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Purchasing FMCG Products

Franchise Fast Food Industry

Highlights

Online Shopping in Jordan

Impact of Social Media Marketing

Discovering Thoughts, Inventing Future

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Customers' Perception towards Online Shopping in Jordan

By Dr. Atalla Fahed Al-Serhan
Al Albayt University

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

Keywords: *customer, online shopping, regression, jordan.*

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Customers' Perception towards Online Shopping in Jordan

Dr. Atalla Fahed Al-Serhan

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

Keywords: customer, online shopping, regression, jordan.

I. Introduction

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

Author: Assistant Professor, Department of Business Administration, Al Albayt University, Mafraq, Jordan. e-mail: alserhan2010@gmail.com

a) Online shopping and customers' perception

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

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

Understanding of customers' perception in online shopping is more difficult than traditional selling because the customers are not physically available and the sellers could not convince them by communicating properly. Many times, it has been found that customers read the reviews and rating of the product and then takes a decision whether to buy or not. In such a case, the firm lost the customer if the product gets low rating and bad reviews although the product is superior to rival firms. Similarly, they compare the prices of products with rival firms and then take a decision. Sometimes customers' decision is influenced by the attraction of website, its design and features. Therefore, critical

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examination of customers' attitude is a sine qua non in online shopping. The present research examines the customers' perception towards online shopping. This study comprehensively measures all the important factors like trust, convenience, price, customer service, product varieties, and website design that customers usually taken into consideration while buying products through internet.

II. Literature Review and Research Model

a) Literature review

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

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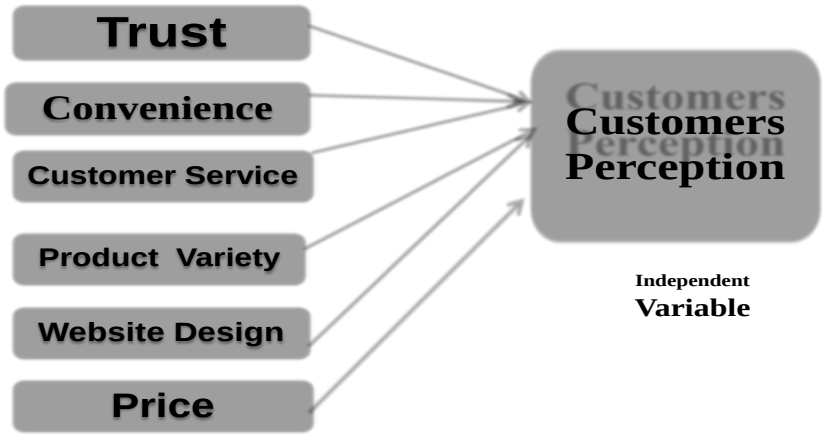
functionality, security and customer service and customer satisfaction on online shopping.

b) Research Gap

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

c) Research Model

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



Source: Self Compiled by researcher

Figure 1: Research Model

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

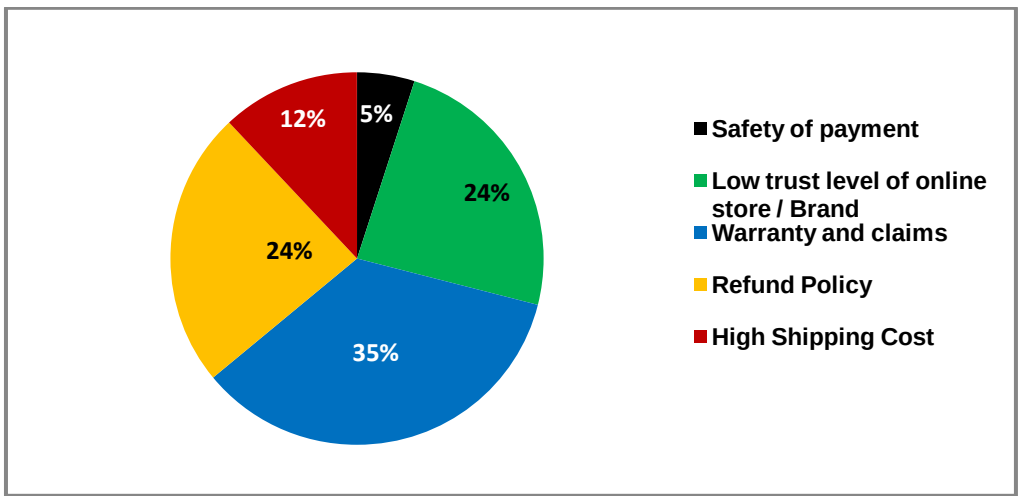
Customer service was used as fourth component in the study because a number of individuals reported that they are getting good quality of customer service if they bought goods online. In many previous studies, it was also used. Furthermore, a customer wants to get a number of varieties for the product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

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Table 1: Customers' attitude towards online Shopping

Main Reason for online Shopping	Frequency	Percent
Convenience & time saving	96	24
Less Price	128	32
Trust	36	9
Brand Image	36	9
Price comparison available	56	14
Product reviews available	48	12
Total	400	100
Major Barriers		
Safety of payment	20	5
Low trust level of online store / Brand	96	24
Warranty and claims	140	35
Refund Policy	96	24
High Shipping Cost	48	12
Total	400	100
No of times you buy online		
Frequently or at least once a month	76	19
Once in three months	232	58
Once in six months	60	15
Once in a year	32	8
Total	400	100
Do you go to a retail store first before making your final purchase online?	**Frequency**	**Percent**
Yes	92	23
No	307	67
Total	400	100
Type of Products bought online	**Frequency**	**Percent**
Electronic products	148	37
Books	44	11
Clothes	168	42
Home essentials and Groceries	40	10
Total	400	100

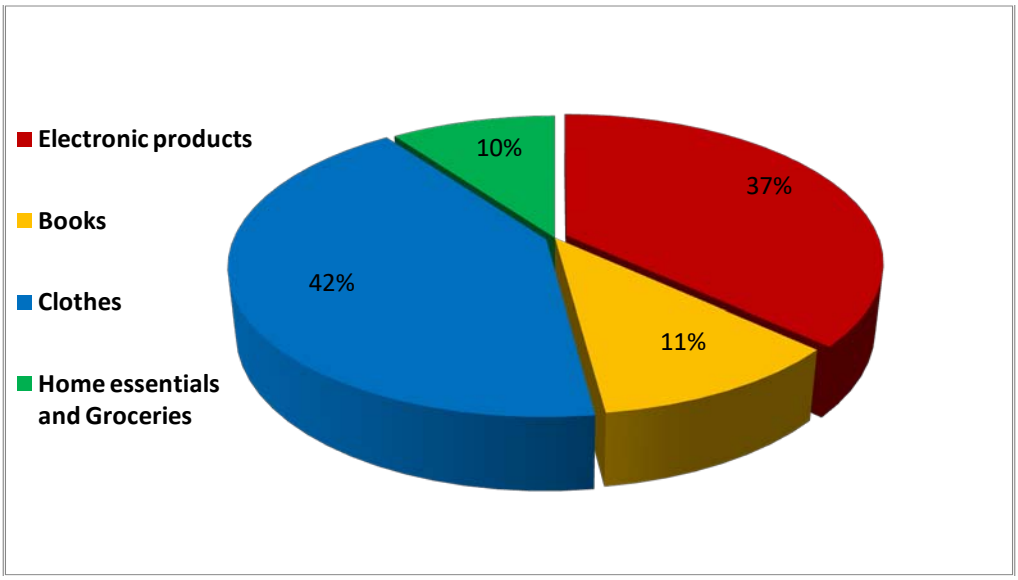
Source: Primary Data



Source: Table 1

Figure 2: Barriers in Online purchase

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Source: Table 1

Figure 3: Products buy online

d) Customers' attitude towards online Shopping

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

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

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

III. Research Design

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

a) Objectives of the study

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

b) Hypotheses of the study

Following null hypotheses have been developed for the study:

Ho_1: A significant and positive relationship does not exist between trust and customers' perception towards online shopping.

Ho_2: A significant and positive relationship does not exist between convenience and customers' perception towards online shopping.

Ho_3: A significant and positive relationship does not exist between price and customers' perception towards online shopping.

Ho_4: A significant and positive relationship does not exist between customer service and customer's perception towards online shopping.

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Ho_5: A significant and positive relationship does not exist between product variety and customers' perception towards online shopping.

Ho_6: A significant and positive relationship does not exist between website design and customers' perception towards online shopping.

c) Population and Sampling Method

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

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

d) Sample Size

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

$$n = \frac{Z^2PQ}{B^2}$$

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

$$n = \frac{(1.96)^2 (0.5)(0.5)}{(0.05)_2}$$

$$n = \frac{3.8416 \times 0.25}{0.0025} \qquad n = 384.16$$

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

e) Data collection Method

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

f) Pilot survey

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

g) Distribution of Questionnaires

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

Table 2: Questionnaires distributed and accepted

Questionnaires Distributed	Questionnaires Returned	Questionnaires Rejected	Questionnaires Accepted for analysis
600	480	80	400 [Sample Size]

Source: Primary Data

h) Duration of field survey and Statistical tools used

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

IV. Data Analysis

a) Reliability Analysis

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

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Table 3: Reliability of all Dimensions

No.	Dimensions	Statements	Cronbach Alpha
1	Trust	5	0.894
2	Convenience	4	0.746
3	Price	4	0.914
4	Customer Service	5	0.834
5	Product Variety	3	0.799
6	Website Design	4	0.804

Source: Output of SPSS_18

Hypothesis 1

Ho_1: A significant and positive relationship does not exist between trust and customers' perception towards online shopping.

