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Perception of Online Shopping

Nature of Customer Relationship

Highlights

Advantages of Email Marketing

Customer Relationship Marketing

Discovering Thoughts, Inventing Future

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The Influence Internal Market on Service Quality at the Land Office of North Lombok Regency, Indonesia

By Syafruddin Yusuf, Hermanto & Handry Sudiarta Athar
Universitas Mataram

Abstract- Up to now, the topic of the demand for improving the quality of public services in the management of government becomes a major demand for the improvement of service performance of the state apparatus is increasingly felt and important, because the good service and the prime will have an impact on the realization of a clean and authoritative government climate. One of the strategic policies of the Indonesian government is to improve the quality of public services. In the implementation of public services is often not in accordance with what is expected by the people who always want excellent service quality. Lots of public complaints that the quality of public services is very low and even disappointing. Similarly, those happened in government service agencies including, the Land Office of North Lombok Regency as a new Office, always striving to improve and provide the best services to all communities in the land sector. The purpose of this study is to analyze the influence of recruitment, training and motivation on Service Quality at the Land Office of North Lombok regency. In this research use quantitative approach by using technique of Multiple Linear Regression analysis. The results of this study showed silmultan significant effect on the quality of service. Motivation is the most dominant variable influencing Service Quality at the Land Office of North Lombok regency. Head of the Land Office of North Lombok Regency should improve the quality of service by improving the training and motivation of its employees.

Keywords: *recruitment, training, motivation and quality of services.*

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The Influence Internal Market on Service Quality at the Land Office of North Lombok Regency, Indonesia

Syafruddin Yusuf [α], Hermanto [σ] & Handry Sudiarta Athar [ρ]

Abstract- Up to now, the topic of the demand for improving the quality of public services in the management of government becomes a major demand for the improvement of service performance of the state apparatus is increasingly felt and important, because the good service and the prime will have an impact on the realization of a clean and authoritative government climate. One of the strategic policies of the Indonesian government is to improve the quality of public services. In the implementation of public services is often not in accordance with what is expected by the people who always want excellent service quality. Lots of public complaints that the quality of public services is very low and even disappointing. Similarly, those happened in government service agencies including, the Land Office of North Lombok Regency as a new Office, always striving to improve and provide the best services to all communities in the land sector. The purpose of this study is to analyze the influence of recruitment, training and motivation on Service Quality at the Land Office of North Lombok regency. In this research use quantitative approach by using technique of Multiple Linear Regression analysis. The results of this study showed silmultan significant effect on the quality of service. Motivation is the most dominant variable influencing Service Quality at the Land Office of North Lombok regency. Head of the Land Office of North Lombok Regency should improve the quality of service by improving the training and motivation of its employees.

Keywords: recruitment, training, motivation and quality of services.

I. Introduction

Since the period of reform up to now the quality of service continues to be improved both organization oriented business and social oriented. One of the strategic policies of the Indonesian government is to improve the quality of public services. Public service is intended to provide services performed by public service providers (government) as an effort to meet the needs and needs of recipients of services or the public and implementing the provisions of legislation that has an interest in the organization in accordance with the rules and procedures that have been set.

The phenomenon in this system of government service that requires the ability of the government in using the understanding of the internal marketing concept for bureaucracy. Internal marketing was originally proposed as an approach for service management in the form of traditional marketing concepts and marketing mix on all employees as customers in the organization so that employees can improve the effectiveness of the company by improving internal relationships. Internal marketing is believed to increase the motivation of all members of the organization to see their own roles and pay attention to what consumers want in a service-oriented way.

According Kotler (2008) internal marketing is a task to recruit, train and motivate employees who are able to serve customers better. Kotler also revealed that the perfect service of an organization must prepare employees who provide services, then with the internal marketing is expected to encourage employees to think creatively in improving the quality of service and have a common view to be more concerned to customers. Recruitment according by Mathis and Jakson (2001) is a process that produces a number of qualified applicants for employment in a company or organization. Training according to Gomes (2003) is any attempt to improve the worker's performance on a particular job that he or she is responsible for, or a job related to his or her work. Stoner and Freeman in Nursalam (2013) stated that motivation is a human psychological characteristic that contributes to one's level of commitment. These include factors that cause, channel, and retain human behavior in the direction of certain determination. While the quality of service according to Parasuraman, et al (2001) defined as how big the gap (gap) between customer perceptions of the reality received compared with customer expectations for services that should be accepted.

Good internal marketing implementation is aimed not only at business-oriented organizations, but the government as a government organizer is also required provide better quality service. Until now the topic about the demand for improving the quality of public services in the management of government becomes a primary demand for the improvement of service performance of the state apparatus is increasingly felt and important, because the good service and the prime will have an impact on the realization of a clean and authoritative government climate. The main tasks and functions of the

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government apparatus are increasingly as attention of the public because getting good service is the right of the community, while the apparatus is obliged to provide excellent service, with the principles of simple, fast, precise, orderly, cheap, transparent and non-discriminatory services.

In the implementation of public services is often not in accordance with what is expected by the people who always want excellent service quality. Lots of public complaints that the quality of public services is very low and even disappointing.

Similarly, this applies to government service agencies including the National Land Agency. National Land Agency is a government agency assigned to provide excellent public services to the community, but in fact the implementation has not been satisfactory, including public services conducted by the National Land Agency of the Republic of Indonesia (BPN RI). People are not satisfied with the land services provided by BPN RI. People's dissatisfaction with land services is related to complex procedures, costly fees, and length of time in completing the process.

As a new Office, the Land Office of North Lombok Regency always strives to improve and provide the best service to the entire community in the field of land. This is in accordance with the spirit of regional autonomy and agrarian reform which one of them is by improving the quality of service. Although the Land Office of North Lombok Regency has maximized the service but the community views the service that has been given is still considered less.

Based on the description above, the authors choose the location of research at the Land Office of North Lombok regency because in addition to belonging to the new land office is also based on the observation of research authors related problems regarding the influence of recruitment, training and motivation to service quality in the Land Office of North Lombok regency has never been done.

II. Literature Review and Hypothesis Development

a) *Theoretical Basis*

i *Internal Marketing*

Internal marketing is a philosophy to manage organizational human resources based on marketing perspective. Internal marketing is a continuous process that takes place firmly within a company or organization that aligns functional processes, motivates and empowers employees at all levels of management to consistently deliver a satisfactory experience to customers. (Supriyanto and Ernawaty, 2010). Kotler (2009) states that Internal marketing (internal marketing) is marketing done within the organization, especially by the leadership to employees. The main task in internal marketing is to hire, train and motivate capable employees and want to serve customers well. Readiness of employees in serving the customers outside the main requirements to achieve excellent service.

Triangle that explains the relationship between an organization (company) with its employees and customers, as shown below figure 1.1:

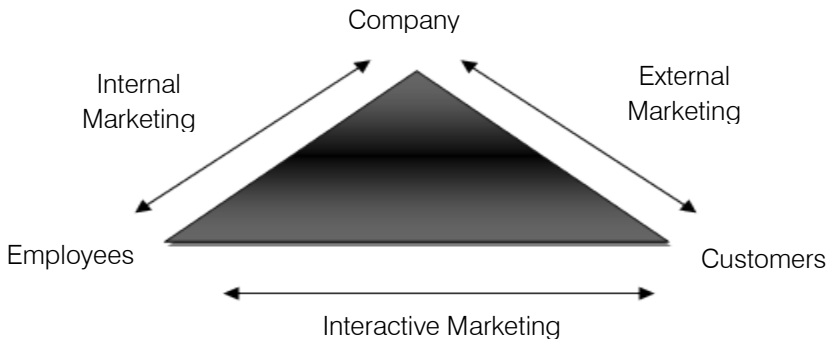


Figure 1.1: Kotler & Armstrong Marketing Triangle (2012)

ii *Recruitment*

Recruitment is the process of seeking, finding, and attracting applicants to be employed within and by an organization. The purpose of recruitment is to get as much inventory as possible of applicants so that the organization will have a greater chance to make choices against the prospective worker who is deemed to meet the organization's qualification standards. The recruitment process takes place from the moment of seeking applicants to the application by the applicant. (Gomes, 2003). While according to mathis (2001) that recruitment is a process of collecting applicants who have qualifications in accordance with the required company, to be employed within the company.

Recruitment according to the level of perathuran by Mathis &. Jokson, (2011) that an approach to recruitment that needs to be done is:

1. Human resources planning
2. Organizational responsibility
3. Strategic recruitment decisions
4. Method of recruitment

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iii *Training*

Training is a process in which people gain the ability and skill to help achieve organizational goals. Because this process is related to organizational goals, training can be viewed narrowly or broadly. Training provides employees with deeper knowledge and skills so as to truly know their strengths and weaknesses and know how to overcome their weaknesses in carrying out their work.

iv *Motivation*

Stoner and Freeman in Nursalam (2013) stated that motivation is a human psychological characteristic that contributes to one's level of commitment. These include factors that cause, distribute, and retain human behavior in the direction of certain determination. Motivating is the management process to influence human behavior based on the knowledge of what makes people moved.

According to the motivational theories that are used as a reference in work motivation is the theory of needs hierarchy or maslow theory where maslow distinguish the level of needs into five hierarchies of physiology, security, social, self - esteem and self-actualization. Maslow's theory states that human beings are motivated to fulfill their need that is perceived as basic necessity then when the basic needs have been fulfilled it will step on the fulfillment of other higher needs.

According to Maslow's hierarchy of needs theory there are five levels of need, from the lowest human needs to the highest human needs, the lowest order of motivation to the highest motivation.

v *Service Quality*

Quality of service according to Parasuraman, et al (2001) defined as how big the gap (gap) between customer perceptions of the reality received compared with customer expectations for services that should be accepted. So the quality of service can be known by comparing the perception (reality) with customer expectations (expectations) of a service provided by the company's service providers.

Quality of service can be measured using quality measurement dimensions. Measurements of quality according to experts vary according to point of view and thinking. One of them according to Zeithaml et al. (1985) which identifies that service quality can be measured from five dimensions SERVQUAL (dimension of service quality), namely: Direct Evidence (Tangibles), Reliability (Reability), Responsiveness, Assurance, and Empathy.

vi *Conceptual Framework*

The conceptual framework of this research is to explicitly describe the conceptual models of research variables. This study looks for the relationship of internal marketing variables with service quality that is independent variable with dependent variable. Intenal marketing variables have dimension consist of recruitment (X1) training (X2) Motivation (X3) while the dependent variable is Quality of service (Y).

The Conceptual Framework can be described as follows:

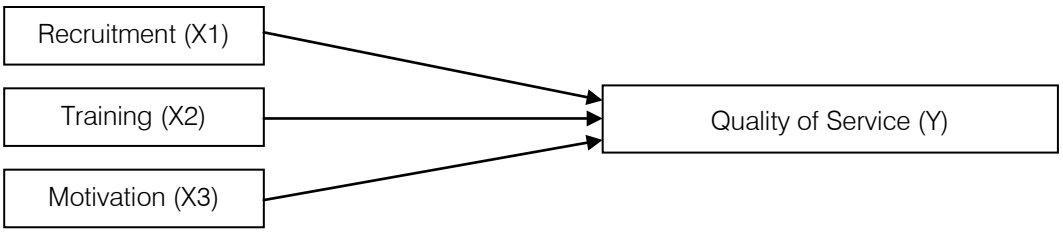


Figure 2: Conceptual Framework

III. Research Hypotheses

This research hypothesis can be formulated as follows:

H_1: Recruitment positively affects the Quality of Service at the Land Office of North Lombok regency.

H_2: Training has a positive effect on Service Quality at Land Office of North Lombok Regency.

H_3: Motivation positively affects the Quality of Service at the Land Office of North Lombok regency.

a) Research Methods

i *Population and Sample*

Population is a generalization region consisting of objects or subjects that have a quality there are certain characteristics that by researchers to learn and then drawn conclusions (Sugiyono, 2014). In this research the pollulation that will be used is all Staff and Non Permanent Employee (PTT) at Land Office of North Lombok Regency and Certificate applicant at Land Office of North Lombok Regency which amounted to 30 employee. This study was measured using Saturated Sampling in which sample determination technique if all members of the population were used as samples of internal marketing variables.

ii *Data Collection Techniques*

The data collection tool in this research is using questionnaire, where the questionnaire is spread to the employees of the Land Office of North Lombok Regency about the influence of recruitment, training, and

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motivation on the quality of service at the Land Office of North Lombok Regency.

iii *Data Analysis Technique*

In this research process that will be done is data processing and analyze the data needed. In the data collection will be processed using computer assistance using SPSS program version 16 will soon be known results. In performing calculations to describe the data and perform hypothesis testing then the steps undertaken in this study are as follows (Sofyan siregar, 2014).

iv *Regression Test*

Data analysis used in this research is method of Regression analysis. In the regression analysis will be developed in a regression equation is a mathematical formula that searches for the value of the dependent variable of the known independent variables. The analysis is used primarily for forecasting, where in the model there are dependent variables and independent variables. In practice, regression analysis methods are often distinguished between simple regression and multiple regression. Simple regression if there is only one independent variable while multiple regression if there is more than one independent variable.

In this study there is one dependent variable (service quality) and 3 independent variables namely recruitment (X1) training (X2) and motivation (X3). Based on that, the analysis method used is Multiple regression. The regression equation used is as follows.

$$Y = \beta 0 + \beta 1\, X1 + \beta 2\, X2 + \beta 3\, X3 + e$$

Where,

Y	=	Quality of ServicesKualitas pelayanan
X1	=	Recrutment
X2	=	Training
X3	=	Motivation
β1-β3	=	Coefisien Regresiion (Parameter)
β0	=	Constanta
e	=	Error Factor

v *Hypothesis Testing (Testing – t)*

Test - t Used to test the mean or not the relationship of independent variables training (X_1), recruitment (X_2) and Motivation (X_3) with the dependent variable Quality of Service (Y). The step-step testing is as:

(a) Determining Hypothesis Formulation

H0: $\beta \leq 0$, Meaning that the variable X has no partially significant effect on the variable Y.

H0: $\beta \geq 0$, Meaning that the variable X has a partially significant influence on the variable Y.

(b) Determining degree of confidence or level significant is 95% ($\alpha = 0{,}05$), sample n and t table = (α, n - k - l)

(c) Define Test Criteria

H0 accepted if t Count <t table

Ha accepted if count> t table

(d) Make conclusion

(e) If t Count <t table then H0 is accepted and Ha is rejected. This means that there is no positive and significant influence independent variable (free) to the dependent variable (bound).

(f) If the count> t table then H0 rejected and Ha in receipt, It means that there is a positive and significant influence independent variable (free) to the dependent variable (bound).

vi *Model Accuracy Test (F Test)*

F-Statistic test is used to find out whether the independent variable equally affect the free variables. According to kuncoro (2001) states that "double correlation is a number that indicates the direction and strength of the relationship between two independent variables together or more with the dependent variable". Meanwhile, according to satiaji (2004) cited from the study Umi arifah (2013) states that statistical test F in his unconscious indicates whether all the free variables included in the model have influence together on the bound variables.

vii *Determination Configuration Test (R^2)*

The coefficient of determination is a comparison between the variation of the dependent variable described by the independent variable collectively compared with the total variation of the dependent variable. The determination coefficient test (R^2) to measure how the proportion of variation of the dependent variable (bound) can be explained by the independent (independent) variable. According to Satiaji (2004) that the coefficient of determination (R^2) in essence to measure how far the ability of independent variables in explaining the dependent variable, whereas according to (ghozali, 2009) explain that the coefficient determinant measure the goodness of fit from the regression equation is giving percentage of total variation in variables bound that is explained by the independent variable. Ghozali also states that koefiesien essentially measures how far the model's ability to explain variations of bound variables.

The value of the determinant coefficient lies between 0 - 1. The small value of R^2 means the ability of the independent variables in explaining the variation of dependent varieties is limited. A value close to one means the independent variables provide all the information needed to predict the variation of the dependent variable (ghozali, 2009). The value of $R^2 = 1$ means that the regeneration line occurs describing 100% of the variation in the dependent variable, if $R^2 = 0$ means the model that occurs can not explain the slightest line of regression that occurs. Whether or not a model is not determined by R^2 is high, but should pay more attention to the logical or theoretical relevance of the independent variable with the dependent variable in the statistical sense.

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viii *Classic Assumption Test*

The classical assumption test is an early stage used before linear regression analysis. The assumption test of this class is intended to know the use of multiple regression linear model in analyzing has fulfilled class assumption. Multiple linear models will be more appropriate to use and produce more accurate calculations if the following assumptions can be met ie the normality test, heteroskedatisitas test and multicolinearity test.

IV. Result

a) Test Validity and Realibility

Validity test is the degree of accuracy of data delivery that occurs in the object of research with data reported by the researcher and show the extent to which a measuring tool is able to measure what you want to measure. (Syofian, 2014) Penenelitian is valid if the correlative coefficient of product moment exceeds 0.3, and the coefficient of the moment product correlation is greater than r table. To find out if the measuring tool is reliable or not, then used *Cronbach Alpha Method*, where this method is used to determine the reliability of each item statement. An instrument is considered reliable if the reliability coefficient (*cronbach's alpha value*) is at least 0.6 (Sugiono, 2013). Validity test and reliability test using Statistical program and *Statistical Product and Service Solutions* (SPSS) version 20.

i *Recruitment (X_1)*

Result of validity and reliability test to item question on recruitment variable (X_1) concerning to 30 respondent can be seen in table 4.1 below:

Table 4.1: Validity and Reliability of Recruitment Variables (X_1)

Validity			Reliability	
Items	Coefisien	Information	Cronbach's Alpha if Item Deleted	Information
1	0.519	Valid	0.707	Reliabel
2	0.574	Valid	0.692	Reliabel
3	0.480	Valid	0.699	Reliabel
4	0.446	Valid	0.705	Reliabel
5	0.662	Valid	0.688	Reliabel
6	0.573	Valid	0.690	Reliabel
7	0.466	Valid	0.702	Reliabel
8	0.798	Valid	0.641	Reliabel

Source: Results of Processed Data Research with SPSS

ii *Training (X_2)*

The result of validity and reliability test to the question items at Training Variabels (X2) variable concerning to 30 respondents can be seen in table 4.2 below:

Table 4.2: Validity and Reliability of Training Variables (X_2)

Validity			Reliability	
Items	Coefisien	Information	Cronbach's Alpha if Item Deleted	Information
1	0.625	Valid	0.783	Reliabel
2	0.742	Valid	0.774	Reliabel
3	0.779	Valid	0.772	Reliabel
4	0.856	Valid	0.768	Reliabel
5	0.895	Valid	0.762	Reliabel
6	0.908	Valid	0.754	Reliabel
7	0.807	Valid	0.770	Reliabel
8	0.805	Valid	0.767	Reliabel

Source: Results of Processed Data Research with SPSS

iii *Motivation (X_3)*

The result of Validity and Reliability Test to the question items at Motivation Variables (X_3) variable concerning to 30 respondents can be seen in table 4.3 below:

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Table 4.3: Validity dan Reliability Motivation Variable (X_3)

Validity			Reliability	
Items	Coefisien	Information	Cronbach's Alpha if Item Deleted	Information
1	0.651	Valid	0.712	Reliabel
2	0.845	Valid	0.713	Reliabel
3	0.381	Valid	0.729	Reliabel
4	0.345	Valid	0.731	Reliabel
5	0.845	Valid	0.713	Reliabel
6	0.483	Valid	0.726	Reliabel
7	0.329	Valid	0.731	Reliabel
8	0.642	Valid	0.711	Reliabel
9	0.322	Valid	0.733	Reliabel
10	0.452	Valid	0.731	Reliabel
11	0.845	Valid	0.713	Reliabel
12	0.845	Valid	0.713	Reliabel
13	0.497	Valid	0.723	Reliabel
14	0.338	Valid	0.735	Reliabel
15	0.319	Valid	0.733	Reliabel
16	0.472	Valid	0.727	Reliabel
17	0.470	Valid	0.726	Reliabel
18	0.395	Valid	0.733	Reliabel

Source: Results of Processed Data Research with SPSS

iv *Quality Service (Y)*

The result of validity and reliability test to the question items on Quality Service (Y) variable concernin to 30 respondents can be seen in table 4.4 below:

Table 4.4: Validity dan Reliability variable Service Variabels (Y)

Validitas			Reliabilitas	
Items	Coefisien	Information	Cronbach's Alpha if Item Deleted	Information
1	0.454	Valid	.760	Reliabel
2	0.799	Valid	.755	Reliabel
3	0.681	Valid	.756	Reliabel
4	0.784	Valid	.752	Reliabel
5	0.744	Valid	.756	Reliabel
6	0.887	Valid	.741	Reliabel
7	0.906	Valid	.744	Reliabel
8	0.845	Valid	.744	Reliabel
9	0.723	Valid	.751	Reliabel
10	0.512	Valid	.758	Reliabel
11	0.879	Valid	.745	Reliabel
12	0.681	Valid	.752	Reliabel
13	0.805	Valid	.748	Reliabel
14	0.627	Valid	.759	Reliabel
15	0.653	Valid	.754	Reliabel
16	0.752	Valid	.755	Reliabel
17	0.782	Valid	.749	Reliabel

Source: Results of Processed Data Research with SPSS

b) Descriptive Statistical Test

Statistical descriptive analysis was conducted on 30 respondents. The analysis of all models of regression equations in this study using Statisitic Production and Solution (SPSS) v.16.0. The purpose of the statistical descriptive test is to present information on minimum, maximum, and mean values of Recruitment Variables (X_1), Training (X_2), Motivation (X_3), and Service Quality (Y). Based on the results of the calculations that have been done, then the results obtained descriptive statistics as listed in the following table 4.5:

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Table 4.5: Descriptive Analysis of Data Statistics

Variable	N	Minimum	Maximum	Mean	Std. Deviation
Recruitment (X_1)	30	23	39	31.83	4.035
Training (X_2)	30	14	37	20.60	4.825
Motivation (X_3)	30	50	80	70.07	6.933
Quality of Service (Y)	30	48	85	71.90	9.064
Valid N (listwise)	30				

Source: Results of Processed Data Research with SPSS

c) *Assumption Test Results*

i *Normality Test*

Normality test in this study using Kolmogorov Smirnov. The basic concept of the Kolmogorov Smirnov normality test is to compare the data distribution (to be tested for normality) to the normal standard distribution. The application of Kolmogorov Smirnov test is that if the significance below 0.05 means that the data to be tested has a significant difference with the normal raw data, the data is not normal. Furthermore, if the significance above 0.05 then there is no significant difference between the data to be tested with normal raw data, meaning that the data we tested normally. Normality test results can be seen sebgaimana table 4.7 follows:

Table 4.6: Normality Test Results with Kolmogorov-Smirnov One-Sample Test Summary

		Unstandardized Residual
N		30
Normal Parameters[a]	Mean	.0000000
	Std. Deviation	5.78585188
Most Extreme Differences	Absolute	.119
	Positive	.099
	Negative	-.119
Kolmogorov-Smirnov Z		.653
Asymp. Sig. (2-tailed)		.787

Source: Results of Processed Data Research with SPSS

The above *Kolmogorov-Smirnov* test shows that the Asymp. Sig value is 0.787. greater than 0.05 so it can be concluded that the data we tested is normally distributed or the model is not exposed to the problem of normality.

ii *Heterocedasticity Test*

Test method used is by Gleser test that is to regress Absolute Residual value (UbsUt) as dependent variable. If the independent variable does not affect Absolute Residual (UbsUt) then there is no indication of heterocedastisity.

