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Significance of Marketing

Millenium Development Goals

Highlights

Empowering Social Marketing

The Beauty of Green Branding

Discovering Thoughts, Inventing Future

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Evaluating Significance of Marketing in Indian IT Companies using DEA

By Mr. Omdeep Gupta, Dr. P. C. Kavidayal & Dr. R.C. Mishra
Kumaun University, India

Abstract - Information technology, and the hardware and software associated with the IT industry, are an integral part of nearly every major global industry.

The information technology (IT) industry has become of the most robust industries in the world. IT, more than any other industry or economic facet, has an increased productivity, particularly in the developed world, and therefore is a key driver of global economic growth. Economies of scale and insatiable demand from both consumers and enterprises characterize this rapidly growing sector.

This paper evaluates the relative efficiencies of various Indian IT Companies with the use of Data Envelopment Analysis (DEA) in the presence of different factors of marketing (Total Income & sales as output and Selling and Distribution expenses & Communication expenses as Input).

Keywords : *software industry, strategic partner, marke-ting, DEA.*

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Evaluating Significance of Marketing in Indian IT Companies using DEA

Mr. Omdeep Gupta [α], Dr. P. C. Kavidayal [σ] & Dr. R.C. Mishra [ρ]

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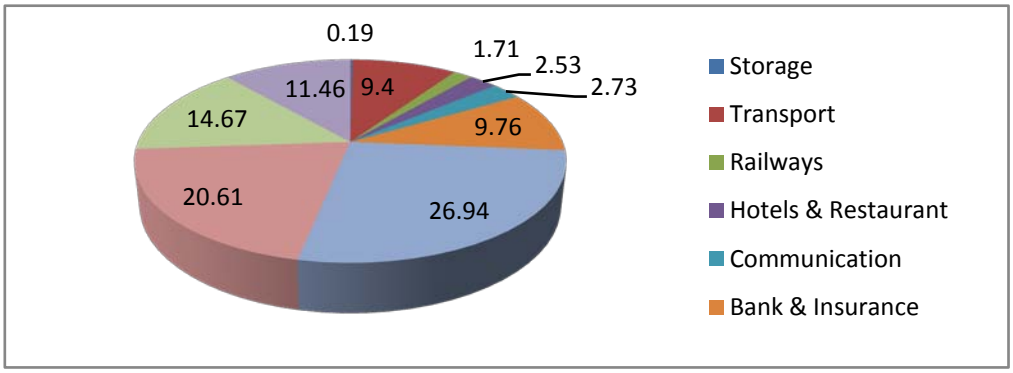
This paper evaluates the relative efficiencies of various Indian IT Companies with the use of Data Envelopment Analysis (DEA) in the presence of different factors of marketing (Total Income & sales as output and Selling and Distribution expenses & Communication expenses as Input). The top 10 and bottom 10 companies are selected and two sample t-tests is applied to evaluate the role of no. of branch offices, no. of strategic partners and no. of vertical industries served in the future. Data envelopment analysis (DEA) is receiving increasing importance as a tool for evaluating and improving the performance of manufacturing and service operations. This paper aims to use DEA to categorize the Decision Making Units (DMUs) to two classes of efficient and inefficient units with two input factors and two output factors.

Keywords : software industry, strategic partner, marketing, DEA.

I. Introduction

a) Service Sector in Indian Economy

The contribution of the services sector to the Indian economy has been manifold: a 60 per cent share in gross domestic product (GDP), growing by 10 percent annually, contributing to about a quarter of total employment, accounting for a high share in foreign direct investment (FDI) inflows and over one-third of total exports, and recording very fast (27.4 per cent) export growth through the first half of 2010-11. It is also a significant employment generator. Service sector encompasses a variety like tourism, rail freight, logistics, hotel industry; healthcare, financial services like insurance and banking have been growing at 28% over the last 5 years, which is remarkably higher than the GDP growth of 7%. India ranks fifteenth in the services output and it provides employment to around 23% of the total workforce in the country. The various sectors under the Services Sector in India are construction, trade, hotels, transport, restaurant, communication and storage, social and personal services, community, insurance, financing, business services, and real estate.



Source : Indian Central Statistical organization 2011.

Figure 1 : Contribution of different service sectors

The importance of the services sector can be gauged by looking at its contributions to different aspects of the economy.

b) Services GDP

The share of services in India's GDP at factor cost (at current prices) increased rapidly: from 30.5 per cent in 1950-51 to 55.2 per cent in 2009-10. If construction is also included, then the share increases to 63.4 per cent in 2009-10. The ratcheting up of the overall growth rate (compound annual growth rate [CAGR]) of the Indian economy from 5.7 per cent in the 1990s to 8.6 per cent during the period 2004-05 to 2009 - 10 was to a large measure due to the acceleration

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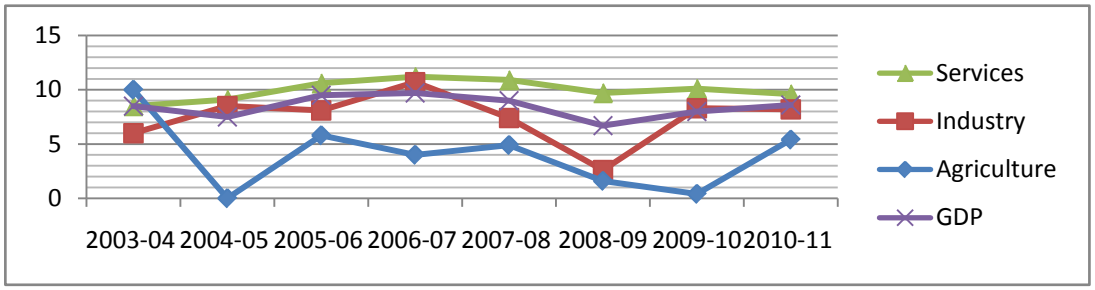
of the growth rate (CAGR) in the services sector from 7.5 per cent in the 1990s to 10.3 per cent in 2004- 05 to 2009-10. The services sector growth was significantly faster than the 8.7 per cent for the combined agriculture and industry sectors annual output growth during the same period. In 2009-10, services growth was 9.6 per cent and in 2010-11.



Source : Indian Central Statistical organization 2011.

Figure 2 : Growth Rate of GDP and Services, Industry, Agriculture Sector GDP

c) Overview of IT Sector in India

Information technology is a collective term used to describe developments in the mode used for the acquisition, processing, analysis, storage, retrieval, dissemination and application of information. Recent developments in the field of IT have revolutionized programmer capabilities and application. The impact of these developments affects increased computer speed, smaller hardware size, lower hardware and software costs, improved reliability, compatibility and interconnectivity. India is one of the world's fastest growing economies and is emerging as a global Information Technology powerhouse. India offers high quality IT and IT-enabled Services at low cost, using state-of-the-art technology. Convergence has led to lowering of tariffs, plentiful availability of bandwidth at increasingly lower cost, competition and growth in technology, especially fiber optics and wireless technology.

The Indian Information Technology sector has shown remarkable resilience in the year 2007. Industry performance was marked by sustained double-digit revenue growth, steady expansion into newer service-lines and increased geographic penetration, and an unprecedented rise in investments by Multinational Corporations (MNCs) - in spite of lingering concerns about gaps in talent and infrastructure impacting India's cost competitiveness.

The Indian software and services exports including ITES-BPO are estimated at US$ 40.3 billion in 2007-08, as compared to US$ 31.4 billion in 2006-07, an increase of 28.3 per cent. The Indian IT sector has built a strong reputation for its high standards of service quality and information security - which has been acknowledged globally and has helped enhance buyer confidence. While the larger players continue to lead growth, gradually increasing their share in the industry aggregate; several high-performing Small and Medium Enterprises (SMEs) also stand out.

The total IT Software and Services employment is expected to reach 2.0 million mark in 2007-08 (Manpower demand for IT software and hardware sector in 2008 is projected as over 9 million), as against 1.63 million in 2006-07, a growth of 22.7 per cent year-on-year. This represents a net addition of 375,000 professionals to the industry employee base, this year. The indirect employment attributed by the sector is estimated to about 8.0 million in year 2007-08. This translates to the creation of about 10 million job opportunities attributed to the growth of this sector. The outlook for Indian IT remains bright, and the sector is well on track to achieve its aspired target of US$ 60 billion in export revenues and US$ 73 - 75 billion in overall software and services revenues by 2010.

II. Computer Software Industry in India

The importance of the software industry can be judged by the fact that its contribution to the country's GDP will increase from 1.4 per cent (2001) to about 7 per cent (2008). More importantly, it is expected to contribute nearly 20 per cent of incremental GDP growth between 2001 and 2008. The industry, which employed 0.8 million people in 2001, is expected to employ over 2 million people directly and create direct employment opportunities for at least an additional 2 million people by 2008 (Nasscom, 2002). The industry's contribution to India's total exports has been rising. Realizing the potential of the industry, the captains of the industry speak very highly about the firms. Many professionals and policy makers have called India the software super power of the world.

The immense enthusiasm surrounding the industry is understandable as hardly any other Indian industry matches its growth rates in the last decade. Yet, it is useful to put a little global perspective on India's ambitions in this area. The global software market is estimated to be about US$550 billion (2002), and has

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been growing at about 15 per cent per annum (five-year, trend rate) (ESC Data, 2003). India's share in this market is 1.5 per cent (2000) and is estimated to rise to less than 5 per cent (2008).

The Indian success story has, been a combination of resource endowments, a mixture of benign neglect and active encouragement from a normally intrusive government, and good timing. By the late 1980s, India was graduating approximately 150,000 English-speaking engineers and science graduates, with only a limited demand for their services from the rest of the economy. By the late 1980s as well, India's economic liberalization was also well under way.

Around this time, the information technology revolution in the developed world had begun to take root and shortages of skilled programmers and IT professionals were beginning to develop. By this time a number of Indians were working in very substantial numbers in US firms. Some of them played an important, although as yet undocumented role, in bridging the gap and matching the buyers in the US with the suppliers in India. Responding quickly to the growing demand, a number of Indian firms arose in quick time. The State encouraged this growth by considerably simplifying the process for obtaining the numerous clearances and permits that any firm in the organized sector in India typically needs.

FY 2006-07 witnessed a revalidation of the Indian Information Technology –Business Process Outsourcing (IT-BPO) growth story, driven by a maturing appreciation of India's role and growing importance in global services trade. Industry performance was marked by sustained double-digit revenue growth, steady expansion into newer service-lines and increased geographic penetration, and an unprecedented rise in investments by Multi-national Corporations (MNCs) – in spite of lingering concerns about gaps in talent and infrastructure impacting India's cost competitiveness. The sector looks set to close the year at record levels, with the revenue aggregate growing by nearly ten times over the past ten years.

Positive market indicators including large unaddressed white-spaces and the unbundling of IT-BPO mega-deals with increasing shares of global delivery, strongly support the optimism of the industry in achieving its aspired target of USD 60 billion in exports by 2010.

While India is uniquely advantaged to best address these opportunities, they are not lost to others. Timely, coherent and continued action is needed to ensure that India makes the most of these opportunities and maintains its lead.

III. Characteristics of the Indian Software Industry

The Indian software sector displays many unusual features from an Indian perspective. The most obvious one is its export orientation, accounting for 65% of the total software revenue. There are important qualitative differences between the export market and the domestic markets. The domestic market has a higher proportion of revenues from the sale of software packages and products. Whereas products accounted for nearly 40% of the domestic market5, they account for a little fewer than 10% of exports. Over 80% of exports are software services including custom software development, consultancy and professional services. For domestic clients the industry provides a wider range of services that usually spans the entire lifecycle of software development.

a) Domestic

A large fraction of the domestic software industry consists of resale of software packages developed by foreign, principally US, firms, thus overstating the extent of software written for the domestic market. On the other hand, there is a great deal of in-house software written by users, especially large Indian firms that are not being captured by any figures. A number of Indian software firms have also developed software packages aimed at the domestic market.

b) Exports

Indian software exports consist primarily of software services. The activities carried out by most firms in India are essentially maintenance tasks for applications on legacy systems such as IBM mainframe computers, development of small applications and enhancements for existing systems, migration to client-server systems, often referred to as porting or re-engineering.

c) Marketing of Software Industries

To certain extent managing services are more complicated then managing products, products can be standardized, to standardize a service is far more difficult as there are more input factors i.e. people, physical evidence, process to manage then with a product.

Characteristics of a service

- Lack of ownership
- Intangibility
- Inseparability
- Perish ability
- Heterogeneity.

The Service marketing mix involves analyzing the 7'p of marketing involving, Product, Price, Place, Promotion, Physical Evidence, Process and People.

i. *Product*

The term "product" refers to tangible, physical products as well as services. Product decisions includes aspects such as Brand name, Functionality, Styling, Quality, Safety, Packaging, Repairs and Support, Warranty, Accessories and services.

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ii. *Price*

Pricing decisions should take into account profit margins and the probable pricing response of competitors. Pricing includes not only the list price, but also discounts, financing, and other options such as leasing, pricing strategy (skim, penetration, etc.).

iii. *Place*

Distribution is about getting the products to the customer. Distribution decisions include, Distribution channels, Market coverage (inclusive, selective, or exclusive distribution), Specific channel members, Inventory management, Warehousing, Distribution centers, Order processing, Transportation & Reverse logistics.

iv. *Promotion*

In the context of the marketing mix, promotion represents the various aspects of marketing communication, that is, the communication of information about the product with the goal of generating a positive customer response through Advertising, Personal selling & sales force, Sales promotions, Public relations & publicity, Marketing communications budget.

v. *People*

An essential ingredient to any service provision is the use of appropriate staff and people. Recruiting the right staff and training them appropriately in the delivery of their service is essential if the organization wants to obtain a form of competitive advantage. Consumers make judgments and deliver perceptions of the service based on the employees they interact with.

vi. *Process*

Refers to the systems used to assist the organization in delivering the service.

vii. *Physical Evidence*

Physical evidence is an essential ingredient of the service mix; consumers will make perceptions based on their sight of the service provision which will have an impact on the organizations perceptual plan of the service.

d) Literature Review

i. *High –Tech Products*

High-tech products are characterized by a short product life cycle curve (Rosenau, 1988). Such products typically go through the life-cycle stages in shorter periods of time). To target each customer segment in the diffusion of innovation curve, a different marketing approach becomes necessary (Moore, 1991). According to Utterback (1994), a dominant design is the one that wins the allegiance of the market place, the one that competitors and innovators should adhere to if they hope to command significant market share. Bierstedt, in a general context, has aptly summarized the role of power in any system: "Power supports the fundamental order of society and the social organizations within it, whenever there is order. Power stands behind every association and sustains its structure. Without power there is no order". The study of power must be, therefore, an important part of the study of distribution channel behavior and will have important implications for the study of physical distribution management.