Ha_1: A significant and positive relationship exists between trust and customers' perception towards online shopping.

Table 4: Regression [Trust & Customers' Perception]

Model	R	Adjusted R^2	B	Standard Error	t value	ANOVA F Value	P Value
1	0.917	0.840	0.691	0.44429	45.779	2050.720**	0.000

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

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

Hypothesis 2

Ho_2: A significant and positive relationship does not exist between convenience and customers' perception towards online shopping.

Ha_2: A significant and positive relationship exists between convenience and customers' perception towards online shopping.

Table 5: Regression [Convenience & Customers' Perception]

Model	R	Adjusted R^2	B	Standard Error	t value	ANOVA F Value	P Value
2	0.839	0.704	0.637	0.60987	30.741	944.989**	0.000

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

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

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relationship between convenience and customers' perception towards online shopping.

Hypothesis 3

Ho_3: A significant and positive relationship does not exist between price and customers' perception towards online shopping.

Ha_3: A significant and positive relationship exists between price and customers' perception towards online shopping.

Table 6: Regression [Price & Customers' Perception]

Model	R	Adjusted R^2	B	Standard Error	t value	ANOVA F Value	P Value
3	0.701	0.490	0.506	0.76243	19.546	382.060**	0.000

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

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

Hypothesis 4

Ho_4: A significant and positive relationship does not exist between customer service and customer's perception towards online shopping.

Ha_4: A significant and positive relationship exists between customer service and customers' perception towards online shopping.

Table 7: Regression [Customer service & Customers' Perception]

Model	R	Adjusted R^2	B	Standard Error	t value	ANOVA F Value	P Value
4	0.677	0.459	0.266	1.06663	7.232	52.297**	0.000

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

Simple linear regression was used as the statistical tool to examine the relationship between customer service and customers' perception. Customer service was taken as independent variable whereas customers' perception was the dependent variable. Table 7 highlights the regression model-4 in abridged form. The adjusted R square value was 0.459 which indicates that around 46% variations in the customers' perception can be predicted from customer service. Moreover, ANOVA shows the model significance. The overall model is significant because the F value is significant at 95% confidence level. Furthermore, the unstandardized beta value shows the impact of the predictor variable (customer service) on the dependent variable (customers' perception). It suggests that for one unit increase in customer service, there will be 0.266 unit increase in customers' perception. Finally, the null hypothesis is rejected because $P<0.05$ and it can be said that there is a significant and positive relationship between customer service and customers' perception towards online shopping.

Hypothesis 5

Ho_5: A significant and positive relationship does not exist between product variety and customers' perception towards online shopping.

Ha_5: A significant and positive relationship exists between product variety and customers' perception towards online shopping.

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Table 8: Regression [Product variety & Customers' Perception]

Model	R	Adjusted R^2	B	Standard Error	t value	ANOVA F Value	P Value
5	0.513	0.263	0.423	0.96172	11.919	142.068**	0.000

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

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

Hypothesis 6

Ho_6: A significant and positive relationship does not exist between website design and customers' perception towards online shopping.

Ha_6: A significant and positive relationship exists between website design and customers' perception towards online shopping.

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

Model	R	Adjusted R^2	B	Standard Error	t value	ANOVA F Value	P Value
6	0.621	0.385	0.497	0.87832	15.796	249.502**	0.000

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

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

V. Concluding Remarks

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

A total of 600 questionnaires after successful pilot survey were distributed randomly to the consumers living in major cities of Jordan who met the sampling requirements. Amman, Zarqa, Madab, Irbid, Mafraq, Aqaba, and Ma'an were the cities selected in the study.

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The data collection period was four months from September, 2019 to December, 2019. A total of 400 questionnaires were considered valid for data analysis. Cronbach alpha was used to test reliability of data. It was found that the data was reliable for testing hypotheses. Moreover, simple linear regression was used as the statistical tool to examine the relationship between online shopping and customers' perception. The present study used six variables namely trust, convenience, price, customer service, product varieties, and website design to examine the customers' perception towards online shopping. All these variables were statistically significant at 95% confidence level. It means that a significant and positive relationship exists between all independent variables and customer's perception towards online shopping. The highest beta value was recorded on trust and the least value was recorded on customer service. The findings are in line with the previous empirical studies Bashir (2013); Yunus (2014); Bashir, Mehboob, and Bhatti (2015); Ahluwalia and Sanan (2016); Rahman et al. (2018); Perera and Sachitra (2019).

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

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

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Appendix

Table 11: Model Summary [Trust & Customers Perception]

Model	R	R square	Adjusted R square	Std Error
1	0.917	0.840	0.840	0.44429

Table 12: ANOVA [Trust & Customers Perception]

Model-1	Sum of squares	df	Mean square	F	Sig
Regression	413.682	1	413.682		
Residual	78.563	398	0.197	2095.720	0.000
Total	492.245	399			

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

Table 13: Coefficients [Trust & Customers Perception]

Model-1	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std Error	Beta		
Constant	0.583	0.054		10.901	0.000
Trust	0.691	0.015	0.917	45.779	0.000

Dependent variable: Customers' Perception

Table 14: Model Summary [Convenience & Customers Perception]

Model	R	R square	Adjusted R square	Std Error
2	0.839	0.704	0.703	0.60987

Table 15: ANOVA [Convenience & Customers Perception]

Model-2	Sum of squares	df	Mean square	F	Sig
Regression	351.479	1	351.479	944.989	
Residual	148.032	398	0.372		0.000
Total	499.511	399			

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

Table 16: Coefficients [Convenience & Customers Perception]

Model-2	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std Error	Beta		
Constant	0.690	0.073		9.397	0.000
Convenience	0.637	0.021	0.839	30.741	0.000

Dependent variable: Customers' Perception

Table 17: Model Summary [Price & Customers Perception]

Model	R	R square	Adjusted R square	Std Error
3	0.701	0.490	0.489	0.76243

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Table 18: ANOVA [Price & Customers Perception]

Model-3	Sum of squares	df	Mean square	F	Sig
Regression	222.089	1	222.089	382.060	
Residual	231.355	398	0.581		0.000
Total	453.444	399			

Dependent variable: Customers' Perception
Predictors: (Constant), Price

Table 19: Coefficients [Price & Customers Perception]

Model-3	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std Error	Beta		
Constant	0.846	0.092		9.506	0.000
Price	0.506	0.026	0.700	19.546	0.000

Dependent variable: Customers' Perception

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

Model	R	R square	Adjusted R square	Std Error
4	0.677	0.459	0.457	1.06663

Table 21: ANOVA [Customer service & Customers Perception]

Model-4	Sum of squares	df	Mean square	F	Sig
Regression	60.112	1	60.112	52.297	
Residual	457.477	398	1.149		0.000
Total	517.590	399			

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

Table 22: Coefficients [Customer service & Customers Perception]

Model-4	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std Error	Beta		
Constant	1.738	0.131		13.293	0.000
Customer service	0.266	0.037	0.341	7.232	0.000

Dependent variable: Customers' Perception

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

Model	R	R square	Adjusted R square	Std Error
5	0.513	0.263	0.261	0.96172

Table 24: ANOVA [Product variety & Customers Perception]

Model-5	Sum of squares	df	Mean square	F	Sig
Regression	131.399	1	131.399	142.068	
Residual	368.112	398	0.925		0.000
Total	499.511	399			

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

Table 25: Coefficients [Product variety & Customers Perception]

Model-5	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std Error	Beta		
Constant	1.234	0.136		9.095	0.000
Product variety	0.423	0.036	0.513	11.919	0.000

Dependent variable: Customers' Perception

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Table 26: Model Summary [Website design & Customers Perception]

Model	R	R square	Adjusted R square	Std Error
6	0.621	0.385	0.384	0.87832

Table 27: ANOVA [Website design & Customers Perception]

Model-6	Sum of squares	df	Mean square	F	Sig
Regression	192.477	1	192.477	249.502	
Residual	307.034	398	0.771		0.000
Total	499.511	399			

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

Table 28: Coefficients [Website design& Customers Perception]

Model-6	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std Error	Beta		
Constant	1.025	0.117		8.724	0.000
Website design	0.497	0.031	0.621	15.796	0.000

Dependent variable: Customers' Perception

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Role of Women in Purchasing FMCG Products in Rural Markets

By Sonali Gedam

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

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

GJMBR-E Classification: JEL Code: M399



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Role of Women in Purchasing FMCG Products in Rural Markets

Sonali Gedam

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

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

I. Introduction

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

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

Main Indicators	2017	2018	2019	2020(e)
GDP (billions USD)	2,652.25	2,718.73	2,935.57	3,202.18
GDP per capita (USD)	2,014	2,038	2,172	2,338
Inflation Rate	3.6	3.4	4.5	3.3

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

II. What Rural Means?

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

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

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

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

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

Author: e-mail: sonaligedam27@gmail.com

III. What is Rural Women?

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

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

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

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

a) *Life of Rural Women in India*

The rural women of India performs her household chores from dawn to dusk. After completing

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her household chores, many has to work in the farm. As agriculture is the main source of living for rural families, rural economy is driven by female workforce in many areas.

