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Marketing



A Study on Khulna City

Factors Affecting Consumer Behavior

Highlights

Impact on Medical Scheme Performance

Product Involvement on Brand Loyalty

Discovering Thoughts, Inventing Future

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Univariate Analysis of Marketing Fees and its Impact on Medical Scheme Performance, South Africa

By Michael Mncedisi Willie

Abstract- *Background:* Marketing strategies are viewed as an investment in many corporate entities, often used as tools to maximise shareholders' returns.

Objectives: The study aimed to assess the extent to which certain factors affected marketing activities and expenditure impact scheme performance.

Methods: The study entailed a univariate analysis of factors that affect marketing activities and expenditure and their impact on scheme performance. The review period of the study was the 2019 expenditure data reported by medical schemes in South Africa.

Results: The results indicated that restricted schemes spent significantly less on marketing than open medical schemes in 2019. Similarly, very large and large schemes spend more on marketing fees compared to medium and small. The number of benefit options also attracted a higher marketing expense for medical schemes, with more than four benefit options attracting more elevated levels of marketing fees.

Keywords: *marketing fees, marketing initiatives, organisational performance, medical schemes, South Africa.*

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Conclusion: In conclusion, this study found some evidence of factors that impacted marketing fees. The study also found product offering as one of the determinants of marketing fees in medical schemes.

Keywords: marketing fees, marketing initiatives, organisational performance, medical schemes, South Africa.

I. Introduction

Marketing strategies are investment strategies in many corporate entities that are used to maximise shareholders' returns (Jemaiyo, 2013; Daniel, 2018). Various studies have shown the effect of poor marketing strategies on organisational performance. According to Rodriguez *et al.*, some companies have failed to increase their sales revenue due to poor marketing strategies (Rodriguez *et al.,* 2012). Various studies have cited poor marketing as one of the contributing factors to business failure, particularly small and medium enterprises (Petrus, 2009; Nemaenzhe, 2010; Gbolagade *et al.,* 2013). Owomoyela *et al.* argued that marketing strategies should provide customers with quality products at an affordable price, offer effective promotional strategies, interact with their distribution outlets, and ultimately create value for the customer and increase performance (Owomoyela *et al.,* 2013).

Author: Policy Research and Monitoring, Council for Medical Schemes, Pretoria, South Africa. e-mail: m.willie@medicalschemes.co.za

II. Background

Medical scheme membership is a proxy for assessing medical scheme performance in terms of enrolment into the schemes. An increase in membership is a function of new enrollees joining the scheme; this implies higher contribution income levels and thus higher revenue for the scheme (Ambler, 2003). Membership in medical schemes has stagnated at the level of 8 million for the past decade (C.M.S., 2019). Non-health care costs, including marketing and distribution costs, have been increasing and outstripping the rate of growth in the sector.

A study conducted by Willie *et al.* showed that an increase in marketing fees is not always a function of membership (Willie *et al.,* 2020). Studies have shown that poor marketing strategies are one of the attributes contributing to poor organisational performance. Rodriguez *et al*. (2012) noted that most companies failed to increase their sales revenue due to poor marketing strategies. Studies have shown that poor marketing strategies can potentially lead to poor organisational performance. However, marketing programs expenditure and its impact on organisational performance has not been investigated widely, in particular for non-for-profit organisations (Daniel, 2018).

III. Literature Review

a) Marketing performance measures

Various quantitative measurements of marketing effectiveness include return-on-investment (R.O.I.). Chanand colleagues employed a portfolio analysis approach to assess the association between marketing fees and the market value of firms (Baidya & Basu, 2008). The study could not find any relationship between marketing fees and the market value of organisations. However, Konak found an association between marketing fees and firm performance (Konak, 2015; O'Sullivan *et al.,* 2009). This study, therefore, tested the effects of medical scheme expenditure on marketing activities (advertising, sales classified as brokerage fees, promotion, distribution) and their effect on organisational performance (improved financial performance measured by solvency levels). According to O'Sullivan *et al.,* the relationship between marketing performance measure's ability and firm performance or marketing's position needs to be explored further (O'Sullivan *et al*., 2009).