In a general context, Emery and Trist have pointed out that the type of environment increasingly facing organizations of all kinds is such that no longer can individual organizations cope effectively by themselves. One aspect of this is the situation of the organizations comprising a distribution channel. The rise of consumerism and the increasing concern being given to man's effects on his natural environment create problems with which individual organizations cannot cope alone. Partly, these problems can be met by better co-operation and co-ordination between organizations in distribution channels. However, these environmental changes also suggest the need for some degree of co-operation and co-ordination between whole channels.

e) Data Envelopment Analysis

Researchers have used DEA to measure the performance of firms, especially in the banking (Jackson and Fethi, 2000; Mukherjee, et al., 2002; Mostafa, 2007; Delis and Papanikolaou, 2009) and health care sectors (Chilingerian, 1995, Luoma, et al., 1998, Akazili, et al., 2008; Kirigia et al., 2008). Some researchers have studied the pharmaceutical industry also (Feroz, et al., 2008; Hashimoto and Haneda, 2008; Saranga and Phani, 2009). Besides comparing individual firms, DEA has been used to compare efficiencies of nations too (Tan, et al., 2007; Sharma and Thomas, 2008).

Feroz, et al. (2008) have demonstrated the usefulness of DEA in performance measurement in the US pharmaceutical industry and have shown the applicability of DEA in arriving at an unbiased account of relative performance in a set of companies. Applying DEA, Hashimoto and Haneda (2008) observed that the R&D efficiency of Japanese pharmaceutical industry has worsened throughout the decade 1983-92. In the Indian context, after controlling for firm size and initial efficiency levels, Saranga and Phani (2009) found that in the era prior to the introduction of the product patent regime, higher R&D investments in pharmaceutical firms translated into higher efficiencies.

Manandhar and Tang (2002) incorporated intangible aspects, e.g. the internal service quality, into DEA. They considered internal service quality, operating efficiency and profitability as dimensions of performance. Portela and Thanassoulis (2007) analyzed the three dimensions of branch performance: Usage of new transaction channels, efficiency in increasing sales and customer base and generating profits. Relations between operational and profit efficiencies and also transactional and operational efficiencies were identified. Comparison of different dimensions allows us to

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see superior and inferior branches. They found positive links between operational and profit efficiency and also between transactional and operational efficiency. Service quality is positively related with operational and profit efficiency.

f) Research Objectives

The main research objective of this paper is to understand the importance of marketing and marketing efforts undertaken by various Software companies and their influence on the overall performance of the companies.

Marketing and marketing efforts are evaluated by following five factors (two initial factors and three extended factors):

i. *Input Factors*

a. *Initial Factors*

- Selling and distribution expenses
- Communication expenses.

b. *Extended Factors*

- Number of Branch office's
- Number of Strategic Partners
- Number of vertical industries served

ii. *Output Factors*

Overall performance of the companies was judged using following two factors:

- Total income
- Total Sales

IV. Research Methodology

a) Population and Sample

The count of companies operating in Indian I.T. sector runs in thousands, and considering all of them is a tedious task for this particular research. So the target population was the companies available in CMIE database. Finally 139 companies with complete data qualified for the research analysis.

In second stage top 10 and bottom 10 companies were selected on the basis of their efficiencies and data for extended factors was collection from individual company's website.

- Sampling technique: judgmental sampling
- Sampling unit: Individual I.T. Company

Tools and Techniques: This research uses two statistical techniques.

i. Data Envelopment Analysis, and

ii. Paired t-test

i. *Data Envelopment Analysis*

Notably, DEA has been widely adopted in recent years to assess the performance of a group of units. These measured units are called decision making units (DMUs). Based on the concept of an efficiency frontier, Charnes et al. first modeled DEA through mathematical programming. Thus, DEA can measure the relative efficiency of DMUs with multiple inputs and outputs. The DEA model introduced by Charnes et al.(1978) is called the CCR model. The CCR model utilizes a virtual multiplier to integrate multiple inputs and outputs into a single index. The virtual multiplier _ generated as the sum of weighted outputs divided by the sum of weighted inputs _ is utilized to represent the efficiency of each DMU. The CCR model selects the input and output weights that maximize relative efficiency of each measured DMU. The relative efficiency of the DMU analyzed by the CCR model is obtained by

$$\max \frac{\sum_{k=1}^{s} v_k y_{kp}}{\sum_{j=1}^{m} u_j x_{jp}} \qquad s.t. \quad \frac{\sum_{k=1}^{s} v_k y_{ki}}{\sum_{j=1}^{m} u_j x_{ji}} \le 1 \forall\, i \qquad v_k, u_j \ge 0 \;\forall\, k, j$$

Where,

$k = 1$ to s,

$j = 1$ to m,

$i = 1$ to n,

y_{ki} = amount of output k produced by DMU i,

x_{ji} = amount of input j utilized by DMU i,

v_k = weight given to output k,

u_j = weight given to input j.

Each DMU selects input and output weights that maximize its efficiency score. In general, a DMU is considered to be efficient if it obtains a score of 1 and a score of less than 1 implies that it is inefficient.

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ii. *Paired T-Test*

Paired sample t-test is used in 'before-after' studies, or when the samples are the matched pairs, or the case is a control study. The paired sample t-test is used in this research to statistically conclude whether or not extended input factors have improved the efficiency of the companies.

V. Analysis and Findings

- *Stage (I)*

The efficiency of 139 companies using DEA with two initial factors (Selling & Distribution expense) & two output factors (Total Income & Total Sales). Top ten and bottom ten companies on the basis of efficiencies were selected for further evaluation. Detail in Annexure 1.

- *Stage (II)*

The performance of top & bottom 10 companies was re-evaluated using the same two initial and output factors. There evaluated efficiencies were used as 'before' sample for t-test. Detail in Annexure 2.

- *Stage (III)*

Now three more extended factors along with two initial factors i.e. total five factors as input and the same two output factors were used to calculate the efficiencies of top 10 and bottom 10 companies to be further used for t-test as 'after' sample.

- *Stage (IV)*

The paired t-test was applied to evaluate the significance of extended factors in enhancing the company's performance. The top ten com-panies showed significant difference between the two factors while the bottom ten companies showed insignificant difference between initial factors and extended factors.

a) T- Test Statistics

i. Top 10 companies

Paired Samples Statistics

		Mean	N	Std. Deviation	Std. Error Mean
Pair 1	Before	.312763	10	.2597928	.0821537
	After	.795562	10	.2693932	.0851896

Paired Samples Test

	Paired Differences					t	df	Sig. (2-tailed)
	Mean	Std. Deviation	Std. Error Mean	95% Confidence Interval of the Difference				
				Lower	Upper			
Pair 1 Before - After	-4.8279890E-1	.2918025	.0922760	-.6915418	-.2740560	-5.232	9	.001

ii. Bottom 10 companies

Paired Samples Statistics

		Mean	N	Std. Deviation	Std. Error Mean
Pair 1	Before	.815836	10	.2377586	.0751859
	After	.940483	10	.1142789	.0361382

Paired Samples Test

	Paired Differences					t	df	Sig. (2-tailed)
	Mean	Std. Deviation	Std. Error Mean	95% Confidence Interval of the Difference				
				Lower	Upper			
Pair 1 Before - After	-1.2464640E-1	.2334436	.0738213	-.2916419	.0423491	-1.688	9	.126

VI. Conclusion and Managerial Implications

The study shows that the extended factor taken in the research i.e. number of branches, strategic partners and number of vertical industry served have a considerable contribution to the comparative efficiencies of the higher efficient companies, at the same time it is also observed that these factors do not contribute to the efficiencies of the lower efficient companies. Hence it

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can be considered that these factors have some implication on the overall competitiveness of the companies in this sector. Indian Software companies should, apart from developing technical competitive advantage, should also give importance to other marketing related efforts in order to be more competitively efficient.

a) Limitation

The numbers of companies were limited and were dependent on the availability of data as per CMIE database.

The detailed information about the three factors (i.e. no. pf branches, no. of strategic partners and no. of vertical industries served) was based on the data available on the respective company site on the day and date of access, and hence was dependent on the updated ness of the respective websites.

Limited factors as a measure of efficiency were used in evaluating the performance of various companies.

Top 10 companies were redefined due to unavailability of data on extended factors.

b) Future Scope

This study can be conducted using larger factor base for more insight understanding of the software sector.

More number of companies can be incurporated in sample for research purpose. Geographical advantage brought by strategic partners can further be researched.

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Annexure 1 : DEA of 139 Companies

NO	DMU	Score	Benchmark(Lambda)
1	Unisys Softwares & Holding Inds. Ltd.	1	Unisys Softwares & Holding Inds. Ltd.(1.000000)
2	Dhanus Technologies Ltd.	0.896723	Unisys Softwares & Holding Inds. Ltd.(0.896723)
3	Tera Software Ltd.	0.472377	Unisys Softwares & Holding Inds. Ltd.(0.944753)
4	Taksheel Solutions Ltd.	0.372069	Unisys Softwares & Holding Inds. Ltd.(0.372069)
5	B L S Infotech Ltd.	0.357637	Unisys Softwares & Holding Inds. Ltd.(0.715274)
6	Mascon Global Ltd.	0.267115	Unisys Softwares & Holding Inds. Ltd.(2.671152)
7	Bharatiya Global Infomedia Ltd.	0.266799	Unisys Softwares & Holding Inds. Ltd.(0.533599)
8	Vakrangee Softwares Ltd.	0.246409	Unisys Softwares & Holding Inds. Ltd.(6.406645)
9	Birla Shloka Edutech Ltd.	0.232512	Unisys Softwares & Holding Inds. Ltd.(1.395069)
10	Sankhya Infotech Ltd.	0.195881	Unisys Softwares & Holding Inds. Ltd.(0.391762)
11	Kanika Infrastructure & Power Ltd.	0.164161	Unisys Softwares & Holding Inds. Ltd.(0.164161)
12	Tata Consultancy Services Ltd.	0.14156	Unisys Softwares & Holding Inds. Ltd.(222.673503)
13	Aftek Ltd.	0.140817	Unisys Softwares & Holding Inds. Ltd.(1.267350)
14	Vaishnavi Gold Ltd.	0.135166	Unisys Softwares & Holding Inds. Ltd.(1.081329)
15	Vedavaag Systems Ltd.	0.12966	Unisys Softwares & Holding Inds. Ltd.(0.129660)
16	I C S A (India) Ltd.	0.128892	Unisys Softwares & Holding Inds. Ltd.(10.569152)
17	Spanco Ltd.	0.113405	Unisys Softwares & Holding Inds. Ltd.(9.185837)
18	Valuemart Info Technologies Ltd.	0.111094	Unisys Softwares & Holding Inds. Ltd.(0.111094)
19	M Y M Technologies Ltd.	0.097934	Unisys Softwares & Holding Inds. Ltd.(0.097934)
20	Agnite Education Ltd.	0.093355	Unisys Softwares & Holding Inds. Ltd.(3.080728)
21	Bartronics India Ltd.	0.088891	Unisys Softwares & Holding Inds. Ltd.(4.533437)
22	Svam Softwares Ltd.	0.085377	Unisys Softwares & Holding Inds. Ltd.(0.085377)
23	Acropetal Technologies Ltd.	0.076051	Unisys Softwares & Holding Inds. Ltd.(1.064717)
24	Interworld Digital Ltd.	0.072234	Unisys Softwares & Holding Inds. Ltd.(0.072234)
25	Prithvi Information Solutions Ltd.	0.071726	Unisys Softwares & Holding Inds. Ltd.(11.978229)
26	Prism Informatics Ltd.	0.062639	Unisys Softwares & Holding Inds. Ltd.(0.125279)
27	I K F Technologies Ltd.	0.057995	Unisys Softwares & Holding Inds. Ltd.(0.463962)
28	Teledata Marine Solutions Ltd.	0.057834	Unisys Softwares & Holding Inds. Ltd.(1.561525)
29	Powersoft Global Solutions Ltd.	0.053856	Unisys Softwares & Holding Inds. Ltd.(0.107712)

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30	Ranklin Solutions Ltd.	0.051739	Unisys Softwares & Holding Inds. Ltd.(0.310433)
31	Softech Infinium Solution Ltd.	0.050511	Unisys Softwares & Holding Inds. Ltd.(0.050511)
32	Core Education & Technologies Ltd.	0.049212	Unisys Softwares & Holding Inds. Ltd.(3.936989)
33	Glodyne Technoserve Ltd.	0.048573	Unisys Softwares & Holding Inds. Ltd.(7.383118)
34	Geometric Ltd.	0.04311	Unisys Softwares & Holding Inds. Ltd.(1.983058)
35	Megasoft Ltd.	0.042509	Unisys Softwares & Holding Inds. Ltd.(0.510106)
36	L G S Global Ltd.	0.041573	Unisys Softwares & Holding Inds. Ltd.(2.244964)
37	Silverline Technologies Ltd.	0.038685	Unisys Softwares & Holding Inds. Ltd.(0.232111)
38	Northgate Technologies Ltd.	0.035815	Unisys Softwares & Holding Inds. Ltd.(0.035815)
39	Nimbus Foods Inds. Ltd.	0.035704	Unisys Softwares & Holding Inds. Ltd.(0.071407)
40	Micro Technologies (India) Ltd.	0.034733	Unisys Softwares & Holding Inds. Ltd.(2.813364)
41	Financial Technologies (India) Ltd.	0.033888	Unisys Softwares & Holding Inds. Ltd.(4.269951)
42	Oracle Financial Services Software Ltd.	0.033236	Unisys Softwares & Holding Inds. Ltd.(18.745207)
43	Ram Informatics Ltd.	0.032917	Unisys Softwares & Holding Inds. Ltd.(0.032917)
44	Teledata Technology Solutions Ltd.	0.032137	Unisys Softwares & Holding Inds. Ltd.(0.064274)
45	Elnet Technologies Ltd.	0.031914	Unisys Softwares & Holding Inds. Ltd.(0.127656)
46	Saksoft Ltd.	0.031899	Unisys Softwares & Holding Inds. Ltd.(0.318992)
47	Hexaware Technologies Ltd.	0.031044	Unisys Softwares & Holding Inds. Ltd.(4.066726)
48	L C C Infotech Ltd.	0.030216	Unisys Softwares & Holding Inds. Ltd.(0.151082)
49	Geodesic Ltd.	0.030041	Unisys Softwares & Holding Inds. Ltd.(5.046828)
50	Sonata Software Ltd.	0.027885	Unisys Softwares & Holding Inds. Ltd.(2.258657)
51	Tech Mahindra Ltd.	0.02738	Unisys Softwares & Holding Inds. Ltd.(38.057661)
52	Zylog Systems Ltd.	0.027211	Unisys Softwares & Holding Inds. Ltd.(6.884321)
53	Saven Technologies Ltd.	0.027196	Unisys Softwares & Holding Inds. Ltd.(0.027196)
54	3I Infotech Ltd.	0.026029	Unisys Softwares & Holding Inds. Ltd.(6.819587)
55	A S M Technologies Ltd.	0.026028	Unisys Softwares & Holding Inds. Ltd.(0.468506)
56	Omnitech Infosolutions Ltd.	0.025846	Unisys Softwares & Holding Inds. Ltd.(2.377856)
57	Sanraa Media Ltd.	0.02516	Unisys Softwares & Holding Inds. Ltd.(0.503195)
58	T Spiritual World Ltd.	0.02399	Unisys Softwares & Holding Inds. Ltd.(0.143942)
59	California Software Co. Ltd.	0.023641	Unisys Softwares & Holding Inds. Ltd.(0.567395)