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

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

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

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

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

b) Indian Rural Market and FMCG Companies

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

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

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

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

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

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

c) Role of Women in Purchase decision

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

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

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

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

d) Objectives of Study

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

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e) Review of Literature

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

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

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

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

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

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

IV. Research Methodology

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

V. Findings

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

VI. Conclusion

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

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

By Separamadu H. N. Lakchan V. A. S. M, Jayasinghe M. A. N. D, Dharmagunawardhana P.V. M. S. D., Samarasinghe H. M. U. S. R & Rathnayake, Rathnayake R. M. N. M

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

GJMBR-E Classification: JEL Code: M30



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

Separamadu H. N. Lakchan V. A. S. M [α], Jayasinghe M. A. N. D [σ], Dharmagunawardhana P.V. M. S. D. [ρ], Samarasinghe H. M. U. S. R [ω] & Rathnayake, Rathnayake R. M. N. M[¥]

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

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

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

I. Introduction

a) Background of the study

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

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

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

Author: SLIIT Business School, Sri Lanka. e-mail: udanee.s@sliit.lk

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

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

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

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

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

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

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

b) Statement of the problem

According to previous literature, it is proven that present is a major influence of social media marketing on purchase intention of the users who belong to generation Y in Malaysian context. e-WOM, online communities, online advertisements are considered to be the driving factors for the customers’ purchase intention (Balakrishnan, et al., 2014).

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Now the background of the Colombo district franchise fast-food market, that impact of social media marketing on purchase intention can be differentiated across generations Y and Z as each audience has different online behaviors which also can be identified under the e-WOM, online communities, and online advertising.

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

c) *Research Questions*

Below research questions were developed according to our study.

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

d) *Research Objectives*

Below research objectives were developed according to our study.

Main Objective

1. To determine the impact of social media marketing towards purchase intention among generation Y and Z referring to fast food franchises in Colombo district.

Sub objectives

1. To determine the impact of e-WOM towards purchase intention of generation Y referring to fast food franchises in Colombo district.
2. To determine the impact of e-WOM towards purchase intention of generation Z referring to fast food franchises in Colombo district.
3. To determine the impact of online communities towards purchase intention of generation Y referring to fast food franchises in Colombo district.
4. To determine the impact of online communities towards purchase intention of generation Z referring to fast food franchises in Colombo district.
5. To determine the impact of online advertisements towards purchase intention of generation Y referring to fast food franchises in Colombo district.
6. To determine the impact of online advertisements towards purchase intention of generation Z referring to fast food franchises in Colombo district.

Main Objective

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

Hypothesis

H1: There is a positive impact of e-WOM towards purchase intention of generation Y referencing to fast-food franchises in Colombo district.

$H1_0$*:* There is a negative impact of e-WOM towards purchase intention of generation Y referencing to fast-food franchises in Colombo district.

H2: There is a positive impact of e-WOM towards purchase intention of generation Z referencing to fast-food franchises in Colombo district.

$H2_0$*:* There is a negative impact of e-WOM towards purchase intention of generation Z referencing to fast-food franchises in Colombo district.

H3: There is a positive impact of online communities towards purchase intention of generation Y referencing to fast-food franchises in Colombo district.

$H3_0$*:* There is a negative impact of online communities towards purchase intention of generation Y referencing to fast-food franchises in Colombo district.

H4: There is a positive impact of online communities towards purchase intention of generation Z referencing to fast-food franchises in Colombo district.

$H4_0$*:* There is a negative impact of online communities towards purchase intention of generation Z referencing to fast-food franchises in Colombo district.

H5: There is a positive impact of online advertisements towards purchase intention of generation Y referencing to fast-food franchises in Colombo district.

$H5_0$*:* There is a negative impact of online advertisements towards purchase intention of generation Y referencing to fast-food franchises in Colombo district.

H6: There is a positive impact of online advertisements towards purchase intention of generation Z referencing to fast-food franchises in Colombo district.

$H6_0$*:* There is a negative impact of online advertisements towards purchase intention of generation Z referencing to fast-food franchises in Colombo district.

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H7: Generation Y and Z moderates the relationship between Social Media Marketing and Consumer Purchase Intention.

e) Contribution of the Study

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

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

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

Table 1.1: Fast-food franchise presence in social media

Fast-food franchises in Sri Lanka	Facebook	Instagram
KFC	55K likes	38.8k followers
McDonald's	80M likes (One global page operates for every country)	13.6 followers
Pizza Hut	457K likes	78.2k followers
Domino's Pizza	391K likes	24.7k followers
Burger King	202K likes	26.5k followers

Source – Secondary data (Official social media pages)

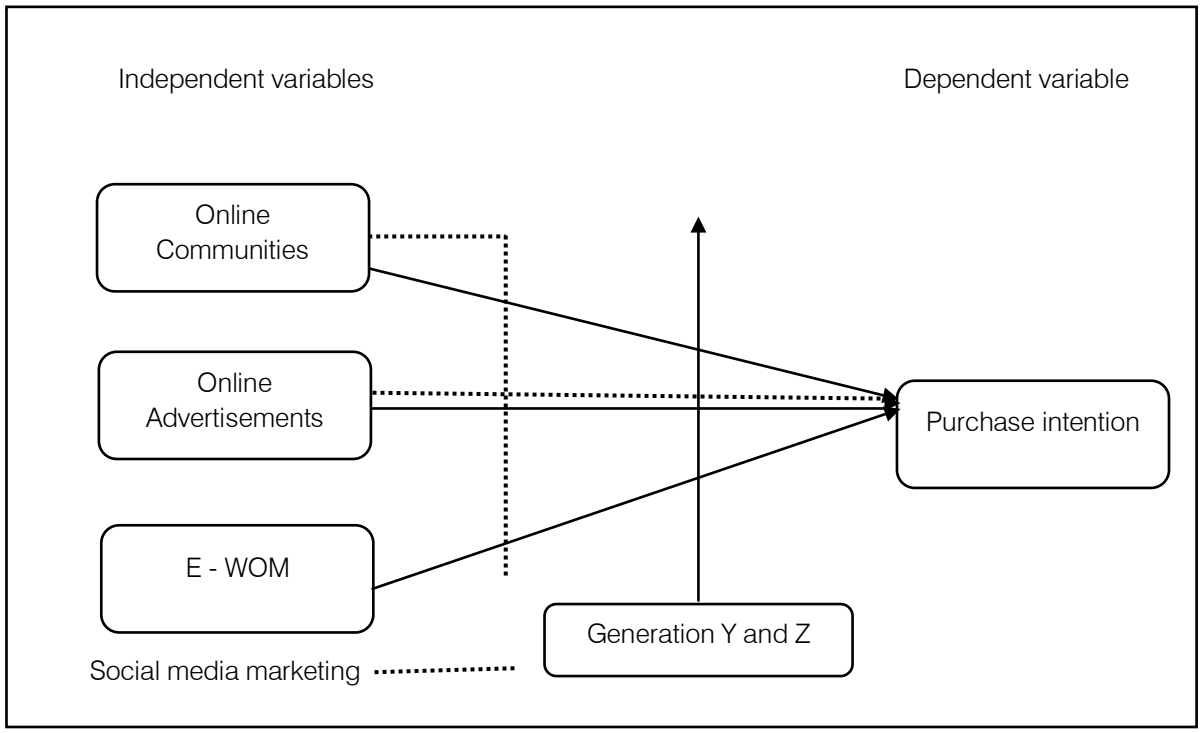
Those opportunities let social media marketers build up conversations with customers. Since it provides a root for brands to sustain in their online platforms. (Balakrishnan, et al., 2014). Since the various kinds of efforts have been utilized by marketers in order to maintain their purchase intention.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

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

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

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II. Theoretical Framework and Conceptual Model



Source: Authors' compilation based on the literature review

Figure 1: Conceptual framework

a) Digital Marketing

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

Table 2.2: Definitions of digital marketing channels

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

Source: (Strokes. R, 2011)

b) Social media

The journey of marketing built through three major stages which are known as Marketing 1.0, 2.0 and 3.0. Complexity of each stage increased with the modern technology and advanced tools of marketing. Nowadays, Organizations are more focused on society and environment than just making profits (Kotler, et al., 2010). The scope of media also went through a major transformation over the past few years by shifting from Web 1.0 to Web 2.0. Nowadays, internet became more user-centric and flexible. It became the medium which people share their thoughts with friends and peers and where they make strong and effective relationships (Kotler, et al., 2010).

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As a result of that, social media became a place where individuals can discuss their opinions and interests in products. Also, it provides the opportunity to businesses to engage with their target audience. Simply social media is a two-way web internet application that provides an opportunity for the users to generate and share original content with other users. Facebook, YouTube, LinkedIn, Instagram, Twitter, WhatsApp etc. are some of the most utilized social media platforms. Among these social media channels, Facebook can be considered as the mostly used social media channel (Algharabat, 2017). There are over 6 million active Facebook users, 1.1 million Instagram users, and 182.5 Thousand Twitter users in Sri Lanka 2019(Hootsuite, 2020).

c) Social Media Marketing

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

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

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

d) Franchise food industry in Sri Lanka

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

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

e) Evolution of Generations

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

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

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

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requirement for progressing guidance here (Kane, 2019).