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b) Factors affecting marketing initiatives

i. *Product offering*

Research has shown that informational and product development capabilities work separately and contribute to improved and more successful products (Kaleka & Morgan, 2017; Morgan *et al.,* 2009). Liu argues that successful product development could better enhance operating performance (Liu *et al.,* 2014). Studies showed that competitive advantage factors such as quality, efficiency, innovation, and accountability were positively and significantly related to new product development (Hosseini *et al.,* 2018; Mbithi *et al.,* 2015; Urban & Streak, 2013; Solanki *et al.,* 2020). A study by Terblanche *et al.* considered a marketing product as one of the predictors of sales (Terblanche *et al.,* 2013). The study investigated sales and marketing fees over time. The author presented the monthly financial income statement for each respective brand over the study period. The authors found that the nature of the significant relationship between distribution costs and sales was positive. However, another body of evidence suggested that product development does not necessarily translate to firm performance.

A study by Nwokah *et al.* (2009) assessed the relationship between product size and other factors such as product design and profitability, sales volume and customer loyalty and showed that it was not significant (Nwokah *et al.,* 2009). According to Pleshko and Heiens, the relationship between product-market strategies and individual firm growth is incompletely understood (Pleshko & Heiens, 2008). The average number of products offering in medical schemes is three (3). However, this varies according to medical schemes type and size. Only a handful of studies looked at product offering and expenditure on marketing activities (Mizik & Nissim, 2011).

c) Advertising

Advertising has also been depicted as the most widely researched variable of the promotional mix (Saif, 2018). According to Esteve-Pérez and Mañez-Castillejo, organisations that develop firm-specific assets through advertising and investing in research and development (R&D) had more success in surviving (Esteve-Pérez & Mañez-Castillejo, 2008). According to Frolova, advertising increased sales and a product's life cycle (Frolova, 2014). A recent study by Rahman *et al*. examined the effect of advertising productivity on firm performance (Rahman *et al*., 2020). The study provided evidence of advertising efficiency and profitability in the health care sector. The study showed that advertising efficiency does vary between firms and that the higher the level of efficiency, the better the firm's profitability level can become.

The authors provided a body of evidence with mixed results on the effect of advertising on firm performance (Rahman *et al.,* 2020). According to the authors, no study thus far has investigated whether or how advertising efficiency impacts firm performance, distinct from how the absolute amount of advertising expenditure impacts firm performance. (Rahman *et al.,* 2020). The researcher assessed whether the amount of money spent on advertising affected a firm's financial performance.

d) Marketing distribution

The distribution channel is an essential component of the marketing strategy mix (Saif, 2018; Lamberti & Noci, 2010). Distribution expenses are all expenses incurred to improve the product reach from the manufacturer to the end-user. A study by Adimo and Osodo (2017) investigated the impact of distribution channel differentiation on organisational performance. Another study by Amara studied the effect of marketing distribution channel strategies on a firm's performance among commercial banks in Kenya (Amara, 2012). The author found that marketing distribution strategies resulted in increased sales, market share and profits.

e) Sector and firm size

Zehir and Balak examined the effects of sectoral differences and market dynamism and the relationship between the importance of metrics and firm performance (Zehir & Balak, 2018). According to O'Sullivan and Abela, product size is correlated with profitability and sales volume (O'Sullivan & Abela, 2007). The authors measured the ability of marketing performance and its impact on firm performance within a firm. The authors controlled firm size and firm age and measured their effect on firms' performance (O'Sullivan & Abela, 2007). Another study by Gitundu et al., found that firm size (log of assets) was correlated to share, ROA and Tobin's Q (Gitundu et al., 2016).

f) Business operating model

The operating model and other structural factors have various dynamics to firm performance and its survival. Saleh argued that organisational structural elements should affect performance outcomes (Saleh, 2015; Gitahi & K'Obonyo, 2018). The author further argued that the ability of a firm to manage resources best would affect its performance levels. Marketing capability was also studied from a resource-based perspective and showed its essential impact on operations' capacity (Bromiley & Rau, 2016; Krasnikov & Jayachandran, 2008). Operations' capacity was positively linked to a firm's efficiency (Kamboja *et al.,* 2015; Bromiley & Rau, 2016).