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60	Patni Computer Systems Ltd.	0.023583	Unisys Softwares & Holding Inds. Ltd.(15.659013)
61	Mastek Ltd.	0.023142	Unisys Softwares & Holding Inds. Ltd.(3.147273)
62	A B M Knowledgeware Ltd.	0.023054	Unisys Softwares & Holding Inds. Ltd.(0.438029)
63	K L G Systel Ltd.	0.02265	Unisys Softwares & Holding Inds. Ltd.(0.770100)
64	I T People (India) Ltd.	0.022273	Unisys Softwares & Holding Inds. Ltd.(0.089092)
65	Cura Technologies Ltd.	0.02223	Unisys Softwares & Holding Inds. Ltd.(0.133378)
66	H C L Technologies Ltd.	0.022228	Unisys Softwares & Holding Inds. Ltd.(51.724253)
67	Allied Digital Services Ltd.	0.022202	Unisys Softwares & Holding Inds. Ltd.(3.929782)
68	7Seas Entertainment Ltd.	0.021748	Unisys Softwares & Holding Inds. Ltd.(0.065244)
69	Softsol India Ltd.	0.02123	Unisys Softwares & Holding Inds. Ltd.(0.148610)
70	Subex Ltd.	0.020095	Unisys Softwares & Holding Inds. Ltd.(2.451627)
71	Kernex Microsystems (India) Ltd.	0.020041	Unisys Softwares & Holding Inds. Ltd.(0.340690)
72	Infotech Enterprises Ltd.	0.019963	Unisys Softwares & Holding Inds. Ltd.(5.050676)
73	Compucom Software Ltd.	0.019341	Unisys Softwares & Holding Inds. Ltd.(0.541537)
74	C M C Ltd.	0.018993	Unisys Softwares & Holding Inds. Ltd.(6.020880)
75	Moschip Semiconductor Technology Ltd.	0.018626	Unisys Softwares & Holding Inds. Ltd.(0.186260)
76	Firstobject Technologies Ltd.	0.018532	Unisys Softwares & Holding Inds. Ltd.(0.185317)
77	Infosys Ltd.	0.018254	Unisys Softwares & Holding Inds. Ltd.(197.146679)
78	H O V Services Ltd.	0.017529	Unisys Softwares & Holding Inds. Ltd.(0.192822)
79	Educomp Solutions Ltd.	0.017244	Unisys Softwares & Holding Inds. Ltd.(7.949621)
80	N I I T Technologies Ltd.	0.016588	Unisys Softwares & Holding Inds. Ltd.(5.590058)
81	Visu International Ltd.	0.016386	Unisys Softwares & Holding Inds. Ltd.(0.131088)
82	Everonn Education Ltd.	0.015934	Unisys Softwares & Holding Inds. Ltd.(2.310373)
83	Ajel Ltd.	0.015567	Unisys Softwares & Holding Inds. Ltd.(0.031134)
84	Cat Technologies Ltd.	0.015381	Unisys Softwares & Holding Inds. Ltd.(0.061525)
85	Crazy Infotech Ltd.	0.015083	Unisys Softwares & Holding Inds. Ltd.(0.045250)
86	Panoramic Universal Ltd.	0.014593	Unisys Softwares & Holding Inds. Ltd.(0.642072)
87	Sasken Communication Technologies Ltd.	0.014561	Unisys Softwares & Holding Inds. Ltd.(3.087011)
88	Polaris Financial Technology Ltd.	0.014111	Unisys Softwares & Holding Inds. Ltd.(10.766830)
89	V J I L Consulting Ltd.	0.013895	Unisys Softwares & Holding Inds. Ltd.(0.013895)

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90	C S S Technergy Ltd.	0.013389	Unisys Softwares & Holding Inds. Ltd.(0.107111)
91	Intense Technologies Ltd.	0.012097	Unisys Softwares & Holding Inds. Ltd.(0.120969)
92	Helios & Matheson Information Technology Ltd.	0.012059	Unisys Softwares & Holding Inds. Ltd.(1.712439)
93	Datamatics Global Services Ltd.	0.011598	Unisys Softwares & Holding Inds. Ltd.(1.148165)
94	Tutis Technologies Ltd.	0.011444	Unisys Softwares & Holding Inds. Ltd.(0.091551)
95	K P I T Cummins Infosystems Ltd.	0.01141	Unisys Softwares & Holding Inds. Ltd.(4.050528)
96	Take Solutions Ltd.	0.011263	Unisys Softwares & Holding Inds. Ltd.(0.473027)
97	Nucleus Software Exports Ltd.	0.011106	Unisys Softwares & Holding Inds. Ltd.(1.710284)
98	G S S Infotech Ltd.	0.010922	Unisys Softwares & Holding Inds. Ltd.(0.360418)
99	Infinite Computer Solutions (India) Ltd.	0.010792	Unisys Softwares & Holding Inds. Ltd.(1.705082)
100	Persistent Systems Ltd.	0.010704	Unisys Softwares & Holding Inds. Ltd.(4.795586)
101	Tanla Solutions Ltd.	0.01035	Unisys Softwares & Holding Inds. Ltd.(0.217343)
102	Mindtree Ltd.	0.010324	Unisys Softwares & Holding Inds. Ltd.(11.563382)
103	Kaashyap Technologies Ltd.	0.010214	Unisys Softwares & Holding Inds. Ltd.(0.439191)
104	Zensar Technologies Ltd.	0.010156	Unisys Softwares & Holding Inds. Ltd.(4.397533)
105	Wipro Ltd.	0.009337	Unisys Softwares & Holding Inds. Ltd.(201.671125)
106	R Systems International Ltd.	0.008948	Unisys Softwares & Holding Inds. Ltd.(1.395898)
107	F C S Software Solutions Ltd.	0.008894	Unisys Softwares & Holding Inds. Ltd.(0.925026)
108	Satyam Computer Services Ltd.	0.008742	Unisys Softwares & Holding Inds. Ltd.(38.726408)
109	Onward Technologies Ltd.	0.008541	Unisys Softwares & Holding Inds. Ltd.(0.350201)
110	Tata Elxsi Ltd.	0.008534	Unisys Softwares & Holding Inds. Ltd.(3.089372)
111	Comp-U-Learn Tech India Ltd.	0.008245	Unisys Softwares & Holding Inds. Ltd.(0.107186)
112	Quintegra Solutions Ltd.	0.008029	Unisys Softwares & Holding Inds. Ltd.(0.128458)
113	Usha Martin Education & Solutions Ltd.	0.008021	Unisys Softwares & Holding Inds. Ltd.(0.136350)
114	R S Software (India) Ltd.	0.007567	Unisys Softwares & Holding Inds. Ltd.(1.415063)
115	Trigyn Technologies Ltd.	0.00751	Unisys Softwares & Holding Inds. Ltd.(0.217789)
116	Virinchi Technologies Ltd.	0.007462	Unisys Softwares & Holding Inds. Ltd.(0.283549)
117	N I I T Ltd.	0.007422	Unisys Softwares & Holding Inds. Ltd.(5.188289)
118	I E C Education Ltd.	0.007143	Unisys Softwares & Holding Inds. Ltd.(0.057141)
119	Logix Microsystems Ltd.	0.007056	Unisys Softwares & Holding Inds. Ltd.(0.317506)

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120	Info-Drive Software Ltd.	0.006894	Unisys Softwares & Holding Inds. Ltd.(0.158567)
121	Thinksoft Global Services Ltd.	0.006888	Unisys Softwares & Holding Inds. Ltd.(0.475256)
122	Ramco Systems Ltd.	0.00666	Unisys Softwares & Holding Inds. Ltd.(1.172091)
123	Zen Technologies Ltd.	0.006658	Unisys Softwares & Holding Inds. Ltd.(0.186432)
124	Datanet Systems Ltd.	0.005989	Unisys Softwares & Holding Inds. Ltd.(0.257542)
125	Nexxoft Infotel Ltd.	0.005845	Unisys Softwares & Holding Inds. Ltd.(0.099369)
126	Goldstone Technologies Ltd.	0.005624	Unisys Softwares & Holding Inds. Ltd.(0.179967)
127	Kale Consultants Ltd.	0.00555	Unisys Softwares & Holding Inds. Ltd.(1.326423)
128	Mphasis Ltd.	0.005231	Unisys Softwares & Holding Inds. Ltd.(28.841878)
129	Cigniti Technologies Ltd.	0.005186	Unisys Softwares & Holding Inds. Ltd.(0.057051)
130	Four Soft Ltd.	0.005116	Unisys Softwares & Holding Inds. Ltd.(0.199510)
131	Accel Transmatic Ltd.	0.004566	Unisys Softwares & Holding Inds. Ltd.(0.150691)
132	Netlink Solutions (India) Ltd.	0.004458	Unisys Softwares & Holding Inds. Ltd.(0.004458)
133	Onmobile Global Ltd.	0.004242	Unisys Softwares & Holding Inds. Ltd.(3.728637)
134	S Q L Star International Ltd.	0.004083	Unisys Softwares & Holding Inds. Ltd.(0.155149)
135	Intellvisions Software Ltd.	0.003708	Unisys Softwares & Holding Inds. Ltd.(0.155744)
136	Lee & Nee Softwares (Exports) Ltd.	0.003121	Unisys Softwares & Holding Inds. Ltd.(0.009362)
137	Software Technology Group International Ltd.	0.003047	Unisys Softwares & Holding Inds. Ltd.(0.051791)
138	Indo -City Infotech Ltd.	0.002564	Unisys Softwares & Holding Inds. Ltd.(0.005127)
139	Zenith Infotech Ltd.	0.001007	Unisys Softwares & Holding Inds. Ltd.(2.177541)

Annexure 2 : A

NO	DMU/ TOP COMPANIES	Before	After
1	Aftek Ltd.	0.140817	0.591889
2	Bharatiya Global Infomedia Ltd.	0.266799	0.515192
3	Birla Shloka Edutech Ltd.	0.232512	1
4	Kanika Infrastructure & Power Ltd.	0.164161	0.366916
5	Mascon Global Ltd.	0.267115	1
6	Sankhya Infotech Ltd.	0.195881	0.481623
7	Tata Consultancy Services Ltd.	0.14156	1
8	Tera Software Ltd.	0.472377	1
9	Unisys Softwares & Holding Inds. Ltd.	1	1
10	Vakrangee Softwares Ltd.	0.246409	1

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Annexure 2 : B

NO	DMU/BOTTOM COMPANIES	Before	After
1	Accel Transmatic Ltd.	1	1
2	Four Soft Ltd.	1	1
3	Indo-City Infotech Ltd.	0.619281	0.691404
4	Intellvisions Software Ltd.	0.903571	0.947997
5	Lee & Nee Softwares (Exports) Ltd.	0.765428	0.765428
6	Netlink Solutions (India) Ltd.	0.871508	1
7	Onmobile Global Ltd.	1	1
8	S Q L Star International Ltd.	1	1
9	Software Technology Group International Ltd.	0.744972	1
10	Zenith Infotech Ltd.	0.253605	1

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Marketing of Transport Services and Millenium Development Goals; The Case of Keke Napep Initiatives in Lagos, Nigeria

By Ogunnaike Olaleke Oluseye & Olorunyomi, Bankole
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Abstract - This study examined the role of marketing of transport services in the realization of a millennium development goal; poverty alleviation. KEKE-NAPEP initiative was one of the poverty eradication programmes in Lagos state, Nigeria. The study examined the significance of the relationship between the initiative and (1) poverty level (2) standard of living and (3) level of unemployment. The study employed survey research and purposive sampling technique was used to identify users of KEKE-NAPEP in Lagos State. The findings of the study revealed that although the initiative improves the standard of living of people and has negative relationship with level of unemployment, the initiative is not significantly related with the poverty level of the people of Lagos state. Based on these findings, conclusion was drawn and relevant recommendations were made. If the initiative must be successful in reducing the poverty, it is recommended that marketing techniques and strategies be employed and engaged.

Keywords : *millennium development goals, poverty, standard of living.*

GJMBR-E Classification : *JEL Code: M0, M1, M3*



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Marketing of Transport Services and Millenium Development Goals; The Case of Keke Napep Initiatives in Lagos, Nigeria

Ogunnaike Olaleke Oluseye [α] & Olorunyomi, Bankole [σ]

Abstract - This study examined the role of marketing of transport services in the realization of a millennium development goal; poverty alleviation. KEKE-NAPEP initiative was one of the poverty eradication programmes in Lagos state, Nigeria. The study examined the significance of the relationship between the initiative and (1) poverty level (2) standard of living and (3) level of unemployment. The study employed survey research and purposive sampling technique was used to identify users of KEKE-NAPEP in Lagos State. The findings of the study revealed that although the initiative improves the standard of living of people and has negative relationship with level of unemployment, the initiative is not significantly related with the poverty level of the people of Lagos state. Based on these findings, conclusion was drawn and relevant recommendations were made. If the initiative must be successful in reducing the poverty, it is recommended that marketing techniques and strategies be employed and engaged.