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

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

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

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

f) Purchase Intention

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

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

g) E-Word of Mouth

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

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

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h) Online Communities

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

i) Online Advertisement

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

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

III. Methodology

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

a) Research design

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

b) Sampling method and data collection

The key aim of sampling design is a significant instrument of collecting the data in a study. When doing the research, it is the duty of the researcher to select the

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path of getting the samples for research which also can be mentioned as the research design. The simple random sampling method was used as the sampling method. Simple random sampling know as a sampling technique that is considered as a building block of complex sampling (Meng, 2013).

c) Sample size

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

$$Sample\ size = \frac{\frac{z^2 \times p(1-p)}{e^2}}{1 + (\frac{z^2 \times p(1-p)}{e^2 N})}$$

$$= \frac{\frac{1.96^2 \times 0.95(1-0.95)}{0.05^2}}{1 + (\frac{1.96^2 \times 0.95(1-0.95)}{0.05^2 \times 1{,}409{,}179})}$$

$$= 385$$

N= Population size
e= Margin of error
z= z score
p= Confidence level

d) Sampling design

In order to accomplish the research objectives, the selected samples were selected by the population. Since the study was targeted for generation Y and Z, the samples were to be selected from generation Y and generation Z. There were two surveys distributed for the two generations generation Y and generation Z. Out of the overall population from Colombo district, the overall target was to gather 385 samples from the overall population. Samples from generation Y were gathered 193 samples and from generation Z there were 193 samples gathered. Both online (Google forms) and printed questionnaires were distributed targeting both generation Y and Z.

e) Data Collection

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

f) The pilot survey

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

g) Statistical analysis

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

h) Correlation Analysis

Main objective-To determine the impact of social media marketing towards purchase intention among generation Y and Z referring to fast food franchises in Colombo district.

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Table 4.6: Correlation between social media marketing and purchase intention of generation Y

		Purchase intention	Social media marketing
Purchase intention	Pearson Correlation	1	.856**
	Sig. (2-tailed)		.000
	N	193	193
Social media marketing	Pearson Correlation	.856**	1
	Sig. (2-tailed)	.000	
	N	193	193

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

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

		Purchase intention	Social media marketing
Purchase intention	Pearson Correlation	1	.485**
	Sig. (2-tailed)		.000
	N	193	193
Social media marketing	Pearson Correlation	.485**	1
	Sig. (2-tailed)	.000	
	N	193	193
***. Correlation is significant at the 0.01 level (2-tailed).*			

Source: SPSS Analysis

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

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

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

		Purchase intention	e-WOM
Purchase intention	Pearson Correlation	1	.832**
	Sig. (2-tailed)		.000
	N	193	193
e-WOM	Pearson Correlation	.832**	1
	Sig. (2-tailed)	.000	
	N	193	193

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

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

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

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Table 4.9: Correlation between e-WOM and purchase intention of generation Z

		Purchase intention	e-WOM
Purchase intention	Pearson Correlation	1	.407**
	Sig. (2-tailed)		.000
	N	193	193
e-WOM	Pearson Correlation	.407**	1
	Sig. (2-tailed)	.000	
	N	193	193

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

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

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

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

		Purchase intention	Online communities
Purchase intention	Pearson Correlation	1	.837**
	Sig. (2-tailed)		.000
	N	193	193
Online communities	Pearson Correlation	.837**	1
	Sig. (2-tailed)	.000	
	N	193	193

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

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

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

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

		Purchase intention	Online communities
Purchase intention	Pearson Correlation	1	.311**
	Sig. (2-tailed)		.000
	N	193	193
Online communities	Pearson Correlation	.311**	1
	Sig. (2-tailed)	.000	
	N	193	193

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

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

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and consumer purchase intention. Moreover, based on this interpretation of the Pearson correlation test hypothesis 04 can accept.

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

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

		Purchase intention	Online advertisement
Purchase intention	Pearson Correlation	1	.719**
	Sig. (2-tailed)		.000
	N	193	193
Online advertisement	Pearson Correlation	.719**	1
	Sig. (2-tailed)	.000	
	N	193	193

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

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

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

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

		Purchase intention	Online advertisement
Purchase intention	Pearson Correlation	1	.468**
	Sig. (2-tailed)		.000
	N	193	193
Online advertisement	Pearson Correlation	.468**	1
	Sig. (2-tailed)	.000	
	N	193	193

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

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

i) Regression Analysis

Regression analysis can be used to explore the variation of one variable by using another variable. Percentage of the changes occurs in the dependent variable based on the independent variable is explained by the coefficient of determination or R square. The main objective one result generated by Pearson correlation can further discuss by simple regression analysis.

Table 4.14: Summary of regression analysis of generation Y

Model Summary				
Model	R Generation = generation Y (Selected)	R Square	Adjusted R Square	Std. Error of the Estimate
1	.921[a]	.848	.847	.29073

a. Predictors: (Constant), Online communities, Online advertisement, e-WOM

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Coefficients[a,b]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.243	.068		3.574	.000
	Social media marketing	.901	.028	.921	32.542	.000

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

The adjusted R2 of the model is 0.847 with the R2 is 0.848. This means that the linear regression explains 84.8% of the variance. In other words, 88% of variance occurs in consumer purchase intention can explained by social media marketing due to the fact that the percentage is above 50%.

Table 4.15: Summary of regression analysis of generation Z

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
	Generation = generation Z (Selected)			
1	.717[a]	.515	.512	.42639

a. Predictors: (Constant), Online communities, Online advertisement, e-WOM

Coefficients[a,b]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.167	.239		1.699	.485
	Social media marketing	.987	.069	.717	14.228	.000

a. Dependent Variable: Purchase intention
b. Selecting only cases for which Generation = Generation Z

The adjusted R2 of the model is 0.512 with the R2 is 0.515. This means that the Linear regression explains 51.5% of the variance. In other words, 51% of variance occurs in consumer purchase intention can explained by social media marketing due to the fact that the percentage is above 50%.

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

Table 4.16: ANOVA analysis for generation Y

ANOVA[a,b]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	89.510	1	89.510	1058.969	.000[c]
	Residual	16.060	192	.085		
	Total	105.570	193			

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

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Table 4.17: ANOVA analysis for generation Z

ANOVA[a,b]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	36.802	1	36.802	202.426	.000[c]
	Residual	34.725	192	.182		
	Total	71.527	193			

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

To monitor the whether generation Y and Z moderates the relationship between Social Media Marketing and consumer purchasing intention, research hypothesis was formulated that there is a significant due to generation Y and Z on the Social Media Marketing and Consumer purchase intention parallel to which a null hypothesis was formulated that stated the opposite of the hypotheses. Generation Y and Z moderates the relationship between Social Media Marketing and Consumer purchase intention. The p value (denoted by "Sig.") is .000 in both ANOVA tables. Because of P value is lower than significant value of 0.05

Summary of the results of hypothesis

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

IV. Main Empirical Findings

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

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

Furthermore, we have analyzed the relationship between social media marketing and consumer purchase intention of both generation Y and Z using correlation analysis. There is a high positive relationship between social media marketing and consumer purchase intention of generation Y with a significant rate of 0.830. Considering the generation Z, there is a low positive relationship between social media marketing and consumer purchase intention with a significant rate of 0.488. Therefore, it is highlighted that among generation Y and Z, social media marketing has the strongest impact on consumer purchase intention of generation Y. As per the results of the descriptive statistics analysis, it is revealed that the majority of the respondents of generation Y (97.9%) are employed

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while majority (85.5%) of the respondents of generation Z are non-employed which shows that purchasing power of generation Z is lower than the generation Y. We suggest that high purchasing power of generation Y could be a reason for the strong relationship between social media marketing and consumer purchase intention of generation Y. According to the results of the ANOVA analysis, generation Y and Z moderates the relationship between social media marketing and consumer purchase intention. Because the p values (denoted by "Sig.") of both generations are 0.000.

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

a) Recommendations

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

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

b) Limitations

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

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

c) Future research

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

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Does Customer Perceived Satisfaction Determine Profit? Evidence from the Mobile Telecommunication Sector in Bamenda, Cameroon

By Tchatat Kezeta Bili Samuel & Badjo Ngongue Martial Annicet
University of Bamenda

Abstract- The survival and profitability of any company depends on the ability of this company to meet the needs of its customer satisfactorily. Thus, the perception of customer about the services offered by the company and their satisfaction becomes a crucial tool for business managers. The main objective of this paper is to investigate the effect the effect of customers' satisfaction on profit of the mobile telecommunication sector in Bamenda Municipality. A sample of 105 respondents was constituted using random sampling technique. The Multiple Correspondence Analysis was used to construct indexes of profit, customer expectation, perceived quality and perceived value and the Ordinary Least Squares estimation technique was used to test the hypotheses of the study.

Keywords: *customer perceived satisfaction, profit, MCA, OLS, bamenda.*

GJMBR-E Classification: *JEL Code: A19*



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Does Customer Perceived Satisfaction Determine Profit? Evidence from the Mobile Telecommunication Sector in Bamenda, Cameroon

Tchatat Kezeta Bili Samuel [α] & Badjo Ngongue Martial Annicet [σ]

Abstract- The survival and profitability of any company depends on the ability of this company to meet the needs of its customer satisfactorily. Thus, the perception of customer about the services offered by the company and their satisfaction becomes a crucial tool for business managers. The main objective of this paper is to investigate the effect the effect of customers' satisfaction on profit of the mobile telecommunication sector in Bamenda Municipality. A sample of 105 respondents was constituted using random sampling technique. The Multiple Correspondence Analysis was used to construct indexes of profit, customer expectation, perceived quality and perceived value and the Ordinary Least Squares estimation technique was used to test the hypotheses of the study. Findings arising from this methodological approach indicate that there is a positive and significant effect of customer expectations and customer's perception of quality of services on profit. Conclusively, there is a significant effect of customer satisfaction on profit of mobile telecommunication companies in Bamenda. The study therefore recommends that customers oriented approaches to marketing should be reinforce in other to boost the profitability of the abovementioned companies.

