis. That means Ha is rejected.

According to the test statistics, calculated Z value of *'Language of SMS'* is 2.84256 which are greater than our critical value 1.96. So, we may reject the null hypothesis. That means Ha Accepted.

According to the test statistics, calculated Z value of *'Contents of SMS'* is 0.70282 which are lower than our critical value 1.96. Hence, we may accept the null hypothesis. That means Ha is rejected.

According to the test statistics, calculated Z value of *'Irritation'* is -0.81863 which are lower than our critical value -1.96. Hence, we may reject the null hypothesis. That means Ha Accepted.

According to the test statistics, calculated Z value of *'Annoying SMS'* is -1.39582 which are lower than our critical value -1.96. Hence, we may reject the null hypothesis. That means Ha Accepted.

According to the test statistics, calculated Z value of *'update information about products and services'* is -3.08851 which are higher than our critical value -1.96. Hence, we may accept the null hypothesis. That means Ha is rejected.

According to the test statistics, calculated Z value of *'Information about service activation & deactivation'* is -0.41944 which are lower than our critical value -1.96. Hence, we may reject the null hypothesis. That means Ha Accepted.

According to the test statistics, calculated Z value of *'Customer satisfaction of push service'* is -1.32643 which are lower than our critical value -1.96. So,

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we may reject the null hypothesis. That means Ha Accepted.

According to the test statistics, calculated Z value of *'Push SMS about social, educational and govt. information'* is 3.35470 which are greater than our critical value 1.96. So, we may reject the null hypothesis. That means Ha Accepted.

According to the test statistics, calculated Z value of *'Contents of lifestyle relevant to lifestyle'* is -1.08844 which are lower than our critical value -1.96. So, we may reject the null hypothesis. That means Ha Accepted.

According to the test statistics, calculated Z value of *'Special offers to customers'* is -0.36530 which are lower than our critical value -1.96. So, we may reject the null hypothesis. That means Ha Accepted.

According to the test statistics, calculated Z value of *'Advance permission to provide SMS'* is -0.42812 which are lower than our critical value -1.96. So, we may reject the null hypothesis. That means Ha Accepted.

According to the test statistics, calculated Z value of *'Service of customer care center'* is 1.70128 which is lower than our critical value 1.96. So, we may accept the null hypothesis. That means Ha is rejected.

o) Summary of findings

(Comparing effectiveness between GP and Airtel in case of push services)

The above table represents that 4 variables are accepted whereas rest of the 9 variables are rejected i.e. there is a significant difference in terms of the 9 variables whereas, there are no significant differences in terms of the 4 variables (service charge, contents of SMS, update information about products and services, service of customer care center).

- It leads us to the decision that here is no significant difference between Mean of GP and Mean of Airtel in terms of service charge. Which refer, subscribers are not satisfied about their service charge.
- It is found that here is significant difference between Mean of GP and Mean of Airtel regarding language of SMS. So, it is refers that the opinion of the customers of GP is less scattered than Airtel that indicates GP is in good position than of Airtel in context of language.
- It leads us to the decision that there is no significant difference between GP and Airtel regarding contents of SMS.
- It is observed that GP is in a better position than Airtel. Customers of Airtel are more irritated than of GP.
- It is observed that GP is in a better position than Airtel. Customers of Airtel are more annoyed when they get Push SMS than of GP.
- It leads us to the decision that there is no significant difference between GP and Airtel regarding up to date information about their products & services through Push SMS.
- It is observed that Airtel is in a better position than GP in providing information about activation and deactivation of Push services through Push SMS.
- Customers of Airtel are more satisfied about of PUSH service than of GP. So in this subject GP is in weak compared to Airtel.
- Customers of GP receive more Push SMS about social, educational and govt. information than of Airtel. It is observed that GP is in a better position than Airtel.
- It is observed that GP is in a better position than Airtel in providing push SMS that is relevant to customers' lifestyle. It is found that the opinion of the customers of GP is less scattered than Airtel.
- It is observed that Airtel is in a better position than GP in providing special offers to the customers.
- Although there is a very little significant regarding advance permission to send push SMS therefore Airtel is better position than of GP.
- It is found that there is no significant difference between GP and Airtel regarding Service of customer care center. The customers of both the operators are satisfied in case Service of customer care center.

p) Hypotheses Testing

(For overall evaluation and test the effectiveness of push service for both companies)

Data were analyzed with a Likert type 5-point scale ranging from highly dissatisfied (1) to highly satisfied (5). In this study weighted average value of 3.50 (test value) has been considered as the optimum level for every case. One-sample t-test is done to test hypotheses 1to13.

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Table 15 : Table One-Sample t Test

		Test Value = 3.5					
						95% Confidence Interval of the Difference	
S.N	Factors	T	df	Sig. (2-tailed)	Mean Difference	Lower	Upper
1	Service charge	-18.593	99	.000	-1.730	-1.91	-1.55
2	Language of push SMS is easily understandable to me	-2.151	99	.034	-.240	-.46	-.02
3	Contents of SMS are phone and to the point	-.303	99	.762	-.030	-.23	.17
4	I get irritated when I receive push SMS	6.482	99	.000	.620	.43	.81
5	Contents in push SMS are often annoying	5.882	99	.000	.600	.40	.80
6	My network provider keeps me up to date about product & service by push SMS	-5.011	99	.000	-.560	-.78	-.34
7	My network provider provide information about Activation & deactivation of Push service	-2.470	99	.015	-.350	-.63	-.07
8	Customer satisfaction level	-6.606	99	.000	-.740	-.96	-.52
9	Receptions of available push SMS about social welfare, educational, govt. info.	.088	99	.930	.010	-.22	.24
10	Contents of Push SMS are relevant to my lifestyle	-6.712	99	.000	-.820	-1.06	-.58
11	Special offer to customers	-4.992	99	.000	-.600	-.84	-.36
12	My network provider obtain my permission in advance to provide push SMS to me	-9.936	99	.000	-1.350	-1.62	-1.08
13	Customer care provides relative solutions related the push SMS service	.099	99	.921	.010	-.19	.21

Source: SPSS output.

The test statistic table 15 shows the results of the one-sample t test. The t column displays the observed t statistic for each sample, calculated as the ratio of the mean difference divided by the standard error of the sample mean. The 95% confidence interval of the difference provides an estimate of the boundaries between which the true mean difference lies in 95% of all possible random samples of the factors (13 factors) in the test.

Since, for the factor "Both companies (GP and Airtel) have satisfactory service charge to the customers" confidence interval lies entirely below 0. Hence H_0 is rejected that is Ha is accepted.

Hence, for the factor "Language of push SMS of GP and Airtel is easily readable to the customers" confidence interval lies entirely below 0. Thus, H_0 is rejected and Ha is accepted.

Therefore, in support of the factor "Contents of push SMS of GP and Airtel are phone and to the point" confidence interval lies entirely below 0. As a result, H_0 is rejected that is Ha is accepted.

Therefore, in support of the factor "Respondents of both companies are irritated when they receive push SMS" confidence interval lies entirely above 0. As a result, H_0 Holds true. That means, H_0 is accepted and Ha is rejected.

