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Highlights

Marketing Mix Strategies

Antecedents of Online Shopping

Discovering Thoughts, Inventing Future

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

By Sarah Murtaza

Central China Normal University

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

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

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

Sarah Murtaza

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

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

I. Introduction

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

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

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

II. Literature Review

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

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

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

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

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

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

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

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

1) Subjective knowledge
2) Objective knowledge

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

III. Research Methodology

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

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

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

IV. Results & Discussions

The actual number of questionnaire were 200 but I received response from 175(89%) mobile users. According to descriptive statistics the data was collected from male and females. Total number of males was 109 (61.2%) and females were 66 (37.1%) and among those respondents 46(25.8%) were between 20-30, 75(42.1%) of them fall in the category of 30-40. 35(19.7) fall in the category of 40-50 and least number of respondents 19(10.7%) were among 50-60 years old category. These respondents gave response voluntarily and only 5(2.8%) respondents were uneducated. High school and bachelor degree holder were 27(15.2%) and 61 (34.3%) respectively .Highest number of respondents were master degree holder or still doing their master's degree or above education like PhD. They were 82 (46.1%) respondents. The income level of respondents for mobile users in Pakistan is divided into five categories. The respondents who have income level between 2000-5000 rupees were 5(2.8%) and they were students. 31 (17.4%) respondents were having income level 6000-10,000. 59(33.1%) respondents were having income in the category of 11000-15000 rupees and they were highest number of respondents in comparison of all income categories. The second highest number of respondents fall in the category of 16000-25000 rupees with the number of 57(32.0%) respondents. Last category of income of respondents is 40,000 + and the number of respondents were 23 (12.9%). These results of descriptive analysis showed many respondents have better understanding of questionnaire and they properly filled questionnaires.

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

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

The results of correlation shows in Pakistan the income of the people and preference for countries for buying mobile phones have negative correlation. As the income increases people don't care about country of origin of mobile. We tested at 0.01 level of significance and sample size was 175. Pearson correlation value was (r= -.456, 0.01>.000). Price of the mobile phones have no correlation with country of origin of mobile phones in Pakistan (r=-.046, 0.01<0.543) Preference to buy Pakistani mobile phones (ethnocentrism) has negative correlation with country of origin of foreign brand mobile phones. Pakistani people like to buy home country's mobile phone they don't give preference to foreign brands and don't even look at country of origin of mobiles(r=-.695, 0.01>.000). The gender (male or female) have no correlation with country of origin of mobile phones. (r=.046, 0.01<.543).

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

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

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

V. Findings

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

VI. Implications

The study provides insightful findings for Multinational and national companies operating in Pakistan that country of origin image in the mind of the customers to improve. When the image of the country is positive they should emphasize on "made in label" and mention on the product about its origin but when the image of the country is negative marketers should not attach country's name with product i.e. Mobile phones. Country of origin image can be helpful for preference purpose but it cannot create conviction for purchase and positive image of country of origin is not a source of Competitive advantage. Chinese mobile companies can introduce xiaomi after the success of huawei in Pakistan. Pakistani consumers like to buy Chinese mobile phones because of the technological innovation.

VII. Suggestions

a) Suggestions to Manufacturers

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

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

b) Future research suggestions

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

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

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Antecedents of Online Shopping Attractiveness: The Youngster Perspective

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

GJMBR - E Classification : JEL Code : M30



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Determinants of Online Shopping Attractiveness: The Youngster Perspective

Dr. Deepika Jhamb [α] & Mr. Sahil Gupta [σ]