Keywords: customer perceived satisfaction, profit, MCA, OLS, bamenda.

I. Introduction

The period after the twentieth century has seen a burgeoning interest in the nature of customer satisfaction, its antecedents and consequences - profit (Anderson and Fornell, 1994). As academic concern with customer satisfaction has increased so has business interest. For both academics and managers, the explanation for this interest is the belief that satisfaction will drive improved business performance (Oliver, 1997).

Businesses often focus on profits and revenues as the key indicators to success. This mentality can be seen before and during the industrial revolution period which was powered by manufacturing advances, focused on increasing the number of exchanges or transactions, between buyers and sellers with only limited attention to communication, cost, timing and quality of product, plus little or no on going relationships. Customers became very vital in business during the marketing era of the 1950s when companies could produce what they can sell and not just selling what they can produce as it was during the production era. Since the beginning of the consumption era in marketing, (business.business-key.com 2005) the focus on customer has increased more as the consumption era also shifts to post-consumption; where companies are obliged to render more services in addition to what they provide as offers to their customers. (Armano, 2009).

The business world of today is poised on the cusp of a new age. A significant change is taking place in the ways companies think about profits and revenues. They are realising that, if they completely focus on having the highest revenues and in turn drive more profits to their bottom line, they will be losing sight of what is the most vital and critical key performance indicator today, of any business, large or small, new or old - customer satisfaction. Customer satisfaction is a person's feeling of pleasure or disappointment, which resulted from comparing a product's perceived performance or outcome against his/her expectations. (Kotler, 2010).

In a competitive marketplace where businesses compete for customers, customer satisfaction is seen as a key differentiator and increasingly has become a key element of business strategy. Customer satisfaction is an asset that should be monitored and managed just like any physical asset. The relationship between customer satisfaction and profit maximisation is a vital one. Understanding customer needs becomes crucial, therefore companies and mobile telecommunication companies in this case, have moved from product-centric to customer-centric positions. Customer satisfaction is influenced by the type of service provided. Satisfaction is a challenge particularly in the mobile telecommunication sector as customers can easily switch from one company to another of a better service. Considering the high costs of acquiring new customers amongst others, it is very important to find out what causes customer satisfaction. (Siadat, 2008, cited Van Rie, *et al.,* 2001). High levels of customer satisfaction

Author α: Faculty of Economics and Management Sciences (FEMS), the University of Bamenda. e-mail: tchatatsamuel@yahoo.com

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bring several positive aspects to a company; it is believed that customer satisfaction has a positive relationship with economic profit (Anderson, *et al*., 1994). Moreover, it will lower customer's price sensitivity (Fornell, 1992), and contribute to the creation of loyal customers, which in turn implies a stable future cash-flow (Matzler *et al*., 1996). Any organisation that has satisfied customers is bound to increase customer base and hence profitability. Satisfied customers may sell your organisation either consciously or unconsciously.

Complete customer satisfaction is the key performance indicator that is critical to success in business. When focus is on taking care of the customer's best interest and ensuring that delivering the most effective level of service, innovative solutions that bring value to customer base, billing them properly and timely, noting the very important role of service providers only then will all the other stuffs (profits, cash flow and anything else) automatically fall into place (McCarthy, 1990). The principal objective of organisations is to maximise profits and to minimize cost. Profit maximisation can be achieved through increase in sales with lesser costs. One of the factors that can help to increase sales is customer satisfaction, because satisfaction leads to customer loyalty (Wilson *et al..,* 2008), recommendation and repeat purchase.

The mobile telecommunication sector in Cameroon Bamenda is a highly competitive one, made up of MTN Cameroon, Orange Cameroon, Nexttel Cameroon, CAMTEL and Yomee and their partners/distributors, offering, telephones and accessories, Sim cards and accessories, airtime and airtime cards, and internet to its customers amongst others. Each company tries to gain its market share through providing value to its customers and gaining their loyalty.

Most often than not in the business world enterprises fail to plan, implement, control and gather relevant information for customer's expectations and quality of services placed before the customers but they always state their profit expectations and returns in absolute terms. If however such information is being kept, it is usually inadequate or implementation is not carried out systematically and strategically. Maximising customer satisfaction makes an important contribution to maximising profitability, although other factors such as cost control, productivity and marketing strategy also impact the bottom line. By maximising customer satisfaction, you can increase the opportunity for repeat sales to customers, while reducing the cost of sales and marketing something most businesses have turn a blind eye to.

Although customer satisfaction is increasingly seen as an important objective for many businesses, the extent to which it is taken seriously is varied, its measurement is problematic and the precise nature of its impact on financial performance and shareholder value remain the subject of debate. While the existence of a link between customer satisfaction and profit is clearly a central tenet of marketing theory, evaluating the existence, nature and strength of this relationship at the level of the firm has proved problematic. Researchers have had much greater success when focusing on individual behavioural constructs (such as quality and satisfaction and satisfaction and loyalty) and rather less success when exploring the link between behavioural outcomes and financial performance.

With these in mind, the operations of the mobile telecommunications sector in Bamenda has increasingly been running short of the entire service tabled before the customer. Customer satisfaction is the single most important issue affecting organisational survival. Despite this fact, most companies have no clue what their customers really think. They operate in a state of ignorant bliss, believing that if their customers were anything less than 100-percent satisfied they would hear about it. Then they are shocked when their customer base erodes and their existence is threatened (http://www.amazon.com 2005). The key to competitive advantage is proactively gauging customer perceptions and aggressively acting on the findings. The techniques for doing this do not have to be difficult; they just have to be timely and effective. This study is undertaken to research if customer satisfaction of customer expectation and perceived quality and price has a significant relationship with profit in the telecommunication sector in Bamenda. The study therefore seeks to produce empirical evidence addressing the following research questions.

This paper therefore seeks to examine the effect of customer satisfaction and profit of mobile telecommunication companies in Bamenda. Specifically, the paper test the following hypotheses.

H_{01}: There is no significant effect of customer expectation on profit of mobile telecommunication companies in Bamenda

H_{02}: Customers' perceived quality has no significant effect on profit of mobile telecommunication companies in Bamenda.

H_{03}: There is no significant relationship between customers' perceived value and profit of mobile telecommunication companies in Bamenda.

The remainder of the paper consists of four sections. Section two review related literature by linking key concepts together as well as reviewing existing empirical literature. Section 3 is concerned with methodological issues while section four presents and discussed empirical findings arising from the collection and analysis of data. Finally, the last section provides concluding remarks and policy recommendations.

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II. Literature Review

a) Linking Concepts

Kotler (2016) defines customer satisfaction as a 'person's feeling of pleasure or disappointment, which resulted from comparing a product's perceived performance or outcome against his/her expectations'. Fornell et al. (1996) in their Customer Satisfaction Indicator model defined customer satisfaction as a function of customer expectations, perceived quality, and perceived value. According to Cravens (2000) customer satisfaction is the ability of a good or service meeting or exceeding buyers' needs and expectations. Boone and Kurtz (1995) say customer satisfaction indicates how well the product use experience compares to the buyer's value expectations. And reasen (1977) saw customer satisfaction as depending on the perceived performance of a product and supporting services and the standards that customers use to evaluate that performance. Horold and Rod (1998) says you cannot talk of customer satisfaction without talking about customer expectation and perceived performance of service, the two models of satisfaction. Customer satisfaction is defined by one author as "the consumer's response to the evaluation of the perceived discrepancy between prior expectations and the actual performance of the product or service as perceived after its consumption" (Tse & Wilton, 1988) hence considering satisfaction as an overall post-purchase evaluation by the consumer" (Fornell, 1992).

A customer is a stakeholder of an organization who provides payment in exchange for the offer provided to him by the organization with the aim of fulfilling a need and to maximize satisfaction. Before the introduction of the notion of an internal customer, external customers were, simply, customers. Quality-management writer Joseph M. Juran popularized the concept, introducing it in 1988 in the fourth edition of his Quality Control Handbook (Juran 1988). The idea has since gained wide acceptance in the literature on total quality management and service marketing; and many organizations as of 2016 recognize the customer satisfaction of internal customers as a precursor to, and a prerequisite for, external customer satisfaction, with authors such as Tansuhaj, Randall & McCullough 1991 regarding service organizations which design products for internal customer satisfaction as better able to satisfy the needs of external customers. Research on the theory and practice of managing the internal customer continues as of 2016 in a variety of service-sector industries.