A study by Kamboja *et al.* provided a new viewpoint to model the functional capabilities of firms (Kamboja *et al.,* 2015). The authors emphasised that a firm with strong marketing capabilities leads to superior financial performance than those focusing solely on operational capabilities (Kamboja *et al.,* 2015). The study found that both marketing and operations have

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capabilities to be significantly linked to and positively influence financial performance. There is, however, a body of knowledge that depicts a minor association between organisational, functional dimension and performance.

Yu and Ramanathan argued that previous studies had paid little attention to mediation analysis when examining the relationship between operational capabilities and performance (Yu & Ramanathan, 2016). This study also looked at the effect of marketing capabilities from the operating model. a stratification of internal versus external or outsourced model was assessed to assess the optimal use of resources.

g) Market share

Market share, considered an antecedent of cash flow and profitability, is another metric frequently used by scholars and practitioners (Hacioglu & Gök, 2013). Hussain *et al.* and Chin *et al.* provided evidence of O.P. (Organisational Performance) and financial performance (F.P.) being measures of market performance (M.P.) (Hussain *et al.,* 2016; Chin *et al.,* 2013; Lo *et al.,* 2016). These authors considered O.P. measures as including the organisation's profits, return on investments (R.O.I.), market share, and sales growth. Cin et al. found that market share is one of the determinants of O.P. (Chin *et al.,* 2013).

However, another body of knowledge argued against the use of market share as a measure of performance by alleging that marketing activities do not always translate to O.P. Inconsistent findings and different explanations on the effect of market share on firm performance suggested further research in this vital area (Yannopoulos, 2010). The author found market share to contribute to higher profitability, although it may have been exaggerated in the past (Yannopoulos, 2010). This depicts a further need to assess the effect of market share as one of the market performance measures and their association with firm performance, particularly in the health care market.

IV. Objectives

The study's objective was to assess to what extent factors that affect marketing activities and expenditure impacted scheme performance.

V. Methods

a) Study design

The study entailed a univariate analysis of factors that affect marketing activities and expenditure and their impact on scheme performance. More precisely, an analysis of variance (ANOVA) was employed to compare marketing fees. A Chi-square test was conducted to compare marketing performance to scheme performance (mainly market share and financial performance). Market share measured by growth in customer base, profit ratio, sales growth, and customer satisfaction were also considered some of the determinants of organisational performance (Chin *et al.,* 2013). For this research scheme, performance was assessed from a financial perspective, chiefly being:

- Increase in market share in terms of membership.
- Financial performance such as profits and deficits.

The study mainly used secondary data collected from the Council for Medical Schemes (C.M.S.) annual report. The review period of the study claimed and audited transaction or claims information in 2019.

b) Population and sample

i. *Population*

A population is defined as the entire set of subjects whose characteristics are of interest in the research. Alvi established a target population, saying that "a target population refers to all the members who meet the criteria specified for a research investigation" (Alvi, 2016). The population in this study was drawn from the medical scheme's expenditure data.

ii. *Sampling and sampling method*

This study employed a convenient sampling frame, a non-probabilistic sampling method (Elfil & Negida, 2017; Wretman, 2010). The participants in a convenience sampling frame are consecutively selected in order of appearance, according to their convenient accessibility (also known as consecutive sampling) (Martínez-Mesa *et al.,* 2016). This method is quick, inexpensive, and convenient, and the sample elements are chosen according to their convenient accessibility and proximity (Singh & Masuku, 2014). The study included a total of 54 medical schemes (12 open and 42 restricted schemes). The number of beneficiaries and marketing fees in 2019 was 68%, and 65% of industry, respectively.

iii. *Setting*

Medical schemes, also called health insurance companies operating in the private health sector in South Africa, are non-for-profit entities governed by a board of trustees and must be registered with the Council for Medical Schemes (C.M.S.). The C.M.S. is a statutory body, a section 31 entity that regulates medical schemes in South Africa. There are two types of medical schemes: namely open and restricted medical schemes. Open membership schemes must accept anyone who wants to become a member (Medical Schemes Act 131 of 1998). Restricted membership schemes can restrict who may become members, and they are typically employer or union-based (Medical Schemes Act 131 of 1998). Schemes were further stratified by size, and the following stratifications were employed:

- Small < 6 000 members

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- Medium => 6 000 members but < 30 000 beneficiaries
- Large => 30 000 beneficiaries

iv. *Unit of measures*

The unit of measurement for expenditure data was in rand terms (R: ZAR). This was further adjusted for membership for comparison purposes, and this was denoted by "B.M.". As of 20 May 2020, the equivalent value was:

- 1 ZAR to GBP = 0.0502
- 1 ZAR = 0.07077 USD

VI. Results

The analysis included a total of 54 medical schemes, which was a convenience sampling frame. The number of beneficiaries and marketing fees accounted for 68% and 65% of the industry beneficiaries and the marketing fees.

a) Sector or scheme type effect

The results indicated that restricted schemes spent significantly less on marketing compared to open medical schemes in 2019, with a median (IQR) of R12.7 (R9.3-R20.6) compared to R160 (R68.2-R200.2), F-value=16.43, p-value=0.0002.

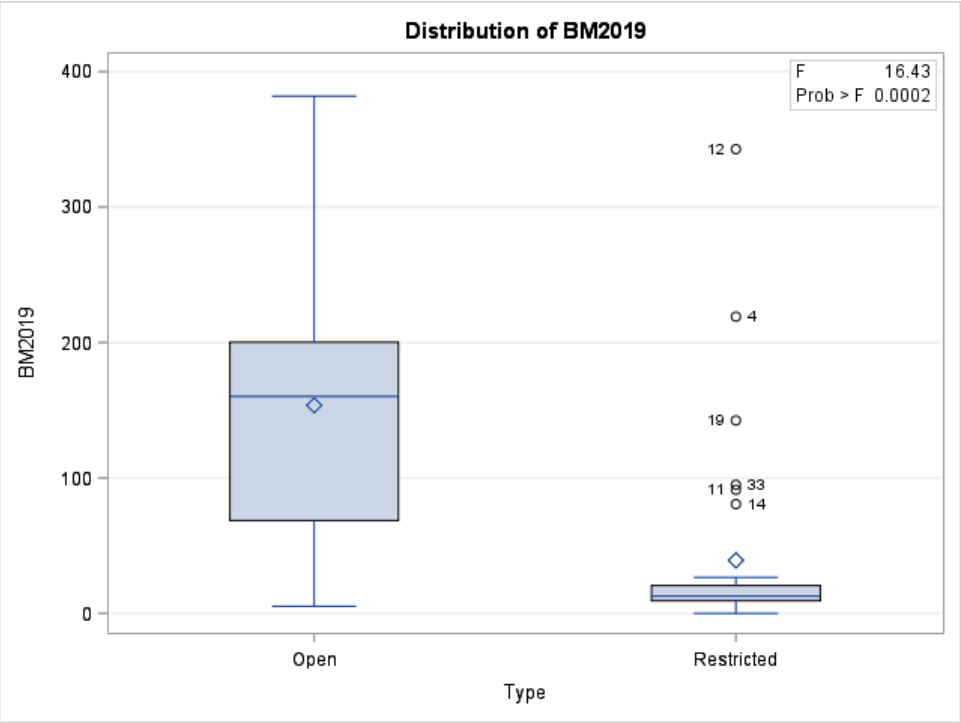


Figure 1: A box and whisker plot for marketing fees adjusted for membership by scheme type.

a. *Size effect*

Similarly, very large and large schemes spend more on marketing fees compared to medium and small schemes, with the median being(IQR), R173.8 (R65.0-R239.0); R142.4 (R91.3-R342.7), compared to R14.4 (R9.5-R80.7) and R13.4 (R9.9-R18.3), respectively. These were statistically significant, F-value=7.82, p=0.0003.