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

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I. Introduction

a) Online Retailing

The internet provides a marketplace where buyers and sellers conduct transactions directly, interactively and in real time beyond the physical limitations of traditional brick-and mortar retailers, (Brynjolfsson and Smith 2000; Butlar and Peppard 1998; Griffith and Krampf 1998; Peterson et al. 1997; Yun and Good 2007). The growth of internet retailing has been phenomenal over the past few years. Although the "bricks-and-mortar" store continues to be the major channel of retailing, more and more retailers are resorting to online retailing because of consumers' positive response for online retailing. Some researchers have identified shopping enjoyment as a key shopping goal even in the case of "bricks-and-mortar" and online shopping, (Gillet 1970; Koufaris et al. 2001-2002; Childers et al 2001; and Wolfinbarger and Gilly 2001). Online retailers are embracing the advantages of dynamic interface design to keep shoppers happy and spending. As the use and popularity of the internet continues to increase, the preference of online shopping is also increasing. Online shopping still has a large growth potential. It is important for online retailers to develop effective web presence and back office operations. With increased competition in online retailing, e-tailers must focus on effective design of websites. According to Li and Tang (2011), the competition among e-tailers also tends to be on price dimensions. Such competition leads to substantial price dispersion in the internet markets. As consumers' are accepting internet purchasing, retailers have quickened their adoption of the internet and started using sophisticated information technologies to improve their online presence.

b) Growth of Online Retail in India

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

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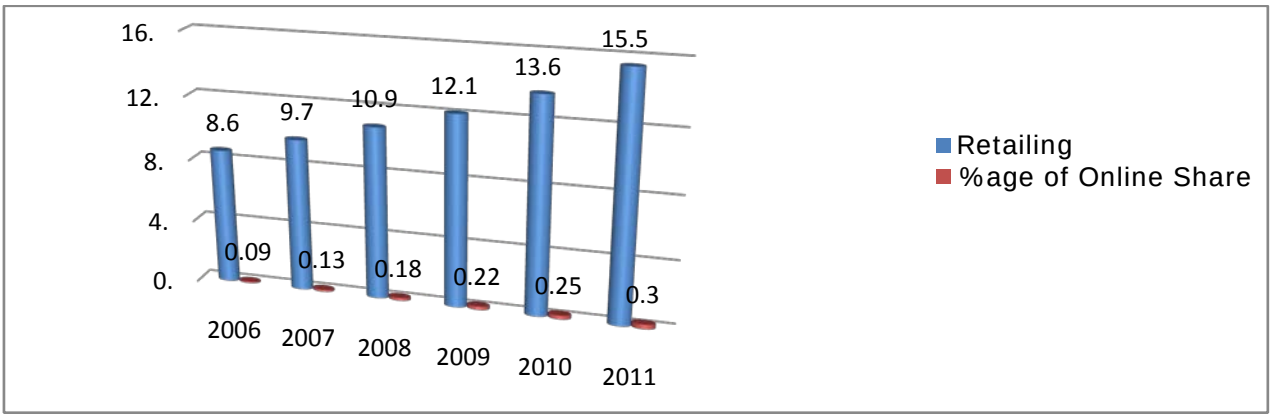
Penetration of Technology (Bn)

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

Source: Technopak Advisors report August 2012

The reliance on e-tailing can be gauged through the facts that its size in Indian market has been estimated as USD 14 bn in 2012 and is projected to reach USD 74 bn by 2017 (Technopak Report, August 2012). Indian e-commerce market, on the back of increasing internet penetration and the convenience it offers, has grown at a relatively high growth rate over the past few years.

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



Source: India Retail Report 2013

Though e-tailing is still a very small part of overall retail in India (0.3percent) as depicted in above diagram, it is projected to grow at a fast pace (reaching 1.4percent by 2015) and over the next decade its presence will be even more significant. Also, unlike several organized retailing, online retailing is not limited to large cities. As per IAMAI (2013), 48percent of the total urban internet usage was in smaller cities (with population below 1 Mn) and only a third of internet users were in top 8 metros in 2011. Consumer awareness of the latest brands and fashion trends has further fuelled aspirations to own global products and brands, but the limited availability of these in tier II and III cities is driving consumers to go online and shop. Another driver for growth is multiple payment options offered by players (like cash on delivery) and the flexibility in product replacements/exchanges, which have instilled confidence in the small town consumer and created trust in online buying. As per Technopak Advisors Report August 2012, 35percent of Indian population is between 15-35 years of age. India's internet audience is also young, with 15-34 year olds making up 75percent and 25-34 year olds alone accounting for 40percent visitors to e-tailing sites comprise about 50 percent of this population.