Gleser test results can be seen in table 4.7 as follows:

Table 4.7: Heterocedasticity Test Results Summary

Coefficients[a]						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	8.501	5.984		1.421	.167
	Recruitment	.004	.133	.004	.028	.978
	Training	.022	.120	.077	.067	.785
	Motivation	-.044	.110	-.045	-.057	.778

a. Dependent Variable: RES_2

Source: Results of Processed Data Research with SPSS

iii *Multicollinearity Test*

The multicollinearity test can be done by looking at the variance inflation factor (VIF) in the regression model. If the resulting VIF is smaller than 5, then the variable does not have multicolinearity issues with other free variables. VIF test results can be seen in Table 4.8 as follows:

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Table 4.8: Summary of Multicollinearity Test Results

No.	Variabel	Collinearity Statistices	
		Tolerance	VIF
1	Recruitment (X_1)	.869	1.151
2	Training (X_2)	.746	1.341
3	Motivation (X_3)	.820	1.219

Source: Results of Processed Data Research with SPSS

d) Results of Multiple Regression

One of the objectives of regression analysis is to see the effect of independent variables (indevenden) consisting of Recruitment (X_1), Training (X_2), and Motivation (X_3) variables, on the dependent variable (deveden), namely Service Quality (Y) North Lombok. The results of multiple linear regression model with the help of SPSS v 16,0 for the dependent variable (Quality of Service) and three independent variables (Recruitment, Training and Motivation) can be seen in table 4.9 below:

Table 4.9: Results of Multiple Linear Regression Calculations

No.	Independen t Variable	Regresion Coefisien	Sig. T	t-Count
1	Recrutment (X_1)	.233	.447	.773
2	Training (X_2)	.793	.007	2.912
3	Motivation (X_3)	.579	.004	3.206
Constanta = 7.550			Sig. F = .0000	
R = .770			α = 0.05	
R Square = .593				
Adjusted R Square = .546				
F Change = 12.604				

Source: Results of Processed Data Research with SPSS

Results of multiple linear regression analysis in table 4.9 above can be explained and analyzed the influence between dependent and independent variables. and the result of multiple linear regression equation is:

$$Y = a + b1\ X1 + b2\ X2 + b3\ X3 + e$$

$$Y = 7{,}550 + 0{,}233X1 + 0{,}793X2 + 0{,}579X3 + e$$

Based on the multiple linear regression equation above, it can be seen that the independent variable has a positive influence on the dependent variable. The above regression equation can be interpreted as follows:

1. The constant of 7.550 indicates that if the indevendent variable consisting of Recruitment (X_1), Training (X_2), and Motivation (X_3) is 0, then the Service Quality (Y) is 7,550.
2. Regression coefficient of variable recruitment (X_1) of 0.233 means that if Recruitment (X_1) has increased by 1 then, Quality of Service (Y) will increase by 0.233 assuming other indevenden variable fixed value.
3. The coefficient of regression of Training variable (X_2) is 0,793 meaning that if Training (X_2) has increased by 1 then, Quality of Service (Y) will increase by 0,793 with other indevenden variable assumption fixed value.
4. The regression coefficient of Motivation (X_3) variable is 0,579 meaning that if Motivation (X_3) increases by 1 then, Quality of Service (Y) will increase by 0,579 assuming other indevenden variable is fixed value.

Then the results of multiple correlation analysis (R) and determination analysis (R Square), and Adjusted R Square can be seen in table 4.9. In table 4.9 above can be seen the value of double correlation (R) of 0.770. Because the value of double correlation (R) is between 0,60-0,79 it can be concluded that there is strong relationship between independent variable (independent) consisting of Recruitment Variables (X_1), Training (X_2) and Motivation (X_3), against the dependent variable (depedent) is Quality of Service (Y). Then the coefficient of determination (Adjusted R Square) of 0.546 or 54.60% shows the contribution of variable Recruitment (X_1), Training (X_2) and Motivation (X_3), together have an effect on the variable of Service Quality (Y) of 54.60%. While the rest of 45.40% influenced by other variables outside the model (variable).

e) Hypothesis Testing

Hypothesis testing is done to test the three research hypotheses are:

Ha1: Recruitment positively affects the Quality of Service at the Land Office of North Lombok regency.

Ha2: Training has a positive effect on Service Quality at Land Office of North Lombok Regency.

Ha3: Motivation positively affect the Quality of Service at the Land Office of North Lombok regency.

To test the hypothesis above then, do the test partially (alone) or t test. T test is done to analyze the influence of Recruitment (X_1), Training (X_2) and Motivation (X_3) variable, to Service Quality (Y) variable. Testing is done by comparing t-count value with t-table, with creteria testing if t-count> t-table then Ha accepted but if t-count <t-table then Ho accepted and Ha rejected, to see t-count value can be seen in table 4:10 in the following:

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Table 4.10: Summary of Test Results t

Variable	t-Count	t-Significant	t-Table	Information
Recruitment (X_1)	0.558	.447	2.056	Not Significant
Training (X_2)	2.912	.007	2.056	Significant
Motivation (X_3)	3.206	.004	2.056	Significant

Source: Results of Processed Data Research with SPSS

From table 4.10 above can be seen that the t test results to determine the level of significance or significance in partial each independent variable in a row can be described as follows:

i *Hypothesis Testing Ha_1*

Testing of the first hypothesis (Ha_1) is "Recruitment positively affects the Quality of Service at the Land Office of North Lombok regency". Based on the calculation in table 4:10 above can be seen the value of t-count for variable Recruitment (X_1) of 0,558, t-significance equal to 0,447 with t-table value 2,056. The results of this t test show the value of t-count (0,558) <t-table (2.056) it can be concluded that the recruitment variable (X_1) has no significant effect on Service Quality (Y) at the Land Office of North Lombok regency. Then t-count is positive value means Recruitment variable (X1) has a positive effect on the Quality of Service (Y) at the Land Office of North Lombok regency.

From the results of the first hypothesis test (Ha_1) in this study which states that "Recruitment positively affects the Quality of Service at the Land Office of North Lombok Regency", not accepted.

ii *Hypothesis Testing Ha2*

Testing the first hypothesis (Ha2) is "Training positively affect the Quality of Service at the Land Office of North Lombok regency". Based on the calculation in table 4:10 above can be seen the value of t-count for Training variables (X2) of 2.912, t-significance of 0.007 with the value of t-table 2.056. The results of this t test show the value of t-count (2.912)> t-table (2.056) it can be concluded that the training variables (X2) have a significant effect on Service Quality (Y) at the Land Office of North Lombok regency. Then t-count is positive value means Training variable (X2) has a positive effect on the Quality of Service (Y) at the Land Office of North Lombok regency.

From the results of the first hypothesis test (Ha2) in this study which states that "Training has a positive effect on Service Quality at the Land Office of North Lombok Regency", accepted.

iii *Hypothesis Testing Ha_3*

Testing of the first hypothesis (Ha3) is "Motivation positively affect the Quality of Service at the Land Office of North Lombok regency". Based on the calculation in table 4:10 above can be seen the value of t-count for the variable Motivation (X2) of 3.206, t-significance of 0.004 with the value of t-table 2.056. The results of this t test show the value of t-count (3.206)> t-table (2.056) it can be concluded that the motivation variable (X3) has a significant effect on Service Quality (Y) at the Land Office of North Lombok Regency. Then t-count is positive value meaning motivation variable (X_3) have positive effect on to Service Quality (Y) at Land Office of North Lombok regency.

From the results of the first hypothesis test (Ha_3) in this study which states that "Motivation positively affect the Quality of Service at the Land Office of North Lombok Regency", accepted.

f) Model Accuracy Test (F Test)

F test is conducted to test whether simultaneously or together independent variables (recruitment, training and motivation) have a significant effect on Service Quality at Land Office of North Lombok regency. If F-arithmetic> F-table or if Sig <0,05 then independent variable (Recruitment, Training and Motivation) have a significant effect on Service Quality at Land Office of North Lombok Regency.

Based on table 4.9 above obtained F-count of 12.604 with Sig. of 0.000. The analysis results show F-count (12,604)> F-table (2.98) and Sig. (0,000) <0.05. This shows that simultaneously or together independent variables (Recruitment, Training and Motivation) have a significant effect on Service Quality at the Land Office of North Lombok regency.

V. Discussion

The results of this study indicate that the proposed regression model does not contain symptoms of normality, heteroscedasticity and multicolinieearity, which means that the multiple linear regression model in this study is BLUE (Best Linear Unbias Estimator). So that testing and analyzing on the regression model can be further done.

Discussion of research results include discussion of the effect of the variables Recruitment (X_1), Training (X_2), and Motivation (X_3), to variable Service Quality (Y) both simultaneously and partially, as follows:

a) Recruitment (X_1)

The results of partial analysis for the recruitment variable (X1) do not have a significant influence on Service Quality (Y) at the Land Office of North Lombok regency. This can be seen from the regression coefficient of 0.243 with t test results where, the value of t-count (0.773) < t-table (2.056) and significant level of 0.447 is greater than the specified significant level of 0.05.

The results of this t test show that the recruitment variable (X1) has no significant effect on the

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Quality of Service (Y) at the Land Office of North Lombok Regency. The effect of this insignificant recruitment needs to be further investigated. However, according to the author's view of the problems that occur is not yet netted applicants who have quality in accordance with the wishes of the government. Factors that cause the substance of selection / examination Employees are not able to measure the competencies possessed by applicants other than that also aspects of reasoning power, analytical power, personality, and the use of Information Technology has not been able to be measured through the tests that are now implemented.

Another factor is the application of the assessment based on the new passing grade is done in 2017 Through the Regulation of the Minister of Administrative Reform and Bureaucratic Reform (PANRB) number 22/2017. Prior to this rule, passing grade assessments have not been implemented, so the implementation of previous CPNS acceptance is done by determining acceptance based on the results of the ranking alone. Implementation based on ranking does not guarantee the nets of applicants who have good quality this is indeed very possible because all applicants do not have good quality. The problem that arises in the procedure of recruiting Candidates for Civil Servants in almost all areas of Indonesia is the issue of transparency in the recruitment of Candidates for Civil Servants, the transparency here refers to the transparency of the CPNS recruitment process, where honesty and objectivity in recruiting CPNS is the hope of the community. While the recruitment of Officials Not Fixed Refer to the regulation. Recruitment of Non-Permanent Employees shall be conducted in respective Regional Offices of BPN throughout Indonesia which shall see according to the passing standard applicable in the Regional Office of BPN where such recruitment takes place.

b) Training (X_2)

Partial analysis results for Training variables (X_2) have a significant influence on Service Quality at the Land Office of North Lombok regency. This can be seen from the regression coefficient of 0.793 with the result of t test where, the value of t-count (2,912)> t-table (2.056) and significant level 0.007 smaller than the specified significant level of 0.05.

The results of this t test show that variable variable Training (X_2) has a significant influence on Service Quality at the Land Office of North Lombok regency.

The influence of training on the quality of the waiter is due to the training at the Land Office of North Lombok regency. It has been effective, meaning that the implementation of the training participants, trainers, training materials, employee training methods are in accordance with clear standards.

c) Motivation (X_3)

The results of partial analysis for motivational variables (X_3) have a significant influence on Service Quality at the Land Office of North Lombok regency. It can be seen from regression coefficient equal to 0,579 with result of t test where, t-count value (3,206)> t-table (2.056) and a significant level of 0.004 which is smaller than the specified significant level of 0.05.

The results of this t test show that the variable Motivation (X_2) has a significant influence on Service Quality at the Land Office of North Lombok regency.

Giving motivation to employees at the Land Office of North Lombok Regency has done well, meaning in terms of endurance or diligent in doing tasks, feedback, challenging work, dislike success because of a coincidence, have responsibility for its performance already applied with good. According to Hasibuan (2005), motivation has a purpose to encourage passion and morale, improve employee morale and job satisfaction, increase employee productivity, maintain employee loyalty and stability, improve discipline and reduce employee attendance, increase creativity and employee participation and enhancing employees' sense of responsibility for their duties.

d) Implication of Research Results

The results of this research findings have three implications, namely: theoretical, practical, and policy implications. The theoretical implications in this study are as follows: The findings of this study support internal marketing theory expressed by (Supriyanto and Ernawaty, 2010). Internal marketing is a continuous process that takes place firmly within a company or organization that aligns functional processes, motivates and empowers employees at all levels of management to consistently deliver a satisfactory experience to customers. The result of the research indicates that the recruitment, training and motivation have positive and significant influence on the service quality.

Practical implications, this research can be used by the Head of Office of Land Office of North Lombok Regency in improving the quality of service for the people in North Lombok and Making consideration for the employees of Land Office of North Lombok Regency in providing better service.

Policy implications, the policy of this research can be used by the Head (Head of Office) of the Land Office of North Lombok Regency as one of the considerations in determining the specific policies related to recruitment, training and motivation. Where these three aspects are related to each other. The results of this study can also be an input for the Ministry of Agrarian Affairs (ATR)/National Land Agency (BPN) of the Republic of Indonesia and the Ministry of Administrative Reform and Bureaucratic Reform in minimizing the problems of classics in the procedure

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of recruitment of Candidates for Civil Servants in almost all parts of Indonesia that is the problem transparency in the recruitment of Candidates for Civil Servants, the transparency referred to here is about the transparency of the recruitment process of CPNS, where honesty and objectivity in recruiting CPNS, is the expectation of the community.

VI. Conclusion

The conclusions in this study are:

1. Variable Recruitment (X_1) has no significant effect on Service Quality (Y) at Land Office of North Lombok regency. This illustrates that the recruitment system of the employees at the Land Office of North Lombok regency has not changed the quality of services provided to the beneficiaries of service (community)
2. Variable Training (X_2) has a significant influence on Service Quality at the Land Office of North Lombok regency. This illustrates that trainings provide views for employees or employees of the Land Office of the northern district of Lombok in improving the quality of services provided to the community.
3. Variable Motivation (X_3) has a significant influence on Service Quality at the Land Office of North Lombok regency. This illustrates that the employees or employees of the district land office are motivated in providing quality services to the community.

a) Suggestion

Based on the results of research that has been done, it is proposed suggestions include:

1. Further research may develop outside research variables used in this study.
2. Further research is also expected to expand the object of research, for example by using a work unit within the work area of the Land Office of the Regency of West Nusa Tenggara as the object of research.
3. Researchers can then conduct research on the factors that affect the quality of recruitment, training and motivation.

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Examining the Nature of Customer Relationship Marketing in the Case Study of Commercials Bank-Sri Lanka

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Abstract- Customer relationship marketing is the core customer centric business strategy that aims at winning and keeping profitable customers. This study investigates the determinants of customer relationship marketing in banking industry with 502 respondents. For this paper a quantitative approach has been used. Primary and secondary data were used to conduct the study. To draw the valid conclusion and test them empirically, sophisticated statistical model as Exploratory Factor Analysis (EFA) has been used. To further determine the reliability of the data, Kaiser-Meyer_olkin (KMO) and Bartlett Test of sphericity were determined. The study reveals that four factors have been extracted from the analysis that together accounted 54.893% of the total variance. These factors were categorized as convenient opportunism, information sharing, completeness and desire.

Keywords: *customer relationship, customer centric, business strategy.*

GJMBR-E Classification: *JEL Code: M39, M30*



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Keywords: customer relationship, customer centric, business strategy.

I. Introduction

Looking to recent era, the concept of customer relationship marketing, within marketing literature has been received more attention by academic as well as practitioners (Brown & Coopers, 1999; Hermanns & Thurm, 2000; Ryals & Knox, 2001; Ryals & Payne, 2001; Sanchez, 2002; Velnampy & S Sivesan, 2012). Many companies commit to develop relationships among stakeholders, particularly customers. In the case of Sri Lanka, private and public organizations have had interest to initiate effective campaign regards to enhance the quality of them. In the case of Sri Lanka, banks today are working in a highly competitive and rapidly changing work environment (Abeysekera & Guthrie, 2005; Jayasundara, Ngulube, & Minishi-Majanja, 2009). In order to enhance the long–term profitability, top level bank management understands the importance of establishing strong long-term relationships with customers. Sanchez (2002) and Brown and Coopers (1999) believe that customer relationship marketing concentrates more on emotion and behavior, that are determined by bonding, empathy, reciprocity and trust. On the other hand, customer relationship management focuses more on managerial concepts such as how management can maintain and enhance customer relationships. There is no doubt that responding to customers' relationships and their needs and purchasing patterns and behaviors, are one of the most important factors that organizations use to maintain competitive advantage. So banks should have reliable and timely data about their customers and their buying behaviors, competitors and markets. One of the best approaches is to use customer relationship marketing. Accordingly, this study examines the influencing factors of customer relationship marketing in Commercial banks in Jaffna District.

II. Mapping Customer Relationship Marketing

In present business world, customer relationship marketing has been considered as the heart of the marketing. Many professionals and academics have defined the term customer relationship marketing in different ways. Historically, Berry (1983) was the first one who used the term relationship marketing, which was used as a relationship perspective. Grönroos (1994) defined as customer relationship marketing as establishing, maintaining and enhancing relationships with customers and other partners. It can be achieved by a mutual exchange and fulfillment of promises. Relationship marketing concerns attracting, developing, and retaining customer relationships with organizations (Berry, 1995). Its central tenet is the creation of true customers. Customers who are glad with the firm, they selected who perceive that they are receiving value and feel valued, who are likely to buy additional services from the firm, and who are unlikely to defect to a competitor. In the case of industrial marketing, customer relationship marketing is referred to as marketing oriented towards strong, lasting relationships with individual accounts (Jackson & Bund, 1985). In marketing, many scholars and researchers including Vavra (1992), Nevin (1995) and Yau et al. (2000), used the terms of customer relationship marketing and customer relationship management as same meanings. However, some researchers have discussed similarity and dissimilarity between customer relationship marketing and customer relationship management. Customer relationship marketing gives an attention to the customer's psychological factors, whereas customer

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relationship management contemplates on managerial concept. As noted by Das (2009), observed significant differences between customer relationship marketing and customer relationship management. Customer relationship marketing is relatively more strategic in nature while customer relationship management is more tactical. Further, Ryals and Payne (2001) argue that implementing customer relationship marketing using information technology is a part of the customer relationship management customer relationship marketing is a long strategies to build the sustainability of businesses. It concentrates more on the emotional and behavioural. These psychological issues are determined by bonding, empathy, reciprocity and trust. On the other hand, customer relationship management focuses more on managerial concepts such as how management can maintain and enhance customer relationships (Sin et al., 2005; Yau et al., 2000). Customer relationship marketing is the step of evolution of marketing. In the current world, business organizations more concentrated on consumerised product and service. Organizations, therefore, used customer relationship marketing as a tool for gaining competitive advantages. As noted by Jorgensen and Stedman (2001), customer relationship marketing is major essential and unavoidable factor to survival of the organization in the current competitive business world. Every organization is willing to maintain good relationship with their customers to attract and retain in the business. This is the only way that a company can obtain a permanent competitive advantage and as a result ensure its own survival and growth. It implies that relationship building is considered to be a key factor to success. Customer relationship marketing plays an important role in protecting emotional well-being of customer. Deep dissatisfactions are avoided; customers are made to feel important, private information of customers are handled fairly well, long run supply security is provided, customer care is maximized, sudden spikes in demand are managed. Customer relationship marketing helps the company to understand consumer psyche and shifts in psyche, owing to long association and close bonding that company enjoys with the buyers. Companies are able to sort out their customers' needs with help of customer relationship marketing. This assists to acquire new customers, launching new products and services, testing new concepts, improving product and services. Goal of the customer relationship marketing is to win and keep brand loyalty that is very important in business because, brand do not have life cycle. Factories can burn down. Machinery wears out. Technology becomes outdated. Founders die. But a brand can live forever. Customer relationship marketing recognizes the importance of reinforcement. The constant interaction between brand use and marketing helps to reinforce attitude leading to increase brand loyalty. Customer relationship marketing is built on the foundation of trust (Morgan & Hunt, 1994). Trust ensures that the relational exchange is mutually beneficial, as the good intentions of partners are not in doubt. Within the marketing literature many researchers pointed out that there are several factors determining customer relationship marketing. For example Lages, Lages, and Lages (2005) propose customer relationship marketing determined by information sharing, communication quality, long term relationship orientation and satisfaction with relationship. These factors are very significant to enhance relationship between customer and organizations. Similarly, Hewett, Money, and Sharma (2002) and Hibbard, Kumar, and Stern (2001) express that trust and commitment are two key factors to construct customer relationship. But Oly Ndubisi (2007) observe that trust is a more contributor to enhance relationship relatively compared with commitment of employees. Many researchers appreciate commitment is necessary with trust. Otherwise, that is not worth (Helfert, Ritter, & Walter, 2002; Hibbard et al., 2001; Morgan & Hunt, 1994; Nevin, 1995). Commitment and communication are considered necessary factors for customer relationship continuation, an antecedent to customer retention, and to positively affect relationships (Morgan & Hunt, 1994; Verhoef, 2003).Kumar, Scheer, and Steenkamp (1995) demonstrated that relationship with greater total independence exhibit higher trust, stronger commitment, and lower conflict than relationships with lower interdependence. Number of studies has been undertaken upon customer relationship management. But few research studies have been carried out in customer relationship marketing particularly determinant factors, in the case of banking industry in Sri Lanka. This research gap induces the researchers to undertake the present study.

III. Methodology

The primary data collection by providing questionnaires based on the literature review was conducted. The questionnaire has a total 20 closed-ended questions. Respondents answered questionnaires in ten to fifteen minutes on average. In this study, systematic quasi- random sampling technique has been pursued to collect the data for study. This method is the most appropriate to obtain valid and compare results (Hair, 2003; Kaiser, 1974; Ryals & Knox, 2001). In this study, three commercial banks (Bank of Ceylon, Hatton National Bank and Hongkong and Shanghai Banking Corporation) have been taken into account. This study concentrates on the customers of commercial banks.

This study investigates the determinants of customer relationship marketing in banking industry with 502 respondents. 875 respondents were approached in this study frame. Out of 875 respondents, 502 respondents retorted to the survey and returned them. The response rate is 57%. Using systematic quasi - random sampling technique, researcher selected every

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third customer who is coming to get services from commercial banks on each day of the survey.

IV. Results and Discussion

Kasier – Meyer – OlKin (KMO) test assist to measure sample adequacy. The KMO statistic varies between 0 and 1. A value close to 1 indicates that patterns of correlation are relatively compact and so factor analysis should yield distinct and reliable factors. Kaiser (1974) recommends the accepting values of greater than 0.5. Furthermore, values between 0.5 and 0.7 are mediocre, value between 0.7 and 0.8 are good, values between 0.8 and 0.9 are great and values above 0.9 are superb.

Table 1: KMO and Bartlett's test

Kaiser – Meyer – Olkin Measure of sampling adequacy	0.919
Bartlett's test of sphericity Appox Chi Square	3648.97
Df	190
Significance	.000

Table 1 indicates that the value of KMO is 0.919, which falls into the range of being superb; factor analysis is appropriate for these data. Bartlett's test of sphericity (Barlett, 1950) is the third statistical test applied in the study for verifying its appropriateness. This test should be significant i.e., having a significance value less than 0.5. According to Table 1, test value of Chi – Square 3648.97 is significant. After examining the reliability and validity of the scale and testing appropriateness of data as above, Suitability of variables is identified using a concept called "communality". Communalities indicate the amount of variance in each variable that is accounted for.

Table 2: Principal Component Analysis Communalities

Items	Initial	Extraction
Information sharing	1.000	0.681
Credibility	1.000	0.743
Accuracy	1.000	0.536
Trust worthy	1.000	0.492
Risk & reward sharing	1.000	0.569
Proper communication	1.000	0.522
Rapport	1.000	0.522
Completeness	1.000	0.626
Duration	1.000	0.488
Timeliness	1.000	0.593
Cooperation	1.000	0.48
Social bound	1.000	0.485
low conflict	1.000	0.478
Opportunism	1.000	0.667
Incentive	1.000	0.437
Realistic	1.000	0.466
Believable	1.000	0.501
Relevant	1.000	0.617
Attraction	1.000	0.5
Desire	1.000	0.576

Table 2 shows that initial communalities and extraction communalities. Initial communalities are estimates of the variance in each variable accounted for by all components or factors. Initial communalities are set as 1.0 for all variables in Principal Component Method of Extraction of Factors. Extraction communalities are estimates of variance in each variable accounted for by the factors in the solution. Accordingly, all items are fit to the factor solution. Because, extraction value is more than 0.3 for each items.

In this study, Principal Component analysis (PCA) was employed by the Varimax rotation, (generally, researchers' recommend as varimax) When the original twenty variables were analyzed by the PCA. Four variables extracted from the analysis with an Eigen value of greater than 1, which explained 54.893 percent of the total variance.