Customer satisfaction in the mobile telecommunication sector include meeting customers' expectations of (speedy service delivery, prompt aftersales service, security, parking space, attractiveness), perceived quality, and perceived value of service provided to the customer. Satisfaction varies from one person to another because it is utility. "One man's meal is another man's poison," an old adage stated describing utility; thus highlighting the fact that it is sometimes very difficult to satisfy everybody or to determine satisfaction among group of individuals. Because of increased competition, mobile telecommunication companies are required to be more customers focused. Customer happiness, which is a sign of customer satisfaction, is and has always been the most essential thing for any organization.

b) Development of Customer Satisfaction

The achievement of customer satisfaction has become a good business practice that businesses strive to achieve (Szymanski & Henard, 2000 cited in Yu et al, 2005). Several studies have identified the factors that sums up customer satisfaction over the years (Fornell et al., 1996; Yu et al 2005; Zeithaml et al., 2009). These factors are mostly similar in what aspect of customer satisfaction they are measuring including customer expectation and perceived quality and perceived value

c) Customer Expectation

Customer expectation encompasses everything that a customer expects from a product, service or organisation. Customer expectations are created in the minds of customers based upon their individual experiences and what they have learned, combined with their pre-existing experience and knowledge. Customers will have both explicit and implicit expectations regarding the product or service which they have purchased. They will have performance expectations which include a dynamic element due to anticipated changes to the product or service over time. Importantly, they will also have interpersonal and service-level expectations which relate directly to the customer relationship and interaction with a business or organisation. Steve and Kim (2003) holds that, customer expectation is a belief about product or service delivery that serve as standards or reference points against which performance is judged. Customer expectations are a measure of the customer's anticipation of the quality of a company's products or services. Expectations represent both prior consumption experience, which includes some non-experiential information like advertising and word-of-mouth, and a forecast of the company's ability to deliver quality in the future. Critical to relation management is a thorough knowledge about customer's expectations.

d) Perceived Quality

Perceived quality is a perception by the customers, how they perceive the overall quality or superiority of a product or service with respect to its intended purpose, relative to alternates. It refers to the quality that customers acknowledge via the look, the touch, and the feel. For example, in a display room, the customer would first take a glance around the iPhone

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11, then touch it and check the quality of the details. Eklöf (2000) suggested that perceived quality can be distinguished into perceived product quality and perceived service quality; where perceived service quality is the assessment of recent consumption experience of associated services like customer service, range of services and products, conditions of product display while perceived products quality relates to the attributes of the core product and product. Service quality is "the difference between customer expectations and perceptions of service" or alternatively as "the customer's satisfaction or dissatisfaction formed by their experience of purchase and use of service." (Gronroos, 1984 and Parasuraman et al, 1988). Parasuraman, Zeithaml and Berry, 1988 developed the SERVQUAL tool for the measurement of service quality as a determinant of customer satisfaction. The tool is helpful in analysing service quality and describes customer satisfaction to be the gap between the customer's expectations and their actual experiences. Parasuraman (1985) therefore proposed that service quality (Q) be measured by subtracting the customer's perception scores (P) from the customer's expectations(E). Service quality is thus Q=P-E. The tool is a widely accepted standard for analysing the various dimensions of service quality (Buttle, 1994).

In order to measure service quality, the researcher must operationalize the construct (Leblanc and Nguyen, 1988) because the concept of service quality is not a one-dimensional concept but rather a multidimensional construct. In effect, Parasuraman, Zeithaml and Berry (1985, 1988) identify ten dimensions of service quality which are: reliability, promptness to react (responsiveness), expertise or competence, ease of access, courtesy, communication, credibility, security, understanding, knowledge of the consumers, and tangible features. According to these authors, these determinants permit to form expectations and to assess the performance of service. These determinants are classified by them according to a typology by Darby and Kami (1974): research, experience and beliefs determinants.

Studies by Parasuraman, Zeithamls and Berry (1986) reduced the determinants of services quality to five dimensions. These include:

Reliability: is the ability to perform the promised services dependably and accurately.

Tangibility: Is the appearance of physical facilities, equipment, personnel and communication materials. It also covers all physical products involved in service delivery and even other customers.

Assurance: The knowledge and courtesy of employees as well their ability to convey trust and confidence.

Empathy: It is the provision of caring and individualized attention to customers.

Responsiveness: This describes the willingness to be at the service of customers, provide prompt service and how fast that service is given.

Zeithaml (1988) suggested the addition of four other factors to the five dimensions already proposed by Parasuraman (1985) for a more comprehensive assessment of service quality. They included;

Communication: Is the propensity to communicate with the customer in a way they understand and deem natural as well.

Credibility: Refers to being able to trust the supplier

Courtesy: This refers to the demeanour of the supplier, that is how polite or kind they are.

Access: It is ease with which the customers can reach the supplier. It factors in business opening hours, business availability, position etc.

e) Perceived Value

Perceived Value is a measure of quality relative to price paid – value for money (Anderson et al., 1994). It is the customers' evaluation of the merits of a product or service, and its ability to meet their needs and expectations, especially in comparison with its peers. Marketing professionals try to influence consumers' perceived value of a product by describing the attributes that make it superior to the competition. It is asserted that price has more impact on satisfaction in a customer's first purchase experience but a lesser impact on satisfaction for repeat purchases. The factor "perceived value" is also similar to price but relates more to an aspect of pricing described as demand-based pricing (Zeithaml et al., 2009). The influence of price on satisfaction has been given a lot of attention by researchers over the years (for example Anderson et al., 1994; Salvador et al., 2006). Salvador et al. (2006) stressed that the concept of price should be expanded to include the actual cost of the service and other associated costs. They suggested that price has two dimensions: the objective price paid (monetary) and the cost of obtaining the service (how adequate the fees for the labour performed by the customer and in comparison with the cost of other services). Zeithaml (1988) provided a precise classification of price component into objective price, monetary price and sacrifice. Salvador et al. (2006) suggested that price should include value, benefit and cost, and that customer received value when the benefit from a product or service is more than the cost of buying it. Horovitz (2000) suggested that services be limited to the strategy of 'outpacing' – a service that can reduce its costs, reinvesting all or part of the savings from lowering the price to customers, and at the same time maintaining or even increasing the benefits to increase value for the customer. Bei & Chiao, (2001); Anderson et al., (1994) have found that the price paid for a product or service plays an important in influencing customers'

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satisfaction and loyalty to a company. Anderson et al. (1994, p. 54) "…customer satisfaction is dependent on value, where value can be viewed as the ratio of perceived quality relative to price or benefits received relative to costs incurred". Jiang & Rosenbloom (2005) postulated that customers' perception of price has a positive impact on satisfaction and behavioural intentions. According to Yieh et al. (2007) asserted that customer may use price as an extrinsic signal of service quality by a company, for example, where quality is difficult to assess.

In economic terms profit is defined as a reward received by an entrepreneur by combining all the factors of production to serve the need of individuals in the economy faced with uncertainties (Nitisha 2015). Profit describes the financial benefit realized when revenue generated from a business activity exceeds the expenses, costs, and taxes involved in sustaining the activity in question. Profit is the money a business pulls in after accounting for all expenses. Whether it's a lemonade stand or a publicly-traded multinational company, the primary goal of any business is to earn money; therefore a business performance is based on profitability, in its various forms. For understanding the profit as a business objective, you need to learn two most important concepts, such as economic profit and accounting profit.

According to Hoyer and MacInnis (2001), satisfied customers form the foundation of any successful business as customer satisfaction leads to repeat purchase, brand loyalty, and positive word of mouth. Coldwell (2001): "Growth Strategies International (GSI) performed a statistical analysis of Customer Satisfaction data encompassing the findings of over 20,000 customer surveys conducted in 40 countries by Info Quest. The conclusion of the study was: A totally satisfied customer contributes 2.6 times as much revenue to a company as a somewhat satisfied customer. A totally satisfied customer contributes 17 times as much revenue as a somewhat dissatisfied customer. A totally dissatisfied customer decreases revenue at a rate equal to 1.8 times what a totally satisfied customer contributes to a business". Zairi (2000): "There are numerous studies that have looked at the impact of customer satisfaction on repeat purchase, loyalty and retention. They all convey a similar message in that: Satisfied customers are most likely to share their experiences with other people to the order of perhaps five or six people. Equally well, dissatisfied customers are more likely to tell another ten people of their unfortunate experience. Furthermore, it is important to realize that many customers will not complain and this will differ from one industry sector to another. Lastly, if people believe that dealing with customer satisfaction/complaint is costly, they need to realize that it costs as much as 25 percent more to recruit new customers".

f) Empirical Literature and Gaps

Zhang and Pan (2009) conducted a study on customer satisfaction on profit on state owned enterprises in china. This research project was a study on customer expectation and perceived value and their impact on profit on government services of state owned enterprises in China. The study used descriptive research design. The study selected a sample of 200 through simple random sampling technique. The study collected both primary data and secondary data where a questionnaire was used as source of data. The researcher administered the questionnaires individually to all respondents. Descriptive statistics was used to summarise the data. This included percentages, frequencies, bar graphs, pie charts and tabulations while qualitative analysis was done in prose. The study concluded customer satisfaction of customer expectation and perceived quality had a significant impact on profitability. Likewise the study also suggested that, customer expectation and perceived quality was more and more top on the service providers list of engagements to assure more profit. Service providers who are the internal customers of the company have the double role of satisfying themselves and the companies' external customers.

A study by Yeung and Ennew (2001) analysed the impacts of customer satisfaction on profitability using a sectorial analysis. According to these authors, the challenges of measuring satisfaction effectively had been extensively researched and there is a growing body of evidence to support the argument that satisfied customers are more loyal. There is rather less evidence to support the proposition that satisfaction contributes to business performance, not least because of the difficulties associated with relating consumer attitudes and behaviour to financial measures of performance as well as the intervening effects of loyalty. Their study focused exclusively on satisfaction and uses aggregate measures from the American Consumer Satisfaction Index (ACSI) for companies across a range of sectors. The results from the study revealed mixed evidence for the positive, impact of satisfaction on business performance using a range of different financial measures.