II. Review of Literature

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

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

III. Conceptual Development

Zhou et al. (2007) the potential benefits of online shopping for consumers include convenience, various selection, low price, original services, personal attention, and easy access to information, among others. Jiang et al. (2009) identified the key convenience dimensions of online shopping and author is of the view that convenience has been one of the principal motivations underlying customer inclinations to adopt online shopping. Further, the five dimensions of online shopping convenience are: access, search, evaluation, transaction, and possession/post-purchase convenience. See-To et al. (2014) measure characteristics of payment methods that affect customer attitudes towards online shopping behavior. Authors concluded that the nature of product and services on offer and the consumer segments targeted can encourage offering those payment methods that consumers are more likely to accept, which could in turn increase the probability of completing the transaction and not abandoning the shopping cart.

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

IV. Methodology

a) Measurement

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

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Table 1

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

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V. Results and Discussion

The major driving force for conducting this research is to understand the attribute affecting the shopping behaviour via online platforms. Sixteen attributes are highlighted in table 1. These clusters were named: (1) E-Commerce website Product attributes and (2) E-Commerce website Service Attributes.

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

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

Using factor analysis, of E-Commerce website Product attributes have been classified into the following two factors: (1) Ease of Transaction and (2) Website Image. These two factors explain 69.53 percent of total variance. Ease of Transaction includes Convenience (.72), Mode of payment (.82), delivery (.701), Installation (.668) which leads to variance of 38.63. Website Image factor leads for 44.4percent of total variance.

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

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

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

VI. Conclusion

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

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

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

By Mengistu Matino Eltamo & Tesfahun Tegegn Sorsa

Wolaita Sodo University

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

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

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

I. Introduction

Marketing mix strategies focuses on the fundamental practices that every company has to carry out - identifying customers, researching their needs and preferences, analyzing factors that influence their purchasing decisions and persuading them to buy products and services from you rather than a competitor.

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

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

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

II. Objectives of the Study

a) General Objective

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

b) Specific Objectives of the study

The researchers specifically have attempted the following specific objectives.

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

III. Research Methodology

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

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

a) Type of Research

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

b) The Research Population

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

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

Where:-

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

c) Data Collection Methods

The purpose of gaining a comprehensive picture of the issues in research questions, quantitative approach was used to this research. It is used structured questionnaire techniques to collect primary data. The research questionnaire was used as primary data collection method. The components of marketing mix is (physical evidence, service of health, promotion, place/distribution/access, people, pricing, and process) and hospital performance namely (patient satisfaction) will measured on 5-point Likert- scale ranging from 5 (strongly agree) to 1 (strongly disagree).

IV. Hypothesis

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

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

$$Y = B0 + B1X1 + B2X2 + B3X3 + B4X4 + B5X5 + B6X6 + B7X7 + E$$

Where:-

Y= the predicted value on the hospitals performance, B0= the Y intercept, the value of Y when all Xs are zero, X1= Health service strategy, X2=Pricing strategy X3=place/access/Distribution strategy, X4=Promotion strategy, X5=Physical evidence strategy, X6=Process strategy, X7=Personal strategy, B= the various coefficients assigned during the regression parameter that relating to the mean value of y and E = an error term that describes the effects on y of all factors other than the value of the independent variables x1-x7.

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V. Data Discussion by using Descriptive Analysis

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

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

Source: Own Computation, 2016

HPMPS*=Hospital Performance Measured by Patient Satisfaction

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

a) Research Variable Analysis

The general hypothesis for this section is "All marketing mix strategy components have a positive and significant effect on the hospital performance which measured by patient satisfaction of Otona teaching and Referral hospital in Wolaita Zone in SNNPR, Ethiopia". Table1 shows the correlation matrix, which presents the value of the Pearson correlation coefficients between every pair of variables, the 1-tailed significance of each correlation and the number of cases contribution to each correlation (n=52).

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

Between the other predictor variables "marketing mix strategy components", and the outcome factor "hospital performance measured by patient satisfaction" Pearson correlation results ranged from 0.53–0.685 with the correlation of all seven positive marketing mix strategy items being significant ($p<0.05$). There is no independent variable that shows insignificant correlation.