Keywords : millennium development goals, poverty, standard of living.

I. Background to the Study

Transportation provides the essential marketing utilities of place and time, people depend on transportation to achieve their goals in life. Nothing moves without transportation. Transportation as a people oriented function requires a people oriented approach to its performance. Since Lagos State government intended to achieve one the Millennium Development Goals, poverty reduction, through a tri-cycle called KEKE-NAPEP, it becomes very imperative to engage marketing techniques and skills. Of all managerial and social sciences, marketing is one of the most people oriented. Marketing is the identification and satisfaction of people's needs through the exchange process. (Olakunori, 1999) Following the definition of marketing, a business man or a service provider has to put the interest of people (customers) before every other interest before he can succeed.

However, argument has occurred among different scholars about the achievement of the Millennium Development Goals by 2015. While some argue that it can be achieved before the target date 2015 some argued that it cannot. According to Ezirim (2005), poverty is about the most important component of the MDGs and remains the most daunting challenge that leadership across Africa faces. The challenge of meeting the Millennium Development Goals 2015 must be of great concern to everyone especially those who must drive the process because they have a duty to do so. The MDGs is important not because the United Nations has said so, but because it is about the people. Poverty as a problem of development does not lend itself to easy solutions.

The United Nations Secretary General Ban Ki-moon noted that the Millennium Development Goals embody basic human rights such as the right of each person on the planet to health, education, shelter and security. The Millennium Development Goals are making a real difference in people's lives and with strong leadership and accountability; this progress can be expanded in most of the world's countries by the target date of 2015.

On the other hand, Deneulin & Shahani (2009) argued that the Millennium Development Goals lack a focus on local participation and empowerment (excluding women empowerment). The Millennium Development Goals also lack an emphasis on sustainability, making their future after 2015 questionable. Thus, while the MDGs are a tool for tracking progress toward basic poverty reduction and provide a very basic policy road map to achieving these goals, they do not capture all elements needed to achieve the ideals set out in the Millennium Declaration.

Therefore due to the inability to reach a conclusion on the achievement of the Millennium Goals by 2015, Millennium Development Goals still remains a problem.

Poverty remains a universal and embarrassing phenomenon assuming different shapes in all parts of the world particularly the third world where poverty is absolute but in the developed countries of the world it is relative. It is in realization of the fact that poverty is antithetical to a universally tolerable and acceptable standard of living that the United Nations has led the campaign for a Millennium Goal of Poverty Eradication in 2015. Despite the fact that the campaign has been on and going by the increasing and excruciating poverty ravaging the entire globe, it is evident that little or no progress has been achieved so far (Hassan et al 2008).

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Poverty in Lagos State has reduced the standard of living of people. Even though poverty alleviation programme has been put in place to eliminate poverty, these programmes have done little to reduce the rate of poverty in Lagos State and even in the world because of the pervasive nature of inequality where there is a wide gap between the haves and haves not, rich and few which have increased the global asymmetry between wealth and poverty.

Financial institutions such as World Bank and International Monetary Fund set up to increase the standard of living has not been able to reduce poverty as a result of the policies put up by the institutions that countries must adopt before they can be given loan (Akwaya, 2004).

There are a number of conceptual and policy issues that the MDGs have thrown up for serious consideration. The Nigerian situation however is an issue that must be addressed. Despite the growth, current socio-economic indicators and the stage of social development in Lagos State, what are the necessary steps Lagos state is taking in other to achieve the MDGs based on the socio-economic and political challenges facing the state?

The fight against poverty have started far back as we can remember and the impact of these fights has not been felt in Nigeria including Lagos State. 12 billion people have been estimated to be globally poor (Ilo, Oyerinde and Umoren, 2005). The conclusion of the MDG 2005 report is very remarkable and gives hope that there is possibility for achieving all the MDGs in Nigeria with sustained effort. The conclusion is quite different from the conclusions reached by the first report in 2004. The 2004 report states that "based on available information it is unlikely that the country will be able to meet most of the goals by 2015 especially the goals related to eradicating extreme poverty and hunger, reducing child and maternal mortality and combating HIV/AIDS, malaria and other diseases". For most of the other goals (apart from poverty eradication) up to date, data which exist shows that if the current trend continues, it will be difficult for the country to achieve the MDG target by 2015.

These are the socio-economic and political problems Lagos State is facing which have been hindering the MDGs to be achieved in Lagos State. Poverty eradication in Lagos State requires the transformation of the economy towards the path of sustainable industrialization anchored on job creation and elimination of social inequalities.

In the last ten years, extreme poverty has killed more people than all the wars of the 20th century combined (Federal Government, 2007). The high death rate for one provides us with a key basis for carrying out a study on poverty alleviation.

Despite the plethora of poverty alleviation programmes which past government has initiated and implemented by 1999 when the obasanjo's administration came to power, a world bank's report indicated that Nigeria's Human Development Index (HDI) was only 0.416 and that about 70 percent of the population was vegetating below the bread line.

These alarming indicators prompted the government to review the existing poverty alleviation scheme with a view to harmonizing them and improving on them. However, It is very unfortunate that the three tiers of government in Nigeria have shown little or no commitment towards the actualization of poverty eradication in the country (Hassan et al 2008).

Except poverty reduction efforts are intensified with great commitment, transparency and determination both at the local and international arena, it is unlikely that the MDGs targets will be met (Obadan, 2001).

Despite the different poverty programmes, by early 1990s it had become clear that the poor had not benefited from development programmes (Ezirim, 2005).According to the Nigerian National Planning Commission 1994, there were quite a number of agencies and programme, for instance National Poverty Eradication Programme (NAPEP) which was established to address the challenge of poverty.

An important objective of NAPEP is stated thus (FGN, 2007). "To help eradicate extreme poverty by the year 2010, generally in line with United Nations Millennium Development Goals of halving the proportion of people living in poverty by the year 2015".

The World Social Summit identified poverty eradication as an ethical, social, political and economic imperative of mankind and called on governments to address the root causes of poverty, provides for basic needs for all and ensures that the poor have access to productive resources including credit, education and training. Recognizing insufficient progress in the poverty reduction, the 24th special session of the general assembly devoted to the review of the Copenhagen Commitments, decided to set up targets to reduce the proportion of people living in extreme poverty by one half by 2015. This target has been endorsed by the Millennium Summit as Millennium Development Goals.

The study seeks to know if and to what extent the NAPEP scheme on poverty eradication has been able to alleviate poverty in Lagos state and achieving the MDGs.

a) Theoretical Framework

Development of human resources is critical to any level of development. The study would then be making use of social development theory but in understanding poverty in Lagos state; human capability deprivation model would be used. In this model, poverty is seen as the failure of some basic human capabilities

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to function productively, such capabilities are broadly grouped into two namely physical and intellectual. Physical deprivation includes hunger, illness, exhaustion and disabilities all of which exacerbate intellectual handicap. Intellectual deprivation on the other hand includes lack of relevant information, education, literacy and skills. On the positive side, wellbeing includes health, strength, education and skills all of which empowers people to escape from poverty.

Social development is driven by the sub-conscious aspiration of society for advancement. Development of society occurs only in fields where that collective will is sufficiently strong and seeking expression. Development strategies will be most effective when they focus on identifying areas where the social will is mature and provides better means for the awakened social energy to express itself. Only those initiatives that are in concordance with this subconscious urge will gain momentum and multiply (Jacobs & Cleveland 1999).

Every society possesses a huge reservoir of potential human energy that is absorbed and held static in its organized foundations its cultural values, physical security, social beliefs and political structures. At times of transition, crises and opportunities those energies are released and expressed in action. Policies, strategies and programmes that tap this latent energy and channel it into constructive activities can stir an entire nation to action and rapid advancement (Jacobs & Cleveland 1999).

Therefore, NAPEP which is a programme under the Nigeria Millennium Development Goals (MDGs) that brought about the KEKE NAPEP scheme is a means of development in the society and the society for this study is Lagos State.

Alleviation of poverty in Nigerian society is as a result of collective will which is sufficiently strong and seeking expression in these Nigerian societies. That is why Nigeria developed its MDGs from the universal MDGs by the United Nations.

b) NAPEP's Interventions in Poverty Alleviation

From January 2001, NAPEP has intervened in a number of projects. So far about 140,000 youths have been trained in more than 190 practical hand-on trades over a period of three months. Every trainee in this intervention project was paid N3, 000 per month while N3, 500 was paid to each trainer. The training programme was packaged with the understanding that that beneficiaries would subsequently set up their own businesses in line with the skills they have acquired. To actualize this, 5,000 beneficiaries were resettled with assorted tailoring and fashion design equipment. Also under the Mandatory Attachment Programme for unemployed graduates, 40,000 beneficiaries were attached in 2001 each of whom was paid a monthly stipend of N10, 000. The installation of equipment under the Rural Telephone Project is currently in progress, while the KEKE-NAPEP project is currently being vigorously implemented. The project offers:

- A vehicle with a powerful diesel engine, and a fuel tank capacity of 10.5 litres
- A vehicle with a passenger capacity of four people
- A vehicle with a payload capacity of 320Kg
- A vehicle with adequate room for passenger luggage
- A vehicle whose top speed is up to 80 Km per hour
- A vehicle that is suitable for intracity commuting and commercial passenger carriage; and
- A vehicle that has a low fuel consumption of 38 km per litre (NAPEP, 2003).

II. Research Method

For this study, the questionnaire technique was adopted to elicit relevant information to this study from users of KEKE NAPEP i.e owners and passengers. The special emphasis is on the roles of KEKE NAPEP initiatives in the alleviation of poverty in Lagos state. The questionnaire was divided into three main sections. Section A was designed to obtain information on the respondents' demography, section B focuses on KEKE-NAPEP initiative and the last section was designed for issues that relate to poverty alleviations. The questions in the questionnaire were close-ended questions in form of likert scale.

However, for the purpose of this research work, survey research design was used. Purposive sampling technique was used to identify users of KEKE-NAPEP in Lagos State. The population of the users of KEKE-NAPEP could not be easily ascertained. However 100 was considered as appropriate sample size following the recommendation of Tabachnizk and Fidell (1996) that suggested that 5 cases for each item is adequate in most cases. These copies of questionnaire were personally administered and as such made 100% return rate possible.

a) Data Analysis

i. *Hypotheses Testing*

Correlation analysis was used to measure the significance of the relationship between the dependent and independent variables.

a. *Hypothesis 1*

H_0: There is no significant relationship between KEKE-NAPEP initiatives and poverty reduction in Lagos state.

H_1: There is significant relationship between KEKE-NAPEP initiatives and poverty reduction in Lagos state.

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Table 1 : Correlations

		KEKE-NAPEP initiatives	level of poverty in Lagos State
KEKE-NAPEP initiatives	Pearson Correlation	1	.155
	Sig. (2-tailed)		.123
	N	100	100
level of poverty in Lagos State	Pearson Correlation	.155	1
	Sig. (2-tailed)	.123	
	N	100	100

b) Coefficient of Determination (C.O.D)

The coefficient of determination is obtained using formula C.O.D = $r^2 \times 100\%$

Where r = Pearson Correlation

Thus;

C.O.D = $(0.155)^2 \times 100\%$

C.O.D = $0.024025 \times 100\%$

C.O.D = 2.4%

The Pearson correlation of r = 0.155 therefore implies 0.024025% shared variance between millennium development goals and poverty alleviation.

Interpretation of results

The relationship between the variables (KEKE-NAPEP initiatives and Poverty alleviation) was investigated using Pearson correlation coefficient. The results from table 1 above show that there is no significant positive correlation (0.155) between both variables at 0.123 level of significance.

Thus, as obtained from the table {r = 0.155, p > 0.01, n = 100}.

i. *Decision*

Having found out that there is no significant relationship between KEKE-NAPEP initiatives and Poverty alleviation, we therefore reject the alternative hypothesis (H^1), and accept the null hypothesis (H^0).

a. *Hypothesis 2*

H^0: There is no significant relationship between KEKE NAPEP Initiatives and standard of living in Lagos state.

H^1: There is significant relationship between KEKE NAPEP Initiatives and standard of living in Lagos state.

Table 2 : Correlations

		Standard of living	KEKE NAPEP initiatives
standard of living	Pearson Correlation	1	.406**
	Sig. (2-tailed)		.000
	N	100	100
KEKE-NAPEP initiatives	Pearson Correlation	.406**	1
	Sig. (2-tailed)	.000	
	N	100	100

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

c) Coefficient of Determination (C.O.D)

The coefficient of determination is obtained using formula C.O.D = $r^2 \times 100\%$

Where r = Pearson Correlation

Thus;

C.O.D = $(0.406)^2 \times 100\%$

C.O.D = $0.164836 \times 100\%$

C.O.D = 16.48%

The Pearson correlation of r = 0.406 therefore implies 0.164836% shared variance between KEKE NAPEP Initiatives and standard of living

i. *Interpretation of Results*

The relationship between the variables (KEKE NAPEP Initiatives and standard of living) was investigated using Pearson correlation coefficient. The results from table 2 above show that there is significant positive correlation (0.406) between both variables at 0.0001 level of significance.

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Thus, as obtained from the table {r = 0.406, p < 0.01, n = 100}.

ii. *Decision*

Haven found out that there is significant relationship between KEKE NAPEP Initiatives and standard of living, we therefore reject the null hypothesis (H^0), and accept the alternative hypothesis (H^1).

a. *Hypothesis 3*

H^0: There negative relationship between KEKE NAPEP Initiatives and level of unemployment in Lagos state.

H^1: There is positive relationship between KEKE NAPEP Initiatives and level of unemployment in Lagos state.

Table 3 : Correlations

		KEKE- NAPEP initiatives	Level of unemployment in Lagos State
KEKE-NAPEP initiatives	Pearson Correlation	1	-.421**
	Sig. (2-tailed)		.000
	N	100	100
level of unemployment in Lagos State	Pearson Correlation	-.421**	1
	Sig. (2-tailed)	.000	
	N	100	100

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

d) Coefficient of Determination (C.O.D)

The coefficient of determination is obtained using formula $C.O.D = r^2 \times 100\%$

Where r = Pearson Correlation

Thus;

$C.O.D = (-0.421)^2 \times 100\%$

$C.O.D = 0.177241 \times 100\%$

$C.O.D = 17.72\%$

The Pearson correlation of r = -0.421 therefore implies 0.177241% shared variance between KEKE NAPEP Initiatives and level of unemployment.

i. *Interpretation of Results*

The relationship between the variables (Keke NAPEP Initiatives and level of unemployment) was investigated using Pearson correlation coefficient. The results from table 3 above show that there is significant negative correlation (-0.421) between both variables at 0.0001 level of significance.