Hence, for the factor "Contents of push SMS of GP and Airtel are often annoying to the customers" confidence interval lies entirely above 0. As a result, H_0 Holds true. That means, H_0 is accepted and Ha is rejected.

Consequently, in favor of the factor "Both companies provide update information about their products & services to the customers through push SMS" confidence interval lies entirely below 0. Thus, H_0 is rejected and Ha is accepted.

Hence, for the factor "Both companies provide information about activation and deactivation of push service through push SMS" confidence interval lies entirely below 0. Thus, H_0 is rejected and Ha is accepted.

Hence, in support of the factor "Respondents of both companies are satisfied on getting the push service" confidence interval lies entirely below 0. As a result, H_0 is rejected and Ha is accepted.

Therefore, in support of the factor "Both companies provide available push SMS to customers about social, educational, govt. info" confidence interval

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lies entirely above 0. As a result, H_0 Holds true. That means, H_0 is accepted and Ha is rejected.

Consequently, in favor of the factor "push SMS are relevant to customers' life style" confidence interval lies entirely below 0. As a result, H_0 is rejected that is Ha is accepted.

Hence, for the factor "Both companies provide special offers to customers through push SMS" confidence interval lies entirely below 0. As a result, H_0 is rejected that is Ha is accepted.

Consequently, in favor of the factor "Both companies take the permission from respondents in advance to provide push SMS" confidence interval lies entirely below 0. As a result, H_0 is rejected that is Ha is accepted.

Consequently, in favor of the factor "Services of customer care center of GP and Airtel regarding push service are in satisfactory level." confidence interval lies entirely above 0. Thus, H_0 is accepted and Ha is rejected.

q) Summary of Findings

(Overall evaluation for both companies in case of effectiveness of push services)

- It can be concluded that both companies (GP and Airtel) have not satisfactory service charge to the customers.
- It can be decided that the Language of push SMS of GP and Airtel is not satisfactory level to read the SMS easily.
- It can be concluded that Contents of push SMS of GP and Airtel are not phone and to the point.
- It can be concluded that Respondents of both companies are irritated when they receive push SMS.
- It can be established that Contents of push SMS of GP and Airtel are often annoying to the customers.
- It can be concluded that both companies do not provide update information about their products & services to the customers through push SMS.
- It can be concluded that both companies do not provide information about activation and deactivation of push service through push SMS.
- It can be decided that the Respondents of both companies are dissatisfied on getting the push service.
- It can be concluded that both companies provide available push SMS to customers about social, educational, govt. info.
- It can be concluded that push SMS are not relevant to customers' life style.
- It can be settled that both companies do not provide special offers to customers through push SMS.
- It can be determined that both companies do not take the permission from respondents in advance to provide push SMS.
- Finally, it can be concluded that Services of customer care center of GP and Airtel regarding push service are in satisfactory level.

VI. Recommendations and Conclusion

a) Recommendations for Grameenphone

This study suggested some recommendations for improving the effectiveness of push service for Grameenphone are as follows-

i. The authority of Grameenphone should reduce its higher Service charge so that the customers can be satisfied to activate their services.
ii. It should provide push SMS which contents will be phone and to the point.
iii. The Company should Provide update information about their products and services to increase the effectiveness of push service.
iv. GP should provide information about activation and deactivation of Push services through Push SMS so that customers can easily activate as well deactivate the push service.
v. GP should increase their quality and attractiveness of push service to make satisfy their customers.
vi. The authority of GP should give more concern for providing special offer to customers.
vii. In case of push service GP should take advance permission to provide push SMS to the phone of customers to increase the effectiveness of push service.

So, if GP takes initiative to remove or reduce these drawbacks as well enhance the effectiveness of push service to customers then it will be more successful in the telecommunications industry of Bangladesh.

b) Recommendations for Airtel

The following are the provided recommendations by this study to improve the effectiveness of push service of Airtel-

i. Customers are not more satisfy about the service charge. So, Airtel should set a service charge in affordable level so that customers can activate their services frequently.
ii. Airtel should ensure that the language of push SMS should be easy and understandable to the customers.
iii. The authority of Airtel should give more concern about the contents of SMS. Content of SMS should be phone and to the point.
iv. Customers are irritated when they get push SMS. So Airtel should enhance the attractiveness of push SMS or take another way to enhance the effectiveness of push service like PULL SMS, door to door to campaign etc.

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v. Customers are more Annoy when they get push SMS. So, Airtel should take another strategy to communicate with customer.

vi. Airtel should provide up to date information about their products and services to enhance their effectiveness of push service.

vii. Providing information about activation and deactivation of push services through push SMS.

viii. Airtel should provide Push SMS about social, educational and govt. information to enhance their effectiveness of push service.

ix. Airtel should provide push SMS that is relevant to customers' life style.

x. To enhance the effectiveness and acceptance of push SMS, Airtel may take the advance permission from customers to provide push SMS to their mobile phone.

c) Conclusion

The general objective of this study was to determine the effectiveness of push service and comparing among selected dimensions between Grameen phone and Airtel as well as to evaluate the overall effectiveness of push service of both companies. The research has provided insights like what are positive and negative aspects of both of the operators. In most of the dimensions of push service like language of push SMS, degree of customers' irritation, degree of annoying, social, educational and govt. information, relevancy to customer life style, GP seems to be better than Airtel. Being the young company, Airtel is in the good position regarding information about service activation & deactivation, customer satisfaction level, special offer and advance permission. Although Grameenphone is in a better position in comparison to Airtel but it cannot be said that its services are much attractive to the customers. It has some other problems like lack of providing special offer, advance permission, service activation & deactivation process. It is found that customers are irritated and annoyed when they receive push SMS from their service providers so that it has a negative impact on effectiveness of push service. Irritating SMS are regarded by consumers as unwanted. Also the more frequently consumers are exposed to push SMS the more they become immune and regard these SMS as unwanted. A major finding is that consumers have fairly negative attitudes towards push SMS.

The negative attitude toward push SMS implies that marketers have to take lot of strategy and plan to make push SMS and service more attractive. The results indicate that attitude toward push service via mobile devices strongly depends on language, contents and characteristics of message. The message language, contents and characteristics need to be developed carefully. Marketers may use the findings to design mobile push SMS and push service that create positive attitudes and avoid possible negative effects. While push SMS and service offer lots of benefits to subscribers, its low acceptance rate will hinder and effectiveness of push Service will be enhanced. Marketers of GP and Airtel can take a new concept of service that is Pull SMS strategy, advertising campaigns, fair, door to door campaigns and media advertising etc. to enhance their services. The manager of Airtel should improve all the factors and the manager of Grameen phones hold reduce service charge and provide better facilities for the customers of other operator.