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

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

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

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

Source: Own Computation, 2016

The coefficients as shown in table 2 are referred to as B values, which indicate the individual contribution of each predictor to the model. By replacing the B values into the $Y = \beta 0 + \beta 1X1 + \beta 2X2 + \beta 3X3 + \beta 4X4 + \beta 5X5 + \beta 6X6 + \beta 7X7 + e$ equation, the model becomes defined by the example of the following equation:-

$$y = -1.373+0.356x1+0.24x2+-0.071x3+-0.207x4+0.317x5+-0.331x6+1.011x7+e$$

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

$$= 4.2$$

$$\underline{y= 4 \approx 4.2}$$

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

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

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

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

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

VI. Conclusion

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

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

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

VII. Recommendations

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

a) Effective Health Service Strategy

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

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

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

b) Pricing Strategy

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

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

c) Access/Place/ Distribution Strategy

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

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

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

d) Promotion Strategy

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

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

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

e) Physical Evidence Strategy

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

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

f) Health Process Strategy

The research data indicates that process Strategy is evident by the value of positive Pearson correlation and significant at one tailed test with p value of 0.000. It reveals that the health/medical services delivery process strategy 0f the marketing is the most sensitive and critical activity that the Wolaita Sodo University Otona teaching and referral hospital, as with any hospital around the south nation nationalities people region which concentrates upon to deliver their services on time.

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

g) Personal Strategy

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

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

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

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

GJMBR - E Classification : *JEL Code : M00*



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

Hitler. S[α] & Dr. R. Haridas[σ]

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

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

I. Introduction

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

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

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II. Indian Telecom Industry

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

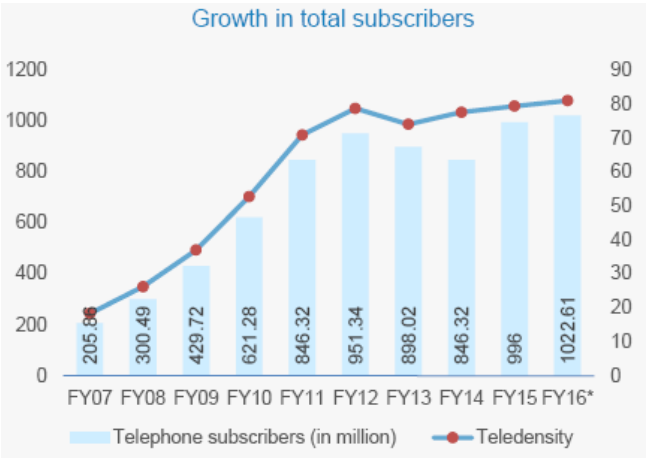

Figure 1

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

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

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Besides, projections by a few driving worldwide consultancies demonstrate that the aggregate number of subscribers in India will surpass the aggregate subscriber count in the China by 2020.

a) Mobile Network Statistics

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

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

Source: Indian Telecommunications

The underlying business trend of incumbents gaining market-share from fringe players continued with top three players, ie. Bharti Airtel, Vodafone and Idea scored market-share of 31.4 percent, 23 per cent and 19.1 per cent respectively. According to the recent study by the Cellular Operators Association of India, Bharti Airtel continues to dominate the mobile segment in terms of highest market share and the total market share with these three big giants arrives to 73.4 per cent. The three big boys of Indian telecom **Bharti Airtel, Vodafone and Idea** – continued to dominate the telecom industry and all three large incumbents increased their revenue market-share (RMS), mainly because of new subscribers.

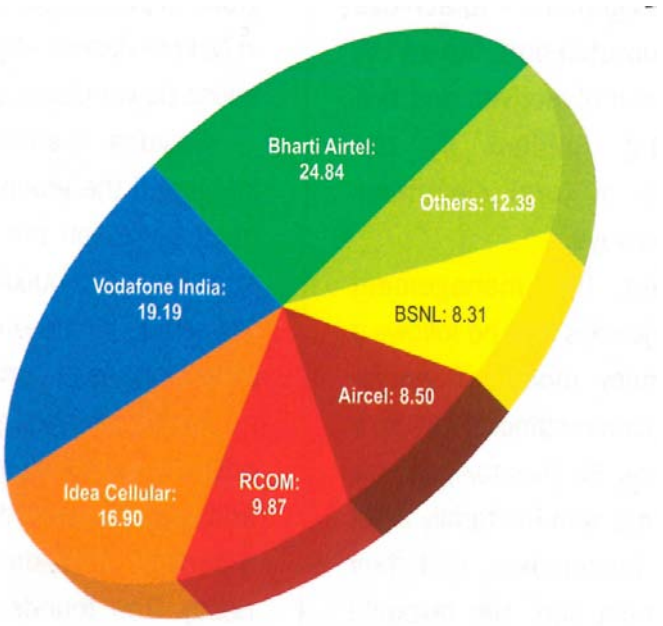

Figure-2 : Market Share of Major Mobile Operators as of May, 2016 (in %)