Thus, as obtained from the table {r = -0.421, p < 0.01, n = 100}.

ii. *Decision*

Having found out that there is significant relationship between Keke NAPEP Initiatives and level of unemployment, we therefore accept the null hypothesis (H^0), and reject the alternative hypothesis (H^0).

III. Conclusion

Poverty has been recognized as the bane of underdevelopment in Lagos State, even though substantial amount has been spent in alleviating poverty, little has been achieved in terms of their impact on the poor. This study also established the fact that poverty has not been significantly reduced by this KEKE-NAPEP initiatives. The study ascertained the fact that KEKE-NAPEP initiave helps in reducing the unemployment rate and so improves the standard of living.

Appropriate positioning of this product is necessary, if it must deliver its benefits optimally to the people of Lagos State, Nigeria. Just like any other transport business, for KEKE-NAPEP to be operated successfully, it must find or create a relevant position for itself and the services in the market. Transport service operations would yield improved provision of services and satisfaction of customers' transport needs. This will lead to improved and sustained customer patronage and loyalty thereby leading to sustained profitability for the beneficiaries or owners.

It has been discovered that a state is a reflection of its political leadership which means that if Lagos State is poor, the leadership is also poor which should not be so. Frantic efforts should be made, by both the leadership and the beneficiaries, to engage marketing techniques for the successful operations of KEKE-NAPEP.

Due to the research work, KEKE-NAPEP can be said to have impacted the lives of the less privilege in the area of provision of jobs that has brought a change in their standard of living.

IV. Recommendations

Following the findings of this study, it becomes very crucial to recommend the following;

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- Since this study could not establish the fact that KEKE-NAPEP significantly influence the poverty level of the people, there is need for government to ensure effective implementation of the initiative.
- More persons should be made to benefit from the programme.
- Government is also advised to effectively implement other NAPEP initiatives in order to be able to reduce the poverty level drastically
- Since KEKE-NAPEP initiatives has been confirmed to be a significant tool for reducing the rate of unemployment, there is need to make more of such KEKE-NAPEP available at reduced cost. That is, there is need for appropriate price and place mix.
- Government is encouraged to continue to pursue laudable programmes, such as the KEKE-NAPEP initiatives, in order to improve the standard of living of the citizens.
- There is need for more sensitization and creation of awareness of the people about the initiatives. That is, there is need to adopt appropriate promotion mix.

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Empowering Social Marketing Media Towards Genration Y Buying Behaviour

By Vincent Wee Eng Kim, Thinavan Periyayya & Vivien Wee Mui Eik
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Abstract - The intention of this study is to determine the influence of social media towards generation Y purchasing behaviour. It is also to explore the important role social media play as a medium to communicate a message. The findings of this research are, intended to provide accurate and useful information so as to facilitate further research in similar fields of study. Permission was granted by the Directors of the IHLs to deliver and collect the questionnaires. Questionnaires were given to 200 students of ten selected institutions of higher learning in the Klang Valley. The respondents involved were students enrolled in the institute of higher learning. The respondents were asked about their perception with regards to its current social media website and how does it play a role in influencing their buying behaviour so as to gain their true interpretation and understanding of social media. Responses from the respondents have shown that, generally social media were used to gain information, prefer group buying and as a community platform to express and share their views.

GJMBR-E Classification : JEL Code: L82, M31



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Empowering Social Marketing Media Towards Genration Y Buying Behaviour

Vincent Wee Eng Kim [α], Thinavan Periyayya [σ] & Vivien Wee Mui Eik [ρ]

Abstract - The intention of this study is to determine the influence of social media towards generation Y purchasing behaviour. It is also to explore the important role social media play as a medium to communicate a message. The findings of this research are, intended to provide accurate and useful information so as to facilitate further research in similar fields of study. Permission was granted by the Directors of the IHLs to deliver and collect the questionnaires. Questionnaires were given to 200 students of ten selected institutions of higher learning in the Klang Valley. The respondents involved were students enrolled in the institute of higher learning. The respondents were asked about their perception with regards to its current social media website and how does it play a role in influencing their buying behaviour so as to gain their true interpretation and understanding of social media. Responses from the respondents have shown that, generally social media were used to gain information, prefer group buying and as a community platform to express and share their views. The respondents agreed that social media was more effective in finding information as compared to the use of the traditional mass media. Viral advertising and video are very appealing to them. Furthermore, social media also improve customers' service and business networking.

I. Introduction

Kotler and Zaltman (1971) stated that social marketing combines social policy and marketing practices to achieve a set of social behaviourial goals within a target audience. This is when the traditional marketing tools were used to sell concepts and behavioral practices instead of products. Borges (2009), Safko and Brake (2009) and Handley, et al. (2010) noted that social media is concerned with communication and collaboration while social media marketing (SMM) is concerned with marketing activities done via social media. SMM seeks to achieve branding and marketing communication goals through customers' participation in various social media. Many large companies utilizes social network and web 2.0 tools to build relationships with its customers. A central activity is to involve customers in improving operations by soliciting ideas and discussing them. Social media is a large electronic suggestion box. The main objective is to increase flow of visitors both to the physical and the virtual sites. By using special promotions and rewards, many companies attracted visitors considerably improving revenue and profits since embarking on social media projects. In addition to this utilizing social media for marketing, advertisement, customer service, market research, and social entertainment are the major trend in social media. Harris and Rae (2009) reported that social media and networking are becoming new technological skills that influence the way people exchange information so much so that social networking is quickly becoming a desirable job skill.

Leggatt (2010), found that in July 2010 there were over 700,000 small business with Facebook Fan pages and close to 850,000 in February 2011, and LinkedIn's network exceeds 90 million members. In addition to this almost 70 percent of all companies worldwide use some social networking. Leggatt confirmed that social commerce results in significant monetary and strategic benefits to businesses. In addition to this, over 40 percent of businesses globally found new customers via social networks and over 27 percent of companies invest in social networking in order to acquire and retain customers. Most Web 2.0 applications have a rich, interactive, user friendly interface based on Ajax (Asynchronous JavaScript) and XML. The intent is to make Web pages feel more responsive by exchanging small amounts of data with the server behind the scenes so that the entire Web page does not have to be reloaded each time the user makes a change. This is meant to increase the Web pages' interactivity, loading speed and usability. Web 2.0 tools and social networks are changing the way people communicate, collaborate, work and live. According to Turban, E., et al. (2011), since March 2010, there were more Internet visits to Facebook than to Google in US. Facebook's membership exceeded 750 million (worldwide in June 2012), aiming at $1 billion in annual revenue. Groupon, the leader in group – buy social shopping, a start – up had annual revenues of 4500 million in its second year. This promoted Google to offer 46 billion to acquire the sites in October 2010. However, Groupon rejected the offer. Meeker et.al. (2010), stated that social network are the kings of communication, replacing e mail. Bernoff and Li (2008), claimed that about 25 percent of all Internet users are engaged in social activities and this percentage is increasing rapidly.

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Kaplan and Haenlein (2010) define social media as "a group of Internet-based applications that build on the ideological and technological foundations of Web 2.0, which allows the creation and exchange of user generated content." Today, businesses also view social media as consumer-generated media.

This article, offers some insights into how social media can be used to influence generation Y's buying behavior. The next section discusses literature review of the effectiveness of social media towards generation Y. Then, the methodology for this study is outlined. A section on findings first gives a brief profile of each of the case study libraries, and then surfaces the factors that are influencing their behaviour. Finally, conclusions and recommendations are offered.

a) Problem Statement

The aim of this research study is to determine if social media can be an alternative means of medium to influence generation Y buying behaviour in Malaysia. In the past the traditional mass media have been used by companies to promote their products and services. Until today, some companies still use the traditional mass media such as newspapers, magazines, radio and television for their marketing strategy.

This research study hopes to discover the effectiveness of social media as a marketing tool for companies and how the effectiveness of social media can be realised. Through the researcher's empirical experience in the advertising industry, it is very expensive and time consuming to build brands through the traditional mass media. This is because many media companies charge a very high price for their advertisement columns. The charges for print advertisement will depend on the number of columns and colours used.

Besides this, many processes are involved to produce an effective advertisement. It is even more expensive for companies to advertise via air time on television. Charges will depend on the various time slots selected. Due to the high cost involved, only large and financially rich companies are able to utilise this media. Many small-and-medium-size educational companies will have to resort to more affordable advertising and marketing media such as participating in road shows and exhibitions.

By using the Internet, companies would find the cost of advertising cheaper as compared to advertising through the traditional mass media. According to Catterall, M., Maclaran, P. and Stevens, L. (2002), time spent on preparation of a Internet advertisement is also shorter. This is one of the aspects that the study wants to put forward in this research study which deals strictly on the issues of the how effective social media is used to influence buying behaviour in this country.

b) Research Questions

The research questions for this research study were designed as follows:-

i. Can social media influence generation Y's buying behaviour?
ii. Can social media be an effective medium to communicate message to generation Y?

c) Purpose of the Study

The objectives of this research study have been to highlight these issues;

i. To determine whether social media can influence generation Y's buying behaviour
ii. To determine whether the utilisation of social media is a preferred medium to communicate messages to generation Y

d) Significance of the Project

This research study will hopefully benefit people who are already in business regardless of whether they are marketers or advertisers. Marketers would benefit from this study through gaining information that might help them make their academic decisions. Information has been until now, made easily available through the social media. Companies could have a competitive advantage if they could brand themselves appropriately. Web and multimedia designers could have a better understanding of how to further enhance their website or multimedia designs. This is due to the fact that this study will hopefully; help them in their efforts in developing an effective way to influence and communicate message to the generation Y. There is, therefore, an increasing importance in providing continuity and customer commitment in a fast moving market place.

e) Literature Review

Stephen and Tuobia 92010) define social commerce as a form of Internet based social media that allows people to participate actively in the marketing and selling of products and services in online marketplaces and communities. Dennison, et. Al. (2009) stated that social commerce is the concept of word of mouth applied to e commerce and it is the marriage of a retailer's products and the interaction of shoppers with content. Marsden (2009a) definitions include social commerce's properties (such as word of mouth, trusted advice, buying with the help of friends). Wells et al. (2000) divided the various sources of messages that consumers can receive about an organisation's products into three major categories: the "planned" or "controlled", the "uncontrolled", and the "often unconsidered". Messages created by real customers reflect the genuine feelings of product users and as such are more credible and more effective than messages created by advertising agencies (Constantinides and Fountain, 2008, p. 242).

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The main role of marketing communication is to "support the overall marketing plan by sending messages to the target audience that an organisation's products or services are simply better than those of its competitors" (Burnett, 1993, p. 241). In fact with the planned sources, the marketer has full control over the message content, when and how the message will be delivered and to whom it will be delivered. By way of contrast, the unplanned (and therefore "uncontrolled") sources of messages (word-of-mouth, gossip, internet chat-rooms, etc.) can be more influential than the planned sources (Bone, 1995). Definition of Web 2.0 offered by Kennedy et al. (2007): Web 2.0 refers to a loose collection of "second generation" web-based technologies and services, many of which are designed to facilitate collaboration and sharing between users. Internet marketing tactics include banner advertising, sponsorships, pop-ups or – unders, links, paid searches and so forth (Belch and Belch, 2007). But the Web 2.0 environment has provided organisations with a broad range of new tools and strategies for communicating with their customers, and marketers can capitalize on these developments in different ways by actively or passively engaging in the use of these applications as part of their overall marketing strategy. Constantinides and Fountain (2008) suggested how organisations can make use of web 2.0 applications as a means of reaching and informing customers and online opinion leaders (Bloggers, Podcasters, etc.) about their products, services and new market offers.

II. Methodology

A survey was conducted through questionnaire, with students from private institutions of higher learning in Malaysia. The questions asked comprised a) respondent's personal characteristics and b) factors influencing perception of social media towards their buying behavior and communicating message. The investigated variables include source of social comm.-erce via social media. A total of 200 respondents, all of them fulltime students enrolled in Malaysian public and private institutions of higher learning were used in this study. The sample came mostly from ten institutions of higher learning. (Table 1)

The full scale consisted of 10 items along two categories; including basic usage assessment, factors associated with social media, and finally reports of personal behavioural tendencies and frequencies associated with social media applications. Response was rated on a five-point Likert scale. On the basis of the questions related to behavioural tendencies and social media usage, two main constructs emerged. The first one concerned "sense of community/emotional connection", including questions such as: being proud to tell people he/she is in a social media and part of the community. According to Mangold and Faulds (2009), consumers feel more engaged with products and organizations when they are able to submit feedback. This may come in the form of criticism, accolade, or helpful suggestions. But taken as a whole, this feedback contributes to a sense of community in which honest, open communications are encouraged and customer engagement is enhanced. Also, could not resist and tend to logged on to social media apps first when connected to the Internet. The second part concerned "everyday usage", including questions such as: social media is part of their everyday activity to keep update on any current events and happening, and social media provides a good way to connect with people and getting first hand information besides any other media. In addition to the basic demographic questions, a few questions related to general computer and internet availability and usage patterns were included. Table 2 shows the respondents profile.

Table 1 : List of Higher Educational Institutions and Number of Students Involved in the Research

No.	Names of institutions of higher learning involved in the research	Number of student involved
1	INTI International University	20
2	Selangor University (UNISEL)	20
3	Limkokwing University	20
4	New Era College	20
5	KDU University College	20
6	Monash University	20
7	KBU International	20
8	SEGI University	20
9	Sunway University	20
10	Taylor's University	20
	Total number of respondents	200

Table 2 : Respondents Profile

Age	Frequency (N=200)	Percentage (%)
Above 18 and 19	101	50.5%
20 and 21	70	35%
22 and 23	18	9%
24 and above	11	5.5%
Monthly Family Income		
RM 1000 or less	1	0.5
RM 1001 - 2500	11	5.5
RM 2501 - 4000	20	10
RM 4001 - 6000	38	19
RM 6001 or More	130	65
Academic Qualification		
SPM	118	59
STPM/A-Level	12	6
Diploma	40	20
Bachelors degree	28	14
Others	2	1

A confirmatory factor analysis and comparison of means was conducted to examine the good-of-fitness

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of the measurement model. These were carried out to establish the factors for respondents in selecting social media that influence their buying behavior and as a medium to communicate message.

a) Results

The seven most commonly used in this study: Twitter, Facebook, YouTube, Blogs, Linkedin, Flickr and others. The only other Web 2.0 application cited as being in use for professional purposes by a respondent was Four Square. This is a web and mobile application that allows registered users to connect with friends and update their location.