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Appendix (1) : List of Abbreviation

01	GP	: Grameenphone
02	GSM	: Global System for Mobile communications
03	SMS	: Short Message Service
04	MMS	: Multimedia Messaging Service
05	VMS	: Voice Mail Service
06	ANOVA	: Analysis of Variance
07	AEC	: Airtel Experience Centers
09	BTRC	: Bangladesh Telecommunication Regulatory Commission
10	df	: Degree of Freedom
11	Sig	: Significant
12	3G	: Third Generation
13	A2P	: Application- to- Person
14	P2P	: Person – to – Person
15	VCC	: Voice Call Community
16	CV	: Coefficient of Variation
17	SD	: Standard Deviation
18	EDGE	: Enhanced Data GSM Environment
19	WAP	: Wireless Application Protocol
20	N	: Number

Appendix (2) : Questionnaire

For each question given below, please tick (√) only one number that best reflects your opinion on the following five point scale:

1	2	3	4	5
☐ Strongly Disagree	☐ Disagree	☐ Neutral	☐ Agree	☐ Strongly Agree

S.N	Question	1	2	3	4	5
1	PUSH SMS of my network provider that I receive is sometime ambiguous (Contents in the SMS ads are sometimes ambiguous)					
2	The language or contents of PUSH SMS that I receive is easily readable/ understandable to me.					
3	Contents of SMS are short and to the point					
4	Offers on SMS ads are often misleading in nature					
5	I get irritated when I receive PUSH SMS from my network provider					
6	Contents in PUSH SMS are often annoying					
7	Number of PUSH SMS should be restricted in a day					
8	My network provider's Mobile marketing (PUSH SMS) helps me keep up-to-date about products and services for which I am interested.					
9	I believe prior permission of the mobile users is necessary for sending push SMS					
10	My service provider provides information about activate & deactivate of a service is specified by the PUSH SMS					
11	It is easy to opt. in(activate) and opt. out (deactivate) my intended service					
12	Most of the SMS that I have received within one month are necessary/effective for me					
13	I like to receive PUSH SMS which revealed(disclose) how I can stop receiving further SMS/ services					
14	I am interested in getting more information concerning the product, service, offer or event mentioned in the PUSH SMS					
15	I fell comfort or I am satisfied by activating and taking services from my service provider					
16	I receive available PUSH SMS about social welfare, social awareness, educational & Govt. info.					
17	Contents of SMS are relevant to my life style					

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18	Special offer to customers (I get special offer from my service provider through PUSH SMS)					
19	I am comfortable with accepting the PUSH SMS					
20	In general I am willing to receive my network provider's PUSH SMS in the future(I have an intention to receive PUSH SMS from my service provider)					
21	I like to receive PUSH SMS in which it's receiving time chosen by myself					
22	My network service provider obtain my permission in advance to provide SMS / SMS Service-					
23	After taking Push SMS service I am satisfied					
24	Overall performance of my network provider is high (overall rating on the Services of PUSH SMS)					
25	Customer care provides relative solutions to my objections about the PUSH SMS service					

26. In my opinion my network provider's PUSH SMS is-

1	2	3	4	5
Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree

a.	☐ Positive ☐ Negative (select one option)	☐	☐	☐	☐	☐
b.	☐High quality ☐Low quality (select one option)	☐	☐	☐	☐	☐
c.	☐Valuable ☐Worthless (select one option)	☐	☐	☐	☐	☐

27. I am satisfied with the service of my network provider-

1	2	3	4	5
☐ Strongly Disagree	☐ Disagree	☐ Neutral	☐ Agree	☐ Strongly Agree

** "PUSH SMS"- Which SMS sent by the network provider to the subscriber's mobile device without taking permission of users. Which SMS comes from the network provider to the subscriber's mobile device without informing the users/ without willingness of the users.*

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The Effect of Household Income and Heath Care Access on Youths Nutritional Status in Mumbai Metropolitan Region

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Abstract- Youths should have access to education, nutrition and health care. Educated and healthy youths help nation to develop fast. Mumbai Metropolitan Region is most developed region of India. But the prevalence of malnutrition is widely viewed across slums in region. The incidence of malnutrition is increasing with increase in age among youths. The parent's lower educational achievement is a cause of malnutrition among youths. At lower household income, the incidence of malnutrition is higher but as the income increases the incidence of malnutrition declines among youths. The various asset holding is lower with malnourished youths of slums in region. Most of nutritious food is eaten by the youths but still prevalence of malnutrition is higher among youths. The logit model for youths is positively correlated to sex, water requirement, read newspaper and magazines, prenatal care. It is negatively co-related to car owned, contraceptives used, child care at home. The logit regression for female is positively correlated to sex, weekly water requirement, IUD, prenatal care. It is negatively co-related to known of nutrition, condom use, child care at home. The logit regression for male is positively co-related to private source of drinking water, weekly water requirement; purify drinking water, known nutrition, curd and vegetable consumption. It is negatively correlated to sex, pulses and fruits consumption.

Keywords: *health, public policy, safe water.*

GJMBR - E Classification : *JEL Code : P36*



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The Effect of Household Income and Heath Care Access on Youths Nutritional Status in Mumbai Metropolitan Region

Sanjay Rode

Abstract- Youths should have access to education, nutrition and health care. Educated and healthy youths help nation to develop fast. Mumbai Metropolitan Region is most developed region of India. But the prevalence of malnutrition is widely viewed across slums in region. The incidence of malnutrition is increasing with increase in age among youths. The parent's lower educational achievement is a cause of malnutrition among youths. At lower household income, the incidence of malnutrition is higher but as the income increases the incidence of malnutrition declines among youths. The various asset holding is lower with malnourished youths of slums in region. Most of nutritious food is eaten by the youths but still prevalence of malnutrition is higher among youths. The logit model for youths is positively correlated to sex, water requirement, read newspaper and magazines, prenatal care. It is negatively co-related to car owned, contraceptives used, child care at home. The logit regression for female is positively correlated to sex, weekly water requirement, IUD, prenatal care. It is negatively co-related to known of nutrition, condom use, child care at home. The logit regression for male is positively co-related to private source of drinking water, weekly water requirement; purify drinking water, known nutrition, curd and vegetable consumption. It is negatively correlated to sex, pulses and fruits consumption. In order to reduce the incidence of malnutrition among youths, the state government and municipal corporations must provide infrastructural facilities in slums. Most of the slums are not provided sewage line, electricity, water supply and solid waste collection system etc. The water supply in slums is very important to reduce the water washed and water borne diseases. State government must provide vocational training to poor people of slums. Such skills will improve income and asset holdings. Youth need counseling related to good behavior, nutritious diet, examinations and carrier etc. The role of teachers, parents and NGO's are important for counseling to youths. Health care facilities must be provided to the youths in each slum of region. Such policies will certainly reduce the incidence of malnutrition among youths in region.

Keywords: health, public policy, safe water.

I. Introduction

The youth form the engine of the labor force and represent the future of any nation. The energy, skills and aspirations of youths are invaluable assets that no country can afford to squander (Akintayo D.I. and Adiat K. O. 2013). Malnutrition is consequently the most important risk factor for the burden of disease in developing countries. It is the direct cause of about thirty thousand deaths per year and is indirectly responsible for about half of all deaths in young children. The risk of death is directly correlated with the degree of malnutrition (Muller, Olaf and Michael Krawinkel 2005, Ergin F.et.al 2007). In India, the young people in the age group of 10-24 year constitute one of the precious resources. But nearly 10-30 per cent of young people suffer from health impacting behaviors and conditions that need urgent attention of policy makers and public health professionals (Singh Sunitha and Gopalkrishna Gururaj 2014).