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Table 3: Total Variance Explained

Component	Initial Eigen Value			Extraction Sums of Squared Loading		
	Total	% of Variance	Cumulative	Total	% of Variance	Cumulative
1	7.309	36.543	36.543	7.309	36.543	36.543
2	1.447	7.236	43.78	1.447	7.236	43.78
3	1.182	5.909	49.689	1.182	5.909	49.689
4	1.041	5.205	54.893	1.041	5.205	54.893
5	0.873	4.364	59.258			
6	0.801	4.006	63.264			
7	0.764	3.818	67.082			
8	0.721	3.607	70.69			
9	0.688	3.438	74.128			
10	0.626	3.128	77.256			
11	0.602	3.012	80.268			
12	0.574	2.87	83.138			
13	0.531	2.655	85.793			
14	0.511	2.554	88.346			
15	0.463	2.314	90.661			
16	0.448	2.24	92.9			
17	0.425	2.124	95.024			
18	0.376	1.879	96.903			
19	0.373	1.866	98.77			
20	0.246	1.23	100			

One method to reduce the number of factors to something below that found by using the "eigen value greater than unity" rule is to apply the scree test (Cattell, 1966). In this test, according to the Table 3 labeled as Total Variance Explained, eigen values are plotted against the factors arranged in descending order along the X- axis. The number of factors that correspond to the point at which the function, so produced, appears to change slope, is deemed to be number of useful factors extracted. This is a somewhat arbitrary procedure. Its application to this data set led to the conclusion that the first four factors should be accepted.

Table 4: Rotated Component Matrix

	Component			
	1	2	3	4
Opportunism	0.724			
Risk and Reward Sharing	0.67441			
Low Conflict	0.6538			
Believable	0.65346			
Proper Communication system	0.64216			
Cooperation	0.63729			
Realistic	0.60541			
Incentive	0.59303			
Rapport	0.56813			
Trust Worthy	0.56752			
Timeline	0.5675			
Social bound	0.53277			
Duration	0.51053			
Information Sharing		0.7881		
Credibility		0.77542		
Accuracy		0.60006		
Completeness			0.76757	
Relevant			0.68898	
Desire				0.74818
Attraction				0.53355
Eigen Value	7.309	1.447	1.182	1.041
Proportion of Variance	36.543	7.236	5.909	5.205
Cumulative Variance Explained	36.543	43.780	49.689	54.893

The Table 4 shows that factors were divided into the four groups. Each of four customer relationship marketing factors is labeled according to the name of the value that loaded most highly for those CRM. It is

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worth declaring out here that factor loading greater than 0.30 are considered significant. 0.40 are considered more important and 0.50 or greater are considered very significant. The rotated (Varimax) component loadings for four components (factors) are presented in Table 4. For parsimony, only those factors with loadings above 0.50 were considered significant (Hair, 2003). The higher a factor loading, the more would its test reflect or measure as customer relationship marketing (Pallant, 2005). Actually in this study, minimum factor component loadings of 0.534 or higher are considered significant for Exploratory Factor Analysis (EFA) purposes. The customer relationship marketing variable getting highest loading becomes the title of each factor of customer relationship marketing. For an example: According to the factor analysis, one of the finalized titles of customer relationship marketing factors is named as "opportunism".

Group - I: Opportunism includes thirteen factors such as opportunism, risk and reward sharing, low conflict, believable, proper communication system, cooperation, realistic, incentive, rapport, trustworthy, timeliness, social bound and duration with loading ranging from 0.724 to 0.511.

Group - II: Information sharing consists of three factors such as information sharing, credibility and accuracy with loadings ranging from 0.788 to 0.600.

Group - III: Completeness includes two factors such as completeness and relevant with loading ranging from 0.768 to 0. 689.

Group - IV: Desire includes two factors such as desire and attraction with loading ranging from 0.748 to 0.534.

V. Conclusion

From the above analysis it can be interpreted that according to, Rotated Component Matrix dimensions of customer relationship marketing were divided into four groups. Group number one was named as opportunism. This group consists of thirteen variables. Group number two was named as information sharing. It consists of three variables. Group number three and four named as completeness and desire respectively. These four factors are influencing upon the customer relationship marketing on commercial banks in Jaffna District.

In order to build mutual relationship between customers and banks in the Jaffna district they commit to implement effective customer relationship policies. The first influencing factor indicates that taking advantage of customer relationship by taking opportunities when they arise, regardless of planning. Opportunities are arising due to low level of risk and conflict between customers and banks, customers' believe, appropriate communication systems, well cooperation among staffs and superiors and some other related factors. Customer relationship marketing is being properly built by the second main factor information sharing. Under this factor sharing proper information, delivering credible and accurate information indicate the quality of being trusted and believed in. The next influencing factor completeness indicates that convey all facts required by the customers and all the relevant aspects. Finally, the factor named as desire which indicates a strong feeling of customers' willingness to have attractive features are expected by customers while intended to have a long term relationship with commercial banks.

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Online Shopping Behavior: An In-Depth Study on Motivating and Restraining Factors

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Abstract- Albeit Bangladesh has a bright future in e-commerce; the number of online shoppers is negligible comparing to the number of internet users. Fostering this in mind this study attempts to explore the dominant factors behind this along with demographic factors of the online shoppers. Descriptive statistics have been carried out using SPSS software. Primary data were collected using a structured questionnaire. Researcher procured secondary data from the published papers, books journals and websites. The study found that perceived advantages of online shopping motivate consumers to shop through the internet, whereas, risks, disadvantages and security issues create an obstacle in the mind of consumers. Moreover male consumers are more prone to online shopping than female. Male consumers mostly purchase books and magazines comparing to females who commonly shop apparels and accessories from online marketers. Researchers provide some recommendations for the Bangladeshi e-marketers on which strategies and techniques to practice to increase the number of internet shoppers.

Keywords: online shopping, e-commerce, click-n-mortar, brick-n-mortar, cognitive dissonance, perceived advantage, perceived disadvantage, demographic factors.

GJMBR-E Classification: JEL Code: M31, M39



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Online Shopping Behavior: An In-Depth Study on Motivating and Restraining Factors

Tahmina Akter [α] & Mohammad Saifuddin [σ]

Abstract- Albeit Bangladesh has a bright future in e-commerce; the number of online shoppers is negligible comparing to the number of internet users. Fostering this in mind this study attempts to explore the dominant factors behind this along with demographic factors of the online shoppers. Descriptive statistics have been carried out using SPSS software. Primary data were collected using a structured questionnaire. Researcher procured secondary data from the published papers, books journals and websites. The study found that perceived advantages of online shopping motivate consumers to shop through the internet, whereas, risks, disadvantages and security issues create an obstacle in the mind of consumers. Moreover male consumers are more prone to online shopping than female. Male consumers mostly purchase books and magazines comparing to females who commonly shop apparels and accessories from online marketers. Researchers provide some recommendations for the Bangladeshi e-marketers on which strategies and techniques to practice to increase the number of internet shoppers.

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I. Introduction

After the emergence of the internet in 1969, a consumer's life has become more comfortable and smarter than before. One of its examples is online shopping which has become almost a global phenomenon nowadays. Since online shopping is carried out through the internet, today's busy and sophisticated consumers find it more convenient and time-saving than traditional shopping.

The figure of internet users is thriving in all parts of the world. According to the internet world stats data, the number of worldwide internet users till 30 June 2015 is 3,270,490,584. Among them, 47.8% reside in Asia alone which is the 38.8% of the total Asian population. And the rest 52.2% of the whole internet users belong to the rest of the world. Keeping the pace with the increasing number of internet users, the number of online shoppers is also increasing all over the earth. According to the Information Economy Report 2015 by United Nations Conference on Trade and Development, global online shoppers will grow by 50% by 2018 from 1.079 billion in 2013 to 1.623 billion. The report says that, by 2018 developing countries are hoped to represent nearly 40% of worldwide B2C e-commerce, where the developed countries B2C share will decline to almost 60% in 2018. It also comments that, China has flourished as the greatest global market for B2C e-commerce, considering the number of online buyers and the amount of revenue. According to China's National Bureau of Statistics, online sales in China heighten 50% to almost $450 billion in 2014. Furthermore, within 2013 and 2018, the portion of the Asia and Oceania region in worldwide B2C e-commerce is anticipated to swell to 37% from 28%, though, the Middle East and Africa are desired to grow mildly to 2.5% from 2.2%.

However, although Bangladesh has a very bright prospect for e-commerce due to better access, coverage and ever - growing internet population (Daily Star, 2015), the number of online shoppers is not increasing to a mark. According to the Bangladesh Telecom Regulatory Commission (BTRC), in November 2013, 43 million people used the internet in Bangladesh. Every year in the country about 1.5 to 2 million people shop online. And every year online sales and purchase are increasing by 15% to 20% (Prothom Alo, 2014). There are 20 to 25 shopping sites in Bangladesh. Among them Ekhanei.com, Bikroy.com, Carmudi, Lamudi, and ClickBD.com are mentionable.

Based on the prior discussion, it is discernible that, in Bangladesh, the number of online shoppers is not increasing in comparison to internet users. Researchers felt encouraged to investigate the reason. Henceforth, the study attempts to identify and analyze the impact of dominating factors that motivate consumers to shop online, and also the factors that discourage or restrain consumers from online shopping. The study of the previous researches reveals several factors that have an effect on consumer's online shopping behavior all over the world. These factors are found to be security, privacy, e-service quality, product attributes, perceived benefits and risks associated with shopping online, etc. The analysis of the prior researches elicit that, however, among these factors, benefits and risks and security issues mostly explain the shopping behavior of Bangladeshi consumers. Therefore, this paper has concentrated mainly on the analysis of the perceived advantages that motivate Bangladeshi consumers to online shopping and

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potential risks, disadvantages, and security issues that are supposed to restrain Bangladeshi consumers from doing shopping online.

II. Research Objectives

The aim of this study is to identify and analyze the factors influencing the online shopping behavior of Bangladeshi consumers as motivating and restraining factors. The specific objectives of this report are:-

1. To identify and extract the overall factors that affect Bangladeshi consumer's online shopping behavior.
2. To categorize the factors into motivating and restraining in the form of perceived advantages and potential risks, disadvantages, and security issues respectively
3. To investigate if perceived advantages (motivating factors) and potential risks, disadvantages, and security issues (restraining factors) have a significant impact on consumer's online shopping behavior and to what extent.
4. To recommend some suggestions to online marketers by the research findings.

III. Literature Review

a) *Shopping Behavior*

The classic consumer purchasing decision-making theory can be characterized as a continuum extending from routine problem-solving behaviors, through to limited problem-solving behaviors and then towards extensive problem-solving behaviors [Schiffman et al., 2001]. According to Kotler & Keller (2009), a consumer goes through five stages while making a purchase decision. At first, the consumer feels the need of a good or service that is to satisfy. Then he/she start to gather necessary information about the product like what solutions are available in the market, where they could be available, what their prices are, quality, etc. At the third step, consumer evaluates and compares the information gathered in the second step regarding his/her nature of demand, lifestyle, social status, profession, individual and family likings, preference, affordability, etc. to select the right product to satisfy his need. After evaluation, the consumer decides and chooses the product. At the fourth stage, the consumer takes the necessary action to purchase the product and consumes. At the final phase, the consumer goes through the post-purchase behavior like cognitive dissonance. Thus a consumer's shopping behavior or buying behavior ends. This behavior varies in its range depending on the habitual product or complex product.

b) *Online Shopping Behavior*

Shopping through the internet has become a common phenomenon in both developing and developed countries, after the emergence of the internet. Online shopping or internet shopping has paves the way to interact customers with the marketer in the easiest way than before which has created a new era in the business world (Comegys, Hannula, & Vaisanen, 2006). Online buying behavior refers to the mode of purchasing products or services using the Internet (Uddin & Sultana; 2015). Online shopping has become a changed way of brick-and-mortar type of delivering products and it has been one of the mostly concentrated and contemporary research areas in both information system and marketing (Javadiet al., 2012; Lee & Chen, 2010). Similar to the traditional buying process, online shopping also consists of five steps (Liang and Lai 2000).

c) *Factors of Online Shopping*

This research intends to identify the factors that influence the online shopping behavior of consumers. Some factors motivate consumers to shop through the internet; whereas, some other factors restrain consumers from purchasing online.

Soopramanien and Robertson (2007) suggest that attitude towards online shopping depends upon the view of the consumers regarding the activities carried out on the internet as opposed to conventional shopping environments. From studies, it can be said that perceived advantages are the crucial motivators that causes people to shop online. Uddin and Sultana (2015) found that the consumer's positive attitude toward online shopping is mostly explained by the convenience regarding less time consuming and hassle-free shopping. Chen et al. (2010) suggest that convenience denotes shopping practices on the internet that can reduce the time and anxiety of the consumers in the buying process. Schaupp and Bélanger (2005) argue that E-commerce has made finding merchants easier by cutting down on trouble and time.

Jarvenpaa et al. [2000] resolved that the attitude and the risk perception have an effect on the consumer's willingness to purchase from the shop. Risks related to online shopping have a tremendous affect on consumer's decision making. Whereas some early researches point out that risk perception may have an inferior role in the online shopping [Jarvenpaa and Todd, 1997], latter studies have recognized that consumers' felt risk is a fundamental hindrance to the potential growth of e-commerce [Culnan, 1999]. Consumers are mainly concern about the privacy and safely of own information, the security of online transaction systems and the ambiguity of product quality (Shergill & Chen, 2005).

IV. Methodology

a) *Research Questions & Hypothesis Development*

This study attempts to address the following research questions:

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RQ1: How do perceived advantages of online shopping influence Bangladeshi consumer's behavior on the internet?

RQ2: How do potential risks, disadvantages and security issues of online shopping influence Bangladeshi consumer's behavior on the internet?

The researcher has developed the following two hypotheses based on the previous researches-

H1: Perceived advantages do not motivate consumers to online shopping.

H2: Potential risks, disadvantages and security issues do not restrain consumers from online shopping.

b) Population, Sampling Technique, & Sample Size

The population of this research was the consumers who shop online at least for once. Moreover, the population was confined by the geographical location, and the sample was from Dhaka, Bangladesh. A non-probability convenience sampling method has been used to collect data from 50 respondents.

c) Types of Data used & Sources of Data

This research used both primary data and secondary data. Data were procured from 50 respondents using a structured questionnaire. On the other hand, secondary data were collected from already published journals, articles, and books.

d) Questionnaire Development & Data Collection

A Likert scale type questionnaire has been used to collect primary data from the respondents along with some demographic information. Each Likert scale item includes five response categories-strongly agree, agree, neutral, disagree and strongly disagree. Each response has been assigned a numeric score like 5, 4, 3, 2 and 1 respectively. As 3 is the midpoint, it has been chosen as test value for this one sample t-test. The questionnaire was edited and adopted from the similar researches. The instruments of the questionnaire were taken from previous studies like perceived advantages from (Forsythe et al., 2006; Karayanni, 2003; Swinyard &Smith, 2003; Liang & Huang, 1998), potential risks and disadvantages from (Swinyard & Smith, 2003; Forsythe et al., 2006; Lewis, 2006) and security issues from (Flaviaan et al., 2006; Liu et al., 2005).

e) Data Analysis Technique & Statistical Tool

Descriptive technique has used for analyzing the collected data using statistical tool IBM SPSS version 20. For hypothesis testing, one sample t-test has used. Data were interpreted and presented using graphs and tables.

V. Analysis

a) Demographic Profile

In this study, 48% of respondents belong to the age group 21-29, and 36% belong to 30-39 age group. 62% of the respondents were male, and 38% of respondents were female. 31.6% of the female respondents and 38.7% of the male respondents said that they are using the internet for shopping for the last 6-12 months. Only 16.1% of the male respondents are using the internet for shopping for the last 3-5 years. Moreover, 77.8% of the female respondents are more prone to buy apparel and accessories than other things from online, 5.6% books and magazines, another 5.6% cinema tickets and 11.1% others. Among the male respondents, 29% prefer books and magazines to shop online, 25.8% electronic goods and gadgets, 12.9% apparel and accessories, 9.7% financial services and another 9.7% purchase daily use items. When respondents were asked about their estimated online expenditure for the last six month, 55.6% female respondents said it was tk0-tk4000, 38.9% said tk5000-tk9000 and only 5.6% said that it was tk10000-tk14000. Among the male respondents, 41.9% said estimated expenditure was tk0-tk4000, 35.5% said tk5000-tk9000 and 19.4% said it was tk10000-tk14000.

b) Hypothesis Testing

In this research, the level of significance was 5% also. If the p-value is less than 0.05; the null hypothesis can be rejected. And, if the p-value is greater than .05, the null hypothesis will be accepted.

The 1st hypothesis of this research is:

H_O: Perceived advantages do not motivate consumers to online shopping.

H_A: Perceived advantages do motivate consumers to online shopping.

The SPSS outputs for normal curve and one sample t-test for the 1st hypothesis are shown in the Fig-1, Table 1 and Table 2 respectively.

In the table 1, it is clear that the mean of all the variables considered under perceived advantages are above the test value 3. It indicates that, in average respondents were inclined to shop online when these perceived advantages do subsist. Customers are greatly influenced to shop online if they get several options for payment for example cash on delivery, through Bikash and debit card or credit card. Easy ordering system and navigation, 24/7 access, and detailed product information mostly encourage customers to online shopping. In table 2, all the variables considered under perceived advantages have significant values of less than .05. So null hypothesis is rejected, and the alternative hypothesis is accepted that consumers are motivated to shop online if the perceived advantage variables are present in the shopping environment.

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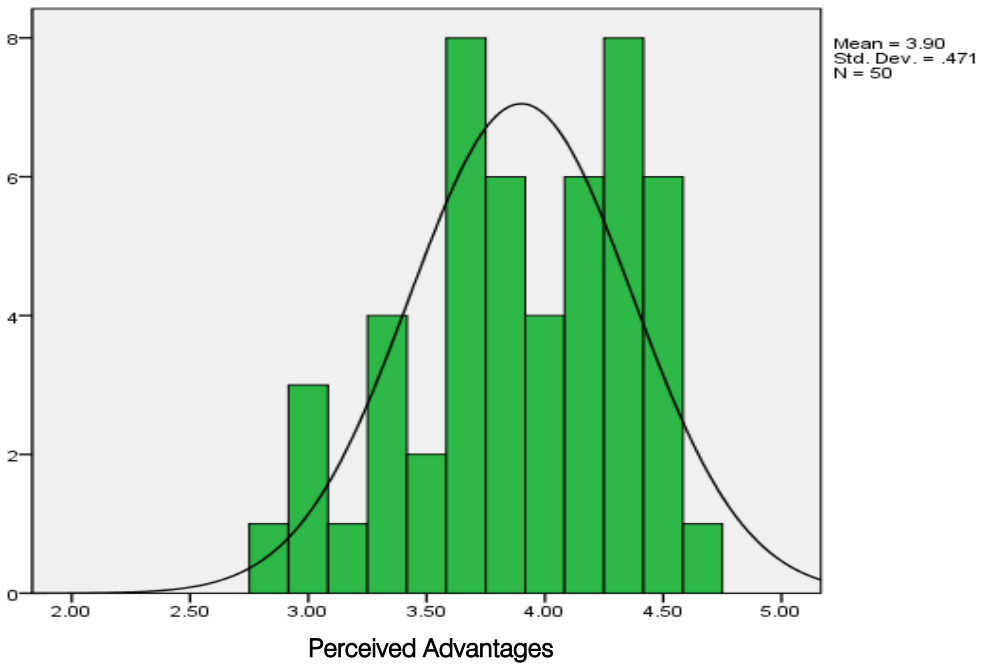


Figure 1: Normal Curve

Table 1: One-Sample Statistics

	N	Mean	Std. Deviation	Std. Error Mean
Benefits of 24/7 availability	50	3.94	.818	.116
In detailed product information	50	3.84	1.037	.147
Easy price comparison benefit	50	3.68	.891	.126
More payment options	50	4.04	.638	.090
Less Stress	50	3.94	.867	.123
Easy Ordering System	50	3.96	.903	.128

Table 2: One-Sample Test

	Test Value = 3					
	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
Benefits of 24/7 availability	8.122	49	.000	.940	.71	1.17
In detailed product information	5.726	49	.000	.840	.55	1.13
Easy price comparison benefit	5.398	49	.000	.680	.43	.93
More payment options	11.534	49	.000	1.040	.86	1.22
Less Stress	7.668	49	.000	.940	.69	1.19
Easy Ordering System	7.521	49	.000	.960	.70	1.22

The 2nd hypothesis of this research is:

H_O: Potential risks, disadvantages and security issues do not restrain consumers from online shopping.

H_A: Potential risks, disadvantages and security issues do restrain consumers from online shopping.

Here, perceived risks, disadvantages and security issues involve a high risk of receiving default product, difficulty in evaluating the product quality, risk of product non-delivery, delayed and difficult after-sale service, the risk of compromising credit card information and risk of compromising personal information. Null hypothesis tries to prove that these variables don't restrain Bangladeshi consumers from online shopping.

The SPSS outputs for the normal curve and one sample t-test for the 2nd hypothesis are shown in the Fig-2, Table 3 and Table 4 respectively.

From table 3, it is seen that the mean of all the variables considered under potential risks, disadvantages and security issues except the risk of product non-delivery are above the test value 3. Hence, average consumers agreed that they avoid shopping through online because of the high risk of receiving default product, difficulty in evaluating product quality, delayed and difficult after-sale service, fear of disclose and misuse of credit card information and personal information if they shop online. Only the factor, the risk of product non-delivery, in online shopping found to

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have no negative effect on customers inclination to shop online. In table 4, the significant values of all the variables considered as potential risks, disadvantages and security issues are less than .05. Henceforth, the null hypothesis is rejected, and the alternative hypothesis is accepted that potential risks, disadvantages and security issues restrain Bangladeshi consumers from online shopping behavior. They hesitate to shop online when these factors are present in the online shopping environment.

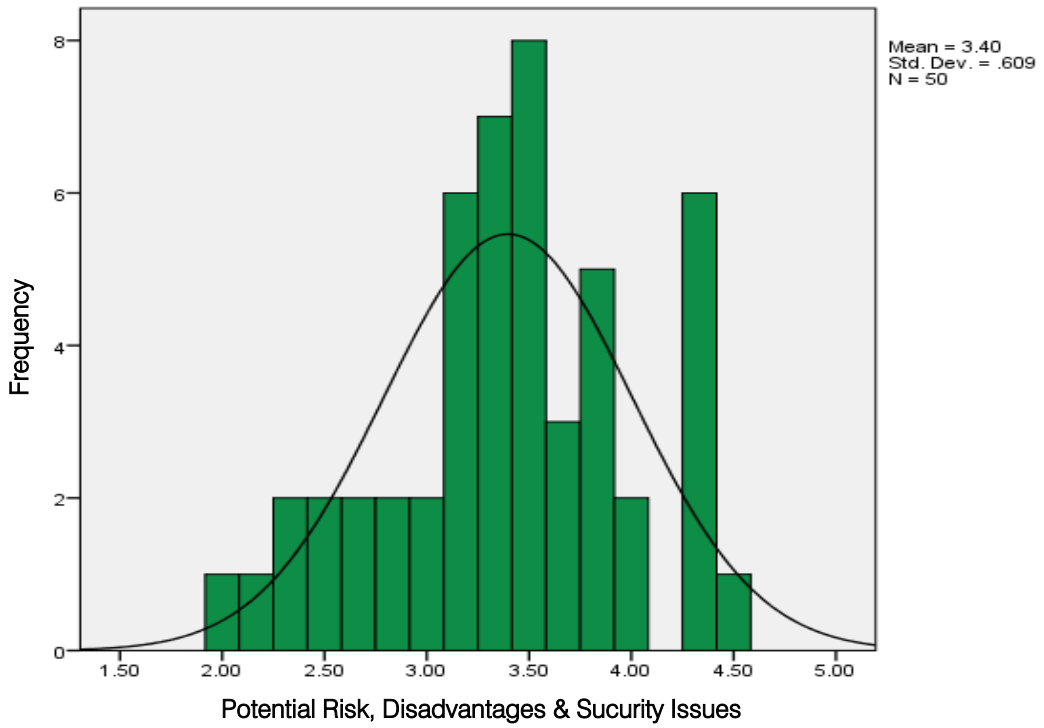


Figure 2: Normal Curve

Table 3: One-Sample Statistics

	N	Mean	Std. Deviation	Std. Error Mean
High risk of receiving default product	50	3.68	1.159	.164
Difficult to judge the product quality	50	4.32	.966	.137
Risk of product non-delivery when	50	2.52	1.054	.149
Getting after sale service is delayed and difficult	50	4.02	1.136	.161
Credit card information might be compromised and misused	50	4.18	1.092	.154
Personal information might be compromised to the third party	50	4.04	1.053	.149

Table 4

	Test Value = 3					
	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
High risk of receiving default product	2.319	49	.025	.380	.05	.71
Difficult to judge the product quality	6.738	49	.000	.920	.65	1.19
Risk of product non-delivery	-3.219	49	.002	-.480	-.78	-.18
Getting after sale service is delayed and difficult	4.109	49	.000	.660	.34	.98
Credit card information might be compromised and misused	2.979	49	.004	.460	.15	.77
Personal information might be compromised to the third party	2.955	49	.005	.440	.14	.74

VI. Research Implications

Online marketers need to ensure the presence of the factors of perceived advantages in the online shopping environment to encourage consumers more in online shopping as the study reveals that perceived advantages positively related to consumer's online shopping behavior.