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

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

b) Some Facts and Figures on Indian Telecom

- Number of telecom (Mobile and Landline) subscribers – 1052 million as on 29.02.2016
- (Fixed line subscribers – 25 million and GSM, CDMA, WLL-Fixed subscribers – 1027 million)
- Number of broadband (including wireless) subscribers – above 145 million as on 29.02.2016.
- Overall tele density – 829/1000 inhabitants as on 29.02.2016.
- Total revenues of telecom service providers – Rs.954 million between 2005-06.

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

c) Celluar Industry in Hosur

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

d) Need for the Study

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

e) Objectives of the Study

The following are the specific objectives of the present study:

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

III. Methodology and Sampling

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

IV. Analysis of the Study

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

a) Gender of the Respondents

Table 2 : Gender

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

Source: Primary data

Inference

Among the 200 respondents, 130 respondents are male and the rest of 70 respondents are female. Though both male and female are aware of the cell phone usage, female have some problems in using the cell phone due to income and family background.

b) Age Composition

Table 3 : Age Composition

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

Source: Primary data

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Inference

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

c) Education

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

Table 4 : Educational Qualification

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

Source: Primary data

Inference

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

d) Occupational Status

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

Table 5 : Occupation

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

Source: Primary Data

Inference

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

e) Monthly Income

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

Table 6 : Monthly Income

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

Source: Primary Data

Inference

It reveals out of 200 respondents, 47 per cent of the respondents have monthly income rated between Rs. 10,001 to 15,000 and 38 per cent of the respondents have monthly income up to Rs. 10,000. Balance 15 per cent of the respondents are falling under above Rs.15,001 and above level of monthly income group.

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f) Consumer Behaviour towards Cell Phone Users

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

g) Motivation

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

Table 7 : Induced to Buy Cell Phone

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

Source: Primary Data

Inference

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

h) Attitude

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

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

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

Source: Primary Data

Inference

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

i) Satisfacation

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

Table 9 : Level of Satisfaction with the Mobile Services

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

Source: Primary Data

Inference

Majority of the respondents are satisfied with the mobile services. 82.5 per cent of both the male and female respondents are satisfied with their mobile services and only 17.5 per cent of the respondents are dissatisfied with mobile services.

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Null Hypothesis

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

j) Billing Pattern

Billing pattern is another dimension of consumer behavior.

Table 10 : Opinion of Respondents about Billing Pattern

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

Source: Primary Data

Inference

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

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

Null Hypothesis

The association between the opinion of the respondents on billing pattern and their level of satisfaction derived by them is not significant. The calculated $\chi 2$ value (2.88) is less than the table value (9.49) at 5 percent level of significance for 4 degree of freedom, the null hypothesis is accepted and it should be concluded that the association between the opinion of the respondents on billing pattern and their level of satisfaction derived by them is not significant. For easier billing pattern the dealers can arrange for any novel system, which may attract consumers.

k) Mobile Service Advertisement

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

Table 11 : Opinion of Respondents about Mobile Service Advertisement

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

Source: Primary Data

Inference

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

Null Hypothesis

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

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

V. Findings

The following are the findings of the study:

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

VI. Suggestions

- Price plays a significant role in lower income group in terms of purchase decision of the telecommunication service.
- Price has significant positive impact on consumer perception choice in selecting telecommunication service provider.
- Product quality from the marketer's perspective is associated with communication, price, feature, function, or performance of a product.
- Consumers regularly face the task of estimating product quality under conditions of imperfect knowledge about the underlying attributes of the various product offers with the aid of personal, self-perceived quality criteria.
- Enormous facilities can be included in the cell phones.
- For Females, New model hand set can introduce exclusively in the market with safety features and in terms of comfort handling.
- The Cellular companies can introduce various kinds of sales promotional activities.
- A company that offers lower charges would be able to attract more customers committing themselves to the telephone networks and significant number of "call minutes" may achieve.