Youth needs nutrition for physical growth, educational achievement and future work. The additional supplementation of protein, iron, and other nutrients support growth. The need of nutrition is much higher for the young girls because physical growth, menstruation cycles, future pregnancy. For healthy and productive population, the youth nutrition cannot be ignored. Youth also play an important role in economic development of any country. Healthy youths always acquire skills in a competitive environment. The skilled workforce can help to achieve higher economic growth. India has an opportunity of demographic dividend. Therefore youth issues are very important from current and future perspective. The malnutrition among youths involves many underlying factors such as social, economic, cultural, and environmental conditions. The underlying factors that affect household conditions directly and indirectly include parental education, employment and support. The malnutrition incidence among youths varies among different societies. Therefore it is important to explore these relationships in societies with common social and cultural backgrounds (Rikimaru Toru et.al 1998)

Mumbai Metropolitan Region is economically developed region of Maharashtra state. The development of services sector demand different skills from youths. Youths in the region are facing a higher competitive environment in terms of employment and education. All youths do not have same socio-economic environment. The parents of youths are less educated and live in slums. Therefore they do not understand the youth's different issues. The poor families of slums earn very low income from daily activities. Most of the

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households are depends on construction activities, small scale self employment. Self employment include sell of cloths, fish, garlic, vegetables, plastic etc. The daily income earned from self employment activities is very low. The earning members of family get maximum share of food, money and health care. The children, youths and older members left with very low share. They have no choice but to satisfy basic needs. The poor families do not able to invest in youth's health and education. Youths spend maximum time for household chores and caring of sibling. Some youths play different games after school and college hours. They do not go regularly to school and college and concentrate on study. Parents are involved in daily wage earning and self employment. Therefore they do not have time to monitor youth activities. Poor health status and low educational achievement is responsible for drop out from schools of youths. The girls get busy with household chores. If they are older then they work along with their mothers. The girls also help in household chores and caring of other members. The poverty at household level does not help youths to achieve more academic progress. Families do not afford more education of youths. Females are not allowed to pursue more education. The male get more priority in food and health care. The male members get more qualitative diet as compare to female. The female are offered very low intake of food. The gender bias is practiced in slums in terms of health care and education. Access to electronic assets such as television, radio helps youths to get more information knowledge as current affairs. But families do not have money to buy such assets. Therefore youths do not get any knowledge and information. Access to vehicles such as bike, car and bicycle helps youths to use infrastructural facilities more effectively. But families in slums are very poor. They cannot afford to buy such expensive assets. It affects on the overall mobility of the household members and youths. Most of the youths carry drinking water in slums. The households often transfer responsibility on youths because there is no any kind of choice. Household size is large and there is scarcity of resources. Most of the poor families do not allow youths to buy different day today needs. The first part of paper deals with data collection and economic model. The second part of research paper deals with socio-economic determinants of malnutrition among youths in metropolitan region. The second last part of research paper deals with regression results. The last part of paper explains conclusion and policy implication.

II. Data and Methodology

For this study, we have collected primary data of slum households in Mumbai Metropolitan Region. We have collected 767 households' data from eight slums such as Mankhurd East and West, Govandi East and West, Kalwa, Koparkhairne, Rabale, Turbhe, Vashi and Ghatkopar. The household heads and women are interviewed during survey. The questionnaire comprises as different questions related to household members, youths, income and expenditure, fertility behavior, household assets, media exposure and illness. We focused more on the youth behavior, health status, contraceptive knowledge and health care access. The primary data is collected in May-June 2014. We have analyzed data in SPSS@20 and STATA@12 software.

a) Economic model

We have developed economic model to understand the malnutrition among youths in metropolitan region.

$$M=(C, Y, A) \quad (1)$$

Malnutrition is observed among children, youths and adults in any region.

$$Y_m=f(A) \quad (2)$$

Malnutrition among youths is related to age. We have considered age of youths as per United Nations definition.

b) Region

We have studied the incidence of malnutrition among youths in Mumbai Metropolitan Region

$$Y_m= (E, C, W, T) \quad (3)$$

Incidence of malnutrition in Mumbai Metropolitan Region is observed in Eastern, Central, Western and Thane district.

$$Y_m= (Se,Mo,Mi) \quad (4)$$

Youth malnutrition mainly categorized as severely, moderate and mild malnutrition.

c) Education

Parent's education is sole determinant of youth malnutrition in region. Youths own education is also important. It is categorized as follows.

$$Y_m= E_e,M_e,F_e(I,P,S,H_S,C) \quad (5)$$

Youth malnutrition is because of education of youth, mother and father. Each members education is further classified as illiterate, primary, secondary, high school studied and college.

d) Household income

Household income decides the health status of youths.

$$Y_m=(Y) \quad (6)$$

Youth malnutrition is a function of household income.

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e) Asset holding

Every house has physical, electronic assets and they are determinant of youth health.

$$Y_m=(A_s) \quad (7)$$

The assets in the house are categorized as follows.

$$A_s=(C,B,W,E,F,Bi,Sm,Ra,Tel,Bi,Ca) \quad (7a)$$

The assets are categorized as cooker, bed, watch, electricity, fan, bicycle, sewing machine, radio, telephone, refrigerator, television, bike and car.

f) Age at marriage

Age of marriage and nutritional status play an important role. Poor health status and marriage make the youths more vulnerable.

$$Y_m= (A_m) \quad (8)$$

Malnutrition among youth is related to age at marriage. The age at marriage is classified into three types.

$$A_m= (La, Aa, Oa) \quad (8a)$$

The age of marriage is defined as lower age, actual legal age and over age.

g) Food intake

The adequate food intake is the first determinant of youth malnutrition.

$$Y_m=N_k \quad (9)$$

Malnutrition among youth is related to nutrition knowledge and food eaten.

$$Nk= (M, C, P, B, Ve, Fr, E, Ch, Me, Fi) \quad (9a)$$

Nutritional knowledge and food eaten is categorized as milk, curd, pulses, beans, vegetables, fruits, eggs, chicken, meat, fish etc.

h) Drinking water

Safe, affordable and adequate drinking water is must for all households. It is the basic requirement and determinant of good health status.

$$Y_m= (D_w) \quad (10)$$

Malnutrition among youths is related to drinking water.

$$D_w=(S,I_d,W_p,T, C,P_c) \quad (10a)$$

Drinking water is related to safe water, liters daily required, water purified, time to carry water, cost of water, persons carry drinking water.

$$D_w= (P_s,G_s) \quad (10b)$$

Drinking water is mainly brought from private and government sources.

$$D_w=P (M_a, Fe, C_h) \quad (10c)$$

Drinking water is carried by male, female and children in slums.

III. Malnutrition among Youths in MMR

Malnutrition is a global problem. In the developing countries, malnutrition is severe problem in all age groups. The protein energy malnutrition affects infant, school children and pregnant women. The micro nutrients are essential for mother and the growing baby. But they do not get adequate quantity and quality of food (Opara J.A et.al 2011). Youths do not get the quality diet health care as well as care in the poor households. Malnutrition reduces their physical capacity to do study and achieve knowledge. It is required for skilled workforce. They cannot complete more education as well as earn future income. There are direct and indirect factors responsible for the malnutrition among youths.