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As it was found from the research that risks, disadvantages and security issues discourage consumers from shopping online, online marketers need to make an effort to minimize the presence of these factors in online shopping environment through establishing reputation and reliability. E-marketers must take some steps to deliver the perfect product on time to consumers to reduce the risk of delivery of malfunctioning product and also product non-delivery risk. Another thing online marketer must be concern about is that services should be timely and available especially in the case of sensitive products like electronics goods and gadgets. For this, they need to establish service centers near to consumers.

Click-n-mortar marketers must ensure the privacy of credit card information and personal information and make consumers feel secure while doing a transaction online. They can use some specific protocol to protect consumer's information from being disclosed.

The study refers that the large portion of online consumers is from the age group 21-39. Therefore online marketers must design and deliver their product according to their likings and preferences.

Click-n-mortar marketers must take steps to attract female consumers so that they prefer online to a shopping mall for their shopping. Marketers can keep exclusive products of apparels and jewelry, which are not available in brick-n-mortar companies along with services.

VII. Future Research

This study surely contributes in understanding the online shopping behavior especially in respect of Bangladesh. However, the study has some limitations. Firstly, 50 respondents were selected as the sample from the capital Dhaka, which might not be sufficient enough to generalize the result. Another limitation is that this research used the convenience sampling method to reach the respondents. Results generated from the sample selected through this method might not accurately represent the target population. Moreover, research studied only a few variables. Other variables are also vital to consider and analyze to get a comprehensive picture of the phenomenon. Hence, there is an enormous scope for advance research in this area. Further researches should be conducted taking more variables in consideration of a large sample to make the result more generalized and representative. Although this research has been done in a limited scope, it gives a clear insight of online shopping pattern in Bangladesh. The study recommends some suggestions that will be helpful for the e-marketers of Bangladesh regarding what to improve and how to attract and increase the number of online shoppers. Still further researches are needed to be conducted for a better understanding.

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Appendixes

Gender * Duration of using Internet Shopping Cross tabulation

			Duration of using Internet Shopping						Total
			Less than 3 Months	3-6 Months	6-12 Months	1-2 Years	2-3 Years	3-5 Years	
Gender	Female	Count	2	5	6	3	3	0	19
		% within Gender	10.5%	26.3%	31.6%	15.8%	15.8%	0.0%	100.0%
	Male	Count	1	4	12	5	4	5	31
		% within Gender	3.2%	12.9%	38.7%	16.1%	12.9%	16.1%	100.0%
Total		Count	3	9	18	8	7	5	50
		% within Gender	6.0%	18.0%	36.0%	16.0%	14.0%	10.0%	100.0%

Gender * Preference Cross tabulation

			Preference							Total
			Apparel and Accessories	Electronic goods and gadgets	Books and Magazines	Cinema tickets	Financial Services	Use daily use items	Others	
Gender	Female	Count	14	1	0	1	0	0	2	18
		% within Gender	77.8%	5.6%	0.0%	5.6%	0.0%	0.0%	11.1%	100.0%
	Male	Count	4	8	9	1	3	3	3	31
		% within Gender	12.9%	25.8%	29.0%	3.2%	9.7%	9.7%	9.7%	100.0%
Total		Count	18	9	9	2	3	3	5	49
		% within Gender	36.7%	18.4%	18.4%	4.1%	6.1%	6.1%	10.2%	100.0%

Gender * Estimated online expenditure Cross tabulation

			Estimated Online Expenditure				Total
			0-4000	5000-9000	10000-14000	Above 20000	
Gender	Female	Count	10	7	1	0	18
		% Within Gender	55.6%	38.9%	5.6%	0.0%	100.0%
	Male	Count	13	11	6	1	31
		% Within Gender	41.9%	35.5%	19.4%	3.2%	100.0%
Total		Count	23	18	7	1	49
		% Within Gender	46.9%	36.7%	14.3%	2.0%	100.0%

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Effect of Demographic Factors on Consumers' Perception of Online Shopping

By Dr. Shamsher Singh & Ravish Rana
University of Delhi

Abstract- The growing use of internet in India especially in urban area provides an ideal platform for online shopping. The e-marketer can identify the various factors which affects buying behaviour of on line shoppers which can be used to develop marketing strategies. This will help not only in retaining existing customers but also converting potential customers into active one. The objective of the present study was to understand the consumers perception of online shopping and factors affecting it. To understand the perception of buyers, a survey was conducted using the structured questionnaire. The primary data was obtained from 100 respondents who have been using the online shopping. The data was analysed using SPSS software. ANOVA was used to find if there is any significant difference in the perception of respondents on the basis of demographic factors. It has been found that gender, age and annual income of respondents does not influence the customer perception where as educational qualification, marital status has significant impact in adoption of online shopping.

Keywords: *consumer perception, online shopping, e-commerce, demographic factors.*

GJMBR-E Classification: *JEL Code: P36, M30*



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Effect of Demographic Factors on Consumers' Perception of Online Shopping

Dr. Shamsher Singh [α] & Ravish Rana [σ]

Abstract- The growing use of internet in India especially in urban area provides an ideal platform for online shopping. The e-marketer can identify the various factors which affects buying behaviour of on line shoppers which can be used to develop marketing strategies. This will help not only in retaining existing customers but also converting potential customers into active one. The objective of the present study was to understand the consumers perception of online shopping and factors affecting it. To understand the perception of buyers, a survey was conducted using the structured questionnaire. The primary data was obtained from 100 respondents who have been using the online shopping. The data was analysed using SPSS software. ANOVA was used to find if there is any significant difference in the perception of respondents on the basis of demographic factors. It has been found that gender, age and annual income of respondents does not influence the customer perception where as educational qualification, marital status has significant impact in adoption of online shopping.

Keywords: consumer perception, online shopping, e-commerce, demographic factors.

I. Introduction

Shopping is the process of exchange of products or services of value between the business organisation and their customers. This exchange can take place via different medium. Online shopping is the medium which facilitate direct exchange between shoppers and business organisation. Customers can directly buy goods or services from different e-commerce site or from other organisation having presence on world wide web. Consumers has the liberty to choose the products or services from different service providers or manufactures by visiting their web site. The web site displays the various products and services and provide different payment options. Online shopping can be done by using smart phone, laptops, desktop or any other device having internet connectivity.

Online shopping is convenient, faster and sometimes also cheaper. Nowadays people prefer to buy ticket online by visiting the particular website; they are no longer willing to stand in a long que for just buying ticket or making payment to their utility bills. Customers are willing to pay even premium for some services such as buying movie ticket, reservation of railways ticket, air ticket, booking of hotel and other travel related services because it provides convenience as compare to physically visiting the service providers premises .Buying or placing an order online is also useful when you need to send a gift to a friend who is staying in a different city or country. By using online shopping it has become very convenient, easier and preferred way to exchange gifts on special occasions such as birthday, anniversary etc.

Customer perception is created by interpretation of information by the customers for creating meaningful picture of a product or service. The customers have their own biases, expectation and different perspective while interpreting the stimulus. The different promotions, feedback, exposer of individual to different mediums helps in shaping their perception about any brand , products , services or experience . This perception once built will remain for a considerable period of time and will determine the response of customers to stimulus or promotion of products or services.

The business environment is becoming competitive and dynamic due to globalisation of markets and very high penetration of Internet especially in urban area. With the increases in literacy rate across different segments of society and acceptance of internet as medium, business and marketing are flourishing. This growth has facilitated different commercial activities in general and e-commerce or online shopping in Particular.

Online shopping has many attractive attributes not only for e-commerce companies but also for the customers. This includes time and money saving, communication, convenience, easy accessibility, selection from a wide range of alternatives and the availability of information for making decisions and all marketing activities can be performed via the Internet efficiently. In the era of globalization, companies are using Internet technologies to reach out to valued customers and to provide a point of contact 24 hours a day, 7 days a week.

Online retailing is channelized through the establishment of a communication link between retailers and their customers with the use of web. A large variety of online retail sectors including travel companies such as Expedia, Travelocity, e-tailors including flipkart, ebay, amazon.in etc. have experienced a boom in their business which has resulted in the explosion of the usage of online shopping by a large number of customers.

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Online Retailing attracts a large number of customers as they are exposed to a large variety of products and services to choose from. It is beneficial from business point of view as information technology and software systems produce better forecasts as well as control inventory costs. Elimination of intermediaries from the supply chain reduces complexities as well as avoids unnecessary costs, thereby improvising the online merchandising systems.

II. Literature Review

Vikash and Kumar (2017) identified the factors that affect online shopping perception of consumers. Customers perceive online shopping with positive frame of mind. The major concern in online shopping is the quality of products. The other perceptions of the customer pertained to convenience, satisfaction and product availability. Zivile Bauboniene (2015) examined the factors which influencing the online shopping by the consumer. The study found that there are four types of factors namely technology related, consumer related, price related and product/service factors. Taweerat, et.al (2014) studied about the customer satisfaction & purchase intention of customers for E-commerce in Thailand. Study found that factor which influence purchase intention vary as per time and location. Mohammad (2011) examined that online shopping and found that time consumption and convenience are the factors which influencing consumers to shop online.

Puranik and Bansal (2014) examined the various factors that influence the internet user's perception towards e-shopping. It helps the researcher to understand the drivers of consumer's perception and their intention to shop on the internet .It also helps the firms to understand the internet user's needs and make suitable the marketing policies or strategies to be used by firms. Karve, Sunil (2014) found that most of the youth go for online shopping and like to purchase on monthly basis through credit card. Respondents felt that it was safe and secure to do online shopping, however there can be chances of being cheated while shopping online It was also found that Flip kart was ranked highest followed by Amazon.

Sharma, et al. (2014) examined the online shopping behaviour of Indian shoppers and found that adaptation of online shopping can be enhanced by improving packaging of goods, after-sale services, securities of the online payments, speed in delivery of goods purchased. Khitoliya (2014) conducted a study on "Customers Attitude and Perception towards Online Shopping" and concluded that many of the respondents found that the quality, size, and colour of the product differs from product to product and what they claim to possess and display on the website. Nagra and Gopal (2013) studied on the consumer behaviour towards online shopping and found that respondent have perceived online shopping in a positive manner.

Chaugule (2015) found that higher levels of education and personal income correspond to more favourable perceptions of shopping online. Customers will develop favourable attitude for new online shopping if there is exposer of technology. It was found that only 47% of Indian internet users shop online, Indian online shopping community is around 28 million, on par with South Korea, behind only to China and Japan. Siddappa (2014) study the growth of e commerce industry in India found that most of the products sold on line are in the technology and fashion category which includes mobile phones, I-pads and accessories, MP3 players, digital cameras and jewellery.

Haq (2012) and Chaugule (2015) also found that security remains the main factor of concern for online shoppers. The Indian online shopping market is worth about $71 billion. Indian online shoppers spend an average of $2,517 a year on online shopping, the fourth-highest amount in the Asia/Pacific region. The customers perception of online shopping dependent on the educational qualification and income however, it is not dependent on age and gender of customers (Haq, 2012). Study also established significant relationship between customer service commitment, security of transaction and customer intention of buying online.

Rajesh and Purushothaman (2015) found that "delivery time" and "price" are the main factors that influenced online shopping. The factors such as offers and discounts, variety of product available, free home delivery, website user friendliness, easy to order, variety, discounts/offers, saves time and avoid long queues creates favourable perception for online buying. Reputation of the company and good description of goods are the least factors that influenced online shopping.

Ellisavet Keisidou (2011) in his research concluded that consumer attitude towards online shopping is affected mainly by the product in question. Study conducted in Greece found that consumers behave differently when buying inexpensive products and differently when they are buying expensive products. Study also highlighted that customers attitude changes when it involves everyday products as compare to when they buy products and services they intent to use in the long-term.

Cho (2004) found that online customers are more dissatisfied with sensory products than non-sensory products as they spent more effort on searching the information on sensory products than non-sensory product; they involve more on purchasing sensory products than non-sensory products; and they cost more on sensory products than non-sensory products. Thompson et. al. (2004) in his research on U.S. and China consumers observed that consumers are worried that online stores will not allow for the exchange of products purchased and not provide after

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sales services. Thus, consumers have to spend more time in searching for product and store related information and monitoring online stores to check if their orders are processed as expected.

Sandhe (2015) found that there is a good possibility in India to offer durable goods online. The only hindrance is the lack of belief in terms of quality of after sales service, quality of goods offered for sale and price. Durable goods sale online can increase in India if the online shopping companies can provide right experience and awareness is created. He found the belief about purchasing durable goods online was not positive in most cases.

The study of Thakurand Aurora (2015) found that online shopping is very convenient and beneficial. This study also highlighted some potential issue that can arise with online shopping. These issues are online transaction security, personal privacy, price transparency, accessibility, time saving, trust etc which can affect consumer perception towards online shopping.

Chau et al. (2000) examined the effects of presentation mode, search engines, and navigation structure of product items on the adoption of internet shopping. It is observed that consumers had access to large number of suppliers, product or services due to online shopping (Smith and Rupp (2003). Therefore, the Internet has developed to a highly competitive market, where the competition over consumer is fierce. According to Hollensen (2004), whether it is the traditional market or the online market, the marketer must understand the customer and how he/she makes his/her decisions and purchasing choices.

Li and Zhang (2002) found that consumers' attitudes toward online shopping have gained a great deal of attention. Intention to shop online and success of online transaction will depend on the attitude of consumers. Consumers shop on the internet because they can compare the perceived benefits of products and shopping channels. Shopper find it is more convenient to shop online as compare to shop in store. This act as motivators for online shoppers.

Kothari and Maindargi (2016) observed that major hurdle behind development of online shopping is of customer awareness. Majority of customers are not aware about various pre and post services rend by this online shopping companies. In India the number of internet user are increasing because of revolution in telecommunication sector but still a large number of customers prefer retail shopping for their regular purchases. In order to increase number of customers and attract all class of customers, extensive publicity and promotion is required for online shopping.

Kanupriya and Kaur (2016) identified that the convenience and customer service are main motivating factor which drives the people to online shopping. As a result, they were buying airline and railway tickets, books, home appliances, electronic gadgets, movie tickets, etc by logging on to a web site, rather than driving up to a store. Their research suggested that with increase in usage of internet, the user of online shopping also increased. This resulted in need to increase in broadband penetration which will further accelerate the growth of online trade. It was also observed by them that large number of buyers were shopping online because of the changing lifestyles and shopping habits.

III. Objectives and Hypothesis

The main objective of the study is to find the effect of the demographic factors on customers perception for online shopping. In pursuant of the objectives following hypothesis were formulated:

H01: There is no significant difference on perception of customers for online shopping on the basis of the gender of the respondents.

H02: There is no significant difference on perception of customers for online shopping on the basis of the age of the respondents.

H03: There is no significant difference on perception of customers for online shopping on the basis of the education qualification of the respondents.

H04: There is no significant difference on perception of customers for online shopping on the basis of the marital status of the respondents.

H05: There is no significant difference on perception of customers for online shopping on the basis of the annual income of the respondents.

H06: There is no significant difference on perception of customers for different modes of shopping vis-à-vis online or offline shopping.

H07: There is no significant difference on perception of customers on the basis of duration of online shopping.

IV. Research Methodology

Present study is based on descriptive research design. Survey method was adopted to collect primary data from 100 respondents from the various parts of Delhi. Close ended questionnaire was designed to collect the information from the respondents. Likert five point scales was used for obtaining responses. The responses have been collected by means of face-to-face interviews by authors.

a) Sampling Plan

Sampling Unit: the sampling unit was the customers who have been using the online shopping for at least past six months.

Sample Size: In this survey the sample size was 100.

Sampling Procedure: Intercept interview method was adopted for collection of primary data. Respondents were told the purpose of this research and questions were explained to them in case there was any need for

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understanding any particular question. There had been no personal bias or distortions while recording the responses.

Research and Statistical Tools Employed: SPSS 20 was used to perform statistical analysis Cronbach's Alpha test was used to find the reliability of the data, ANOVA was carried out to test the hypothesis.

V. Results and Discussion

The analysis of this data was divided into following section:

(i) Respondents Profile: Table 1
(ii) Reliability and Validity: Table 2
(iii) ANOVA: Table 4 to 9

a) Profile of Respondents

The respondent profile as displayed in Table 1 replicate the population generally engaged in use of online shopping. There are 55% male and 45% are female. 77% respondents are in the age group of 18-40 years, 64% are either graduate or post graduate, 58% are unmarried and having annual income in the range of Rs 100000 to 500000 (70%). 43% respondents are doing online shopping for more than 3 years followed by 2- years (32%). 65% respondents uses both online and physical mode of shopping. This is the ideal profile for user of online shoppers and who are educated, employed and having decent income.

Table 1: Respondent's Profile

Variable	Characteristics	Frequency	Percentage
Gender	Male	55	55
	Female	45	45
Age	18 - 25 years	42	42
	26-40 years	35	35
	41-50 years	15	15
	51 years & above	8	8
Education	Under graduate	33	33
	Graduate	52	52
	Post graduate	12	12
	Others	03	03
Martial Status	Married	42	42
	Unmarried	58	58
Annual Income	less than Rs.100000	00	00
	Rs.100001 - 300000	39	39
	Rs.300001 - 500000	31	31
	Rs.500001 - 700000	20	20
	Rs.700001 or above	10	10
Mode of Shopping	Online only	18	18
	Physical Stores only	17	17
	Both mode	65	65
Duration since you were doing online shopping	Less than one year	13	13
	1-2 years	12	12
	2-3 years	32	32
	More than 3 years	43	43
Total Responses		100	100

b) Reliability and Validity

Table 2 shows the result of reliability analysis-Cronbach's Alpha Value. This test measured the consistency between the survey scales. The Cronbach's Alpha score of 1.0 indicate 100 percent reliability. Generally any Cronbach's Alpha scores greater than the 0.07 is accepted as good score of internal consistency Nunnaly's (1978). In this case, the score was 0.758 for the online shopping modes used by the respondents.

Table 2: Reliability Analysis-Scale (ALPHA)

Practices/Services	Number of Cases	Number of Items	Alpha Value
Online shopping	100	14	0.758

c) Hypothesis Testing: ANOVA Computation

In order to test the hypothesis ANOVA was carried out on the basis of gender, age education, annual income, marital status mode of shopping and duration of online shopping.

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Table 3: ANOVA on the basis of gender of respondents

		Sum of Squares	df	Mean Square	F	Sig.
I prefer traditional/ conventional shopping to online shopping	Between Groups	4.286	1	4.286	2.623	.109
	Within Groups	160.154	98	1.634		
	Total	164.440	99			
Shopping online is risky	Between Groups	.146	1	.146	.070	.791
	Within Groups	203.414	98	2.076		
	Total	203.560	99			
Selection of goods available on the internet is very broad	Between Groups	.154	1	.154	.105	.747
	Within Groups	143.636	98	1.466		
	Total	143.790	99			
The description of products shown on the websites is accurate	Between Groups	.524	1	.524	.378	.540
	Within Groups	135.636	98	1.384		
	Total	136.160	99			
The information given about the products and services on the internet is sufficient for making purchase decision	Between Groups	.023	1	.023	.016	.900
	Within Groups	140.727	98	1.436		
	Total	140.750	99			
A long time is required for the delivery of products and services on the internet	Between Groups	5.626	1	5.626	3.651	.059
	Within Groups	151.014	98	1.541		
	Total	156.640	99			
I will prefer online shopping only if online prices are lower than offline prices/ MRP	Between Groups	3.346	1	3.346	1.803	.182
	Within Groups	181.814	98	1.855		
	Total	185.160	99			
I find online transactions unsafe and risky	Between Groups	1.072	1	1.072	.652	.421
	Within Groups	161.038	98	1.643		
	Total	162.110	99			
Online shopping provides best quality of products	Between Groups	2.522	1	2.522	1.983	.162
	Within Groups	124.638	98	1.272		
	Total	127.160	99			
I prefer online shopping because we can purchase anytime	Between Groups	.340	1	.340	.192	.662
	Within Groups	173.620	98	1.772		
	Total	173.960	99			
It bothers me when internet store asks me for personal information	Between Groups	9.707	1	9.707	7.473	.007
	Within Groups	127.293	98	1.299		
	Total	137.000	99			
Promotional offers always attract me	Between Groups	.008	1	.008	.005	.946
	Within Groups	172.182	98	1.757		
	Total	172.190	99			
Using online shopping enhance my shopping satisfaction	Between Groups	.730	1	.730	.550	.460
	Within Groups	130.020	98	1.327		
	Total	130.750	99			
I prefer shopping only from Indian e-commerce websites	Between Groups	3.920	1	3.920	2.099	.151
	Within Groups	182.990	98	1.867		
	Total	186.910	99			

Data Analysis for hypothesis H01: The computation of ANOVA shows that, there is no significant difference in the consumers' perception on the basis of gender, that means both male and female have similar perception. Hence, Null Hypothesis (H01) is accepted.

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Table 4: ANOVA on the basis of age of Respondents

		Sum of Squares	df	Mean Square	F	Sig.
I prefer traditional/conventional shopping to online shopping	Between Groups	4.027	3	1.342	.803	.495
	Within Groups	160.413	96	1.671		
	Total	164.440	99			
Shopping online is risky	Between Groups	8.289	3	2.763	1.358	.260
	Within Groups	195.271	96	2.034		
	Total	203.560	99			
Selection of goods available on the internet is very broad	Between Groups	4.653	3	1.551	1.070	.366
	Within Groups	139.137	96	1.449		
	Total	143.790	99			
The description of products shown on the websites is accurate	Between Groups	9.104	3	3.035	2.293	.083
	Within Groups	127.056	96	1.323		
	Total	136.160	99			
The information given about the products and services on the internet is sufficient for making purchase decision	Between Groups	5.523	3	1.841	1.307	.277
	Within Groups	135.227	96	1.409		
	Total	140.750	99			
A long time is required for the delivery of products and services on the internet	Between Groups	11.059	3	3.686	2.431	.070
	Within Groups	145.581	96	1.516		
	Total	156.640	99			
I will prefer online shopping only if online prices are lower than offline prices/ MRP	Between Groups	4.850	3	1.617	.861	.464
	Within Groups	180.310	96	1.878		
	Total	185.160	99			
I find online transactions unsafe and risky	Between Groups	13.120	3	4.373	2.818	.043
	Within Groups	148.990	96	1.552		
	Total	162.110	99			
Online shopping provides best quality of products	Between Groups	14.279	3	4.760	4.048	.009
	Within Groups	112.881	96	1.176		
	Total	127.160	99			
I prefer online shopping because we can purchase anytime	Between Groups	3.947	3	1.316	.743	.529
	Within Groups	170.013	96	1.771		
	Total	173.960	99			
It bothers me when internet store asks me for personal information	Between Groups	1.762	3	.587	.417	.741
	Within Groups	135.238	96	1.409		
	Total	137.000	99			
Promotional offers always attract me	Between Groups	20.439	3	6.813	4.310	.007
	Within Groups	151.751	96	1.581		
	Total	172.190	99			
Using online shopping enhance my shopping satisfaction	Between Groups	12.002	3	4.001	3.234	.026
	Within Groups	118.748	96	1.237		
	Total	130.750	99			
I prefer shopping only from Indian e-commerce websites	Between Groups	15.483	3	5.161	2.890	.039
	Within Groups	171.427	96	1.786		
	Total	186.910	99			

Data Analysis for hypothesis for H02: The computation of ANOVA shows that, there is no significant difference in the consumers' perception on the basis of age, that means all age groups have similar perceptions. Hence, Null Hypothesis (H02) is accepted.