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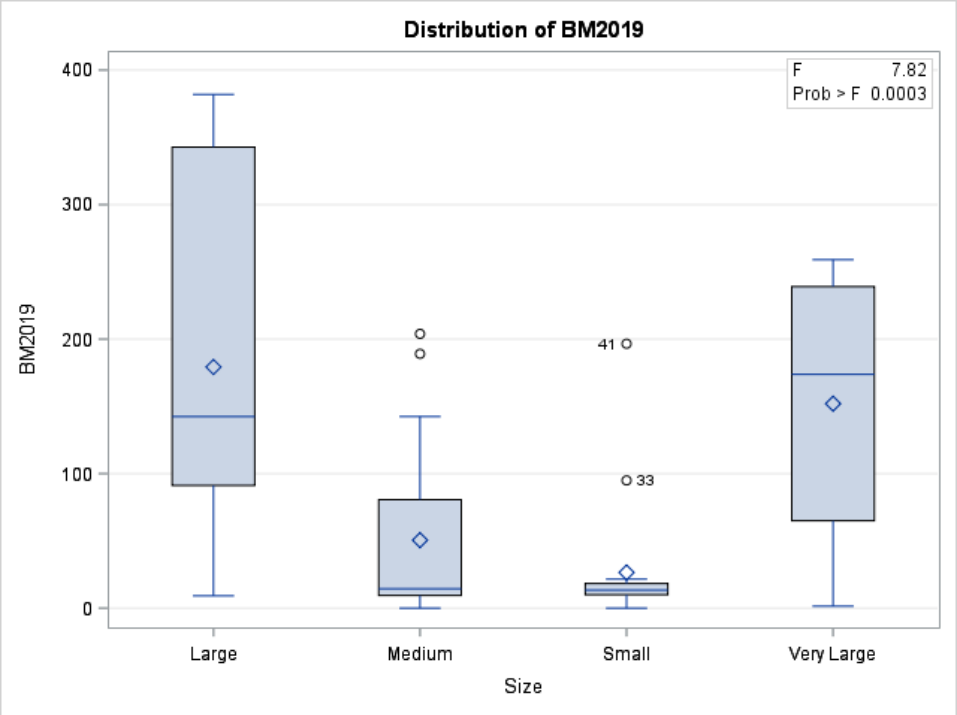


Figure 2: A box and whisker plot for marketing fees adjusted for membership by scheme size.

b. *Product line effect*

The number of benefit options also attracted a higher marketing expense for medical schemes with more than four benefit options attracting more high marketing fees than schemes with only two benefit options, with the median of R160.2 (R95.1-R239.0) and R12.4 (R10.5-R91.3). Schemes with only one benefit option attracted marketing much lower expense, compared to schemes with three or four benefit options, R10.0 (R6.1-R15.9) and R13.9 (R12.5-R26.6) or R15.74 (R7.6-R24.7), respectively. These comparisons were also statistically significant, F-value=7.7, p=0.0001.