Table 1 : Malnutrition among youths in MMR (Percent)

Suburb	Severe		Moderate		Mild	
	M	F	M	F	M	F
Mankhurd(E)	25.00	7.41	7.50	14.81	25.00	22.22
Mankhurd(W)	5.00	0.00	10.00	3.70	30.00	14.81
Govandi(E)	0.00	6.25	0.00	0.00	25.00	18.75
Govandi (W)	30.77	10.53	7.69	7.89	23.08	10.53
Kalwa	19.44	8.40	11.11	9.16	22.22	14.50
Koparkhairne	33.33	2.86	13.33	5.71	13.33	5.71
Rabale	0.00	14.29	0.00	0.00	0.00	21.43
Turbe	17.39	2.63	30.43	39.47	21.74	18.42
Vashi	0.00	6.67	17.65	13.33	11.76	13.33
Ghatkopar	11.11	22.22	11.11	0.00	11.11	11.11
Total	18.27	7.14	12.18	11.14	20.81	14.57

Source: Computed from primary data

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We found there is gender difference of incidence of malnutrition among youths. Incidence of severe malnutrition among male is 33.33 percent in Koparkhairne but among female it is 22.22 percent in Ghatkopar. The incidence of moderate malnutrition among male is 30.43 percent. But it is 39.47 percent among female in Turbhe. In Turbhe, the slums do not have basic facilities such as water supply, electricity, sewage and solid waste collection. It is affecting on youths health status. The incidence of moderate malnutrition among male is 30 percent in Mankhurd (W). Moderate malnutrition is 22.22 percent among female in Mankhurd (E). We have not found any incidence of malnutrition among male in Rabale. We found that the incidence of moderate and severe malnutrition is more among male. The incidence of obesity is found more among the female as compare to male.

a) Age wise incidence of malnutrition

The United Nations have defined 'youth' as those persons between the ages of 15 and 24 years. We have used same definition to categorize youth in region. As the age of youth increases, he/she understand more about the proper nutrition and diet. He can develop good friend circle and talk to nutrition experts. They visit with friends to market, cinema and community centers. Youth can chat on various topics with friends and can have own opinion about different things. They understand what is good for their health and well being. At smaller age youths have less mobility and do not have frequent movement in the community. As age is growing, youths are listening radio, watch television and listen views of parents, friends, teachers and experts.

Table 2 : Age-wise malnutrition among youths (Percent)

Suburb/Age	15-17		18-20		21-23		24-25	
	M	F	M	F	M	F	M	F
Mankhurd(E)	16.67	22.64	33.33	41.51	27.27	16.98	22.73	18.87
Mankhurd(W)	14.71	10.00	26.47	25.00	29.41	25.00	29.41	40.00
Govandi(E)	11.11	31.82	38.89	22.73	16.67	27.27	33.33	18.18
Govandi (W)	30.91	16.07	27.27	35.71	20.00	16.07	21.82	32.14
Kalwa	15.63	14.74	21.88	25.64	21.88	32.69	40.63	26.92
Koparkhairn	32.00	15.56	26.00	31.11	10.00	24.44	32.00	28.89
Rabale	19.05	29.41	38.10	11.76	19.05	17.65	23.81	41.18
Turbe	15.91	20.45	43.18	43.18	11.36	11.36	29.55	25.00
Vashi	6.25	6.25	50.00	62.50	18.75	12.50	25.00	18.75
Ghatkopar	0.00	15.38	50.00	38.46	20.00	23.08	30.00	23.08
Total	19.02	17.10	30.98	31.82	20.00	23.59	30.00	27.49

Source: As per table one

The 32 percent male of Koparkhairne in 15-17 age group are malnourished. The female in this age group are 29.41 percent in Rabale. The half male in 18-20 age groups are malnourished in Vashi and Ghatkopar. The females are 62.50 percent in this category. Such incidence of malnutrition is very high in this age group. The girls required quality intake of food and care bit it is not given in this age group in Vashi. In 21-23 age groups, nearly 29.41 percent male in Mankhurd (E) are malnourished. Among female, it is 32.69 percent in Kalwa. In 24-25 age groups, 33.33 percent male of Govandi (E) are malnourished. Among female, it is 41.18 percent in Rabale. In 18-20 age group, the female are more malnourished as compare to male.

Table 3 : Age wise incidence of malnutrition among youths (Percent)

Type of malnutrition/ Age group	Sex	15-17	18-20	21-23	24-25	Total
Sever	M	15.15	23.29	17.14	14.29	18.27
	F	9.30	9.09	6.82	4.59	7.14
Moderate	M	15.15	9.59	14.29	12.50	12.18
	F	9.30	16.36	6.82	10.09	11.14
Mild	M	33.33	16.44	17.14	21.43	20.81
	F	11.63	14.55	13.64	16.51	14.57

Source: As per table one

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In 18-20 age group, 23.29 percent male are severe malnourished. Among female, it is 9.30 percent in 15-17 age group. The 15.15 percent male of 15-17 age group are in moderate category. The females in this category are 16.36 percent in 18-20 age groups. The mild malnutrition is 33.33 percent in 15-17 age groups among male. Among female, it is 16.51 percent in 24-25 age group.

b) Youth's education and malnutrition

Educated youth always understand the benefits of good health. He/she takes positive steps in terms of quality health care. The less educated youths do not understand the quality health care and future health care needs. They are the neglected part by family and society. Educated youth read newspaper, watch television and cinema. Youth learn many health and carrier related things in day to day life.

Table 4 : Youths education and malnutrition (Percent)

Malnutrition/ Education	Sex	Illiterate	Primary	Secondary	Higher secondary	College
Sever	M	3.75	6.38	8.41	12.50	14.29
	F	4.17	10.64	5.31	6.25	0.00
Moderate	M	5.00	2.13	3.54	12.50	0.00
	F	11.67	2.13	4.42	0.00	0.00
Mild	M	5.00	4.26	9.73	6.25	0.00
	F	10.00	12.77	9.29	0.00	14.29

Source: As per table one

The college studied 14.29 percent male are severely malnourished. The 10.64 percent female of primary studied are severely malnourished. The moderate malnourished college studied youth is not found in our survey. But 11.67 percent female are moderate malnourished and they are illiterate. Illiteracy certainly not helps to females to have good health. Among male, it is 12.50 percent but they are higher secondary studied. Mild malnutrition among male is 9.73 percent and they are secondary school studied. There are 14.29 percent female are mild malnourished but they are college studied.

c) Parent's education and malnutrition among youths

Education of parents is most important to wipe out malnutrition. But low parents parent's does not help to provide good food, quality care and assets to youths. Educated parents easily understand the needs of youths. They always prepare to invest more in education, health of youths.