VII. Conclusion

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

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

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Factors Influencing Customers Buying Behavior

By Dr. A. Ananda Kumar

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

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

GJMBR - E Classification : *JEL Code : M39*



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Factors Influencing Customers Buying Behavior

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

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I. Introduction

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

The study of consumer behavior is the study of how individuals make decision to spend their available resources (time, money efforts) on consumption related items. It include the study of what they buy, why they buy it, when they buy it, where they buy it, how often they it, and how often they use it. It is a process by which consumers identify their needs, collect information, evaluate alternatives, and make the purchase decision. These actions are determined by psychological and economical factors, and are influenced by environmental factors such as cultural, group, and social values. It is a series of choices made by a consumer prior to making a purchase that begins once the consumer has established a willingness to buy. The marketer attempts to influence each of these decisions by supplying information that may shape the consumer's evaluation process. The study is attempts on the title of Factors Influencing Customers Buying Behavior in Srinivasa Motors at Puducherry State. The paper is to understand the customer's needs and reason for buying of the products. And also the research is to fulfill that what are the factors are influencing to make purchase of the products at Srinivasa Motors.

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II. Literature Review

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

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

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

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

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

III. Need for the Study

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

IV. Scope of the Study

This study is done in Yamaha motors. The variables included in this study are Brand Loyalty, Visual Merchandising, Product Attributes, Decision Factors, Discounts and Customer buying Behavior. The result thus obtained can be used in this showroom. This variable plays a major role on customer buying behavior.

V. Objectives of the Study

The following are the Objectives of the Study.

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

VI. Research Methodology

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

VII. Data Analysis & Interpretation

a) Ranking for Brand Loyalty

Table 7.1 : Ranking for Brand Loyalty

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

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The five Brand Loyalty variables the customers agree that they love to recommend Yamaha to their friends is very dominant than other four variables and its presence is very strong among the customers of this showroom. The average level to recommend Yamaha motors to their friends is 4.44 which indicate that its presence is very dominant among customers. And they give the least importance to the variables that they will buy the Yamaha cars even if the price increases. The average level to buy the Yamaha bikes even if the price increases is 3.68 which indicates that it is the least presence among customers in Brand Loyalty. The standard deviation value .632 gives the least presence on the variable Brand loyalty which is consistent.

b) Ranking for Decision Factors

Table 7.2 : Ranking for Decision Factors

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

From these six Decision factor variables the customers agree that they always buy the best is very dominant than other five variables and its presence is very strong among the customers of this showroom. The average level to they always buy the best is 4.40 which indicate that its presence is very dominant among customers. And they give the least importance to the variables that there are so many brands to choose from that they often feel confused. The average level to there are so many brands to choose from that they often feel confused is 3.22 which indicates that it is the least presence among customers in Decision factors. The standard deviation value .606 gives the least presence on the variable Behavior factors which is consistent.

c) Frequency Analysis of Different Factors

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

Table 7.3 : Frequency Analysis of Different Factors

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

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

d) Segmentation of Customer Buying Behavior

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

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Table 7.4 : Segmentation of Customer Buying Behavior

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

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

VIII. Findings of the Study

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

From the ranking for Decision factor variables the customers agree that they always buy the best is very dominant than other five variables and its presence is very strong among the customers of this showroom. From the ranking for Discounts variables the customers agree that they feel happy to make the purchase at this periods very dominant than other four variables and its presence is very strong among the customers of this showroom. From the ranking for customer buying behavior variables the customers agree that the demo which they provide to the bike intends me to purchase it is very dominant than other four variables and its presence is very strong among the customers of this showroom. By using Ranking for factors involved in customer purchase decision, it is found that the opinions on customer buying behavior first rating to Brand Loyalty.

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

IX. Suggestions and Recommendations

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

X. Conclusions

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

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13. Have backups: When you are going to do any important thing like making research paper, you should always have backup copies of it either in your computer or in paper. This will help you to not to lose any of your important.