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Table 5: ANOVA on the basis of Education Qualification of Respondents

		Sum of Squares	df	Mean Square	F	Sig.
I prefer traditional/ conventional shopping to online shopping	Between Groups	7.247	2	3.624	2.236	.112
	Within Groups	157.193	97	1.621		
	Total	164.440	99			
Shopping online is risky	Between Groups	22.855	2	11.428	6.134	.003
	Within Groups	180.705	97	1.863		
	Total	203.560	99			
Selection of goods available on the internet is very broad	Between Groups	4.457	2	2.228	1.551	.217
	Within Groups	139.333	97	1.436		
	Total	143.790	99			
The description of products shown on the websites is accurate	Between Groups	12.074	2	6.037	4.719	.011
	Within Groups	124.086	97	1.279		
	Total	136.160	99			
The information given about the products and services on the internet is sufficient for making purchase decision	Between Groups	21.074	2	10.537	8.540	.000
	Within Groups	119.676	97	1.234		
	Total	140.750	99			
A long time is required for the delivery of products and services on the internet	Between Groups	.285	2	.143	.088	.915
	Within Groups	156.355	97	1.612		
	Total	156.640	99			
I will prefer online shopping only if online prices are lower than offline prices/ MRP	Between Groups	5.589	2	2.794	1.509	.226
	Within Groups	179.571	97	1.851		
	Total	185.160	99			
I find online transactions unsafe and risky	Between Groups	29.641	2	14.820	10.852	.000
	Within Groups	132.469	97	1.366		
	Total	162.110	99			
Online shopping provides best quality of products	Between Groups	8.710	2	4.355	3.566	.032
	Within Groups	118.450	97	1.221		
	Total	127.160	99			
I prefer online shopping because we can purchase anytime	Between Groups	22.577	2	11.288	7.233	.001
	Within Groups	151.383	97	1.561		
	Total	173.960	99			
It bothers me when internet store asks me for personal information	Between Groups	21.807	2	10.904	9.182	.000
	Within Groups	115.193	97	1.188		
	Total	137.000	99			
Promotional offers always attract me	Between Groups	12.121	2	6.060	3.673	.029
	Within Groups	160.069	97	1.650		
	Total	172.190	99			
Using online shopping enhance my shopping satisfaction	Between Groups	21.729	2	10.864	9.666	.000
	Within Groups	109.021	97	1.124		
	Total	130.750	99			
I prefer shopping only from Indian e-commerce websites	Between Groups	1.355	2	.678	.354	.703
	Within Groups	185.555	97	1.913		
	Total	186.910	99			

Data Analysis for hypothesis H03: On the basis of computation of ANOVA, there is significant difference observed in customers' response on the basis of education qualification. Hence, Null Hypothesis (H03) is rejected. It means, education qualification has significant impact on the customers' perception for online shopping. Education is an important factor in acceptance of online shopping.

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Table 6: ANOVA on the basis of Marital Status

		Sum of Squares	df	Mean Square	F	Sig.
I prefer traditional/ conventional shopping to online shopping	Between Groups	7.707	1	7.707	4.819	.031
	Within Groups	156.733	98	1.599		
	Total	164.440	99			
Shopping online is risky	Between Groups	14.727	1	14.727	7.643	.007
	Within Groups	188.833	98	1.927		
	Total	203.560	99			
Selection of goods available on the internet is very broad	Between Groups	12.615	1	12.615	9.425	.003
	Within Groups	131.175	98	1.339		
	Total	143.790	99			
The description of products shown on the websites is accurate	Between Groups	5.227	1	5.227	3.912	.051
	Within Groups	130.933	98	1.336		
	Total	136.160	99			
The information given about the products and services on the internet is sufficient for making purchase decision	Between Groups	.000	1	.000	.000	1.000
	Within Groups	140.750	98	1.436		
	Total	140.750	99			
A long time is required for the delivery of products and services on the internet	Between Groups	1.215	1	1.215	.766	.384
	Within Groups	155.425	98	1.586		
	Total	156.640	99			
I will prefer online shopping only if online prices are lower than offline prices/ MRP	Between Groups	.960	1	.960	.511	.477
	Within Groups	184.200	98	1.880		
	Total	185.160	99			
I find online transactions unsafe and risky	Between Groups	24.402	1	24.402	17.365	.000
	Within Groups	137.708	98	1.405		
	Total	162.110	99			
Online shopping provides best quality of products	Between Groups	.002	1	.002	.001	.971
	Within Groups	127.158	98	1.298		
	Total	127.160	99			
I prefer online shopping because we can purchase anytime	Between Groups	6.202	1	6.202	3.623	.060
	Within Groups	167.758	98	1.712		
	Total	173.960	99			
It bothers me when internet store asks me for personal information	Between Groups	2.667	1	2.667	1.945	.166
	Within Groups	134.333	98	1.371		
	Total	137.000	99			
Promotional offers always attract me	Between Groups	24.807	1	24.807	16.495	.000
	Within Groups	147.383	98	1.504		
	Total	172.190	99			
Using online shopping enhance my shopping satisfaction	Between Groups	13.500	1	13.500	11.284	.001
	Within Groups	117.250	98	1.196		
	Total	130.750	99			
I prefer shopping only from Indian e-commerce websites	Between Groups	.060	1	.060	.031	.860
	Within Groups	186.850	98	1.907		
	Total	186.910	99			

Data Analysis for hypothesis H04: The computation of ANOVA shows that, there is significant difference in the consumers' perception on the basis of marital status, on some characteristics of online shopping which means both married and unmarried respondents have different perceptions. Hence, Null Hypothesis (H04) is rejected.

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Table 7: ANOVA on the basis of Annual Income

		Sum of Squares	df	Mean Square	F	Sig.
I prefer traditional/ conventional hopping to online shopping	Between Groups	29.636	4	7.409	5.221	.001
	Within Groups	134.804	95	1.419		
	Total	164.440	99			
Shopping online is risky	Between Groups	46.135	4	11.534	6.960	.000
	Within Groups	157.425	95	1.657		
	Total	203.560	99			
Selection of goods available on the internet is very broad	Between Groups	10.259	4	2.565	1.825	.130
	Within Groups	133.531	95	1.406		
	Total	143.790	99			
The description of products shown on the websites is accurate	Between Groups	21.921	4	5.480	4.557	.002
	Within Groups	114.239	95	1.203		
	Total	136.160	99			
The information given about the products and services on the internet is sufficient for making purchase decision	Between Groups	12.437	4	3.109	2.302	.064
	Within Groups	128.313	95	1.351		
	Total	140.750	99			
A long time is required for the delivery of products and services on the internet	Between Groups	5.974	4	1.493	.942	.443
	Within Groups	150.666	95	1.586		
	Total	156.640	99			
I will prefer online shopping only if online prices are lower than offline prices/ MRP	Between Groups	8.871	4	2.218	1.195	.318
	Within Groups	176.289	95	1.856		
	Total	185.160	99			
I find online transactions unsafe and risky	Between Groups	8.196	4	2.049	1.265	.289
	Within Groups	153.914	95	1.620		
	Total	162.110	99			
Online shopping provides best quality of products	Between Groups	15.176	4	3.794	3.219	.016
	Within Groups	111.984	95	1.179		
	Total	127.160	99			
I prefer online shopping because we can purchase anytime	Between Groups	8.634	4	2.158	1.240	.299
	Within Groups	165.326	95	1.740		
	Total	173.960	99			
It bothers me when internet store asks me for personal information	Between Groups	8.472	4	2.118	1.566	.190
	Within Groups	128.528	95	1.353		
	Total	137.000	99			
Promotional offers always attract me	Between Groups	4.111	4	1.028	.581	.677
	Within Groups	168.079	95	1.769		
	Total	172.190	99			
Using online shopping enhance my shopping satisfaction	Between Groups	9.956	4	2.489	1.958	.107
	Within Groups	120.794	95	1.272		
	Total	130.750	99			
I prefer shopping only from Indian e-commerce websites	Between Groups	13.547	4	3.387	1.856	.125
	Within Groups	173.363	95	1.825		
	Total	186.910	99			

Data Analysis for hypothesis H05: The computation of ANOVA shows that, there is no significant difference in the consumers' perception for most of items on the basis of annual income, that means all respondents of different groups have similar perceptions. Hence, Null Hypothesis (H05) is accepted.

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Table 8: ANOVA on the basis of mode of shopping

		Sum of Squares	df	Mean Square	F	Sig.
I prefer traditional/ conventional shopping to online shopping	Between Groups	53.458	2	26.729	23.361	.000
	Within Groups	110.982	97	1.144		
	Total	164.440	99			
Shopping online is risky	Between Groups	78.266	2	39.133	30.296	.000
	Within Groups	125.294	97	1.292		
	Total	203.560	99			
Selection of goods available on the internet is very broad	Between Groups	22.609	2	11.305	9.049	.000
	Within Groups	121.181	97	1.249		
	Total	143.790	99			
The description of products shown on the websites is accurate	Between Groups	42.869	2	21.435	22.287	.000
	Within Groups	93.291	97	.962		
	Total	136.160	99			
The information given about the products and services on the internet is sufficient for making purchase decision	Between Groups	44.294	2	22.147	22.272	.000
	Within Groups	96.456	97	.994		
	Total	140.750	99			
A long time is required for the delivery of products and services on the internet	Between Groups	28.546	2	14.273	10.808	.000
	Within Groups	128.094	97	1.321		
	Total	156.640	99			
I will prefer online shopping only if online prices are lower than offline prices/ MRP	Between Groups	16.678	2	8.339	4.801	.010
	Within Groups	168.482	97	1.737		
	Total	185.160	99			
I find online transactions unsafe and risky	Between Groups	62.479	2	31.240	30.415	.000
	Within Groups	99.631	97	1.027		
	Total	162.110	99			
Online shopping provides best quality of products	Between Groups	36.536	2	18.268	19.554	.000
	Within Groups	90.624	97	.934		
	Total	127.160	99			
I prefer online shopping because we can purchase anytime	Between Groups	47.904	2	23.952	18.431	.000
	Within Groups	126.056	97	1.300		
	Total	173.960	99			
It bothers me when internet store asks me for personal information	Between Groups	19.619	2	9.809	8.106	.001
	Within Groups	117.381	97	1.210		
	Total	137.000	99			
Promotional offers always attract me	Between Groups	45.771	2	22.885	17.560	.000
	Within Groups	126.419	97	1.303		
	Total	172.190	99			
Using online shopping enhance my shopping satisfaction	Between Groups	39.107	2	19.554	20.697	.000
	Within Groups	91.643	97	.945		
	Total	130.750	99			
I prefer shopping only from Indian e-commerce websites	Between Groups	19.505	2	9.753	5.651	.005
	Within Groups	167.405	97	1.726		
	Total	186.910	99			

Data Analysis for hypothesis H06: There is a significant difference observed for different modes of shopping vis-à-vis online and offline shopping. Hence, Null Hypothesis (H06) is rejected.

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Table 9: ANOVA on the basis of duration of online shopping

		Sum of Squares	df	Mean Square	F	Sig.
I prefer traditional/ conventional shopping to online shopping	Between Groups	52.283	3	17.428	14.917	.000
	Within Groups	112.157	96	1.168		
	Total	164.440	99			
Shopping online is risky	Between Groups	73.320	3	24.440	18.015	.000
	Within Groups	130.240	96	1.357		
	Total	203.560	99			
Selection of goods available on the internet is very broad	Between Groups	16.628	3	5.543	4.185	.008
	Within Groups	127.162	96	1.325		
	Total	143.790	99			
The description of products shown on the websites is accurate	Between Groups	33.225	3	11.075	10.329	.000
	Within Groups	102.935	96	1.072		
	Total	136.160	99			
The information given about the products and services on the internet is sufficient for making purchase decision	Between Groups	26.022	3	8.674	7.258	.000
	Within Groups	114.728	96	1.195		
	Total	140.750	99			
A long time is required for the delivery of products and services on the internet	Between Groups	6.685	3	2.228	1.427	.240
	Within Groups	149.955	96	1.562		
	Total	156.640	99			
I will prefer online shopping only if online prices are lower than offline prices/ MRP	Between Groups	20.986	3	6.995	4.091	.009
	Within Groups	164.174	96	1.710		
	Total	185.160	99			
I find online transactions unsafe and risky	Between Groups	59.630	3	19.877	18.620	.000
	Within Groups	102.480	96	1.067		
	Total	162.110	99			
Online shopping provides best quality of products	Between Groups	21.580	3	7.193	6.541	.000
	Within Groups	105.580	96	1.100		
	Total	127.160	99			
I prefer online shopping because we can purchase anytime	Between Groups	35.314	3	11.771	8.150	.000
	Within Groups	138.646	96	1.444		
	Total	173.960	99			
It bothers me when internet store asks me for personal information	Between Groups	17.649	3	5.883	4.732	.004
	Within Groups	119.351	96	1.243		
	Total	137.000	99			
Promotional offers always attract me	Between Groups	28.196	3	9.399	6.266	.001
	Within Groups	143.994	96	1.500		
	Total	172.190	99			
Using online shopping enhance my shopping satisfaction	Between Groups	42.112	3	14.037	15.203	.000
	Within Groups	88.638	96	.923		
	Total	130.750	99			
I prefer shopping only from Indian e-commerce websites	Between Groups	9.259	3	3.086	1.668	.179
	Within Groups	177.651	96	1.851		
	Total	186.910	99			

Data Analysis for hypothesis H07: There is significant difference observed for the duration of online shopping. Higher the duration more is preference towards online shopping. Hence, Null Hypothesis (H07) is rejected.

VI. Conclusion

The present study focused to find whether demographic factors plays any role in influencing customer perception and creating positive inclination in adoption of online shopping. It has been found that gender, age and annual income of respondents does not influence the customer perception. Both male and female and all age groups has similar perception of online shopping. It was found that educational qualification, marital status has significant impact in adoption of online shopping. On line shopping as well as off line shopping both are adopted by the respondents. There was significant difference observed for the duration of online shopping. Higher the duration of doing online shopping more was the preference towards online shopping. The trend of online shopping had been widely accepted by the customers and the customers find themselves comfortable in both online and offline mode of shopping. Amazon was the most preferred online shopping website followed by Flipkart

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and most of the consumers prefer shopping of consumer electronics followed by apparels.

Consumers perceived that online shopping saved time and enhanced customers shopping experience. It was found that customers preferred online shopping only if online prices were lower than offline prices and there are promotional offers shopping online. Most of the respondents as per the survey agreed to the fact that online shopping provided safe and secure online transactions and encouraged customers to shop online anytime.

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Email Marketing: The Most Importants Advantages and Disadvantages

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Abstract- This paper focuses primarily on the role of Email marketing and E-commerce. Email marketing is one of the most modern means and marketing methods in the world. The modern information and communication technologies also facilitate the circulation and sending of electronic messages with the highest quality and accuracy. In addition, Email marketing campaigns help to increase the sale of products in electronic shops and to target customers efficiently and legally. However, despite the benefits of Email marketing, there are also many negatives that constitute a real obstacle to promotion and marketing via this messaging system. This study focuses on discussing the most importants advantages and disavantages of Email marketing and analyzing the success factors of this marketing by avoiding these disadvantages and benefiting all these advantages.

Keywords: *email marketing, advantages, disadvantages, marketing campaigns, factors of success.*

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Email Marketing: The Most Importants Advantages and Disadvantages

Email Marketing: Les Plus Importants Avantages Et Désavantages

M. Foued Sabbagh

Abstrait- Cet article se concentre principalement sur le rôle du courrier électronique dans le marketing et le commerce électronique. Email marketing est l'une des moyennes et des méthodes de marketing les plus modernes au monde. Les technologies modernes de l'information et de la communication facilitent également la circulation et l'envoi des messages électroniques avec la plus haute qualité et précision. En outre, les campagnes des Email marketing contribuent à augmenter la vente des produits dans les boutiques électroniques et à cibler les clients de manière efficace et légale. Cependant, malgré les avantages des Email marketing, il convient également de nombreux négatifs qui constituent un véritable obstacle à la promotion et au marketing via ce système de messagerie. Cette étude se concentre sur la discussion des avantages et des désavantages les plus importants des Email marketing et l'analyse des facteurs de succès de ce marketing en évitant ces inconvénients et en bénéficiant de tous les avantages.

Mots-Clés: Email marketing, Avantages, Désavantages, Campagne des marketing, facteurs de success.

Abstract- This paper focuses primarily on the role of Email marketing and E-commerce. Email marketing is one of the most modern means and marketing methods in the world. The modern information and communication technologies also facilitate the circulation and sending of electronic messages with the highest quality and accuracy. In addition, Email marketing campaigns help to increase the sale of products in electronic shops and to target customers efficiently and legally. However, despite the benefits of Email marketing, there are also many negatives that constitute a real obstacle to promotion and marketing via this messaging system. This study focuses on discussing the most importants advantages and disavantages of Email marketing and analyzing the success factors of this marketing by avoiding these disadvantages and benefiting all these advantages.

Keywords: email marketing, advantages, disadvantages, marketing campaigns, factors of success.

I. Introduction

Le courrier électronique est considéré du plus récent des moyens fiables dans le marketing et le commerce électronique. Ce moyen représente la plus rapide méthode d'échange des messages numériques sur l'Internet. Ainsi, IL se peut se réserver les messages reçus dans les boîtes de réception des utilisateurs pour se voir lorsqu'ils veulent. Considérant que l'opération de marketing par courrier électronique parmi les meilleures méthodes et la plus ancienne et le plus efficace jamais ont vu le jour où il est émergé avec l'augmentation de l'utilisation de réseaux sur Internet, notamment les sites de courrier électronique, la plus importante étant Yahoo, Google Gmail. Le marketing par Email est de plus en plus reconnu comme un outil de marketing internet efficace (Rettie R (2002)). La promotion des produits par courrier électronique constitue une meilleure méthode de marketing commercial chez les promoteurs et les sociétés électroniques mondiaux. Les rapports mondiaux dans ce domaine confirment que les nouveaux riches du monde sont qu'ils peuvent exploitation promouvoir et attirer les clients grâce aux moyens de communication sociale ou par courrier électronique. La bonne utilisation de qualité et juridique de manière professionnelle de messagerie électronique atteinte de milliers de dollars par mois pour chaque promoteur ou société de marketing de leurs produits et de ses travaux sur Internet. Le marketing par Email électronique est considéré comme un moyen de marketing excellent pour attirer les clients et les catégories ciblées par leur Email et pour les convaincre d'acheter un produit donné selon leurs demandes et leurs désirs. La détermination de la base de données des clients et les adresses de leurs courriers sont le plus important facteur pour choisir la catégorie intéressée au domaine ou le produit qui situait de promotion. Ainsi, il se peut relever l'opération de promotion commerciale d'un produit donné à certaines catégories données, soit par l'intermédiaire d'une commission donnée ou ce qu'on appelle le système d'affiliation ou de partenariat ou de vendre d'un produit personnellement directement avec un client visé qui cherche à ce produit. Les campagnes par courrier électronique sont un outil de marketing important s'ils sont utilisés correctement et du temps voulu et de catégorie correcte. Le marketing à travers le courrier électronique est considéré parmi les importants outils de communication sur Internet, car des nombreux clients sont en contact permanente sur les applications du courrier électronique soit sur les appareils portatifs tels que le téléphone portable ou ordinateur bureautique

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pour rester informés sur les messages électroniques qui leurs reçus. Le ciblage clientèle et d'attirer le plus grand nombre possible d'entre eux pour participer à acheter un produit exige des compétences et de l'organisation dans le choix de la base de données qui permettent d'atteindre des résultats positifs. Chaque personne dans le monde a ses préoccupations et ses désirs dans un domaine donné par conséquent, il doit être de définir l'objectif et le produit pour chaque personne en bien déterminé. Il est compris que le courrier électronique a une grande popularité entre les différentes catégories d'utilisateurs de l'Internet, il faudrait exploiter correctement et d'éviter les méthodes au hasard et la gêne du récepteur à ces messages publicitaires et la promotion des produits. Par la suite, il faut distinguer de marketing par courrier électronique et par courrier électronique au hasard et inquiétant. Kaur R et Singh G (2017), introduisent une nouvelle approche concernant le marketing internet dans le commerce électronique, monter comment les annonceurs ont besoin de cette innovation pour réussir. E-marketing ne consiste pas seulement à promouvoir le marketing sur internet, mais il aide également dans le marketing par Email et les médias sans fil. Le marketing par courrier électronique a considéré le plus récent des moyens et des méthodes de marketing commerciales le plus efficace aujourd'hui, qui vise à accroître les ventes et de cibler les clients de manière efficace et juridique. Considérant que les riches du monde dans ce domaine sont ceux qui ont la capacité de bien cibler les groupes désirés et de promouvoir les produits de façon mondiale jusqu'à atteindre des millions des personnes par jour. Cet article sera examiné une étude des avantages et des désavantages et les facteurs de succès de Email marketing. Par conséquent, il faut donc analyser toutes les étapes de l'exploitation de ce type des campagnes de marketing afin de gagner du temps et de l'augmentation des ventes et de l'avantage positive de ces services et de définir les meilleures modalités des pratiques de marketing par courrier électronique. L'opération d'identifier les principaux avantages de l'Email marketing selon la base de profit et l'augmentation d'attirer les clients pour participer sur la produite prairie. En revanche les principaux désavantages de l'Email marketing se résument les violations qui entraînent la mauvaise exploitation de courrier électronique afin de devenir un instrument de harcèlement que s'il n'a pas situé le bon choix. Par conséquent, il faut adopter des méthodes fiables pour fourniture de facteurs de succès de ce marketing par courrier électronique.

II. Les Plus Importants Avantages de L'email Marketing

Les principaux avantages de l'Email marketing représentent les principales bases de lancement des campagnes de marketing commercial et publicitaire électroniquement. Les plus importants de ces avantages on note ce qui suit:

a) La facilité d'utilisation du courrier électronique

Email marketing est un moyen d'atteindre les consommateurs directement par courrier électronique (Kaur R et Singh G (2017)). Email marketing est un moyen populaire pour les entreprises d'atteindre les clients. Email marketing est l'utilisation de l'email pour promouvoir les produits et services. Cela aide à développer les relations avec les clients et les clients potentiels. Le marketing par courriel est un segment du marketing internet. Avec l'aide du marketing par courriel, une entreprise envoie un message publicitaire à un groupe de personnes. se résume dans les méthodes ordinaires et c'est d'envoyer et de recevoir les messages. Mais la technique professionnelle de marketing exige l'utilisation des logiciels moderne pour mener des campagnes de marketing par courrier électronique. L'étude de Payne A et Holt S (2001) basée sur l'examen de la littérature a montré que le concept de la valeur trouve ses racines dans de nombreuses disciplines, notamment la psychologie, la psychologie sociale, l'économie, la gestion et le marketing. Cette revue confirme également combien de concepts se chevauchent dans une certaine mesure avec une confusion des distinctions entre les différentes formes de valeur. Selon les statistiques et les études internationales, s'il a été utilisé du courrier électronique par des méthodes de marketing professionnelles, peuvent pour les promoteurs ou la société électronique réaliser des profits considérables à travers l'augmentation de la vente des produits au niveau mondial. Ainsi, on peut envoyer un message commercial promotionnel ou publicitaire à plusieurs destinataires.

b) Les faibles coûts par rapport à d'autres moyens

Les consommateurs ayant la possibilité de choisir un prix intermédiaire recevront moins d'appels, qui seront mieux adaptés à leurs intérêts, et seront rémunérés pour les appels qu'ils reçoivent (Ayres I et Funk M (2003)). Le marketing de permission suggère une évolution du marketing direct, particulièrement utilisé avec email (Tezinde T, Smith B et Murphy J (2002)). Il combine des bases de données de clients qui acceptent de recevoir des messages marketing avec des e-mails personnalisés et bon marché. En outre, attirer un soutien accru à la clientèle, et changer le comportement. Généralement les coûts d'envoi des messages électroniques gratuits ou à des coûts faibles et de la haute qualité dans la livraison de l'information au client-cible selon leurs désirs et leurs préoccupations. Les abonnements dans les sites payés et les serveurs permettant d'envoyer un nombre important des E-Mail généralement à très faible coût par rapport à l'utilisation des moyens de communication sociale.