Table 5 : Parents education and malnutrition among youths (Percent)

Malnutrition and parents education	Sex	Mothers Education			Fathers education		
		Sever	Moderate	Mild	Sever	Moderate	Mild
Illiterate	M	6.97	11.94	14.43	16.03	18.32	18.32
	F	8.29	15.61	13.17	19.38	18.60	18.60
Primary	M	9.68	9.68	9.68	0.00	16.67	8.33
	F	4.35	8.70	17.39	42.86	14.29	14.29
Secondary	M	11.58	12.63	8.42	7.50	27.50	25.00
	F	11.11	4.94	14.81	27.66	17.02	17.02
Higher secondary	M	5.26	0.00	0.00	0.00	0.00	0.00
	F	16.67	0.00	0.00	0.00	0.00	0.00
College	M	100	0.00	0.00	0.00	0.00	0.00
	F	66.67	0.00	0.00	0.00	0.00	0.00
Total	M	8.65	11.24	11.53	12.97	20.00	18.92
	F	9.40	11.91	13.48	22.40	18.03	18.03

Source: As per table one

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Nearly 12 percent male are moderate malnourished but the mothers are illiterate. Among female, 15.61 percent are moderate malnourished and the mother are illiterate. The 16.13 percent male are obese 1 but the mothers are primary studied. Total 17.39 percent female are mild malnourished. The mild malnourished female are 14.81 percent and mothers are secondary studied. The mothers are higher secondary studied. The 16.67 percent female are severe malnourished but the mothers are higher secondary studied. All male are severely malnourished but the mothers have college education. The females are 66.67 percent in this category. It is because the college studied mothers are few and incidence is more. But we can say that more educated mothers have less incidence of malnutrition among youths. As far as father's education is concerned then, 18.32 percent male are mild and moderate malnourished but the father is illiterate. The female are 19.38 percent severely malnourished but the father is illiterate. The 16.67 percent male are mild malnourished but the fathers have primary education. The 42.86 percent male and female are severely malnourished but the fathers are primary studied. The 27.50 percent male are mild malnourished but the father is secondary studied. The female severely malnourished are 27.66 percent and father is secondary studied. We have not found malnourished youths with father's higher secondary school and college education.

d) Monthly income and malnutrition among youths

Household income is the significant determinant of health of youth. At lower income, family does not buy basic needs for members. Most of the time youth compromise with households economic conditions and start working at early age. It does not help their carrier and health. In short period, the knowledgeable youth earn more income for family. The households with higher income help youths to get more economic freedom. They can study well and can have good health. The low household income is a failure of youth's future carrier.

Table 6 : Per capital income and nutritional status of youths (Percent)

Malnutrition/ Monthly income(Rs.)	Sex	500-4500	4500-8500	8500-12500	12500-16500	16500-Above
Sever	M	19.35	51.61	12.90	16.13	0.00
	F	21.43	42.86	32.14	3.57	0.00
Moderate	M	20.83	41.67	20.83	8.33	8.33
	F	22.50	37.50	22.50	5.00	12.50
Mild	M	35.14	45.95	10.81	5.41	2.70
	F	25.00	42.31	25.00	3.85	3.85

Source: As per table one

Nearly half of the severely malnourished males have monthly income between Rs 4500-8500. Among 42.86 percent severely malnourished female are also from same category. Total 20.83 percent male are moderate malnourished and income category is 41.67 percent. For female, it is 37.50 percent. The 35.14 percent male are mild malnourished and they have income category of Rs 500-4500. The mild malnourished females are one fourth and they have income of Rs.500-4500 and Rs 13000-16500. Nearly 66.67 percent male are obese one and their income is between Rs.4500-8500. Among female it is 56.82 percent. The obese two are 50 percent and their income is Rs 13000-16500. Among female, it is 56.67 percent and income is in the range of Rs 4500-8500. We have not found obese 3 male in region. But 60 percent female are obese three and they are in income category of Rs.500-4500. We have found that at lower income there is higher incidence of obesity. There is need of more research to understand such relationship in slums of metropolitan region.

e) Assets holding and malnutrition among youths

Assets in the households such as radio, television, refrigerator, car and bike are very useful to access different kinds of information and nutrition. All physical and electronic assets help youths to have good health as well as education. Youths can develop their carrier and earn more income in future.

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Table 7 : Asset holding and incidence of malnutrition among youths

Assets	Severe		Moderate		Mild	
	M	F	M	F	M	F
Cooker	11.84	21.37	8.98	9.40	14.69	23.08
Bed	7.41	31.03	11.11	10.34	16.67	13.79
Watch	8.16	28.13	4.08	3.13	8.16	25.00
Electricity	9.32	22.22	7.89	8.89	14.34	22.96
Fan	9.39	22.22	7.94	8.89	14.44	22.96
Bicycle	11.76	27.78	11.76	16.67	23.53	11.11
Swing machine	0.00	0.00	0.00	0.00	0.00	100.00
Radio	0.00	0.00	0.00	0.00	0.00	0.00
Telephone	8.18	3.13	8.18	6.25	13.64	18.75
Refrigerator	25.00	0.00	0.00	0.00	25.00	50.00
Television	9.47	17.28	9.47	8.64	11.83	28.40
Bike	10.00	30.77	0.00	7.69	20.00	30.77
Car	0.00	0.00	0.00	0.00	0.00	0.00

Source: As per table one

Only 8.98 percent male and 9.40 percent female are moderate malnourished but have cooker in house. Similarly 11.11 percent moderate malnourished male and 10.34 percent moderate malnourished female have bed at home. Only 3.13 percent moderate malnourished male and 4.08 percent moderate malnourished female have watch at home. Nearly 14.34 percent mild malnourished male households and 22.96 percent mild malnourished female have continuous electricity in house. Around 42.24 percent normal BMI male and 38.52 percent normal BMI female have fan in house. Obese 3 category male and female have not owned bicycle. All moderate malnourished female and normal BMI male have owned swing machine. All normal BMI male have owned the radio. The 8.18 percent male and 3.13 percent female are severely malnourished and they have owned the television. Nearly half male and female have owned refrigerator and they have normal BMI. Only 9.47 percent severely malnourished male and 17.28 percent severely malnourished female have owned the television. Only 7.69 percent mild malnourished female have owned bike. But the households of mild malnourished male have not owned bike. Car is not owned by any households of malnourished male and female. The asset holding such as bike and car is low in slums. The incidence of malnutrition among youth is more with less asset holding of families.

Table 8 : Age at marriage and malnutrition

Age at marriage	Sex	Before>15	15-17	18-20	21-23	23-Above
Severe	M	5.88	7.89	12.50	30.00	0.00
	F	12.00	3.85	6.31	0.00	10.00
Moderate	M	17.65	7.89	10.71	10.00	0.00
	F	4.00	7.69	6.31	5.56	0.00
Mild	M	23.53	18.42	21.43	30.00	50.00
	F	8.00	17.95	8.11	27.78	0.00

Source: As per table one

Nearly 60 percent normal BMI female got married before age of 15 in slums. The male are 52.94 percent in this category. Total 18.42 percent male and 17.95 percent female are mild malnourished but they got married in 15-17 age group. Total 12.50 percent male and 6.31 percent female are severely malnourished but they got married between 18-20 years. The 55.56 percent female got married in 21-23 age group and they have normal BMI. The 50 percent male and 40 percent female got married in 23 and above age group and they are in normal BMI category. The standard human capital theory suggests that youths choose daily diets in order to maximize utility function. But it is subject to two constraints. The first constraint is

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the information that they have available about the link between food inputs and health outcomes that they care about. The second constraint is the household budget. The poor households do not have knowledge and resources. It leads to the question of whether mis-nourished youths lack information about the relation between nutrition and health or whether they lack resources. We have asked to the youths about nutrition eaten in household.