Mbaneh (2016) conducted a study on effect of customer service on the growth of an organisation case of Ayaba Hotel Bamenda. She opined that the global increase in population growth in recent years has led to an upsurge in the demand for customer service in different parts of the world. The main objective of the study was to examine the effects of customers' service on the growth of an organisation using the case of Ayaba Hotel Bamenda. To achieve the objectives, the study made use of the descriptive survey research design. The population consisted of customer and staff who patronise the services of Ayaba hotel with a sample of 280 respondents who were sampled using a

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purposive sampling technique. Data was collected through a structured questionnaire, consisting mainly of closed ended questions. The data was analysed through descriptive statistics such as mean, percentages and standard deviation, using SPSS version 20. Hypotheses were verified using simple regression (ANOVA) and the person product moment correlation test. From the findings there is a coefficient of r(60) = .467**, p greater than .0.01 which shows a very strong positive relationship between customer care services and the growth of the company, from the regression model (R2 = 0.006; Adj R2 = 0.011; P =0.001; B= 117), a positive relationship was established between the strategies used by Ayaba hotel to enhanced customer satisfaction. The findings showed that the coefficients of all the service quality dimensions are at 0.05 levels, suggesting a positive relationship between growth and tangibles, responsiveness, reliability, assurance and empathy. The findings confirm the assumption that, improvements in service quality may be beneficial to firm as it helps promote customer satisfaction, which eventually lead to growth of the organisation. It was recommended that there is the need for in-service trainings and refresher courses for the staff of Ayaba Hotel because of the negative responses given by some of the customers about the services offered. These trainings and courses will always position the staff of Ayaba Hotel to be ready for the needs of the customers anytime.

Survey of literature reveals that very little has been done as concerned customer satisfaction and its relationship with profit in the Cameroonian context. In fact, to the knowledge of the researcher, no study of this nature has been carried out in the mobile telecommunication sector of the country despite increasing number of operators entering the sector. Furthermore, most of the existing studies failed to used robust methodological approaches in analysing data as they merely used descriptive analysis and statistical tools such as correlation and chi square techniques. The present paper move a step ahead by analysing the effect of customer satisfaction on profit in the telecommunication sector of Bamenda City using the Multiple Correspondence Analysis (MCA) to construct indexes of various variables and uses regression analysis to capture the magnitude or size of the effect of each component of customer satisfaction on profit.

III. Materials and Methods

The study seeks to investigate the relationship between customer satisfaction and profit of mobile telecommunication companies in Bamenda. The specific context of interest was the city of Bamenda, North West Region, Cameroon. The study will use primary data that will be collected from employees of the mobile telecommunication companies in the North West Region.

Bamenda is a city in North-western Cameroon and capital of North West region. Bamenda also known as Abakwa is the third largest city in Cameroon after Douala and Yaounde with a population of about 2 million inhabitants. It is located 366 kilometres north west of the Cameroonian capital, Yaounde. Bamenda is known for its cool climate and scenic hilly location. Bamenda is an English speaking city even though Cameroonian Pidgin English is the most spoken language by the population.

The Bamenda city was chosen for this study so as to have a sample to work with. Apart from being third largest city in Cameroon, the researcher also lives in the city and it was easier to carry out this study there. Also, time was also another factor that made the researcher to choose Bamenda city, as it couldn't have been easy to study the whole of Cameroon within the given time frame.

The mobile telecommunication sector Cameroon has been in existence since the 2000s. It was dominated by Cameroon Telecommunications (CAMTEL) the country's lone telecommunication company before the liberalisation of the sector by the Ministry of Post and Telecommunication by 1998, (MINPOST 2014). All the mobile telecommunication companies in Cameroon have their head offices in Douala the economic capital of Cameroon and have branches all over the other regions in Cameroon. They offer products and services like; Phones, Simcards, Laptops, Simcard services, Airtime Credit Cards, Mobile Money, Internet and After Sales. These companies are;

Cameroon Telecommunications (CAMTEL), Mobile Telephone Network (MTN) Cameroon, Orange Cameroon, Nexttel and Yomee.

The targeted population for this research was made up employees of all the mobile telecommunication companies head offices in Bamenda and some of their partners/distributors centres selected out of the convenience of the researcher. They include; CAMTEL, MTN Cameroon, Orange Cameroon, Nexttel, Yomee.

The researcher targeted the staff working in these mobile telecommunication companies in Bamenda and their partner offices. This mainly includes managers, cashiers, sales/after sales, marketing officers and field agents. There are broadly two categories of sampling methods: probabilistic methods and non-probabilistic methods, the study opted for the non-probability sampling technique. This technique relies on the personal judgement of the researcher rather than on chance to select sample elements. The type of non-probability sampling technique used is the judgemental sampling. This form of convenience sampling in which the population elements are selected based on the

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judgement or expertise, arbitrary or consciously decide what elements to be included in the sample because the researcher believes that they are representatives of the population of interest or are otherwise appropriate. This is due to the fact that most of these employees of the mobile telephone companies are always busy and convenient time need to be sort out to their responses. Also, non-probability sampling technique was chosen based on the workers who were deemed appropriate for the study taking into consideration the accessibility of the workers, their willingness to cooperate and their ability to provide desired information. Thus, a sample of 105 respondents was selected from the 5 mobile telecommunication companies and their partners/distributors, to represent the entire population of the study.

The instrument that was used in this research is a questionnaire that was administered to the employees of the mobile telecommunication sector in Bamenda. The questionnaires were administered physically by the researcher. A copy of the questionnaire is presented in the appendix. This questionnaire was developed on the basis of the literature proposed in the previous chapter. The questionnaire for this study is grouped into five main sections and consists mostly of closed ended questions with 5 point Likert Scale.

A profit model is specified below:

$$PROFIT = \beta_0 + \beta_1 CEXP + \beta_2 PQUAL + \beta_3 PVAL + \varepsilon$$

Where, PROFIT is the profit index, β_0 = constant term, CEXP is customer expectation index, PQUAL is customer perceived quality index, PVAL refers to customer perceived value index and β_1, β_2,β_3 are the coefficients of customer expectations, perceived quality and perceived value respectively to be estimated. The measure the magnitude or size of the effect of each of this variable on the dependent variable (profit).

This study employed the Ordinary Least Squares (OLS) technique for the estimation of the parameters of the model specified above. This is because it possesses the best linear unbiased estimator (BLUE) property and has been widely used in literature. Unbiased means that the estimated coefficients are a true representation of the population parameters and it is also said to have the minimum variance amongst all other estimators rendering it efficient. The OLS technique of estimation is used when the dependent variables varies in the range negative infinity to positive infinity. However, it is not much of a problem if in practice the dependent variable fluctuates in a restricted interval say from 1 to 20 provided the variable is continuous in nature. Problems arise only when the dependent variable can take only two values such as binary variables. In this case, the dependent variable of this study (profit index) is a continuous unlimited dependent variable.

It should however be noted that, prior to the OLS estimation, a single index (indicator) of each of the variables presented in the model specification is constructed using the Multiple Correspondence Analysis (MCA) given the nominal value of each of the items that constitute profit, customer expectation, perceived quality and perceived value. Multiple Correspondence Analysis (MCA) is an extension of Correspondence Analysis (CA) which allows one to analyse the pattern of relationships of several categorical dependent variables. As such, it can also be seen as a generalisation of Principal Component Analysis (PCA) when the variables to be analysed are categorical instead of quantitative. Technically, MCA is obtained by using a standard correspondence analysis on an indicator matrix (a matrix whose entries are 0 or 1). The percentages of explained variance need to be corrected, and the correspondence analysis interpretation of inter-point distances needs to be adapted. The constructed indexes are therefore continuous variables which renders the Ordinary Least Squares operant and suitable for the estimation of the above specified model

IV. Empirical Findings

Prior to the regression analysis, the Multiple Correspondence Analysis was sued to construct an index for each the following variables: profit, customer expectations, quality of services and perceived value. Table 1 gives a summary synopsis of the four indexes computed using the MCA.

Table 1: Synopsis of variables indicators

Dimension	Principal inertia	percent	Cumul percent
Perceived profit index (number of axes = 2)			
Dim1	0.1650157	73.01	73.01
Dim2	0.0267546	11.84	84. 85
Total	0.226007	100.00	
Customer expectation index (number of axes = 2)			
Dim1	0.1763457	64.86	64.86
Dim2	0.0536522	19.73	84.59
Dim3	0.0010474	0.39	84.97
Total	0.2719036	100.00	
Customer perception of quality index (number of axes = 2)			

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Dim1	0.1228392	86.77	86.77
Dim2	0.0011131	0.79	87.56
Total	0.1415703	100.00	
Customer perception of quality index (number of axes = 2)			
Dim1	0.1658999	37.45	37.45
Dim2	0.118485	26.75	64.20
Dim3	0.050664	11.44	75.63
Dim4	0.0074711	1.69	77.32
Dim5	0.0028641	0.65	77.97
Total	0.4429974	100.00	

Source: Computed by the author from field survey, 2020

Results from the MCA indicate that there are two axes for all the four indexes constructed. Two dimensions with a total principal inertia of 0.226007 which contribution is estimated at 84.85%. The first dimension contributed 73.01% to the index with principal inertia 0.1650157 while dimension 2 contributed 11.84% to the index with a principal inertia of 0.0267546. Thus, the profit index is predicted from two dimensions. Customer expectation index on its own is predicted from three dimensions with the first dimension contributing 64.86% to the index and a principal inertia of 0.1763457 while dimensions 2 and 3 contribute 19.73% and 0.39% to the index respectively. The principal inertia for dimensions 2 and 3 are respectively 0.0536522 and 0.0010474. Two dimensions are used for the construction of customer perception of quality index while five dimensions are used to construct the perceived value index.