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c) Le ciblage clientèle de façon correcte

Phelps J.E, Lewis R, Mobilio L, Perry D et Roman N (2004) déterminent les résultats de trois études qui examinent les réactions des consommateurs et les motivations à transmettre par courriels. Les implications pour la sélection des cibles et la création des messages sont discutées pour les professionnels de la publicité intéressée par la mise en œuvre d'efforts viraux, et des suggestions pour des recherches futures concernant les interactions consommateurs-consommateurs assistées par ordinateur sont présentées aux chercheurs universitaires. Étant donné le grand public des utilisateurs de courrier électronique peut le marketing électronique de réaliser une grande opportunité pour la promotion à moindre coût. Ainsi, on peut envoyer un message contenant un texte audio ou vidéo ou des photos et des cartes. D'où à travers le courrier électronique peut déterminer la catégorie et les clients ciblés pour vendre des produits pour les ou envoyez des messages électroniques ont soigneusement. Par la suite, on peut diviser votre liste d'expédition (par âge, spécialisation, la définition de l'État, la zone géographique, les comportements), afin de s'assurer que vous avez fourni l'information et de l'arrivée vos messages d'annonces commerciales pour les clients ciblés. En général pour cibler une tranche donnée tu dois définir le teneur et le contenu des messages électroniques et réorientés pour les clients qui souhaitent acheter ce produit. La recherche qualitative suggère que l'Email marketing se développe rapidement et devrait être intégré dans le mix de communication global (Rettie R (2002)). Les personnes interrogées pensaient également que l'Email marketing serait plus efficace en tant qu'outil de conservation plutôt que d'acquisition, parce que son interactivité facilite la communication bidirectionnelle. Les experts interrogés ont également souligné l'importance du ciblage et de l'utilisation des listes de permissions. Étant donné que ce dernier varie des listes d'opt-out mises en commun, il est probable que la spécificité et l'intensité de l'autorisation affecteront également le taux de réponse. Winer R.S (2001) a donné les analyses, les décisions sur les clients à cibler, les outils pour cibler les clients et comment construire des relations avec les clients ciblés.

d) Contrôler le calendrier de gestion des campagnes d'annonces électroniques

La publicité en ligne, également appelée marketing en ligne ou publicité sur internet ou publicité sur le web, est une forme de marketing et de publicité qui utilise internet pour diffuser des messages marketing promotionnels aux consommateurs (Loganathan M.S, Kumar N et Devi L (2017)). Les consommateurs considèrent la publicité en ligne comme une distraction indésirable avec peu d'avantages et se tournent de plus en plus vers le blocage des publicités pour diverses raisons. La date de lancement des campagnes d'annonces est considérée des principales causes de la réussite d'une campagne de promotion de courrier électronique. En fournissant quelques outils et sites de marketing par courrier électronique un ensemble complet des solutions pour le bon contrôle de qualité du calendrier de cesser leur campagne d'annonce et le bon fonctionnement des campagnes de promotion. Par la suite peut faire un calendrier temporel d'abord pour chaque campagne d'annonce pour cibler les clients recherchés, puis pour répondre automatique sur vos messages et enfin pour leur plan d'annonce en fonction du public ciblé. Le but de la recherche de Cruz D et Fill C (2008) est de corriger cette déficience et d'identifier les critères clés que les praticiens du marketing viral estiment devoir utiliser pour évaluer les campagnes virales. Ceci est important car un cadre de critères d'évaluation communément accepté peut aider à la fois la mesure des campagnes et des campagnes et promouvoir une efficacité accrue et de bonnes pratiques.

e) Le suivi et l'étude de l'efficacité des campagnes d'annonce

Différents types de marketing moderne comme le marketing internet, le marketing par Email et la publicité en ligne sont autant de moteurs pour réussir (Salehi M, Mirzaei H, Aghaei M et Abyari M (2012)). Aujourd'hui, il n'est pas nécessaire d'entrer sur un marché. Nous pouvons trouver tout ce dont nous avons besoin, sans perdre de temps ni gaspiller de l'argent, juste avec un moteur de recherche internet rapide. L'étude du résultat de Huang C.C, Lin T.C et Lin K.J (2009) pourrait être utile aux professionnels du marketing qui envisagent le marketing par Email, en particulier ceux qui sont en train de sélectionner les principaux utilisateurs d'Emails et/ou de concevoir des publicités de produits pour renforcer l'effet eWOM. Pourrait être suivi le lien de l'annonce spécifique de toi par Email qui a situé d'envoyer aux clients grâce se savoir combien de personnes voient l'annonce électronique. Le courrier électronique fait à fournir de vous le succès de votre campagne publicitaire en examinant le taux de succès de la campagne ou leur efficacité d'annonce. Par conséquent, l'étude des campagnes d'annonce par courrier électronique représente au niveau du succès du suivi de la campagne par le public cible et la participation d'achat et le taux d'erreur dans la livraison des informations par courrier électronique et de cibler la tranche requise pour l'achat des produits à travers le marketing.

f) La concentration sur la marque commerciale de la consolidation des campagnes et les diffusions

Dans l'étude de Jain Y et Garg R (2014), le contenu dynamique et les champs personnalisés ont été cités comme les fonctions de personnalisation les plus utilisées. Cela s'est manifesté de différentes

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manières, telles que; meilleure segmentation et ciblage, plutôt que le volume croissant de courriels. Améliorer la qualité des bases de données clients, plutôt que d'augmenter les listes de clients. Personnalisation des corriels avec un contenu dynamique axé sur le comportement, plutôt que d'augmenter les Emails de diffusion de volume. Il faut mettre l'idée d'un produit dont la promotion auprès de bénéficiaire afin que vous ayez gagné les clients avec davantage d'efficacité et l'utilité de la participation d'achat. L'augmentation de la conscience par une marque commerciale ne sert pas seulement que les intérêts de la société et de l'augmentation des ventes de la boutique électronique spécifique de toi, mais aussi à un effet positif sur les intérêts de la société en dehors des transactions sur Internet. Elle doit disposer des plusieurs facteurs dans la construction des campagnes et de diffusion en particulier les marques commerciales habituelles de la plus grande partie cibles et aussi met l'accent sur la qualité des produits par l'utilisation des logos et le nom de la société et de promoteur et de la signature électronique spéciale de toi et de diffuser la source d'information.

g) *La création et le développement des relations avec les clients*

L'architecture prend en charge plusieurs moteurs de personnalisation fonctionnant dans le cadre de l'interaction client (Ansari S, Kohavi R, Mason I et Zheng Z (2001)). Les règles définies par les utilisateurs marketing peuvent être déployées pour offrir des promotions aux visiteurs ou afficher des produits ou des contenus spécifiques à un certain type de visiteur. Considérant que le courrier électronique est un ami de l'environnement afin que le processus de marketing ne fait pas à travers le papier, ce qui contribue à réduire l'effet de serre chauffage thermique et donc le processus est devenu plus perfectionnés pour obtenir des résultats positifs. Il peut aux utilisateurs de communiquer les messages électroniques facilement avec le contrôle du nom de l'expéditeur et l'arrivée de message et de la longueur de message dans la liste. L'essence de la révolution de la technologie de l'information et, en particulier, de la toile mondiale est l'opportunité offerte aux entreprises de choisir leur façon d'interagir avec leurs clients (Winer R.S (2001)). Le web permet aux entreprises d'établir une meilleure relation avec les clients ce qui était auparavant possible dans le monde hors ligne. La création d'une base et d'une liste des adresses exige une base de données sur leurs clients cibles, il est tenu compte de la liste de leurs clients présente dans votre liste des messages et de leur bien relation avec eux et il faudrait savoir envisager leurs clients jusqu'à la fourniture des produits électroniques nécessaires. En outre, il faut de leurs informés par la dernière mise à jour de votre société et votre produit prévu pour le bon déroulement du processus de promotion et de distribution. L'Email marketing fournit le processus d'établir les listes des messages, de développer et d'améliorer les relations avec les clients très rapidement et de haute qualité avec le suivi des résultats et de satisfaire leurs désirs et leurs besoins.

h) *La rapidité dans la gestion des campagnes et de mesurer les résultats*

En réponse à ce canal croissant de communication, les spécialistes du marketing ont commencé à voir qu'ils pouvaient reproduire en ligne des méthodes de publicité hors ligne (Chittenden L et Rettie R (2002)). Toute façon de communiquer qui est plus facile, moins cher ou plus rapide a toujours un attrait élevé, l'internet offre tous les trois. La rapidité dans l'envoi des messages, où le processus de transmission, se fait en quelques secondes avec d'informer l'expéditeur en cas d'arrivée ou de ne pas l'accès des messages électroniques avec le suivi de la campagne et de leurs résultats. Il est aussi possible de mesurer l'efficacité de courrier d'annonce à travers le taux des ventes d'un produit pour connaitre l'efficacité des messages d'annonce. Une campagne de marketing social a été menée par un expert en environnement appelé ci-après « l'avocat » (Artz N et Cooke P (2007)). Les courriels encourageaient les collègues à adopter des comportements respectueux de l'environnement à la maison. En tant que forme de communication unilatérale, le courrier électronique a été utilisé pour inciter les consommateurs à agir et à présenter implicitement l'action comme une norme sociale. En tant que forme de communication bidirectionnelle, le courriel a été utilisé pour obtenir l'engagement d'agir de la part des participants. En outre, on peut mesurer la rapidité de l'accès des messages publicitaires par courrier électronique et d'assurer la réception de l'annonce. Le processus d'envoyer un message ou la gestion d'une campagne de diffusion à un grand nombre des Email pendant quelques temps en fonction du programme de transmission ou de la vitesse de serveur de transmission dans le processus de transmission par le nombre d'Email envoyé par jour. L'importance de courrier électronique représente en tant qu'instrument rapide, efficace et de qualité de la gestion des campagnes de marketing sur Internet.

i) *Le décédé de temps et du lieu de l'administration de campagne d'annonce*

Les principales caractéristiques de marketing électronique contiennent une méthode efficace de connaître l'opinion du public ciblé avec le suivi des campagnes d'annonce dont le marketing de haute qualité. On pourrait également pour l'annonceur de permettre aux destinataires de communiquer leurs observations et leurs désirs et leurs suggestions sur les annonces électroniques ou la produite prairie de lui. Le lancement des campagnes de courrier électronique

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exigera de la nécessité des ordinateurs ou d'un téléphone portable ou de l'Internet. Le marketing par courriel consiste à commercialiser directement un message publicitaire à un groupe de personnes utilisant le courriel (Loganathan M.S, Kumar N et Devi L (2017). En général, vous pouvez mettre la mise en œuvre pour votre campagne d'annonce et de communiquer avec leurs clients en tout lieu et à tout moment souhaiterait pour la gestion de votre campagne de marketing.

j) La performance et la prolifération volontaire et automatique

L'Email marketing est une forme de marketing direct qui utilise le courrier électronique comme moyen de communiquer des messages commerciaux ou de collecte des fonds à un auditoire (Fariborzi E et Zahedifard M (2012)). On permet la possibilité de retour en courrier électronique qui est disponible par les utilisateurs une grande occasion de diffuser les annonces électroniques. Il peut pour l'utilisateur de choisir le message électronique ou l'opération commerciale qu'il voulait de façon volontaire ou automatique, avec la participation de l'exécution de l'opinion et de discuter le produit dont est saisi de marketing. L'étude de Hennig-Thuran T et Klee A (1997) implique un examen critique de la relation satisfaction-rétention et le développement d'une vision plus globale de la perception de la qualité du client. La satisfaction des clients vis-à-vis des produits ou des services d'une entreprise est souvent considérée comme la clé du succès et de la compétitivité à long terme d'une entreprise, une méthode d'optimisation d'une campagne de marketing est fournie (Wardell K (2006)). Initialement, une analyse des données de transaction d'un client est effectuée. Le processus d'envoyer les messages automatiquement indéfiniment à tous les clients ciblés par des principales méthodes pour promouvoir d'une manière efficace et de haute qualité.

En général, l'importance de marketing par courrier électronique est représentée à l'utilisation gouvernée aux méthodes de marketing des produits sur l'Internet afin de résumer ce qui précède des principaux avantages et des positifs de cette qualité dans le marketing des points suivants. Le coût n'est pas cher dans la méthode de mise en œuvre des campagnes de publicité et de l'annonce et d'obtenir des nouveaux clients par jour et d'accroître leur nombre continue, d'augmenter le nombre des visiteurs à votre site et de publicité à travers les messages électroniques, de l'envoi des newsletters d'adapter à l'évolution de la situation, de suivre les questions et les renseignements clientèles. En fonction d'une méthode efficace d'atteindre les objectifs des sociétés grâce à la rapidité de l'arrivée des messages électroniques, la facilité d'accès à l'évaluation des campagnes d'annonce par l'utilisation du courrier électronique, la facilité de communication avec tous les clients ciblés, d'envoyer des annonces publicitaires de sa carrière commercial ou votre service dans des messages électroniques, la rapidité d'exécution des campagnes publicitaires, le courrier électronique marketing ne provoque pas aucune critique, ne nécessiteraient pas des frais publicitaires coûteuses. Le faible coût de gestion des campagnes et de budget de marketing, le marketing des produits par des messages reçus jusqu'à des millions de personnes par jour et est ce de créer un marché de commerce électronique mondial étendues à tous les produits qui sont de promouvoir.

III. Les Plus Importants Désavantages de L'email Marketing

L'étude d'Ellis - Chadwick F et Doherty N.F (2012) examine une gamme complète des éléments d'exécution dans un échantillon des campagnes d'e-marketing basées sur les permissions. Cette étude fournit des nouvelles informations importantes sur les tactiques d'exécution utilisées dans les campagnes de marketing par Email; il souffre d'un certain nombre de limitations. En particulier, il n'a pas été possible d'explorer l'efficacité réelle de telles campagnes, que ce soit du point de vue du consommateur ou du détaillant. En outre, Bucklin R.E et Sismeiro C (2009) discutent de la nature des données de navigation, en notant les points forts et les limites de ces données pour la recherche en marketing. Malgré les services de qualité ont fourni par le courrier électronique pour les promoteurs et les sociétés électroniques, mais que la mauvaise utilisation de cette méthode permettra certainement d'entrave et l'échec de marketing commercial. En outre, les défauts de marketing par courrier électronique représentent les plus importants désavantages de ce type de marketing. Par conséquent, on peut résumer ces désavantages en points suivants:

- Certaines personnes bénéficiaires trouvent dans cette qualité de messages de marketing par courrier électronique sont des messages au hasard, ce qui entraîne un manque d'intérêt et le supprimer.
- L'usage excessif et non juridique de la base des données des adresses clientèles.
- Les opérations de conversion et de promouvoir imaginaire des produits non présents sur les marchés mondiaux.
- La présence des sociétés fictives revendique la propriété d'un produit bien connue et de haute qualité et cela pour tromperie et de rythme de l'utilisateur pour le travail illusoire et le paiement à titre gracieux.
- La suppression des messages inquiétante sans le consulter.
- Les opérations d'annonce et de publicité non organisée et qui ont envoyé à des personnes ne sont pas intéressées à ce produit.

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- Les campagnes cibles ont des résultats négatifs.
- La présence des nombres des conservateurs qui vendent de l'illusoire sur les réseaux Internet, il doit donc le bon choix avant de faire la promotion d'un certain produit.
- Les opérations de tromperie et de rythme des promoteurs et clientèle dans l'illusion sans versement d'une commission de travail ou de service.

L'obtention d'un niveau raisonnable de réponse à partir des sondages par courriel et du marketing direct par courriel est généralement considérée comme étant notoirement difficile (Brandal H et Kent R (2003)). En général et conformément aux lois en vigueur dans le monde il y a dans les pays développés un organe de sécurité électronique mondial tient de la légalité de travail sur les réseaux d'Internet et le suivi de tous les excès. Chaque attaque criminelle contre une autre personne ou une société et s'il est publié une plainte dans son droit officiel peut être suivie dans certains pays du monde. Par exemple si la victime des États-Unis et l'agresseur de l'Afrique l'organe mondial de sécurité électronique capable d'attirer l'accusé à la justice américaine. Certaines sociétés sont désireuses de faire des procédures telles que de contraindre l'utilisateur à entrer un courrier existent déjà en sorte de vérifier de la propriété et d'inclure des messages par lien de suppression de l'abonnement ou désactiver le site qui s'occupe de lui. Ainsi, dans sous forme s'il existe un tout dépassement juridique il situe de l'annulation totale de l'abonnement et le site complètement sur les réseaux de l'Internet, et que même pour sauver des poursuites judiciaires pour la preuve de gêner les personnes grâce le courrier électronique au hasard, et de souligner les mouvements qui ont pour préserver les droits de l'utilisateur, le mouvement CAN-SPAM Act of américain, en 2003, et qui impose à marketing un autrui juridique d'une amende d'environ 11 000 $ pour chaque utilisateur violent sa priorité. En outre, le système des organes de sécurité électronique mondial qui protège la juridique du travail publicitaire des produits et des marques commerciales mondiales et les opérations de promotion et de marketing électronique. Du fait que ces organes de suivi de toute personne dans le monde si paru dans son droit de toute plainte internationale.

IV. Les Facteurs de Succès de Marketing Par Courrier Électronique

L'étude de (Dheeraj N et Pars J (2017); Kaur R et Singh G (2017)) a discuté des principaux facteurs de motivation des achats en ligne. Étant des principaux facteurs de succès de marketing par courrier électronique est l'additive des informations par leurs clients à la liste des abonnés, ce qui vous permet de rester en liaison permanente et régulier avec eux par la direction des campagnes de marketing et de promotion. Par la suite, les principaux facteurs de lancement de campagne par courrier électronique sont résumés des mesures suivantes:

a) La première étape: Accès aux programmes de marketing par courrier électronique

La première étape dans le début est commencée par s'engager et de télécharger des programmes de marketing par courrier électronique. Par conséquent, ces programmes fournissent la base de l'adjonction des données par votre client ciblé et celle par la collecte des adresses de courrier électronique et d'autres détails concernant vos visiteurs du site pour échanger quelque chose vous présentez gratuitement ou par une compensation payée. Il existe également dans le réseau Internet des nombreux logiciels contribuant au bon développement de la gestion des campagnes de marketing et de promotion par courrier électronique afin que vous choisir entre eux qui sont compatibles avec votre budget. L'utilisation des programmes spéciaux par le courrier électronique vous autorise d'établir la liste des titres des messages électroniques de nombreux clients cible puis l'élaboration et la programmation d'une série de ces messages automatiques et qui est connu sous le nom de réponse automatique ou les courriers électroniques uniques, et il est généralement de gestion des campagnes publicitaires de marketing. Il est également possible grâce de ces logiciels de suivre les statistiques et de connaître le nombre des personnes qui ont faits ouvert et lu vos messages électroniques et de l'interaction ensemble par l'abonnement ou l'achat des produits les prairies. En général, il faut que les programmes utilisés dans les campagnes par courrier électronique se révèlent sur les bases fondamentales de la promotion et de transmission organisée aux clients, de manière que le contenu de message envoyé aux exigences de la personne. Par la suite, il faut tenu compte de la bonne collecte et de l'organisation les abonnements en vos listes des messages. Il doit également de l'engagement des périodes égaux dans le processus de l'envoi aux clients afin que le travail soit plus précis et cibler en temps voulu et de la personne voulue. L'acquisition des programmes ad hoc, adoptée par des sociétés mondiales de messagerie électronique établit un calendrier pour toutes les opérations de l'envoi par courrier électronique. D'où, l'utilisation correcte et juridique de ces programmes contribue au succès des campagnes de marketing et de publicité et de l'augmentation des ventes électroniques.

b) La deuxième étape: la présentation gratuite d'une offre aucun ne résiste

L'offre gratuite représente de donner aux visiteurs pour votre site un caractère attractif ne peut être abandonnée à la lecture de l'annonce et de l'entrée en pages promotionnelles spécifiques de votre propre.

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Étant donné que cette offre gratuite prendre des formes multiples est un exemple comme un rapport au format PDF, des livres électroniques petits peuvent télécharger, des disques audio, des annonces publicitaires, des sessions électroniques, des vidéos et additif des visites. Par la suite cette offre facilite à attirer les clients ciblés à l'admission et d'enregistrement et d'ajouter un grand nombre des visiteurs par courrier électronique. Lorsqu'une personne permet de s'inscrire sur le site de l'offre gratuite, il devient un client intéressé de l'une des idées et des objets qui ont été élaborés à l'offre gratuite. Ainsi, il contribue ce processus pour organiser les opérations d'envoi ciblé de la liste des messages électroniques et de rester en contact permanent avec la liste des clients enregistrés. En outre, de bien pouvoir les processus de l'envoi des messages de courrier électronique spécifiés dans l'organisation des processus de fournir aux participants des informations et des produits utiles conformément à leurs souhaits et à leurs intérêts et de suivre l'évolution du marché. En général aidé ces campagnes de publicité par courrier électronique à l'édification de la confiance et de la crédibilité entre les deux parties. Ces informations conduisent à attirer leur attention et d'obtenir un enregistrement gratuit. On peut résumer les résultats de cette offre gratuite dans les nombreux avantages y compris le temps et l'augmentation des ventes, de faciliter le processus de l'établissement des listes pour les clients et d'envoyer des newsletters et des annonces publicitaires dès leur pression sur le bouton, la possibilité de mesurer les résultats de promotion des produits à travers des campagnes de courrier électronique, de trouver des solutions rapides s'adapter aux opérations de marketing par courrier électronique et d'établir les listes des messages. Cette étape fournit de mettre une offre gratuite irrésistible des avantages supplémentaires des campagnes de marketing par courrier électronique reposant sur une autorisation juridique. Les listes des campagnes par Email marketing représentent essentiellement de la création de la base de données et les adresses pour la qualité des clients peuvent recevoir de vos messages publicitaires et de promotion.

c) *La troisième étape: le développement d'une série de réponses automatiques pour les messages électroniques*

on peut exploiter les campagnes par courrier électronique par des méthodes automatiques et il est signifié ici de marketing publicitaire expéditeur de manière automatique consécutif. Le processus de courrier électronique se fait immédiatement et automatiquement en commun donné à un abonné de recevoir vos messages et vos offres de promotion. Ce processus comprend une série des messages de courrier électronique automatisés qui sera remise au fil du temps pour une tranche des personnes ciblées. La première réaction permet de faire une définition de votre personnalité et de présenter vos travaux et de permettre pour votre public d'identifier les différents types d'informations qui circulent lorsque vous faites la promotion et qui peuvent être obtenus et le nombre des fois d'envoyer vos messages électroniques. Il contiendra ce service de la liaison pour votre offre gratuite ou une explication complète pour l'abonné sur la manière d'inscription ou l'accès à l'offre qu'apportent. Dans ce cadre, il devrait se concentrer sur le côté de la cible de communication automatique de marketing avec les clientèles et l'utilisation des programmes juridiques pour transformer l'envoi des messages de façon automatique et dans un calendrier précis. Il faut éviter l'envoi au hasard troublant des personnes qui ne vous savent pas ou inconnus et qui peuvent causer à vous des problèmes si la personne n'est pas intéressée par ce genre de courrier électronique. En revanche, l'envoi du courrier électronique II, III et IV de deux ou trois jours après ça doit contient un ensemble utile des renseignements ou des produits prairies de lui ou des autres services utiles disponibles sur les réseaux de l'Internet. Tout dépassement de l'utilisation des messages électroniques peut être soumis à son propriétaire à des sanctions, y compris la fermeture automatique pour votre site des courriers ou annuler votre abonnement au service du courrier enregistré de lui ou d'émettre en recherche, s'il parut de toi une plainte des désagréments et de violation pour les données personnelles, ce qui va vous coûter, payer une amende financière ou d'apparaître devant la justice, si le demandeur suivez vous accusé de désagréments répétés. La réponse automatique permet d'économe le temps considérable, mais il faut le bon usage par des méthodes juridiques et aux personnes concernées dans ce domaine ou de ce service. En général, le processus de création de ce type des messages une fois puis oubliés pour faire les programmes de l'opération de l'envoi automatique est considéré facile et n'exige pas pour des coûts importants. Ce type représente un risque considérable s'il est devenu, une source de gêner pour le destinataire afin qu'il doit se concentrer sur la catégorie cible pour éviter l'inquiétude des clientèles de cette qualité des messages électroniques. Les autres messages successifs après la première réponse automatique sont très importants pour gagner la confiance de votre public ciblé dans le processus de promotion. Par la suite, il doit être devenu le contenu d'une valeur forte pour les clientèles abonnées pour recevoir vos messages électroniques.

d) *La Quatrième étape: les méthodes de créer un plan continu pour le marketing par courrier électronique*

L'importance de la création d'un plan continu de marketing par courrier électronique représente dans la construction des relations fondées sur la confiance mutuelle avec tous les membres de la liste

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spécifique de toi. Ce processus à travers les mécanismes dans les programmes qui régissent le fonctionnement des campagnes de marketing et de promotion par courrier électronique, grâce de l'organisation de l'envoi et de choisir le contenu conforme aux souhaits des clients cible avec l'addition des images des produits et des services de paiement électronique ou des services d'enregis-trement. Il est considéré cette méthode de marketing parmi les meilleurs types de marketing qui dépend d'attirer le plus grand nombre de visiteurs destinés de participer à l'achat des produits prairies de leurs et ça par des annonces publicitaires à travers des newsletters spéciales de toi ou par E-Zine (journaux électroniques) ou la publicité commercial et marketing. L'objectif fondamental de cette qualité de marketing par courrier électronique est de rester toujours en contact permanent et en face avec les clients ciblés de façon répétée. D'où, il est de service de promoteur commercial des produits et des services de rappel de leurs clients régulièrement des variables dans le marché mondial électronique et rappelant de toi, de vos offres et de vos expériences. En outre, la recherche et l'innovation dans les méthodes et les mécanismes de promotion et de ciblage clientèles selon qu'ils le veulent. Parmi, des importants de ces méthodes de réussite de vos campagnes par courrier électronique sont de définir les objectifs et d'établir un plan intégré et global contenant les importants éléments, tels que la cartographie et la qualité du contenu et de l'envoi régulier, le type des informations ou des thèmes qui sont envoyés, l'accès à vos clients en temps voulu avec des informations exactes. Il faut avant le début de toute campagne par courrier électronique de capture des renseignements de contact, la construction d'une base des données pour les adresses électroniques ciblées avec la détermination des clients qui souhaitent les services qui vos fournis, de communiquer régulièrement par vos clients et de fournir une valeur supplémentaire grâce à des services de qualité particulièrement spécifique de toi. Enfin, après l'exploitation de la base de données et le choix des logiciels qui organisent le travail de courrier électronique, il doit éviter le courrier de propagande d'autrui qui n'est pas souhaitable, car il est au hasard et inquiétant et causer de vous des problèmes soit de fermer votre compte du message totalement par l'intermédiaire d'un fournisseur des services Internet ou de payer une amende pour la victime ou de suivi judiciaire pour harcèlement répété, si on cause un grand dommage considérable à l'utilisateur au niveau de leur Email. La meilleure méthode d'assurer la promotion et le marketing commercial des produits par courrier électronique pour les produits à travers le courrier électronique direct et autorisait, de lui, est celle par l'achat d'une base des données par l'adresse des clients cibles ou le bon choix des personnes abonnées au service de votre marketing commercial. Par la suite ne peut pas être inquiétant concernant le processus de promotion car tous recevoir acceptable à la réception de cette qualité de communication ISP de source d'un fournisseur des services Internet, de façon à mener la gestion des campagnes dans des conditions légales et avec des résultats positifs.