Facebook, Twitter, Linkedin and Youtube are the most popular applications in this sample. (Table 3)

Overall, these results indicate the general use of Web 2.0 applications in the global population as a whole. Facebook, Twitter and Linkedin are currently the largest of thousands of platforms currently available on the WWW. According to Facebook, 2010), more than 200 million people logging on to Facebook daily, their reach is one of the largest in the world Twitter has over 100 million users (Twitter, 2010). While Linkedin has over 65 million users. (Linkedin, 2010). Therefore, the widespread popularity of these platforms has attracted marketers' attention. The widespread – and growing – use of Facebook, Twitter and Linkedin specifically for marketing purposes has been highlighted by a number of surveys. This include the study by Stelzner (2010) who noted that these three applications, followed by blogs, were by far the tools used most extensively by marketers.

Table 3 : List of Preference of Social Media Applications Usage

No.	Social Media Application	Percentage of most preferred
1	Facebook	51%
2	Twitter	22%
3	Linkedin	9%
4	Youtube	8%
5	Blogs	4%
6	Flickers	3%
7	Foursquare	1%
8	Others	2%

III. General Tendencies and Patterns

All respondents reported to have at least one computer and Internet access in their homes. Besides, majority of respondents agreed that the home was the place where most of the daily usage to take place. All the participants spent more than 2.5 hours on the internet each day. Majority of participants reported memberships in various social media sites, such as Facebook, Twitter LinkedIn and Youtube. However the study discovered that Facebook is one of their favourite. The study showed that 51 percent reported to visit Facebook on more than four occasions per day, and 50 percent of the participants admitted to have at least over 300 Facebook friends. Table 4 provides the descriptive statistics and bivariate correlations for basic usage patterns for social media.

a) Variables Influencing Respondents Perception Towards Social Media

A comparison of means was perform to statistically analyze the responses from respondents to evaluate the order of importance of the criteria influencing the perception towards social media. Table 5 lists only the variables that influence respondents' perception. Generally, respondents were found to favor of social shopping, social rating and reviews, social recommendations and referrals, about the products and services offered by the company with mean values of 4.57, 4.52 and 4.32, respectively. The lowest ranking variable influencing institution choice with a mean value of 3.8 was social entertainment. This supposedly the least concern the respondents, as they were all willing to gain alternative entertainment form via others apps or websites.

The factors affecting respondents' perception are indicated in Table 6. Based on chi-square results, the study show that eight items were significant in affecting the respondents perception towards social media and also found to be significant at 0.1 significant level. The eight items were: collecting information, group buying, forum, online clubs, viral marketing, and viral video, sharing views and personalized experience.

Table 4 : Respondents Usage Pattern for social media

	Variables	Mean	SD	1	2	3	4	5
1	Discover new brand	3.86	0.59	(0.76)				
2	Interact with brand representative	3.41	0.77	0.62 *	(0.83)			
3	Getting great dealsvia group buying	3.48	0.55	0.45* *	0.58 * *	(0.80)		
4	Exchange information with friends, fans and others	3.53	0.75	0.65 * *	0.63	0.58 * *	(0.85)	
5	Build and Share wish list	2.29	0.73	20.09	0.03	20.08	20.12	(0.88)

Notes : Significant value at *p less than or equal to 0.05, * *p less than or equal to 0.01; n ¼ 52; internal reliabilities (*a* coefficients) for the overall dimensions.

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Table 5 : List of Variables Influencing Respondents Perception Towards Social Media

No.	Variables influencing perceptions of social media	Mean Value
1	Social Shopping	4.57
2	Social Rating and Reviews	4.52
3	Social Recommendations and Referrals	4.32
4	Social Advertising	4.28
5	Social Networking	4.25
6	Social Customers Service	4.16
7	Social Commerce	4.12
8	Social Entertainment	3.8

Table 6 : Chi-Square Results of Social Media Impacts on Generation Y Buying Behaviour Characteristics

Characteristics	Chi-square	Significance
Collect information	1.968	0.045*
Group buying	1.833	0.043*
Forum	1.813	0.041*
Online clubs	1.802	0.040*
Viral Marketing	1.765	0.038*
Viral Video	1.743	0.036*
Sharing Views	1.728	0.035*
Personalize experience	1.726	0.034*
Improve relationship	1.724	0.034*
Improve customer service	1.722	0.033*
Business networking	1.721	0.032*

**Statistically significant factors*

IV. Discussion and Conclusion

The purpose of the paper was to explore various aspects associated with the influence of social media among the target market to purchase a certain brand. The study found prior to purchase on social media, target market liked to collect information such as what brand to buy, from which vendor and at what price. According to (Techshout.com 2010), the majority of online customers already rely on social networks to guide them in their purchase decision. This is possible where customers resort to friends, fans, followers and experienced customers. Vendors recognized that peer-to-peer engagement through social media can be their strongest marketing tools.

Through social media the target market also considers group buying offering discounts or special deals during a short time frame as important. The study of suggests that group buys is possible via social media. Community platforms including forums and online clubs connect people with each other and sometimes to experts and businesses are also essential for the target market. Forums and communities are effective, popular and useful for the generation Y. All this can be integrated into social media to allow personal messaging and status updates to create an increased sense of community. This will facilitate purchasing decisions primarily by allowing members to share trusted information with each other. Ideas boards such as online suggestion and discussion boards to capture constructive feedback, and user powered Q&A forums for customer supports are fundamental qualities considered important for generation Y communities.

In addition to this, generation Ys are especially interested at viral marketing. The research shows that word of mouth advertising is effective. Whatever they like can spread very quickly at a minimal cost to companies' advertisers. This is in line with Clifford (2010), stated that social media increase customer loyalty. This is where the nature of location based marketing changed to being social, entertaining and rewarding; where advertisement came as an add on service. Besides, generation Ys also find that viral video advertisement appealing to them. This is consistent with the study by Turban (2012) stated that viral video is growing rapidly mainly due to the popularity of YouTube and similar sites. Online video is growing at nearly 40 per cent annually while TV viewing continues to fall. Furthermore, generation Y find that Twitter and some other micro blogging sites have also influence their buying behavior. This is because these sites provide lists of fans and friends where seller can reach out to them via strong word of mouth. According to Learnmonth (2011), twitter is becoming a little more of a business. MacMillan (2010) stated that Twitter is already the world's third-largest social networking platform (about 200 million registered users) and may reach 1 billion followers in a few years. On the other hand, generation Ys feel that social media will be more effective to promote compared to traditional media. This is in line with the study by Patel (2011), where a Nielsen study of iPhone users compared Apple's iAds against similar TV ads. The researcher discovered that those exposed to one of iAd campaigns were more than twice as likely to recall it as those who had seen similar TV ads. The study found that consumers shown an iAds remembered better than TV ad respondents and the ad messaging.

In fact the study also discovered that generation Y are interested to express and share their views in regard to their purchased product. This is supported by Gogoi's (2007) study that retailers know that customers, especially the younger and more Net-savvy ones, want to be heard and they also want to hear what others like them say. Increasingly, retailers are opening up their websites to customers, letting them post product reviews, ratings and in some cases photos and videos. Customer reviews are emerging as a prime place for online shoppers to visit. The study also shows that the full view of generation Ys is meant to help create personalized customer experiences and improve customer relations. It is found that these activities generate a considerable amount of data that needs to be analyzed. This is to ensure the management can conduct better marketing campaigns such as product

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design and service offerings. By analyzing the information in social media, it can be used as a basis for marketing advertising strategies. Based on the study by Jayanti (2010), owning to customers untainted, unfiltered and unbiased nature online consumer conversations have the potential to help marketers discover the right questions for conducting market research and to understand emerging issues, follow brand sentiments, benchmark companies against major competitors, detect damaging issues or rumors, spur product development, gather product suggestions, and discover alternate uses and enhancements volunteered by consumers. This analysis can provide companies with a holistic view of consumer opinions and the important role they play throughout the purchase funnel and in overall brand health.

Generally the study also shows that generation Y agreed that social media improves customers service. The study by Bernoff and Schadler (2010) stated that one angry tweet can torpedo a brand, but one tweet can correct a problem. Companies are afraid of the negative comments posted by social network members, but also because they see an opportunity to involve customers proactive to reduce problems by improved customers service (Baker 2010). According to Ogneva (2010), companies can improve customers' loyalty, make their own customers service people happier, and get more respect from customers. The findings of this research indicated that consumers social media is a platform for business network. Overall the respondents perceived the importance of good relationships between sellers and buyers. Respondents agreed that social networking site enables a new method of communication between different people. This is in line with the study by Bughin and Chui (2010), where social networking can be done by business either in public or in private social networks. They perceived that business network that is built on social relationships and can exist offline or online. Valentine (2010) elaborated that 57 percent of U.S. companies implemented enterprise social media for business purposes. This can fundamentally alter how businesses interact with employees, customers and partners. Commercial activities related to social networks are on the rise. There is an increasing the number of people and companies engaged in business-oriented social networking, which refers to business activities, especially marketing and operations. Thus, business opportunities are created through social networks of business people.

Social media could be the next alternative business model for companies that allow them to track and trace users and to process their data. Today, social media are able to reach their members and even non members. This is due to the extensive web coverage where, social media has a potential connection with all web users.

V. Limitation of the Study

Some of the limitations of this study include the respondents' self-report approach used in the survey. Self-report may result in the respondents providing socially acceptable responses rather than their actual views. Besides this, the research was confined to a limited number of respondents from institutions of higher learning in the Klang Valley as well as restricted this district only due to convenience of accessibility for data collection to the exclusion of other institutions in other districts. Greater geographical coverage would allow richer data, and generalization on findings can be done more accurately.

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The Beauty of "Green Branding": Way to the Future

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Abstract - Purpose – This paper aims to explore how green branding towards beauty products can influence brand effect from the perspective Malaysian customers. The paper also aims to examine the components impact of green brand awareness, brand image, brand credibility, brand community and brand engagement and their positive relationship between them. This research study focuses on environmentally friendly beauty products available in Malaysia.

Design/methodology/approach – This study employyed both quantitative and qualitative approach. A total of 30 respondents made up the focus groups and 200 respondents who had the experience of purchasing environmentally friendly products.were selected for the survey.

Keywords : *new technologies of information and communication, business services, marketing services.*

GJMBR-E Classification : *JEL Code: O13, Q57*



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The Beauty of "Green Branding": Way to the Future

Vincent Wee Eng Kim [α] & Thinavan Periyayya [σ]

Abstract - Purpose – This paper aims to explore how green branding towards beauty products can influence brand effect from the perspective Malaysian customers. The paper also aims to examine the components impact of green brand awareness, brand image, brand credibility, brand community and brand engagement and their positive relationship between them. This research study focuses on environmentally friendly beauty products available in Malaysia.

Design/methodology/approach – This study employyed both quantitative and qualitative approach. A total of 30 respondents made up the focus groups and 200 respondents who had the experience of purchasing environmentally friendly products.were selected for the survey.

Findings – The results of the study demonstrated that green brand awareness, brand image, brand credibility, brand community and brand engagement are positively related to branding of a business entity for beauty related product. Therefore, investing on resources to increase green brand awareness, brand image, brand credibility, brand community and brand engagement are helpful to enhance companies.

Research limitations/implications – While the results are clear and have strong salience towards environmental beauty products industry in Malaysia, applications of the findings beyond Malaysia should take into account other factors such as the nature of industry, the perception, behavior and demographics of these customers.

Practical implications – The study provides a set of findings relating to green branding initiatives that could be readily incorporated into a business plan.

Originality/value – The study will be significant towards managers, researchers, and governments agencies, and provide useful contribution to relevant studies and future researches as reference.

Keywords : green branding, beauty products, perception, brand image, malaysia.

I. Introduction

Green branding becomes an active part of the value proposition. A growing number of companies are thinking "beyond the green corporation" to a situation where eco-friendly and socially responsible practices drives business performance. Many business corporations participation in society makes corporate social responsibility (CSR) perspectives integral to the organizational strategy. This is usually implemented especially when searching for marketing competitive advantages. The study by (Bakker et al., 2005; Westley and Vredenburg, 1996) shows that CSR creates competitive advantage, especially in the manufacturing industries. However, till today there is still limited understanding as to why a business adopts environmental management practices (Klassen, 2001). Based on previous research on business organizations suggests that stakeholder pressures are the key critical drivers of corporate environmental response (Berry and Rondinelli, 1998; Hoffman and Ventresca, 2002).

There is a growing number of fashion designers who are presenting ecological collection that utilize recycled materials or organic textiles free of synthetic and chemical components. Surprisingly, this trend is complemented by the growing number of so-called "organic or natural cosmetics, produced using friendly processes.

a) Limitation of the Study

Some of the limitations of this study include the respondents' self-report approach used in the survey. Self-report may result in the respondents providing socially acceptable responses rather than their actual attitudes. Besides this, the research was confined to five leading institution of higher learning in the Klang Valley district only due to convenience of accessibility for data collection to the exclusion of other institutions in other districts. Greater geographical coverage would allow richer data, and generalization on findings can be done more accurately.

b) Literature Review

The study by Iyer and Banerjee (1993) responded to developments of green marketing by pronouncing that "green is in, no question about it". Others writers continued to aver that the "green market appears to be real and growing" (Menon and Menon, 1997), and "expanding at a remarkable rate" (Schlegelmilch et al., 1996).

Several high ranking research agendas of going green include (Greenfield 2004; Maignan and Ralston 2002; McWilliams et al. 2006; Pearce and Doh 2005) appears to be reflected in theoretical and managerial discussions that argue 'not only is doing good the right thing to do, but it also leads to doing better' (Bhattacharya and Sen 2004, p. 9; see also Dunphy et al. 2003; Kotler and Lee 2005). As a result, going green

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has moved from ideology to reality, and many consider it necessary for organizations to define their roles in society and apply social and ethical standards to their businesses (Lichtenstein et al. 2004). Although companies increasingly adhere and demonstrate their commitment to going green (Pinkston and Carroll 1994), many struggle with this effort (Lindgreen et al. 2009).