14. Produce good diagrams of your own: Always try to include good charts or diagrams in your paper to improve quality. Using several and unnecessary diagrams will degrade the quality of your paper by creating "hotchpotch." So always, try to make and include those diagrams, which are made by your own to improve readability and understandability of your paper.

15. Use of direct quotes: When you do research relevant to literature, history or current affairs then use of quotes become essential but if study is relevant to science then use of quotes is not preferable.

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

17. Never use online paper: If you are getting any paper on Internet, then never use it as your research paper because it might be possible that evaluator has already seen it or maybe it is outdated version.

18. Pick a good study spot: To do your research studies always try to pick a spot, which is quiet. Every spot is not for studies. Spot that suits you choose it and proceed further.

19. Know what you know: Always try to know, what you know by making objectives. Else, you will be confused and cannot achieve your target.

20. Use good quality grammar: Always use a good quality grammar and use words that will throw positive impact on evaluator. Use of good quality grammar does not mean to use tough words, that for each word the evaluator has to go through dictionary. Do not start sentence with a conjunction. Do not fragment sentences. Eliminate one-word sentences. Ignore passive voice. Do not ever use a big word when a diminutive one would suffice. Verbs have to be in agreement with their subjects. Prepositions are not expressions to finish sentences with. It is incorrect to ever divide an infinitive. Avoid clichés like the disease. Also, always shun irritating alliteration. Use language that is simple and straight forward. put together a neat summary.

21. Arrangement of information: Each section of the main body should start with an opening sentence and there should be a changeover at the end of the section. Give only valid and powerful arguments to your topic. You may also maintain your arguments with records.

22. Never start in last minute: Always start at right time and give enough time to research work. Leaving everything to the last minute will degrade your paper and spoil your work.

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

24. Never copy others' work: Never copy others' work and give it your name because if evaluator has seen it anywhere you will be in trouble.

25. Take proper rest and food: No matter how many hours you spend for your research activity, if you are not taking care of your health then all your efforts will be in vain. For a quality research, study is must, and this can be done by taking proper rest and food.

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



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27. Refresh your mind after intervals: Try to give rest to your mind by listening to soft music or by sleeping in intervals. This will also improve your memory.

28. Make colleagues: Always try to make colleagues. No matter how sharper or intelligent you are, if you make colleagues you can have several ideas, which will be helpful for your research.

29. Think technically: Always think technically. If anything happens, then search its reasons, its benefits, and demerits.

30. Think and then print: When you will go to print your paper, notice that tables are not be split, headings are not detached from their descriptions, and page sequence is maintained.

31. Adding unnecessary information: Do not add unnecessary information, like, I have used MS Excel to draw graph. Do not add irrelevant and inappropriate material. These all will create superfluous. Foreign terminology and phrases are not apropos. One should NEVER take a broad view. Analogy in script is like feathers on a snake. Not at all use a large word when a very small one would be sufficient. Use words properly, regardless of how others use them. Remove quotations. Puns are for kids, not grunt readers. Amplification is a billion times of inferior quality than sarcasm.

32. Never oversimplify everything: To add material in your research paper, never go for oversimplification. This will definitely irritate the evaluator. Be more or less specific. Also too, by no means, ever use rhythmic redundancies. Contractions aren't essential and shouldn't be there used. Comparisons are as terrible as clichés. Give up ampersands and abbreviations, and so on. Remove commas, that are, not necessary. Parenthetical words however should be together with this in commas. Understatement is all the time the complete best way to put onward earth-shaking thoughts. Give a detailed literary review.

33. Report concluded results: Use concluded results. From raw data, filter the results and then conclude your studies based on measurements and observations taken. Significant figures and appropriate number of decimal places should be used. Parenthetical remarks are prohibitive. Proofread carefully at final stage. In the end give outline to your arguments. Spot out perspectives of further study of this subject. Justify your conclusion by at the bottom of them with sufficient justifications and examples.

34. After conclusion: Once you have concluded your research, the next most important step is to present your findings. Presentation is extremely important as it is the definite medium though which your research is going to be in print to the rest of the crowd. Care should be taken to categorize your thoughts well and present them in a logical and neat manner. A good quality research paper format is essential because it serves to highlight your research paper and bring to light all necessary aspects in your research.