V. Conclusion

Les résultats de l'étude Fariborzi E et Zahedifard M (2012) offrent certains avantages et désavantages de l'utilisation de l'Email marketing et ils ont montré comment il peut être réduit ses inconvénients en utilisant certaines techniques d'amélioration. Le marketing commercial et promotionnel aux produits électroniques par courrier électronique a considéré la nouvelle méthode d'organisation des campagnes dans le but d'attirer le plus grand nombre possible des clients et pour gagner une commission ou des bénéfices directs. D'où comme il a été publié dans les rapports mondiaux qui s'intéressent à ce domaine souligné que ce type de promotion permet de réaliser des bénéfices financiers considérables, car elle représente un marché mondial important contenant des millions des clients par jour. Par la suite, dans ce cadre du travail par Internet, il doit encadrer le marketing commercial professionnel des produits électroniques selon des méthodes scientifiques de caractère professionnel et d'expérience. L'utilisation des mécanismes de promotion professionnelle exigent l'utilisation des logiciels de haute qualité de la gestion des campagnes. Une campagne Email a été développée en utilisant les outils de marketing social de l'engagement, de l'incitation et des normes sociales (Artz N et Cooke P (2007)). La recherche de Brandal H et Kent R (2003) montre que des nombreux courriels basés sur des permissions ne sont pas lus et ne sont pas jugés intéressants, ce qui montre qu'il y a place à amélioration. Les spécialistes du marketing devraient mieux connaître les préférences de leurs clients et développer une relation mutuelle où les clients sont encouragés à réagir. Il faut déterminer les principaux avantages et positifs de marketing par courrier électronique dont la facilité de l'utilisation du courrier électronique et d'envoyer et de recevoir des messages électroniques. En ce qui concerne les coûts de ce type de marketing commercial sont considérés comme faibles par rapport aux autres moyens comme les moyens de communication sociale. S'agissant de côté de la cible des clients exigent la concentration sur une catégorie donnée dans un lieu donné pour l'achat d'un produit donné selon leurs désirs. Il faut maîtriser les délais de gestion des campagnes d'annonce électronique et le suivit et l'étude de l'efficacité de ce type des campagnes de produits électroniques prairies, en mettant l'accent sur la marque commerciale dans la construction des campagnes et de la publication pour les clients ciblent avec

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l'autorisation de la qualité des produits soumis à promouvoir pour le destinataire de ce type des messages électroniques. La création et le développement des relations avec les clients, de rapidité dans la gestion des campagnes et de mesurer les résultats, de fournir les temps et le lieu de la gestion des campagnes d'annonce avec l'adoption de la performance et de prolifération volontaire et automatique sont considérés à partir de les plus importants avantages de marketing commercial à travers le courrier électronique dans le but d'attirer le plus grand nombre possible des clients pour participer à l'achat d'un produit donné par Internet. Par la suite, il est disponible de ces conditions dans le processus de promotion de manière plus professionnelle et avec des résultats positifs dans les pays développés dont les Etats-Unis et l'Union européenne et les pays du Golfe où le taux de participation pour l'achat des produits électroniques plus élevé par rapport à certains autres pays. Par conséquent, vous pouvez l'ont réalisé des bénéfices considérables grâce une commission ou d'un profit total par la vente des produits électroniques, mais dans les pays pauvres vous ne pouvez pas être assuré que ce que vous voulez des ventes puisque la majorité du peuple déplore le manque des moyens matériels et de l'utilisation des techniques modernes. En général, le marché américain et européen et du Golfe sont considérés les meilleurs marchés mondiaux qui possèdent une économie numérique développée et aux technologies modernes disponibles dans les facteurs de réussite et de réaliser des bénéfices mais les pays sous-développés continuent d'ignorer ce type de commerce mondial, afin qu'il juge de nature d'arnaque et de fraude et ici il y a un manque de confiance en raison de l'environnement ignorant et pauvre qui ne peuvent pas promouvoir comme ce type des produits électroniques. Les plus importants désavantages de ce type de l'Email marketing, on note les campagnes de courrier électronique troublant et au hasard, l'usage excessif et non légal de la base des données des adresses des clients, les opérations de conversion et les sites des sociétés fictives qui ne paient pas aux promoteurs des commissions, l'irrégularité dans l'envoi des messages électroniques et de tromperie les promoteurs et les clients dans l'illusoire. D'où parmi les importants facteurs de succès de l'Email marketing est d'adopter les mesures suivantes, qui se résume comme suit la première étape consiste à obtenir des programmes de marketing par courrier électronique qui sont représentés par des méthodes de gestion des campagnes de marketing et de promotion juridiques, la deuxième étape consiste à mettre en place un offre gratuit irrésistible dans le but d'attirer le plus grand nombre des visiteurs pour votre site spécial et de cibler les clients qui sont désirés, la troisième étape consiste d'une série des réponses automatique des messages électroniques et de l'adoption l'automatisation d'envoyer des messages électroniques dans des logiciels universelles dans une nature juridique utilisés par les grandes sociétés mondiales électroniques. La quatrième étape est considéré la plus importante dans les méthodes de la création d'un plan continu de marketing par courrier électronique direct et autorisée de lui et d'éviter les méthodes au hasard qui sont causées pour le promoteur des problèmes juridiques, où ce qu'il peut être la peine de la mauvaise utilisation et d'exploitation à fermer entièrement votre compte électronique personnel par le distributeur d'internet et de payer une amende financière pour le victime ou de suivi judiciaire pour le harcèlement répété. Email marketing est considéré comme légal et ciblé des personnes souhaitant recevoir de ce type de courrier électronique et, par conséquent, ils participent automatiquement selon leurs désirs pour fournir des produits pour eux en fonction de leurs intérêts. Par la suite, ce type de promotion permet de réaliser des bénéfices financiers considérables et reportez-vous à archéologique des riches du monde si l'on a utilisé de manière légitime et juridique et d'éviter les sites des fraudes et l'utilisation des méthodes protectionnistes de promotion.

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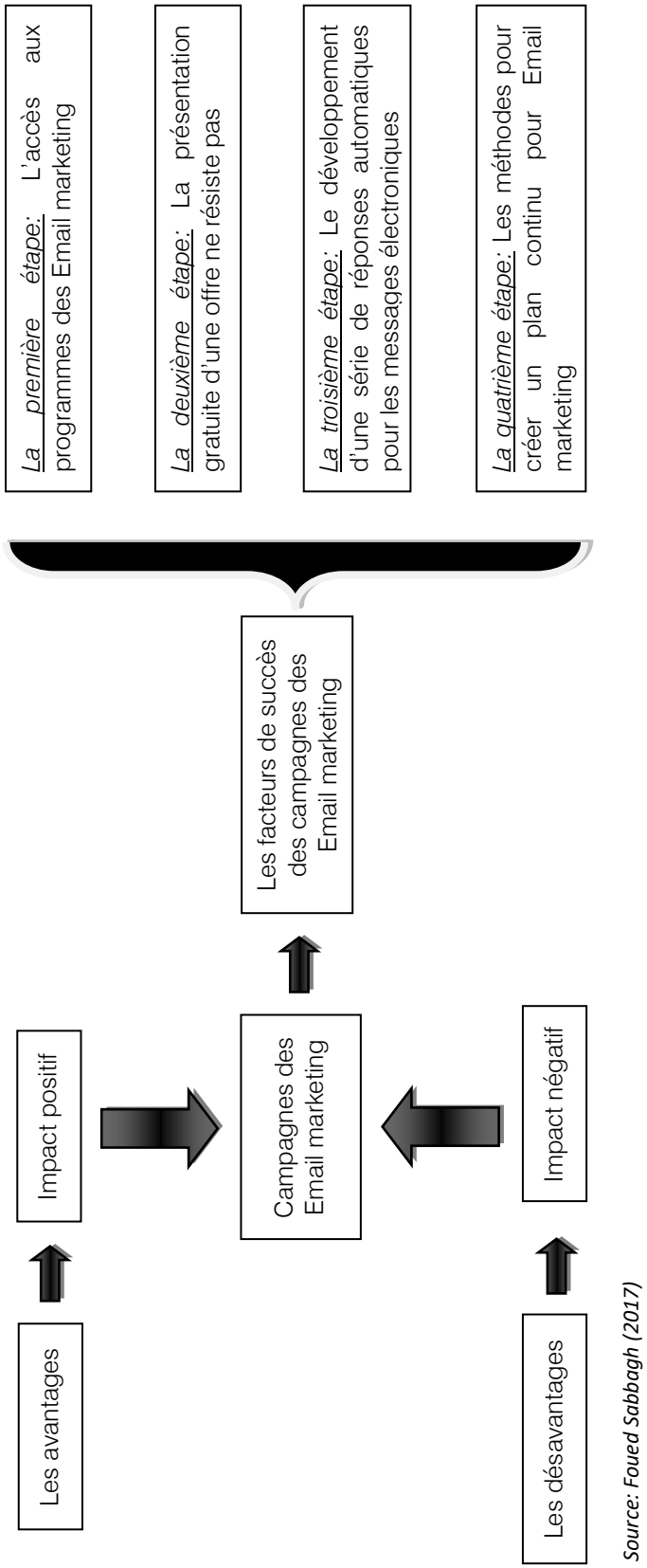
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Annexes

Figure 1: Les stratégies des campagnes par Email marketing



Source: Foued Sabbagh (2017)

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A Discriminant Analysis of the Social Factors Influencing the Consumer Behaviour in the Two - Wheeler Market in India-An Empirical Study

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Abstract- This article examines the development of discriminant functions which will best discriminate between the urban and rural consumers with respect to the social factors influencing the consumer behavior in the two-wheeler market in India. The paper further highlights the importance of various promotional tools in the purchase of two wheelers in India. The two-wheeler market in India is the largest segment of the domestic auto industry in terms of absolute numbers. From a semi luxury product for the urban middle class in the eighties and earlier, the two-wheeler has now become not only the favorite mode of personal transport but also the most coveted personal household durable possession among nearly all consumer classes, except perhaps the most affluent. The leading vehicle in the two-wheeler segment is the stylish, fuel-efficient and sturdy 4-stroke motorcycle, the purchase of which is influenced by various social factors. A descriptive research using stratified random sampling method was undertaken and the study was conducted using both primary and secondary data. It was concluded that the "social status" factor was the most effective social factor in discriminating among the urban consumers and 'primary reference group' factor was the most effective social factor in discriminating among the rural consumers in the choice of a two-wheeler brand.

Keywords: *two-wheeler, rural, urban, discriminant analysis, social factor.*

GJMBR-E Classification: *JEL Code: P46*

ADISCRIMINANTANALYSISOFTHESOCIALFACTORSINFLUENCINGTHECONSUMERBEHAVIOURINTHETWOWHEELERMARKETININDIAANEMPIRICALSTUDY

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A Discriminant Analysis of the Social Factors Influencing the Consumer Behaviour in the Two-Wheeler Market in India-An Empirical Study

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Abstract- This article examines the development of discriminant functions which will best discriminate between the urban and rural consumers with respect to the social factors influencing the consumer behavior in the two-wheeler market in India. The paper further highlights the importance of various promotional tools in the purchase of two wheelers in India. The two-wheeler market in India is the largest segment of the domestic auto industry in terms of absolute numbers. From a semi luxury product for the urban middle class in the eighties and earlier, the two- wheeler has now become not only the favorite mode of personal transport but also the most coveted personal household durable possession among nearly all consumer classes, except perhaps the most affluent. The leading vehicle in the two-wheeler segment is the stylish, fuel-efficient and sturdy 4-stroke motorcycle, the purchase of which is influenced by various social factors. A descriptive research using stratified random sampling method was undertaken and the study was conducted using both primary and secondary data. It was concluded that the "social status" factor was the most effective social factor in discriminating among the urban consumers and 'primary reference group' factor was the most effective social factor in discriminating among the rural consumers in the choice of a two-wheeler brand.

Keywords: two-wheeler, rural, urban, discriminant analysis, social factor.

I. Introduction

The world automobile industry has been witnessing an unprecedented scale of change since 1991 when liberalization took place in India for the first time. The wave of globalization has directly affected the international automobile industry and the buyer behavior in the two-wheeler market, and the promotional strategies associated with it has accelerated the global reorganization of it. The study of buyer behavior has assumed paramount importance in the automobile industry in general and in the two-wheeler market in particular. It has thrown open several challenges to the two-wheeler manufacturers and its dealers in formulating effective and competitive promotional strategies for growth and market acceptance. It fosters the process of understanding why a customer or a buyer makes a two - wheeler purchase. Without such an understanding the industry will find it very difficult to respond to the needs and wants of the customers. It is challenging to understand how customers respond to the plethora of promotional tools used by marketers in the marketing of bikes. If the two-wheeler manufacturers and its dealers could understand these customer preferences and perceptions better than their competitors then it is potentially a significant source of competitive advantage for the bike makers. Hence two-wheeler makers spend considerable time, money and effort to learn consumer behavior. The term consumer behavior is defined as the behavior that consumers display in searching for, purchasing, using, evaluating and disposing of products and services that they expect will satisfy their needs.

Thus consumer behavior focuses on how individuals make decisions to spend their available resources like time, money and effort on consumption related items.

II. Automobile Industry: An Indian Scenario

The evolution of the automobile industry sparked off from the rudimentary origins of transportation. Before the invention of the automobiles, the main mode of man's travel was on foot. He had attempted to find out some mechanical device for his transport. The first of such attempts is recorded to be in 3500 B.C. It is on record that the Sumerians who lived in the river basins of Tigris and Eufretis had travelled by a mode of transport made on wheels. Later on, Kings and others used palanquins borne by men; and chariots pulled by horses and other animals, for their travel. Domestic animals like cows, donkeys, horses and elephants were made use of for pulling cartloads. References to such vehicles are galore in the epic works of literature. The horse-carts and bullock-carts are still in force in certain places.[1]

III. Two-Wheeler Industry in India

This segment comprises the largest segment of the domestic auto industry in terms of absolute numbers.[1] From a semi luxury product for the urban middle class in the eighties and earlier, the two wheeler

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has now become not only the favorite mode of personal transport but also the most coveted personal (household durable) possession among nearly all consumer classes, except perhaps the most affluent. The leading vehicle in the two-wheeler segment is the stylish, fuel-efficient and sturdy 4-stroke motorcycle. The two-wheeler segment is divided into 5 major product classifications: (1) Mopeds; (2) Motor cycles; (3) Scooters; (4) Step thrus and (5) Ungeared scooters.

Scooters: Scooter is a vehicle with an engine and two small wheels that looks like a small motorcycle. Scooters are perceived as more of a utility vehicle or a family vehicle than an entertained vehicle in India. It has more safety features than a motorcycle e.g. the front metallic cover that prevents the rider's legs from an injury on collision or some accident.

Motor Cycles: The major players in the motorcycle market are: (1) Bajaj Auto Ltd., (2) TVS (Tiru Venkata Sundaram Iyengar) Suzuki, (3) Hero Honda, (4) Escorts Yamaha and (5) Royal Enfield. Motorcycles are mainly of two types: (1) 2-stroke motorcycle; (2) 4-stroke motorcycle: In a 2-stroke motorcycle, the engine works on a two stroke cycle viz. 1) compression cum suction and (2) expansion cum exhaust. In a 4-stroke motorcycle, the engine works on a 4 stroke cycle viz (1) suction stroke, (2) compression stroke (3) Expansion stroke and (4) exhaust stroke.

Mopeds: The market for mopeds has not been witnessing much activity in the last few years i.e. from 2000 to 2014. This is mainly on account of the gradual shift in the demand pattern which has seen consumers buying the other categories of two wheelers, motorcycles segment gaining the most. This shift is mainly due to relatively stable prices of scooters and motorcycles and rising incomes at the rural level with increasing number of households.

IV. Research Problem

A two-wheeler purchase is influenced by several factors like social, economic, technological and aesthetic factors. Marketers do not take these factors into consideration for marketing their two-wheelers for lack of awareness. Hence, an attempt has been made to investigate into those social factors that are responsible for the influence of a two-wheeler purchase decision and to determine the most important promotional tool that influenced a two-wheeler purchase decision.

a) *Research Question*

Consumer behavior with respect to the purchase of a two-wheeler has the interplay of several social factors like primary reference groups, secondary reference groups, role in the society, and social status. There are certain independent variables like age, education, income etc. which have discriminating impact on consumers' behavior. This study is meant to examine those factors which are effective in discriminating among the urban and rural groups of consumers in the choice of a two-wheeler brand by applying discriminant analysis.

b) *Objectives of the Study*

1. To identify the factors that influence the purchase of two-wheelers in the Malabar region of Kerala
2. To find out the most effective factor in discriminating among the urban and rural groups of consumers in the choice of a two-wheeler brand.
3. To analyze the importance of various promotional tools in the purchase of two wheelers in the Malabar region of Kerala.

V. Review of Literature

1. Basavaraj H. Huggi (2016) in his paper 'Recent Trends in Consumer Satisfaction towards TVS Motors with Special Reference to Ranebennur City' attempted to measure the 62 Information Sources for Two-wheeler Purchase: An Analytical Study with Special Focus on Malappuram District of Kerala consumers buying behavior towards different models of TVS two-wheelers, the factors influencing the consumers to purchase TVS two-wheelers, consumers' level of satisfaction towards TVS two-wheelers and also the problems faced by the consumers while using the TVS two-wheelers. According to this study Television Ads, Internet and Hoardings are the biggest sources of information on two-wheelers to the customers.
2. Bhuvanesh Kumar and Kavitha (2015) undertook a study titled 'Customer Satisfaction towards Honda Activa with Special Reference to Pollachi Taluk', with an aim to identify the factors influencing consumers to purchase Honda Activa and also to study the effect of advertisement on the purchase decision of the customers. This study revealed that advertisements play a vital role in the purchase decision of the customers and hence the frequency of Ads shall be increased to create a rapid impact in their minds that lasts for a long time.
3. Chandu Ravi Kumar and N. D. N Swamy (2015) made an empirical study titled 'A Study on Consumer Satisfaction towards TVS Motors with Special Reference to Guntur City' to measure the consumers buying behavior towards the different models of TVS two-wheelers and to study the factors influencing the consumers to purchase the TVS two-wheelers. As per their findings television is the biggest source of information regarding two-wheelers followed by internet and hoardings.
4. Duggani Yuvaraju and Durga Rao S (2014) conducted a study on 'Customer Satisfaction towards Honda Two Wheelers: A Case Study in Tirupati' to find out the factors that have influence on customers, when they are purchasing Honda bikes. According to their findings TV Ads are a main

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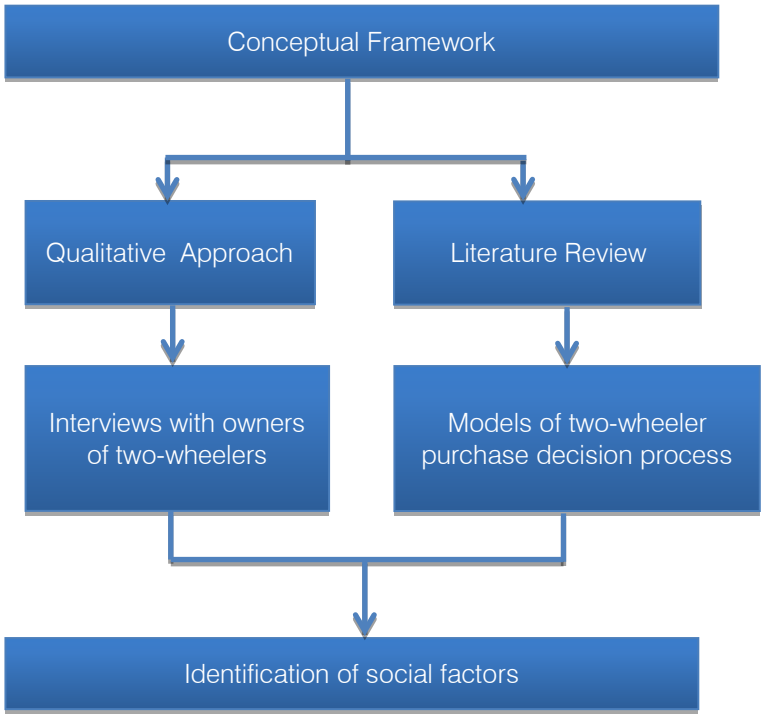
source of product awareness to the customers followed by dealers, newspapers and friends. Chauhan V. S (2015) in his study 'A Research Paper on Impact of Social Media on Sales Promotion - A Case Study on Indian Automobile Industry' discusses the various types of social media and its impact on sales promotion and how this would affect individuals and organizations in their buying decisions. This study inferred that social media does have a significant impact on the sales and sales promotion of automobiles.