Generally, consumers become more willing to purchase products which are more environmental friendly (Krause, 1993). Today, there are more consumers with responsible and environmental attitudes who generally prefer purchasing products which generate a minimum detrimental impact on the environment. The society becomes more concerned with the environment and, in turn, companies are forced to change their behaviors with regard to compliance with the society's environmental concern (Ottman, 1992; Peattie, 1992, 1995; Vandermerwe and Oliff, 1990). Companies can utilize the idea of green marketing to generate and to facilitate any exchange intended to satisfy customers' environmental needs or wants (Polonsky, 1994).

As there are growing importance of green marketing in the future, this study proposes a research framework to explore its positive relationships with five main brand components: green brand awareness, green brand image, green brand credibility, green brand community and green engagement.

c) Research Hypothesis

This study proposed the following hypothesis:

i. Hypothesis 1 (H1): green brand awareness has a strong influence towards green branding.
ii. Hypothesis 2 (H2): green brand image has a strong influence towards green branding.
iii. Hypothesis 3 (H3): green brand credibility has a strong influence towards green branding.
iv. Hypothesis 4 (H4): green brand community has a strong influence towards green branding.
v. Hypothesis 5 (H5): green brand engagement has a strong influence towards green branding.

d) Purpose of the Study

The objectives of the research study are:

i. To examine the factors influencing green branding for beauty products.
ii. To verify the positive relationships between brand components namely brand awareness, brand image, brand credibility, brand community and brand engagement towards green branding.

e) Significance of Project

This research study will hopefully benefit managers, researchers and governments, and provide useful contribution to relevant studies and future researches as reference. Managers, researchers and advertisers would benefit from this study through gaining information that might help them make their decisions towards going green for their organization. Business organizations and government agencies could have a competitive advantage if they could understand the importance of green branding and the impact towards brand attitude.

II. Methodology

The dimensions of the green branding strategies of beauty products for several green brands were obtained by conducting in-depth interviews with the customers. The research is conducted to determine product attributes considered important by consumers while buying green brand products in the category of beauty products. A total of five focus groups discussion were conducted. Each group had six members consisting of three females and three males. All respondents were students from five institution of higher learning in Malaysia. Table 1 shows the total number of respondents and the institutions of higher learning.

Table 1 : Institute of higher learning and Number of Respondents

Institute of higher learning	Total respondents (Focus Group)	Total respondents (Questionnaire)
Sunway University	6	40
Taylors University	6	40
LimKokwing University	6	40
University Selangor	6	40
KDU University College	6	40

The study on attitude of consumers towards the green brand and the level of brand loyalty exhibited is based on a survey. The survey data was collected by administering questionnaires to a sample of 200 respondents. The respondents included 120 females and 80 males.

a) Opportunities for Green Brand

Today, every business corporations needs to drastically reduce its impact on the environment during manufacturing, distribution, raw materials, energy use and others. Early academic research on green marketing spoke of the rapid increase in green consumerism as heralding a dramatic and inevitable shift in consumption towards greener products (Prothero, 1990; Vandermerwe and Oliff, 1990). However, if business corporations do not, they will be left behind by regulation and hardening customer demands. Due to the world-wide push towards pro-environmental friendly activities, Malaysians are also getting more serious today. The heightened environmental awareness has lead to a growing consumer interest in green products, and a pronounced willingness to pay for green features (Roper Organization, 1990; Mintel, 1991; Worcester, 1993).

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It is becoming necessary to promote environmental consciousness. In addition to this, the rapid economic growth in Malaysia without prevention or control of potentially environmental problems, will eventually lead to more severe environmental disasters. Thus there are strong internal societal pressures in Malaysia determined to solve the present environmental problems. This will eventually provide higher demand for environmentally-friendly products and business strategies.

b) Green Brand Perception

Despite this optimistic picture, many business organizations allocate low priority to green brand. At present, there are too many severe environmental problems which need to be solved. The benefits of green brand may not be significantly perceived by the customers. The companies place more emphasis on the purchase of environmentally friendly technologies and equipment. Mintel's (1995) follow-up report on the environment recorded only a very slight increase in green consumers and identified a significant gap between concern and actual purchasing – a picture replicated in subsequent management research (Wong et al., 1996; Peattie, 1999; Crane 2000). Green products looked to have achieved only limited success (Wong et al., 1996).

III. Data Collection and Analyses

The first draft of the questionnaire was pre-tested for comprehension among twenty under graduate marketing students who purchased or used environmental friendly products. The reliability of measurements was assessed using Cronbach's alphas. A pilot survey based on 20 usable questionnaires was then conducted. Validity and reliability tests were performed to further refine measurements. Any insignificant indicators were removed and some modifications were made to increase the clarity of the questionnaire in the final study.

a) Focus Group and Survey Findings

i. *Attributes Considered*

Based on the five focus group discussions, the study discovered that respondents while buying green brands products give due attention to 11 main attributes that include nine basic and two green attributes. The basic attributes are regardless of whether the respondents are buying green or chemical-based brand products.

As shown in Table 2, the research indicated that female respondents prefer sweet fragrance and light colors. In addition to this, they are concerned about the product safety. Since the majority of respondents belong to the educated middle class, they expect the green brands to deliver benefits and value for money. Respondents also show high interest for attractive packaging. Besides that, respondents consider outlet energy efficient store atmosphere to be important. This is because many customers spend a considerable time browsing through the merchandise on display and furthermore like to pre-test. Respondents also expect to appreciate a comfortable surrounding and most importantly friendly and knowledgeable sales staff in the outlets. This is because the respondents expect the sales staff to know and could recommend suitable products. Overall, the study shows that respondents are generally very brand conscious. They consider brand image important. Brand image acts as a surrogate for the credentials of the business corporation.

The key components of green branding attributes for beauty and electronic products considered important by respondents are washable, reusable, organic, "ingredients" and "not tested on animals". At the time of buying green brand, respondents look at the product ingredients very carefully and ask questions if they are not familiar with the natural ingredients. Similarly the reusable, recyclable, washable, organic in nature and not harmful to nature and animals are attributes admired and highly appreciated by customers.

Table 2 : The key attributes influencing purchase decisions

Basic product attributes	Green branding attributes
Ingredients	Recyclable/Reusable
Product fragrance	Organics/ natural ingredients
Product safety	Not harmful to nature and animals
Product color	Reduce Packaging
Product performance	Energy efficient stores atmosphere
Value for money	
Opportunity to pre-test/trial	
Comfortable	
Product quality	

In this study, the measurement of the questionnaire items used ''five-point Likert scale from 1 to 5" rating from ''strongly disagree'' to ''strongly agree.'' The study proposes five novel components – green brand awareness, green brand image, green brand credibility, green brand community and green brand engagement. This is to develop the definitions and measurements of the five components. This study asked every respondent to point out a green brand of beauty products which is the most significant for them. Then, every consumer was requested to regard this

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brand as the focal brand to fill in the questionnaire. The study of green brand awareness is based on Keller (2008) that includes brand exposure that leads to brand recognition. This study of green brand image referred to Padgett and Allen (1997), and Cretu and Brodie (2007), and defined ''green brand image'' as ''a set of perceptions of a brand in a consumer's mind that is linked to environmental commitments and environmental concerns.'' The measurement of the green brand image includes positive image of brand users to which they aspire in terms of being kind, generous and doing good things; personality and values. By establishing green credibility include a sense of being likeable for "doing the right things." This is referring to Blau (1964), Schurr and Ozanne (1985), and Ganesan (1994), this study defined ''green brand credibility'' as ''a willingness to depend on a product, service, or brand based on the belief or expectation resulting from its credibility, benevolence, and ability about its environmental performance.''

Besides that, by creating a sense of green brand community include serving brand users and means for them to connect to or share experiences with other consumers. Finally the eliciting of green brand engagement include in participating in the cause related activities. This study referred to Oliver (1996) and defined ''green brand engagement'' as ''a pleasurable level of consumption-related fulfillment to satisfy a customer's environmental desires, sustainable expectations, and green needs.

b) Empirical Results

This study utilized Structural Equation Model (SEM) to verify the research framework and hypotheses, and applied SPSS 17.0 to obtain the empirical results. SEM of this study examined the two levels of analysis namely the measurement model and the structure model, and their results are shown here below.

c) Measurement Model Results

A convenience sampling technique was selected due to its cost and time efficiency. The final questionnaire was administered by two trained research assistants.

The exploratory factor analysis (EFA) was used to conduct a preliminary examination of the structure of the data as well as to achieve data reduction (Hair et al., 2010). The primary objective of EFA is to "define the underlying structure among the variables" (Hair et al., 2010, p. 94). The researcher wished to have a strong measurement model for the confirmatory factor analysis.

The high Cronbach's alphas of indicators belonging to each dimension ($\alpha = 0.738$ to $\alpha = 0.868$) indicate high internal consistency and scale reliability (Anderson and Gerbing, 1988). Therefore, the measurement of this study is acceptable in content validity. The dimensions extracted from each latent construct are presented in Table 3.

Table 3 shows the means, standard deviations, and correlation matrix. The results in Table 3 can be observed that, there are positive correlations among green brand awareness, green brand image, green brand credibility, green brand community and green brand engagement. Additionally, there are two measurements to confirm the reliability of the components. The measure of the reliability is to examine the loadings of each components' individual items. According to the quality of the measurement model for the sample, the loadings (λ) of all items of the five components listed in Table 4 are significant. The other measurement namely Cronbach's α is the other measure of the reliability. Table 4 indicates the lists in Cronbach's α for its components. Generally, the minimum requirement of Cronbach's a coefficient is 0.7 (Hair et al., 1998). Table 4 shows that the Cronbach's α coefficient of ''green brand awareness'' is 0.751; that of ''green brand image'' is 0.738; that of ''green credibility'' is 0.779; that of ''green brand community'' is 0.868; and that of ''green brand engagement'' is 0.858.

Table 3 : Means, standard deviations and correlations of the Components for Green Branding for Beauty products

	Components of Green branding towards Beauty products	Mean	Standard deviations	A	B	C	D	E
1	Brand awareness	3.935	0.601					
2	Brand image	4.359	0.471	0.369**				
3	Brand credibility	3.836	0.584	0.394**	0.423**			
4	Brand community	4.054	0.640	0.398**	0.423**	0.423**		
5	Brand engagement	4.054	0.640	0.418**	0.423**	0.423**	0.423**	

** $p < 0.01$.

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Table 4 : The items' loadings (λ) and the components' Cronbach's α coefficients and Average Variance Extracts (AVEs) towards Green branding for Beauty products

	Components of Green Band towards Beauty product	Numbers of items	λ	Cronbach's α	AVE	Square Root of AVE
1	Brand awareness	BA1	0.771	0.751	0.652	0.807
		BA2	0.790**			
		BA3	0.786**			
		BA4	0.804**			
2	Brand image	BI 1	0.835	0.738	0.764	0.874
		BI 2	0.902**			
		BI 3	0.911**			
		BI 4	0.907**			
3	Brand credibility	BC 1	0.817	0.779	0.738	0.859
		BC 2	0.824**			
		BC 3	0.835**			
		BC 4	0.840**			
4	Brand community	BCY 1	0.803	0.868	0.712	0.844
		BCY 2	0.834**			
		BCY 3	0.822**			
		BCY 4	0.839**			
5	Brand engagement	BE 1	0.803	0.858	0.697	0.835
		BE 2	0.834**			
		BE 3	0.822**			
		BE 4	0.839**			

**p < 0.01.

In fact the Cronbach's α coefficients of all four components are more than 0.7. This clearly shows that the measurement of this study is acceptable in reliability. Furthermore, it is also important to verify the validity of the measurement. In this study there are two measurements to confirm the validity of the components. This study applied Fornell and Larcker's measure of average variance extracted (AVE) to access the discriminative validity of the measurement (Fornell and Larcker, 1981). The AVE measures is used because it is able to observe the amount of variance captured by the construct through its items relative to the amount of variance due to the measurement error. However, in order to satisfy the requirement of the discriminative validity, it is necessary to perform the square root of a construct's AVE. The square root of the construct's AVE must be greater than the correlations between the construct and other constructs in the model.

Table 4 clearly shows the square roots of the AVEs for the components, green brand awareness is 0.807, green brand image is 0.874, green brand credibility is 0.859, green brand community is 0.844 and green brand engagement is 0.835. All the value shown are more than the correlation between them, 0.398, in Table I. Based on this results it shows that there was adequate discriminative validity between the two components.

The square roots of all constructs' AVEs in Table 4 of this study are all greater than the correlations among all constructs in Table I. It can be concluded that the discriminative validity of the measurement in this study is acceptable. In addition to this the AVE of all constructs are greater than 0.5. This clearly demonstrated that there is convergent validity for the components.

As shown in Table 4, the AVEs of the four components are 0.652, 0.764, 0.738, 0.712 and 0.697, respectively. All the value presented are greater than 0.5. It demonstrates that there is convergent validity in this study. Thus, it can be concluded that the measurement of this study is acceptable in discriminative validity and convergent validity. Several tests of reliability and validity were conducted and it clearly demonstrates that there are adequate reliability and validity in this study.

Based on structural model results indicated in Table 5, the overall fit measures of the SEM in this study shows that the fit of the model is very good (GFI = 0.896, RMSEA = 0.056, NFI = 0.921, CFI = 0.908). In fact, all of the paths estimated are significant, and all hypotheses are supported in this study. (RMSEA = Root Mean Square Error of Approximation, CFI=Comparative fit index, Normed fit index (NFI) , GFI = Goodness-of-Fit Index (GFI).

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Table 5 : Structural Model Results

Hypothesis	Proposed effect	Path coefficient	Results
H_1	+	0.266*	H_1 is significant
H_2	+	0.297**	H_2 is significant
H_3	+	0.294*	H_3 is significant
H_4	+	0.238*	H_4 is significant
H_5	+	0.258*	H_5 is significant

*p < 0.05, **p < 0.01.

The data collected during the consumer survey were used to calculate the consumers' overall attitudes using Fishbein's model for measurement of attitude[1]. The importance of attributes, the belief scores for each attribute and the attitude scores towards the green brand are shown in Tables 6.