Table 9 : Food consumption and BMI categories

Nutritional knowledge/ Malnutrition	Severe		Moderate		Mild	
Sex	M	F	M	F	M	F
Milk	17.49	8.38	12.57	10.4	20.22	14.74
Curd	24.18	6.79	9.89	9.5	19.78	12.22
Pulses	22.55	8.33	10.78	9.21	16.67	13.6
Beans	20.83	7.88	12.5	9.36	19.44	15.76
Vegetable	18.04	8.75	13.4	12.24	20.1	9.33
Fruits	20.16	8.71	10.08	9.06	17.83	12.89
Eggs	18.59	8.21	10.26	9.42	17.95	13.07
Chicken	18.24	8.28	10.69	8.9	18.24	13.5
Meat	18.57	8.64	10	9.3	20.71	13.95
Fish	18.29	8.43	11.59	10.84	21.34	13.55

Source: As per table one

Nearly 24.18 percent male eat curd but they are severely malnourished. The 8.75 percent female are vegetarian but they are severely malnourished. The 13.40 percent male are mild malnourished and they are vegetarian. The 12.24 percent female are mild malnourished but they are vegetarian. The 20.22 percent male are eating milk regularly but they are moderate malnourished. The 15.76 percent female eat beans but they are moderate malnourished. Total 44.19 percent male eat fruits and they have normal BMI. The 45.71 percent female are eating chicken and they have normal BMI. The 7.14 percent male are obese 1 and they eat meat. The 15.84 percent female are obese 1 but they eat curd in diet. Only 1.55 percent male are vegetarian but they are obese 2. The obese 2 female are 10.34 percent but they eat beans. The obese three male are not found in our sample. The obese 3 female are 1.97 percent and they eat beans in their diet. Most of the youths told that they have knowledge of nutrition and they eat most of the food. But we don't know how often they eat nutritious food in house. We need to understand the relationship between income and BMI status of youths in region. The relationship is explained as follows.

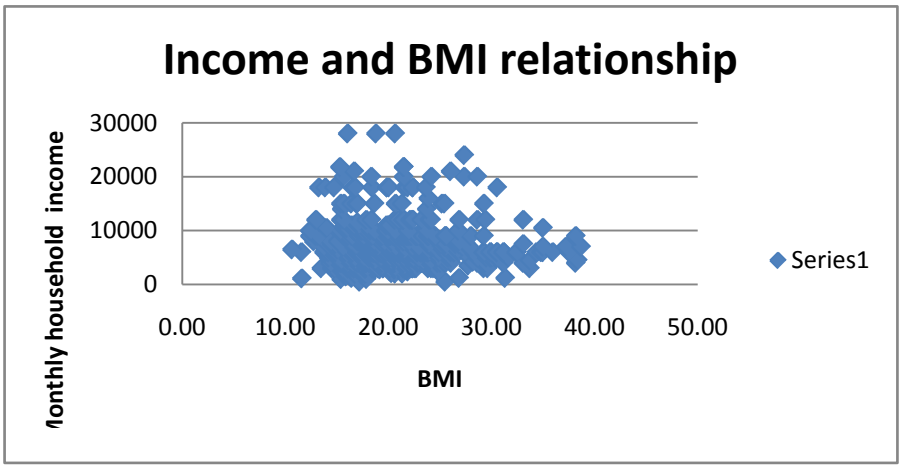


Figure 1.1 : Relationship between monthly income and BMI of youths

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The above diagram shows that average households in slums have Rs. 5000 monthly income. Few youths have less BMI due to low household income. But as the household income increases, the BMI of youths also increases. Most of the youths have above 18.5 BMI at Rs.5000-10000 monthly income. But at the same monthly income, the BMI increases from 20 to 30. The BMI upto 25 is considered as normal. But the interventions are required for the higher BMI at lower household income. At higher income, the BMI of youths is observed in normal category.

IV. Logit Regression Results

We used Logit regression model (Greene W.H. 2003) in order to examine the socio-economic reasons behind the youth malnutrition. Such model is used to all age group youths in slums. The youth is classified as malnourished if the BMI falls below 18.5 and above 25. Logit model for youths in slums is as follows

$$\Pr ob(a\ \ given\ \ youth\ is\ \ ma\ln urished = 1) = \frac{Exp(b`x)}{1+\exp(b`x)}$$

We have used such model for male, female and both for MMR slums. The results are presented in the following table.

Table 10 : Regression results for male and female malnutrition

Variables	Coefficient	Std error	Z stat
Sex	0.29**	0.14	2.02
Wages	-0.91**	0.32	-2.84
Water requirement	0.72**	0.30	2.37
Car	-1.04*	0.28	-3.70
Read magazine and newspapers	0.67**	0.30	2.23
Not known of contraceptives	-0.32***	0.18	-1.70
Prenatal care	0.49**	0.19	2.55
Child care at home	-1.58**	0.77	-2.03
Constant	-0.36	0.34	-1.07
	LR chi^2 =46.81 Prob > chi^2 =0.0000		Log likelihood = -544.45518 Pseudo R^2 =0.0412

- *significant at 1 percent ** significant at 5 percent *** significant at 10 percent*

Female are more malnourished as compare to male because female are offered less qualitative food. Medical facilities are offered less to female. The educational opportunities are offered more to male as compare to the female. In India, girls are discriminated in womb itself. Therefore they are more malnourished as compare to boys. The malnutrition among younger female is much more than male. It is statistically significant and positively co-related. The income is the sole determinant of nutrition among youths. But the households have low income. They cannot afford to spend income on the health, education and nutrition. The lowest income does not help households to invest in health of youths. The low purchase of food, fruits does not help youth to gain weight. It affects on future skills and learning. The household income is negatively co-related to malnutrition among youths. Water requirement is large in slums. Households do not get adequate water in slums. Households get water from common taps but it is insufficient. They have to carry water from long distance. Therefore water brought is low and it is laborious activity. Therefore less water is available for regular use. Water requirement is statistically significant and positively co-related in slums. Most of the households are poor. They do not have money to buy different needs of family. The poor households cannot buy car because they do not have money to buy it and park it because of space. Most of the youths read newspaper and magazines. They have up to date information about current affairs. Most of the youths watch television and listen news on radio. The contraceptive related knowledge is not known to youths. This is because no health workers are visiting to slums and explain about contraceptives. Youths are not provided the knowledge of contraceptives at health facility. Health facilities in suburbs are most crowded. Social media does not provide the knowledge on contraceptives. The youths read magazines and newspaper regularly. It is statistically significant and it is positively co-related. Malnourished youths do not know about contraceptives. It is negatively correlated with malnutrition. Most of the female get prenatal care. They visit nearby health care facility. They visit at least two to three times and get the required health checkups.