Informal Guidelines of Research Paper Writing

Key points to remember:

- Submit all work in its final form.
- Write your paper in the form, which is presented in the guidelines using the template.
- Please note the criterion for grading the final paper by peer-reviewers.

Final Points:

A purpose of organizing a research paper is to let people to interpret your effort selectively. The journal requires the following sections, submitted in the order listed, each section to start on a new page.

The introduction will be compiled from reference matter and will reflect the design processes or outline of basis that direct you to make study. As you will carry out the process of study, the method and process section will be constructed as like that. The result segment will show related statistics in nearly sequential order and will direct the reviewers next to the similar intellectual paths throughout the data that you took to carry out your study. The discussion section will provide understanding of the data and projections as to the implication of the results. The use of good quality references all through the paper will give the effort trustworthiness by representing an alertness of prior workings.

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

General style:

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

To make a paper clear

· Adhere to recommended page limits

Mistakes to evade

- Insertion a title at the foot of a page with the subsequent text on the next page
- Separating a table/chart or figure - impound each figure/table to a single page
- Submitting a manuscript with pages out of sequence

In every sections of your document

· Use standard writing style including articles ("a", "the," etc.)

· Keep on paying attention on the research topic of the paper

· Use paragraphs to split each significant point (excluding for the abstract)

· Align the primary line of each section

· Present your points in sound order

· Use present tense to report well accepted

· Use past tense to describe specific results

· Shun familiar wording, don't address the reviewer directly, and don't use slang, slang language, or superlatives

· Shun use of extra pictures - include only those figures essential to presenting results

Title Page:

Choose a revealing title. It should be short. It should not have non-standard acronyms or abbreviations. It should not exceed two printed lines. It should include the name(s) and address (es) of all authors.



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Abstract:

The summary should be two hundred words or less. It should briefly and clearly explain the key findings reported in the manuscript--must have precise statistics. It should not have abnormal acronyms or abbreviations. It should be logical in itself. Shun citing references at this point.

An abstract is a brief distinct paragraph summary of finished work or work in development. In a minute or less a reviewer can be taught the foundation behind the study, common approach to the problem, relevant results, and significant conclusions or new questions.

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

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

Approach:

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

Introduction:

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

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

Approach:

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

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

Procedures (Methods and Materials):

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

Materials:

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

Methods:

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

Approach:

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

What to keep away from

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

Results:

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

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

Content

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

What to stay away from

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

Approach

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

Figures and tables

- If you put figures and tables at the end of the details, make certain that they are visibly distinguished from any attach appendix materials, such as raw facts
- Despite of position, each figure must be numbered one after the other and complete with subtitle
- In spite of position, each table must be titled, numbered one after the other and complete with heading
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Discussion:

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

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

Approach:

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

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

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- Do not give permission to anyone else to "PROOFREAD" your manuscript.

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Topics	Grades		
	A-B	**C-D**	**E-F**
Abstract	Clear and concise with appropriate content, Correct format. 200 words or below	Unclear summary and no specific data, Incorrect form Above 200 words	No specific data with ambiguous information Above 250 words
Introduction	Containing all background details with clear goal and appropriate details, flow specification, no grammar and spelling mistake, well organized sentence and paragraph, reference cited	Unclear and confusing data, appropriate format, grammar and spelling errors with unorganized matter	Out of place depth and content, hazy format
Methods and Procedures	Clear and to the point with well arranged paragraph, precision and accuracy of facts and figures, well organized subheads	Difficult to comprehend with embarrassed text, too much explanation but completed	Incorrect and unorganized structure with hazy meaning
Result	Well organized, Clear and specific, Correct units with precision, correct data, well structuring of paragraph, no grammar and spelling mistake	Complete and embarrassed text, difficult to comprehend	Irregular format with wrong facts and figures
Discussion	Well organized, meaningful specification, sound conclusion, logical and concise explanation, highly structured paragraph reference cited	Wordy, unclear conclusion, spurious	Conclusion is not cited, unorganized, difficult to comprehend
References	Complete and correct format, well organized	Beside the point, Incomplete	Wrong format and structuring

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