5. Ketan Kamra (2015) in his paper 'Influence of Social Media on the Indian Automotive Consumers: Primary Study in National Capital Region' ventured to identify and investigate the extent of influence of social media in the Indian Automotive Consumers by conducting a thorough primary research. The results reveal a strong influence of social media in influencing the consumers over multiple buying processes parameters. Influence of social media on vehicular research, suggestions, vehicle technologies, finance calculator and Facebook page marketing have showed a significant share in impacting a consumer before buying an automobile.
6. Fahmeeda Yasmeen (2015) made a study on 'Consumer Behaviour towards Brand Positioning of Two-Wheeler Bikes in Chennai City', to identify the factors influencing consumers in the selection and purchase of a particular brand of two-wheeler. It was also found that the decision to buy a particular brand was mostly influenced by parents and friends. The television also plays an important role in influencing the customers to buy a particular brand of two-wheeler.
7. Priyanka Jain (2015) in her research paper 'A Study of Customer Satisfaction of Two Wheelers on Yamaha' tries to find the customer satisfaction level towards Yamaha two-wheeler vehicles. The findings revealed that friends are the major influencers in buying decision making process.
8. Sirajudeen M. and Leyakath Ali Khan U. (2015) made a study titled 'An Empirical Study on Brand Position among Two-wheeler Motorcycles in Tiruchirapalli District', to identify the brand position among two-wheelers in Tiruchirappalli District and also to analyze the importance of various promotional tools in the purchase of two wheelers. 'Word of mouth' was pointed out to be the major factor that influence the purchase decision for two-wheelers followed by magazines, television, internet, newspaper, test ride, radio and exchange melas.
9. Trinankur Dey and Dr. L. S. Sharma (2015) in their study 'An Empirical Study of Buying Behavior of the Two Wheeler Consumers in Agartala City' attempted to enquire about the purchasing motives of the two wheeler customers in Agartala city. The analysis has also shown that the customers are influenced by word of mouth by peer groups and, to some extent, by the salespersons at the point of purchase. Velumani M. (2015), in his study titled 'A Study on Consumer Buying Behaviour and Satisfaction Level of Two-wheeler with Reference to Suzuki Motorcycle at Erode', identified the consumer buying behavior and satisfaction level of Suzuki motorcycle at Erode. According to this study customers are using multiple sources of information to know about the product. Out of available sources of information - newspapers, television, price list and display are recognized as important. Friends are the most important sources of information in the category of word of mouth publicity.
10. Ronald Mani and Debsis Tripathy (2013) in their study "A Study on Consumer Buying Behavior towards Two-Wheeler Bikes in context to Indian Market" made an attempt to study the factors that influence the consumer buying behavior in the two-wheeler market. They concluded that Honda and Bajaj showed great level of satisfaction among the two-wheeler owners. TVS was standing in the third position in the level of satisfaction.

VI. Conceptual Framework

The conceptual framework has been developed with the help of major social factors that have been derived from the review of literature and qualitative data. The framework consists of dependent and independent variables. The research aims to identify important social factors influencing the purchase of a two-wheeler The above conceptual framework summarizes the aim of this research in which it intends to study the social factors that influences the purchase of a two-wheeler.

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At this stage of research, the research hypothesis could be clearly stated.

The following research hypothesis will be tested.

a) Hypothesis of the Study

HO: There is no significant relationship between social factors and a two-wheeler purchase decision.

H1: There is significant relationship between social factors and a two-wheeler purchase decision.

b) Methodology

This is a descriptive study of the buyer behavior in the two-wheeler market in the Malabar region of Kerala. The study is based on both primary and secondary data which are analyzed using statistical tools like Percentage analysis, Chi-square analysis, and Discriminant analysis to draw conclusions.

c) Sources of primary and secondary data

Since most of the information necessary to fulfill the objectives of the study was not available from secondary sources, the researcher mainly based his study on relevant primary data which were collected by conducting a field survey from the selected sample units in Kerala. The primary data were collected from 300 two-wheeler owners through a structured interview schedule. Out of the 300 two-wheeler owners, 210 were from the urban area and 90 were from the rural area. The secondary data necessary for the study were compiled from published and unpublished sources.

d) Sample Frame

The present study pertains to two-wheeler manufacturers, two-wheeler dealers and the two-wheeler owners in Kerala. Thus, a sample comprising 300 two-wheeler owners was selected from the sample frame of the study.

e) Sample Design

The study adopts a stratified random sampling method for sample selection. The Malabar region of Kerala was stratified into five districts viz., Malappuram, Kozhikode, Wayanad, Kannur and Kasaragode. Out of the five districts in the Malabar region of Kerala the researcher chose three districts viz., Malappuram, Kozhikode and kannur by way of simple random sampling method. The researcher then selects 100 sample units (two-wheeler owners) from each of these three districts viz., Malappuram, Kozhikode and kannur by way of simple random sampling technique. Thus altogether, 300 sample units (two-wheeler owners) were selected for the study. The type of study undertaken by the researcher is a descriptive study.

f) Area of the Study

The Malabar region of the state of Kerala has been chosen by the researcher as his area of the study. The Malabar region of Kerala comprises the following five districts viz., Malappuram, Kozhikode, Wayanad, Kannur and Kasaragod.

VII. Results of the Analysis

a) Brand of two-wheelers (bikes) owned in the Malabar region of Kerala

The major players in the two-wheeler market are Bajaj Auto Limited, Hero Honda Limited, TVS Suzuki Limited and Yamaha Limited. There are several brands in the two-wheeler (150 cc) market in Kerala viz., Bajaj Pulsar, Bajaj Discover, Bajaj Platina, Hero Honda Splendour, Hero Honda Passion, Honda

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Unicorn, Honda Hunk, TVS Victor, TVS Suzuki, and Yamaha CBZ. The two-wheeler market in Kerala is abundant in motor bikes, scooters, scooterettes and mopeds with a wide variety of models and attractive features catering to the tastes and preferences of consumers in the Malabar region of Kerala. These two-wheelers are sold through dealer outlets at various places convenient to the public at large. As it could be seen from Table 1 below, 36.0% of the two-wheeler owners own Bajaj bikes, 32.3% own Hero Honda bikes, 21.7% own TVS bikes, 6.3% own Yamaha bikes, and 3.7% own other two-wheelers. Thus, majority of the two-wheeler buyers in the Malabar region of Kerala prefer the brand of Bajaj.

Table 1: Brand of two-wheelers (bikes) owned in the Malabar region of Kerala

Brand	Number of Respondents	Percentage
Bajaj	108	36.0
Hero Honda	97	32.3
TVS	65	21.7
Yamaha	19	6.3
Others	11	3.7
Total	300	100.0

Source: Survey Data

b) Promotional tools influencing the two-wheeler purchase decision in the Malabar region of Kerala

A purchase decision in the two-wheeler market in the Malabar region of Kerala could be influenced by promotional tools like newspaper, television, radio, internet, magazines, word of mouth, test rides, exchange melas and others. The extent to which the promotional tools will influence the purchase decision will depend on the social, cultural and economic environment around which buyers pivot themselves.

Table 2: Ranking of promotional tools influencing the two-wheeler purchase decision

Promotional Tool	Ranking
Newspaper	5
TV	3
Radio	8
Internet	4
Magazine	2
Word of mouth	1
Bike shows & other melas	7
Test ride	6
Exchange melas	9
Others	10

Source: Primary Data

As it could be seen from Table 2,among the different promotional tools that influence the purchase decision in the two-wheeler market in the Malabar region of Kerala, 'word of mouth' is ranked the highest (1) followed by advertisement in magazine (2) and the least ranked among them is exchange melas and other promotional tools.

c) Influence of Social Factors

An attempt has been made to identify the underlying variables among various social factors in the study. The social factors identified are:

1. "Primary Reference Group" factor
2. "Secondary Reference Group" factor.
3. "Role in the Society" factor
4. "Social Status" factor

Following are the underlying variables under each social factor:

i *Variables coming under "Primary Reference Group" factor*

1. Friends
2. Own family members
3. Relatives
4. Co-workers/colleagues
5. Neighbours

ii *Variables under "Secondary Reference Group" factor*

1. Religious associations
2. Political parties
3. Clubs
4. Community Halls

iii *Variables under "Role in the Society" factor*

1. Parent (Father/Mother/Grandparent)
2. Professional (Engineer/Doctor/CEO/Teacher)
3. Sibling (Brother/Sister)
4. Student
5. Child (Son/Daughter/Grandchild

iv *Variables under "Social status" factor*

1. Upper income class
2. Upper middle income class
3. Middle income class
4. Lower income class

VIII. Results and Discussions

The data collected for responses to the dimensional scales of the study was coded and analyzed using SPSS 23.0 version. The following section presents the results of:

1. The Discriminant Analysis for 'primary reference group 'factor influencing the choice of a two-wheeler brand
2. The Discriminant Analysis for 'secondary reference group' factors influencing the choice of a two-wheeler brand.
3. The Discriminant Analysis for 'role in the society' factor influencing the choice of a two-wheeler brand.
4. The Discriminant Analysis for 'social status' factor influencing the choice of a two-wheeler brand.

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a) Discriminant Analysis for the social factors influencing the choice of a two-wheeler brand

The following presents the Discriminant Analysis for the social factors influencing the choice of a two-wheeler brand by the urban and the rural respondents.

The following table gives the standardized canonical discriminate function coefficients for arriving at the Discriminant Function Equation for the urban and the rural respondents.

Table 3: Standardized Canonical Discriminant Function Coefficients for social factors influencing the choice of a two-wheeler brand for the respondents

Respondents by their domicile		Function
		1
Urban	Primary reference group	0.638
	Secondary reference group	0.514
	Role in the society	0.742
	Social status	0.897
Rural	Primary reference group	0.941
	Secondary reference group	0.863
	Role in the society	-0.586
	Social status	-0.459

From the structure of the standardized Discriminant Function (DF), the equation for the urban respondents is:

$$Y = a1 + b1 + c1 + d1$$

Where Y is the Discriminant Function Equation,

a1 = Primary reference group

b1 = Secondary reference group

c1 = Role in the society

d1 = Social status

The Discriminant function coefficient for Primary reference group = 0.638, Secondary reference group = 0.514, Role in the society =0.742 and Social status = 0.897. The Discriminant Function equation for the Urban Respondents = 0.638+0.514+0.742+0.897 of the four Discriminant function variables, 'social status' had the highest coefficient value of 0.897 as compared to 0.742 for 'role in the society', 0.638 for primary reference group and 0.514 for 'secondary reference group'. Thus, in the case of the urban respondents the most Discriminant Function Variable is the 'Social status'. In respect to the Discriminant Function Analysis for Rural Respondents from the structure of the standardized Discriminant Function (DF), the equation for the rural respondents is:

$$Y = a1 + b1 + c1 + d1$$

Where Y is the Discriminant Function Equation,

a1 = Primary reference group

b1 = Secondary reference group

c1 = Role in the society

d1 = Social status

The Discriminant function coefficient for Primary reference group = 0.941, Secondary reference group = 0.863, Role in the society =-0.586 and Social status = -0.459. The Discriminant Function equation for the Rural Respondents = 0.941+0.863-0.586-0.459 of the four Discriminant function variables, 'social status' had the highest coefficient value of 0.897 as compared to 0.742 for 'role in the society', 0.638 for primary reference group and 0.514 for 'secondary reference group'. Thus, in the case of the urban respondents the most Discriminant Function Variable is the 'Social status'. The Discriminant function coefficient for age= 0.913, education=- 0. 412 and income= - 0.120. The Discriminant Function equation for the Rural Respondents = 0.941+0.863-0.586-0.459 of the four Discriminant function variables, 'primary reference group' had the highest coefficient value of 0.941 as compared to 0.863 for 'secondary reference group', -0.586 for 'role in the society' and -0.459 for 'social status'. Thus, in the case of the rural respondents the most Discriminant Function Variable is the 'primary reference group'.

b) Interpretation of Discriminant Function Analysis

The results of Discriminant Function Analysis showed that there is difference in the Discriminant variable between the urban and the rural respondents. 'Social status' was the major Discriminant variable for the Urban respondents, whereas, the 'primary reference group' was the major Discriminant variable for the rural respondents.

c) Correlation Analysis

The correlation analysis intends to find out the strength of the linear relationship between two variables. For example, how strong is the relationship between social factors *(Independent variable)* and two-wheeler purchase decision *(dependent variable)*? The SPSS results of Pearson's coefficient of correlation 'r' were calculated between the variables and the result showed the following:

Social Factors (SF) and Two-wheeler purchase decision (TWP) are significantly correlated with

$$r = .732 \ (p<0.01).$$

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The results also can be interpreted based on Guildford' s rule of thumb which states that, social factors and two-wheeler purchase decision 'r' value falls between 0.7 to 0.9 (.732) and therefore, social factors and two-wheeler purchase decision are highly correlated. Therefore, an evidence of a true relationship has been found and the null hypothesis H0, which stated that "there is no relationship between social factor and two-wheeler purchase decision" is rejected. Thereby, the research hypothesis has been validated.

d) Findings

- The most Discriminant Variable for influencing consumption behavior varied between the urban and the rural respondents. 'Social status' was the major discriminant variable for the urban respondents, whereas, the 'primary reference group' was the major discriminant variable for the rural respondents in the choice of a two-wheeler brand.
- Majority of the two-wheeler buyers in the Malabar region of Kerala prefer the brand Bajaj. Out of the 300 respondents interviewed in the Malabar region of Kerala in the two-wheeler market, it was found that 108 i.e. 36% of the respondents owned a Bajaj motorcycle followed by Hero Honda and TVS respectively.
- The various promotional tools that influenced the purchase decision in the two-wheeler market in the Malabar region of Kerala are newspaper, television, radio, internet, magazines, word of mouth, test rides and exchange melas. Among them 'word of mouth' was ranked first which influenced the purchase decision the most in the two-wheeler market in the Malabar region of Kerala followed by magazine, television, internet, newspaper, test ride, radio and exchange melas.

IX. Conclusions and Suggestions

1. The paper presented the Discriminant Analysis for the four dimensions scales of the study. It is significant to highlight that the most Discriminant Variable for influencing consumption behavior varied between the urban and the rural respondents. 'Social status' was the major discriminant variable for the urban respondents, whereas, the 'primary reference group' was the major discriminant variable for the rural respondents in the choice of a two-wheeler brand.
2. Majority of the buyers in the Malabar region of Kerala rely on their own decision to purchase a two-wheeler followed by the decision of their own family members. Other social factors that influenced the purchase decision in the two-wheeler market in the Malabar region of Kerala are friends, relatives and neighbors.
3. Majority of the two-wheeler buyers in the Malabar region of Kerala prefer the brand Bajaj. 'Word of mouth' was ranked first which influenced the purchase decision the most in the two-wheeler market in the Malabar region of Kerala followed by magazine, television, internet, newspaper, test ride, radio and exchange melas.

The two-wheeler manufacturers and dealers may conduct causal marketing like a 'wellness programme' or a 'literacy campaign' for the people of a particular rural or urban area. This will not only improve the sales of the marketer but will also create a brand image of the company and will benefit the society at large. The marketing efforts should be for the cause of the potential customers and the existing customers which should also render free training and health fitness activities for the relatives and friends of the existing customers.

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Auxiliary Memberships

Institutional Fellow of Open Association of Research Society (USA)-OARS (USA)

Global Journals Incorporation (USA) is accredited by Open Association of Research Society, U.S.A (OARS) and in turn, affiliates research institutions as "Institutional Fellow of Open Association of Research Society" (IFOARS).



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The IFOARS institution is entitled to form a Board comprised of one Chairperson and three to five board members preferably from different streams. The Board will be recognized as "Institutional Board of Open Association of Research Society"-(IBOARS).

The Institute will be entitled to following benefits:

The IBOARS can initially review research papers of their institute and recommend them to publish with respective journal of Global Journals. It can also review the papers of other institutions after obtaining our consent. The second review will be done by peer reviewer of Global Journals Incorporation (USA) The Board is at liberty to appoint a peer reviewer with the approval of chairperson after consulting us.

The author fees of such paper may be waived off up to 40%.

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The board members can also join us as Individual Fellow with 40% discount on total fees applicable to Individual Fellow. They will be entitled to avail all the benefits as declared. Please visit Individual Fellow-sub menu of GlobalJournals.org to have more relevant details.

We shall provide you intimation regarding launching of e-version of journal of your stream time to time. This may be utilized in your library for the enrichment of knowledge of your students as well as it can also be helpful for the concerned faculty members.



After nomination of your institution as "Institutional Fellow" and constantly functioning successfully for one year, we can consider giving recognition to your institute to function as Regional/Zonal office on our behalf.
The board can also take up the additional allied activities for betterment after our consultation.

The following entitlements are applicable to individual Fellows:



Open Association of Research Society, U.S.A (OARS) By-laws states that an individual Fellow may use the designations as applicable, or the corresponding initials. The Credentials of individual Fellow and Associate designations signify that the individual has gained knowledge of the fundamental concepts. One is magnanimous and proficient in an expertise course covering the professional code of conduct, and follows recognized standards of practice.

Open Association of Research Society (US)/ Global Journals Incorporation (USA), as described in Corporate Statements, are educational, research publishing and professional membership organizations. Achieving our individual Fellow or Associate status is based mainly on meeting stated educational research requirements.



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We shall provide print version of 12 issues of any three journals [as per your requirement] out of our 38 journals worth $ 2376 USD.

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- In addition to above, if one is single author, then entitled to 40% discount on publishing research paper and can get 10%discount if one is co-author or main author among group of authors.
- The Fellow can organize symposium/seminar/conference on behalf of Global Journals Incorporation (USA) and he/she can also attend the same organized by other institutes on behalf of Global Journals.
- The Fellow can become member of Editorial Board Member after completing 3yrs.
- The Fellow can earn 60% of sales proceeds from the sale of reference/review books/literature/publishing of research paper.
- Fellow can also join as paid peer reviewer and earn 15% remuneration of author charges and can also get an opportunity to join as member of the Editorial Board of Global Journals Incorporation (USA)
- • This individual has learned the basic methods of applying those concepts and techniques to common challenging situations. This individual has further demonstrated an in–depth understanding of the application of suitable techniques to a particular area of research practice.

Note :

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- In future, if the board feels the necessity to change any board member, the same can be done with the consent of the chairperson along with anyone board member without our approval.
- In case, the chairperson needs to be replaced then consent of 2/3rd board members are required and they are also required to jointly pass the resolution copy of which should be sent to us. In such case, it will be compulsory to obtain our approval before replacement.
- In case of "Difference of Opinion [if any]" among the Board members, our decision will be final and binding to everyone.

"

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Alternatively, you can download our basic template from https://globaljournals.org/Template.zip

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Authors must ensure the information provided during the submission of a paper is authentic. Please go through the following checklist before submitting:

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3. Ensure corresponding author's email address and postal address are accurate and reachable.
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Unless specified in the notification, the Editorial Board's decision on publication of the paper is final and cannot be appealed before making the major change in the manuscript.

Acknowledgments

Contributors to the research other than authors credited should be mentioned in Acknowledgments. The source of funding for the research can be included. Suppliers of resources may be mentioned along with their addresses.

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The following is the official style and template developed for publication of a research paper. Authors are not required to follow this style during the submission of the paper. It is just for reference purposes.

Manuscript Style Instruction (Optional)

- Microsoft Word Document Setting Instructions.
- Font type of all text should be Swis721 Lt BT.
- Page size: 8.27" x 11'", left margin: 0.65, right margin: 0.65, bottom margin: 0.75.
- Paper title should be in one column of font size 24.
- Author name in font size of 11 in one column.
- Abstract: font size 9 with the word "Abstract" in bold italics.
- Main text: font size 10 with two justified columns.
- Two columns with equal column width of 3.38 and spacing of 0.2.
- First character must be three lines drop-capped.
- The paragraph before spacing of 1 pt and after of 0 pt.
- Line spacing of 1 pt.
- Large images must be in one column.
- The names of first main headings (Heading 1) must be in Roman font, capital letters, and font size of 10.
- The names of second main headings (Heading 2) must not include numbers and must be in italics with a font size of 10.

Structure and Format of Manuscript

The recommended size of an original research paper is under 15,000 words and review papers under 7,000 words. Research articles should be less than 10,000 words. Research papers are usually longer than review papers. Review papers are reports of significant research (typically less than 7,000 words, including tables, figures, and references)

A research paper must include:

a) A title which should be relevant to the theme of the paper.
b) A summary, known as an abstract (less than 150 words), containing the major results and conclusions.
c) Up to 10 keywords that precisely identify the paper's subject, purpose, and focus.
d) An introduction, giving fundamental background objectives.
e) Resources and techniques with sufficient complete experimental details (wherever possible by reference) to permit repetition, sources of information must be given, and numerical methods must be specified by reference.
f) Results which should be presented concisely by well-designed tables and figures.
g) Suitable statistical data should also be given.
h) All data must have been gathered with attention to numerical detail in the planning stage.

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

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

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

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



Format Structure

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

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

Author details

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

Abstract

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

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

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

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

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

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

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

Tables, Figures, and Figure Legends

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

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

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

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Tips for writing a good quality Management Research Paper

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

Informal Guidelines of Research Paper Writing

Key points to remember:

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

Final points:

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

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

The discussion section:

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

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

General style:

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

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

Mistakes to avoid:

- Insertion of a title at the foot of a page with subsequent text on the next page.
- Separating a table, chart, or figure—confine each to a single page.
- Submitting a manuscript with pages out of sequence.
- In every section of your document, use standard writing style, including articles ("a" and "the").
- Keep paying attention to the topic of the paper.



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- Use paragraphs to split each significant point (excluding the abstract).
- Align the primary line of each section.
- Present your points in sound order.
- Use present tense to report well-accepted matters.
- Use past tense to describe specific results.
- Do not use familiar wording; don't address the reviewer directly. Don't use slang or superlatives.
- Avoid use of extra pictures—include only those figures essential to presenting results.

Title page:

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

Abstract: This summary should be two hundred words or less. It should clearly and briefly explain the key findings reported in the manuscript and must have precise statistics. It should not have acronyms or abbreviations. It should be logical in itself. Do not cite references at this point.

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

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

Reason for writing the article—theory, overall issue, purpose.

- Fundamental goal.
- To-the-point depiction of the research.
- Consequences, including definite statistics—if the consequences are quantitative in nature, account for this; results of any numerical analysis should be reported. Significant conclusions or questions that emerge from the research.

Approach:

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

Introduction:

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

The following approach can create a valuable beginning:

- Explain the value (significance) of the study.
- Defend the model—why did you employ this particular system or method? What is its compensation? Remark upon its appropriateness from an abstract point of view as well as pointing out sensible reasons for using it.
- Present a justification. State your particular theory(-ies) or aim(s), and describe the logic that led you to choose them.
- Briefly explain the study's tentative purpose and how it meets the declared objectives.

Approach:

Use past tense except for when referring to recognized facts. After all, the manuscript will be submitted after the entire job is done. Sort out your thoughts; manufacture one key point for every section. If you make the four points listed above, you will need at least four paragraphs. Present surrounding information only when it is necessary to support a situation. The reviewer does not desire to read everything you know about a topic. Shape the theory specifically—do not take a broad view.

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

Procedures (methods and materials):

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

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

Materials:

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

Methods:

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

Approach:

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

Use standard style in this and every other part of the paper—avoid familiar lists, and use full sentences.

What to keep away from:

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

Results:

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

The page length of this segment is set by the sum and types of data to be reported. Use statistics and tables, if suitable, to present consequences most efficiently.

You must clearly differentiate material which would usually be incorporated in a study editorial from any unprocessed data or additional appendix matter that would not be available. In fact, such matters should not be submitted at all except if requested by the instructor.



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Content:

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

What to stay away from:

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

Approach:

As always, use past tense when you submit your results, and put the whole thing in a reasonable order.

Put figures and tables, appropriately numbered, in order at the end of the report.

If you desire, you may place your figures and tables properly within the text of your results section.

Figures and tables:

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

Discussion:

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Position your understanding of the outcome visibly to lead the reviewer through your conclusions, and then finish the paper with a summing up of the implications of the study. The purpose here is to offer an understanding of your results and support all of your conclusions, using facts from your research and generally accepted information, if suitable. The implication of results should be fully described.

Infer your data in the conversation in suitable depth. This means that when you clarify an observable fact, you must explain mechanisms that may account for the observation. If your results vary from your prospect, make clear why that may have happened. If your results agree, then explain the theory that the proof supported. It is never suitable to just state that the data approved the prospect, and let it drop at that. Make a decision as to whether each premise is supported or discarded or if you cannot make a conclusion with assurance. Do not just dismiss a study or part of a study as "uncertain."

Research papers are not acknowledged if the work is imperfect. Draw what conclusions you can based upon the results that you have, and take care of the study as a finished work.

- You may propose future guidelines, such as how an experiment might be personalized to accomplish a new idea.
- Give details of all of your remarks as much as possible, focusing on mechanisms.
- Make a decision as to whether the tentative design sufficiently addressed the theory and whether or not it was correctly restricted. Try to present substitute explanations if they are sensible alternatives.
- One piece of research will not counter an overall question, so maintain the large picture in mind. Where do you go next? The best studies unlock new avenues of study. What questions remain?
- Recommendations for detailed papers will offer supplementary suggestions.

Approach:

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Describe generally acknowledged facts and main beliefs in present tense.

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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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