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Prenatal treatment is positively co-related with malnourished youths. Most of the female do not get the child care at home. They have to carry children at work. There is no child care facility available at home. Families do not support the young couples because families are nuclear in nature. The child care at home is negatively correlated with malnourished female youths. Most of the females are working and they do not have child care facility.

Table 11 : Regression result for female youth

Variables	Coefficient	Std error	Z stat
Sex	1.14 *	0.19	6.13
Weekly water requirement	0.78**	0.36	2.20
Known nutrition	-0.21*	0.07	-2.73
Condom used	-0.77*	0.28	-2.71
IUD used	0.46**	0.18	2.57
No of prenatal visits	0.73*	0.18	3.89
Child care at home	-1.37***	0.79	-1.72
Constant	-1.91*	0.21	-8.84
	LR chi^2 =94.63 Prob > chi^2 = 0.0000		Log likelihood = -422.6337 Pseudo R^2 =0.1007

- ** significant at 1 percent ** significant at 5 percent *** significant at 10 percent*

Females are more malnourished as compare to male. They are discriminated in terms of food and care. They do not get medical care. Therefore female are more malnourished. The females are more malnourished as compare to the male in MMR. In slums, water taps are not available in households. At common tap, there is queue for water. Therefore the water supply is less available to households. The water requirement is more but the water availability is less. The weekly water requirement is positive and statistically significant. Most of the female do not know about nutrition. They eat food which is less in nutritional quality. They watch television but they watch movies. They do not get knowledge on television and radio. Such low knowledge of nutrition negatively affects on health outcome. The knowledge of nutrition among female is negatively co-related and statistically significant. Female do not use condom as family planning method. They do not know about it and health staff does not counseling women about use of condom. Female often shy to buy condom at shops. The condom use is negatively among female and it is statistically significant. Female know about IUD. This is because IUD counseling is done at health facility. Female often use it to provide the space among children. But the IUD use is positive and statistically significant. The prenatal care is available of women among slums. After pregnancy they often visit to health care facilities. They visit once or twice and get the necessary health care. The prenatal care is positive and statistically significant among female. The child care at home is negatively co-related and significant. Child care is not available for female in slums. Most of the families are nuclear in nature. Therefore female do not get child care at home. Females often carry children at work. Child care is not exists in slums. It makes the things difficult to improve human resource.

Table 12 : Regression result for male youth

Variables	Coefficient	Std error	Z stat
Sex	-1.38*	0.24	-5.75
Private source of water	0.75*	0.27	2.76
Liter weekly	0.00*	0.00	2.67
Purify water	1.00*	0.38	2.62
Know nutrition	0.78*	0.28	2.76
Curd	0.49***	0.29	1.66
Pulses	-0.49**	0.27	-1.79
Vegetables	0.45**	0.25	1.83
Fruits	-0.67**	0.29	-2.27
Constant	-2.25*	0.42	-5.32
	LR chi^2 =77.45 Prob > chi^2 =0.0000		Log likelihood = -287.97Pseudo R^2 =0.1185

- *significant at 1 percent ** significant at 5 percent *** significant at 10 percent*

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The male are less malnourished as compare to female. The male are offered care, food and medical care at home. They are often considered as source of future income and security. Therefore they are less malnourished as compare to female. The male malnutrition is negatively co-related as compare to female. The malnourished male households often buy water from private source. They do not get water from government pipeline. Such water source is denied by government. The slums households those have build their houses before 2000 do not get the water. Such slums are on government land. They are denied the water. Therefore they buy water from private sources. It is very expensive for slum households. The private source of water is positively co-related and statistically significant. Water requirement is positively co-related. Malnourished youths do not get sufficient water. They often get the low supply of water from different sources. Therefore it is statistically significant. The weekly liters of water supply are positive and statistically significant. Malnourished male of household purify water by different methods. They often use cloths to purify water. They do not use machine to purify water. But traditional methods of water purification are used. The households are purifying water by simple method and it is statistically significant. Male know about nutrition. They read books, listen radio and television. Only economic problem is they cannot afford to buy the nutrition. The nutrition knowledge of male is statistically significant and positively co-related. Most of the male eat curd in diet. Most of the male eat curd. It's made when the small quantity of milk is available at home. They eat curd regularly in diet. Eating curd helps youths to get some nutrition. The male eat curd in diet and it is statistically significant and positively co-related. Male do not eat pulses in diet. Pulses are costly. Households cannot afford to buy the pulses. They bring small fresh vegetables at lower prices and eat at home. It worsens health of the youths. But the pulses eaten are negatively co-related and statistically significant. Most of the youths are eating vegetables. They buy the vegetables from street while returning. Therefore youths eat vegetables regularly in diet. Most of malnourished male are vegetarian and it is statistically significant. Households do not eat fruits. They are poor and cannot afford to buy fruits. They are poor and cannot afford to buy fruits. Fruits are expensive and cannot eat every day in diet. The fruits contain various micronutrients but youths cannot afford to buy it and eat it. It affects negatively on their health outcome. In order to reduce the incidence of malnutrition more fruits must be eaten by male. They do not eat fruit and it is negatively co-related and statistically significant.

V. Policy Implication and Conclusion

Government must invest more in infrastructure facilities. Such facilities like water supply, electricity, sewage and housing. All such infrastructure facilities are scarce in slums. It will help youth to achieve future development. Youths need counseling and guidance for carrier. Most of the youths do not have educational background at home. They often lack the economic support. They often chosen activities carrier which is already chosen by their friends. Youths need access of health care. Most of the youth's do not have knowledge of contraceptives and reproductive activities. Health staff does not provide knowledge to such youths. Role of state is very important in terms of educational policy. All the courses are made more competitive and youth require playing, developing hobbies. But parent's educational system has made youth more exam oriented. Youths spend more time in doing study, play indoor games, chat on mobile etc. Role of government and NGO's is very important to change the present educational system. Government must introduce the vocational skills to youths. It will increase their employability. They can get good skills and job and improve standard of living. The metropolitan region requires developed workforce for high economic growth. Youth are in growing stage and learn many skills required for their future carrier. Therefore counseling of youths is required. The role of teacher is important. There should be regular meeting of psychologists, youths, parents and teachers required. Such meeting must be organized on the subject of carrier, present achievements, socio-economic issues, friend circle etc. The NGO's must help economically backward youths to continue their education. Their behavioral, economic, cultural belief problems must get solved by the social organizations. Most of the youths are involved in the number of risky behaviors. They need continuous guidance for different problems. All such counseling will certainly help youths to develop their carrier. Dietary intake and habits of young people are not favorable implementing informative programs and developing practical policies should be noted to improve the diet quality of adolescents and young adults (Akbari F, Azadbakht L 2014). Youths must be taught of nutrition in their curriculum they do not have knowledge of food, vitamins and nutrition. Most of the youths end up eating street and unhygienic food. They must be taught of nutritious food with different vitamins. Such vitamins and calories are required to youths in physically growing stage. But unhygienic and less qualitative food makes them more vulnerable. Such youth cannot achieve more education. It also affects on their future work capacity. Such youths often fail in trap of poverty. Therefore government, parents, teacher, NGO'S must think to have more investment in youths overall development.

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Such policies will certainly help those youths to develop them selves.

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

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