Table 6 : Customers attitude score towards green branding for beauty product

Green branding towards beauty product attributes	Importance of attribute	Belief score
Ingredients	4.67	4.77
Product fragrance	4.32	4.35
Product safety	4.81	4.85
Product color	4.69	4.72
Product performance	4.55	4.66
Reduce Packaging	4.67	4.59
Value for money	4.58	4.56
Energy efficient store atmosphere	4.68	4.66
Opportunity to pre-test/trial	3.15	3.17
Comfortable	4.35	4.38
Product quality	4.12	4.14
Recyclable/Reusable	4.38	4.45
Organics/ natural ingredients	4.68	4.69
Not harmful to nature and animals	3.12	3.05
Attitude score 171.68		

IV. Results and Discussion

According to P. Rajan Varadarajan and Anil Meno (1988), going green is the process of formulating and implementing marketing activities that are characterized by an offer from the firm to contribute a specific amount to a designated cause when customer engaged in revenue providing exchanges that satisfy organizational and individual objectives. This business imperative is vital due to the fact that environment issues have become mainstream and consumer environmentalism has created a market for environmentally friendly products. In fact, green marketing is one of the inevitable strategies for companies to stay competitive, and this approach has been widely accepted and applied in recent years. Therefore, green marketing often allows the business corporation the access to potential and new markets, to increase their profitability, and more importantly to obtain competitive advantages. For business corporations who have solid brand equity it can provide a competitive advantage. This is because it gives the brand the power to capture a larger market share and to sell at higher prices with higher profit margins (Jung and Sung, 2008). Therefore, it is essential to incorporate the idea of marketing into the framework of green brand.

From the focus group discussions and consumer survey the study also show that green branding in Malaysia is characterized by many opportunities and threats. The sensitization of Malaysians about environmental problems is beginning to drive the market for environmentally-friendly products. Many business corporations especially foreign and local, have adopted programs to deploy technologies and market products that minimize the extent of environmental damage. On the other hand, from the threat perspective, communication and lack of co-ordination amongst various constituents of the society are responsible for a less than enthusiastic response towards environmental issues. The recycling infrastructure in Malaysia is till today inadequate and costly.

The study revealed that green branding for beauty products need to adapt its products to local conditions in terms of reduce packaging, ingredients, color and fragrance. Respondents also feel that green brand command prices that are relatively higher, and are not fully able to comprehend the corporate support activities business corporations have launched to save the environment on a global basis.

The study indicated that Malaysian customers base their purchase decisions for green brand on many basic attributes such as "good value for money", "product performance", "product safety". This is because they may be committed to buy green brands. However, they are not willing to compromise on critical aspects such as price and safety. The key attributes they regard important are "ingredients" to engage with the brand.

This study summarizes the branding literature on green marketing and branding management into a new managerial framework. The empirical results summarised that green brand awareness, green brand image, green brand credibility, green brand community and green brand engagement are positively related to green branding. In fact all the hypotheses proposed in this study are significant. Therefore, this study suggests that business corporation should invest more resources in green brand awareness initiatives, green brand image, green brand credibility, green brand community and green brand engagement. This is because all these components are positively associated with green branding.

It is observed that business corporations have tried to exploit popular concerns about environmental issues to position their brands to obtain new

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differentiation advantages in new changing markets. Hence, the idea of green branding can become an innovative way of positioning their brand. Till today not many Malaysian owned business corporations are willing to carry out their green marketing campaign. This is because they potentially face huge challenges to incorporate their environmental vision into their corporate strategies. They need a substantial amount of resources to implement this strategy. Thus, in order for the business corporation to enhance their green branding, they should incorporate the ideas of green brand awareness, green brand image, green brand credibility, green brand community and green brand engagement into their long-term environmental strategies in their business strategy plan.

This study focused on beauty products in Malaysia, it is recommended that further studies can focus on the purchase experience of other products in Malaysia and other countries. This study verified the hypotheses with a questionnaire survey and focus group, and only providing cross sectional data. Thus it may not observe the dynamic change of green brand awareness, green brand image, green brand credibility, green brand community and green brand engagement in the different stages of the evolution of consumer green demands and environmental regulations in different countries. Therefore, it is recommended that future studies be based on a longitudinal study to evaluate the changes in the five brand components over a designated period of time.

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Is Youth Brand Conscious

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Abstract - This research was conducted to gauge the perception about the more brand conscious gender, awareness regarding the quality, effect of brand name, if brand consciousness is good and whether youth has become more brand consciousness in the recent years or not. The questionnaires were got filled by students of different universities. The results revealed that among the two females are more brands conscious and the overall focus of youth remains on the brand name as well as the brand quality. There were also those who had no interest in brands but in a very number comparatively. Thus the government should acknowledge it and take necessary steps to create ease for the international brands so that it can add more to the national growth of the country.

GJMBR-E Classification : *JEL Code: J13, J14*

ISYOUTHBRANDCONSCIOUS

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Is Youth Brand Conscious

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Abstract - This research was conducted to gauge the perception about the more brand conscious gender, awareness regarding the quality, effect of brand name, if brand consciousness is good and whether youth has become more brand consciousness in the recent years or not. The questionnaires were got filled by students of different universities. The results revealed that among the two females are more brands conscious and the overall focus of youth remains on the brand name as well as the brand quality. There were also those who had no interest in brands but in a very number comparatively. Thus the government should acknowledge it and take necessary steps to create ease for the international brands so that it can add more to the national growth of the country.

I. Introduction

These days social mobility increased, people are becoming highly brand conscious. Renowned brand labels on eatables, outfits, footwear's and electronics give satisfaction to the conspicuous consumers. They are becoming more self-conscious, which raise the temptation in them to follow the craze of brand race. The street trends are getting down market and latest styles tagged with brand name are dominating the market.

This writing can be moved to different directions, for instance we can say signature wear raise the confidence level. The quality, comfort and style become major motivation for getting designer stuff and it gives a great boost to personal ego. If we move to another aspect, social pressure is a major factor for choosing branded things. Even some say, brand helps them to become style icon. Stereotype shoppers today are highly brand obsessed. These snobs are mainly categorized into youth and the working class. Youth prefers brand because it gives them funky style. Whereas working class is particular about using branded products so their personality can be enhanced and also gives them sophisticated and professional look.

a) Objectives of the Study

i. Is to check people are aware of brand qualities
ii. Customers focus on brand name or features.
iii. Is brand consciousness is good for customers.
iv. Impact of brand name on daily life of customers.
v. Brands targeting youth with different segments.

b) Literature Review

i. *Anshul Khandelwal (2012)*

Found out that different age groups of the youth have different preferences regarding the brands. Youth has gone crazy about the brands and it has become their weakness. They prefer to go for the brands when it comes to clothing, shoes, accessories etc. and are willing to pay a much larger amount for brands just to look different and trendy. Although brand consciousness has increased to a great extent but youth is not loyal to any single brand, whenever they find anything better they simply shift to it.

ii. *Sadiya Zaheer (2012)*

Found out that the youth of Pakistan is very much different from their predecessors and they do not stick to the same things as their predecessors in fact they have become more advanced and modern not only in their studies but also all the other activities, they are involved in. It is very good to see that by spending a little more amount of money boys and girls of the middle class do look different and confident too.

iii. *Sidra Agha (2012)*

Found out the brand awareness and consciousness has not only increased among the youth of Pakistan but has affected the youth globally. The increase in this trend has given a rise to uncharacteristic behaviors and worries among the youth too, which is not a good sign at all. A number of leading issues which have been analyzed because of brand consciousness are self-doubt, decrease of decision making potentials, supreme rise in disquiets at a very early age, waywardness, sense of social uncertainty, exaggerated level of impersonating others and sometimes emotional unevenness. The saddest part is that it stands high in the marketing and economic perspective but has not set in the social point of view.

iv. *Lyall Salkinder (2011)*

Research told us that African youth is also becoming more aware about the brands and they want to be involved on the relevant platforms too. Brands with the best chances of succeeding are those which fulfill specific needs and add to their value. Is that your product, brand experience, or service is being discussed and an opinion is being formed around your brand.

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II. Research Methodology

a) Data Type

We use first hand data for our research that is primary data.

b) Research Approach

We use survey method for our research which is widely used method for data collection. Our research instrument is questionnaire.

c) Sampling Unit

Our research was carried in Lahore, there were 200 respondents which include males and females with age ranging from 18 – 22, 23 - 27 and 28-32.

d) Sampling Technique

The method that we carried out for our research was simple non-probability convenient sampling.

e) Data Collection Source

We needed to target the youth for the collection of data, for which we decided to visit to the educational institutions for a serious response and collected data from University of Lahore, COMSATS institute of sciences and technology, Superior University and University of South Asia.

f) Data Analysis

The data was analyzed using statistical packages for social sciences (SPSS) 16.0.

i. *Findings*

Table 1 : What is your gender?

	Frequency	Percent
Female	80	40.0
Male	120	60.0
Total	200	100.0

The table 1 shows the number of all the individuals which have responded to us through our questionnaires. Overall two hundred individuals have responded to our questionnaires including 80 females and 120 males which becomes 40% and 60% respectively.

Table 2 : What is your age?

Age	Frequency	Percent
18-22	150	75.0
23-27	41	20.5
28-32	9	4.5
Total	200	100.0

The table represents the age of the individuals that have responded to us. There were three categories which include 18-22, 23-27 and 28-32. 150 respondents were from the first category, 41 from the second category and 9 from the third category. This makes them 75%, 20.5% and 4.5% respectively.

Table 3 : What is your occupation?

	Frequency	Percent
Student	184	92.0
business man	8	4.0
Teacher	4	2.0
Other	4	2.0
Total	200	100.0

The table 3 tells us about the occupation of the respondents among the five major categories we have included. 184 were students, 8 were businessmen, 4 teachers and 4 belonged to others which result in 92%, 4%, 2% and 2% respectively.

Table 4 : What is your marital status?

	Frequency	Percent
Single	165	82.5
Married	18	9.0
Divorced	2	1.0
Other	15	7.5
Total	200	100.0

The 4 table shows the marital status of the respondents. 165 of them were single, 18 were married, 2 were divorced and rest of the 15 belonged to others category.

Table 5 : Are you a brand conscious?

	Frequency	Percent
strongly disagree	19	9.5
Disagree	22	11.0
Neutral	58	29.0
Agree	79	39.5
strongly agree	22	11.0
Total	200	100.0

The table 5 tells us about the percentage of the respondents who agreed that they were brand consciousness. They were provided with the five options among which 19 strongly disagreed, 22 disagreed, 58 were neutral, 79 agreed and 22 strongly agreed showing the highest percentage for agreeing.

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Table 6 : What do you think, who is more brand conscious?

	Frequency	Percent
Boys	69	34.5
Girls	112	56.0
dont know	19	9.5
Total	200	100.0

The table 6 clearly depicts that 56% of the respondents agreed that girls were more brand conscious than the boys whereas 34.5% were of the view that boys are more brand conscious.

Table 7 : How aware are you about the quality of brand you consume in daily life?

	Frequency	Percent
very much	77	38.5
little bit	109	54.5
not at all	14	7.0
Total	200	100.0

We had given three options to the respondents about the extent of their awareness regarding the quality of brands where 38.5% agreed to 'very much', 54.5% said 'a little bit' and 7% said they were not aware at all.

Table 8 : Are you focusing on brand name or brand quality?

	Frequency	Percent
brand name	29	14.5
brand quality	85	42.5
both(a&b)	86	43.0
Total	200	100.0

The table 8 shows if the focus of the respondents were on the brand name, quality or the both. 43% said that they focus on both, 42.5% said that they focus on the brand quality whereas only 14.5% said that they focus on the brand name.

Table 9 : What comes in your mind before purchasing a branded product?

	Frequency	Percent
brand name	41	20.5
brand feature	26	13.0
brand quality	85	42.5
brand style	48	24.0
Total	200	100.0

The table 9 depicts the mind set of different kind of respondents to what come to their mind while purchasing the branded product. The highest percentage was 42.5% who said that they give importance to brand quality, 24% agreed to style, 20.5% agreed to brand name whereas only 13% said that they give importance to brand feature.

Table 10 : How important is the brand name for you when purchasing something?

	Frequency	Percent
not very important	21	10.5
not important	22	11.0
Neutral	68	34.0
important	56	28.0
very important	33	16.5
Total	200	100.0

The table 10 represents if the respondents even consider the brand name important while purchasing. The highest percentage is 34% which don't consider it, at second comes 28% which consider it important whereas 16.5%, 11% and 10.5% consider it very important not important and not very important respectively.

Table 11 : Do you think brand conscious is good for you?

	Frequency	Percent
Yes	95	47.5
No	74	37.0
dont know	31	15.5
Total	200	100.0

The table 11 shows whether they think brand consciousness is good for them or not and the results show that 47.5% of them said yes whereas 37% said it's not good for them.

Table 12 : 2Is brand name has any impact in your daily life?

	Frequency	Percent
strongly disagree	21	10.5
D sagree	34	17.0
Neutral	69	34.5
Agree	61	30.5
strongly agree	15	7.5
Total	200	100.0

The question was about the impact of brands in daily life. As the table shows 34.5% were neutral about it,17% disagreed, 10.5% strongly disagreed, 30.5% with

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the highest rating agreed and 7.5% strongly agreed that brand name does has an impact in the daily life.

Table 13 : Do you think brands are targeting you with different segments?

	Frequency	Percent
Yes	114	57.0
No	47	23.5
Don't know	39	19.5
Total	200	100.0

The table shows result of the question regarding the segmentation. The highest percentage (57%) agreed that brands are targeting with different segments, 23.5% disagreed whereas 19.5% had no idea about it.

Table 14 : In today's world the youth gives more significance to brands?

	Frequency	Percent
Yes	166	83.0
No	17	8.5
Don't know	17	8.5
Total	200	100.0

The table 14 shows results of the most important asked in the questionnaire. This can be considered as the conclusion of our findings where 83% have agreed that the youth is brand conscious, 8% disagreed and the rest of 8% didn't know.

III. Conclusion

This research conducted to check that how many of in young generation are really conscious about brand. The results of our findings given us a lot of experience, we had interact with a lot of people. As results show 39.5% people remained neutral and 29.0% people agreed that they are brand conscious, in the conducted questionnaire. Youth is conscious about brand but they do not stick to one brand in daily life as they have many options to go for. If we look gender wise girls are more conscious about brands. These days, youth focus on brand name and its quality as well so the overall results show youth are aware of the brands. In Pakistan many brands are targeting new generation with different segments.

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

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