Table 2 provides a summary of descriptive statistics of variables used in the model specification.

Table 2: Summary of descriptive statistics

Variable	Obs	Mean	Std. Dev.	Min	Max
Profit index	105	3.19e-09	1.014599	-0.8518087	2.208668
Expectation index	105	1.92e-08	1.014599	-1.421864	1.27308
Quality index	105	1.60e-09	1.014599	-1.397917	1.802482
Value index	105	-2.24e-09	1.014599	-1.7422	1.270813

Source: Computed by the author from field survey, 2020

Results from table 2 show that the mean profit index is 3.19e-09 with a standard deviation of 1.014599 which shows that there is moderate variability of the profit index values. Profit index values evolve between -0.8518087 and 2.208668. Also, the average customer expectation index is 1.92e-08 with a standard deviation of 1.014599, a minimum value of -1.421864 and a maximum value of 1.27308. Values of customer perception of quality index range between -1.397917 and 1.802482 with a mean value of 1.60e-09. Finally, the average value of customer perception of the value of mobile telecommunication index is -2.24e-09 with values fluctuating between -1.7422 and 1.270813.

In prelude to the estimation of the model parameters, we conducted a correlation analysis in order to determine if there are strong correlations among independent variables which may be a sign of multicolinearity in the model. Table 3 presents the pair wise correlation matrix among variables.

Table 3: Pairwise correlation matrix

	Profit	Expectation	Quality	Value
Profit	1.0000			
Expectation	0.5485 (0.0006)	1.0000		
Quality	0.4244 (0.0110)	0.6143 (0.0001)	1.0000	
Value	0.4212 (0.0117)	0.7309 (0.0000)	0.6148 (0.0001)	1.0000

Note: P-values in parentheses

Source: Computed by the author from field survey, 2020

Results from table 3 reveal that there is a strong correlation among the independent variables (expectation index, perceived quality and perceived value) as the correlation coefficients among these variables all exceed 0.6. Thus, it was important to carry out a formal test of multicolinearity to ascertain that the model does not suffer from multicolinearity. Table 4 presents the results of the Variance Inflation Factors (VIF) test of multicolinearity.

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Table 4: VIF results

Variable	VIF	1/VIF
Value	2.37	0.421610
Expectation	2.37	0.422050
Quality	1.77	0.563665
Mean VIF	2.17	

Source: Computed by the author from field survey, 2020

Results from the VIF test show that none of the individual VIF coefficients is greater than the critical value of 10 as prescribed by Gujarati (2004) and the mean VIF is lower than 2.5 which implies that multicolinearity is not a problem in the model. Thus the Ordinary Least square estimation can be used.

Table 5 presents the result of the Ordinary Least Squares (OLS) estimation of the effect of customer satisfaction on profit of mobile telecommunication sector in Bamenda.

Table 5: OLS results of the effect of customer satisfaction on profit

DV: profit index	Coef.	Std. Err.	t	P>t
Expectation index	0.4661351*	0.2291216	2.03	0.051
Quality index	0.4244322**	0.1576203	2.69	0.011
Value index	-0.0070353	0.2292411	-0.03	0.976
_cons	-5.98e-09	0.1488497	-0.00	1.000
R-squared	0.3132	Adj R-squared		0.2467
F(3, 101)	4.71	Prob > F		0.0080
Breusch Pagan Chi2(1)	2.09	Prob > chi2		0.1483

Source: Computed by the author from field survey, 2020

Results from data analysis indicate that the coefficient of customers' expectation index is positive (0.4661) which implies that there is a positive effect customer's expectation from mobile telecommunication on the perceived profit. An increase of customer expectation index by one unit will lead to an increase of perceived profit index by 0.47 points everything else held constant. It should also be noted that this results is significant at 10% level of significance as the probability value (0.051) is greater than 5% but lower than 10%. This result is in line with a priori expectation and permits to reject the first hypothesis of the paper which states that there is no significant effect of customer expectations on the profit of mobile telecommunication sector in Bamenda. This result also conforms to the findings of Zhang (2009) who found that customer expectation was top of the list of enterprises priority in China as it exerts a positive effect on the firm profit. When customer expectations are taken into consideration by business strategies, the customer feels a sense of belonging to the company and is likely to remain loyal to the enterprise and recommend the products of the firm to friends and relatives. This may lead to increase in sales as well as increase in profit.

Similarly, perceived quality of mobile telecommunication sector positively relate to profit given that the coefficient of perceived quality index is positive (0.4244). In effect, an increase of perceived quality index by one unit will lead to an increase in profit index by 0.42 ceteris paribus. This result is significant at 5% as the probability value (0.011) is greater than 1% but lower than 5%. Therefore, it can be concluded that there is a significantly positive effect of customer perceived quality on the profit of mobile telecommunication sector in Bamenda. This result leads to the rejection of the second hypothesis of the study which postulates that customer perceived quality has no significant effect on the profit of the mobile telecommunication industry in Bamenda municipality. Again, this finding is in conformity with theoretical expectation and conforms to the finds of Mbaneh (2016) in Cameroon and Yeung et al. (2002) in China who found that the perception customer have about the quality of services provided by the enterprises determine significantly and positively the profit of the firm. In effect, service quality may constitute a signal of the professionalism of the firm and a tool for retaining customer as it increases customer satisfaction. This can also stimulate customer loyal and encourage higher purchase by increasing customer base. This will go a long way to increase the frim profit.

Contrary to previous findings, further results reveal that the coefficient of perceived value index is

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negative (-0.0070353) which implies that there is a negative association between perceived value of mobile telecommunication sector in Bamenda and profit. In fact, an increase of perceived value index by one unit will result in about 0.007 points fall in profit perception index everything being equal. However, it should be noted that this outcome is statistically insignificant as the probability value of the variable (0.976) is greater than 0.1 (10%). Thus, we fail to reject the third hypothesis of the study which claims that there is no significant relationship between customer perceived value and profit of mobile telecommunication sector in Bamenda. This outcome contradicts the finding of Zeithaml et al. (2009) who found a positive effect of perceived value on profit. In fact, perceived value is a measure of quality relative to price paid which is the customer evaluation of the merits of a product or service and its ability to meet their needs. Thus, the customers of mobile telecommunication sector in Bamenda may perceive that the prices of their services are relatively higher than the quality of services provided. This may contribute in rendering the customer based unstable which may deteriorate the profit of the Bamenda mobile telecommunication sector.

In terms of validity of the results, the value of the adjusted R square shows that only 24.67% of the variation of profit index is explained by a joint variation of all the variables included in the model. Furthermore, the model is globally significant at 1% as the probability of Fischer statistic (Prob > F = 0.0080) is lower than 1%. Thus, customer expectations, customers perceived quality and customer perceived value of mobile telecommunication sector in Bamenda jointly and significantly explained the perceived profit of the sector. It should also be noted that the model is homoscedastic (has a constant variance) as results from the Breusch Pagan test permitted to accept the null hypothesis since the probability value of Breusch – Pagan Chi2 (0.1483) is greater than 10%. In a nutshell, the results are reliable and valid.

V. Conclusion and Policy Implications

The survival and performance of any company depends on the ability of this company to meet the needs of its customer satisfactorily. Thus, the perception of customer about the company and their satisfaction becomes crucial for business managers. The main objective of this paper was to investigate the effect the effect of customers' satisfaction on profit of the mobile telecommunication sector in Bamenda Municipality. A sample of 105 respondents was constituted using random sampling technique. The Multiple Correspondence Analysis was used to construct indexes of profit, customer expectation, perceived quality and perceived value and the Ordinary Least Squares estimation technique was used to test the hypotheses of the study. Results from this methodological approach indicate that there is a positive and significant effect of customer expectations and customer's perception of quality of services on profit. On the other hand, results also show that customers' perception of value has a negative insignificant effect on profit. Conclusively, there is a significant effect of customer satisfaction on profit of mobile telecommunication companies in Bamenda.

Based on the findings of this paper, the following recommendations can be formulated. First and foremost, mobile telecommunication companies of the Bamenda Municipality should carry out a customer satisfaction survey at regular interval of time, say a year in order to have a mastery of their customers perception of the company and its practices, to have a view of their needs and complaints in order to address them on time. Secondly, emphasis should be place on the value perceived by customer of the company by ensuring that the quality of the products or services rendered should be of standard in order to math with the price as this will contribute in stimulating customer satisfaction and loyalty as well as improving company profit.

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Acknowledgments

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- 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.

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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.

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

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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.

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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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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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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.

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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:

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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.

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- 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).
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- Present your points in sound order.
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- Use past tense to describe specific results.
- Do not use familiar wording; don't address the reviewer directly. Don't use slang or superlatives.
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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.

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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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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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