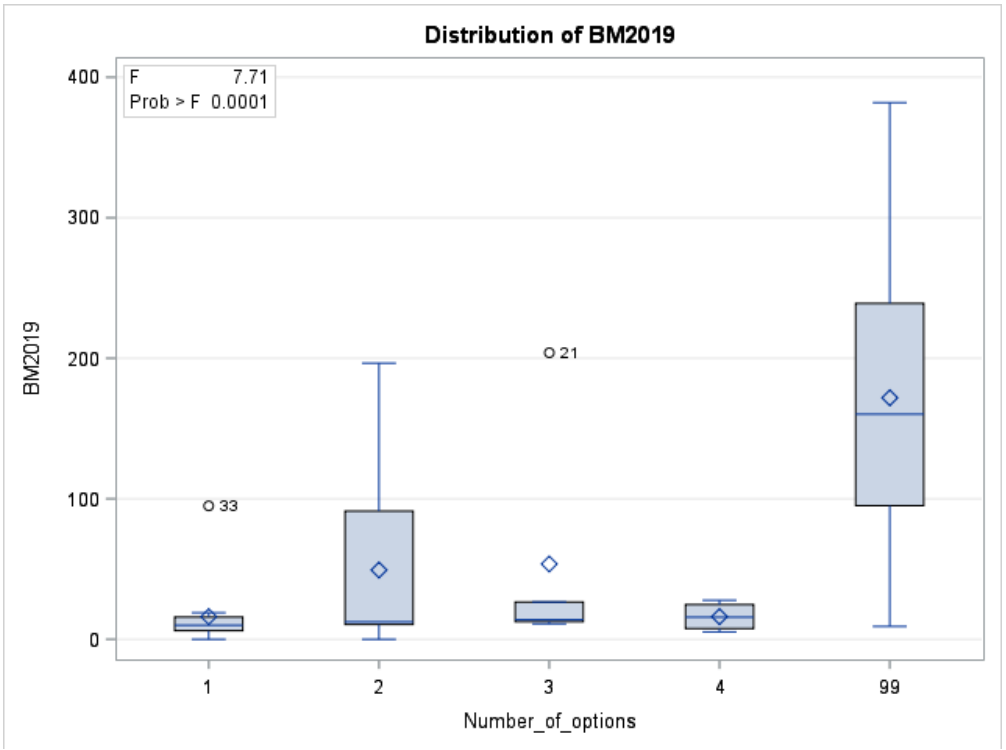


Figure 3: A box and whisker plot for marketing fees adjusted for membership by the number of benefits options.

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c. *Operating model*

The business operating model was also a critical factor in marketing expense. Schedules with an insourced operating model (n=8) spend more on marketing activities than those with an outsourced business operating model (n=46). The median expense of R125.9 (R91.3-R177.9) and R14.0 (R9.5-R80.7). These were also statistically significant, F-value=4.9, p=0.0323. Lastly, marketing performance was not statistically significant compared to organisational performance (market share) and financial performance, Chi-square=, p=0.99; and Chi-square=0.51, p=0.47.

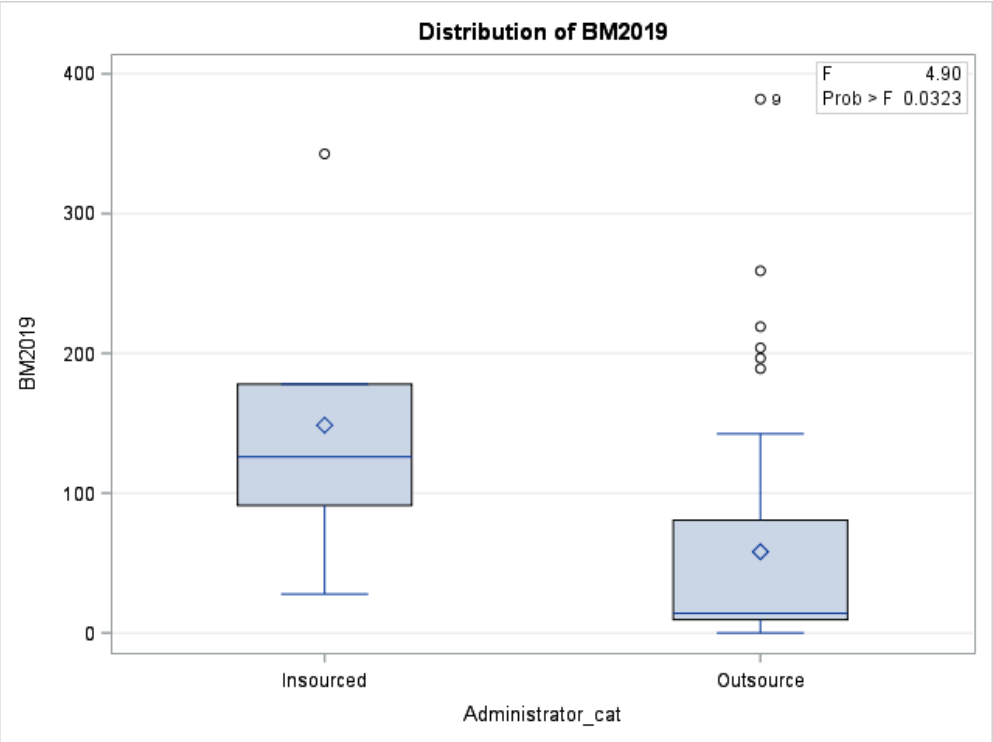


Figure 4: A box and whisker plot for marketing fees adjusted for membership by type of business operating model.

d. *Marketing performance*

Figure 5 below depicts a box and whisker plot for marketing fees adjusted for membership and by marketing performance (Positive depicts an increase in marketing fees while negative depicts a decrease in marketing fees compared to the previous year. The results show that medical schemes that experienced an increase in their marketing fees between 2018 and 2019 paid slightly less than those that experienced a decrease. The respective median expenditure was R14.3 (R10.5-R128.6) and R20.2 (R5.3-R109.5). These were however not statistically significant, F-value=0.0, p=0.99.

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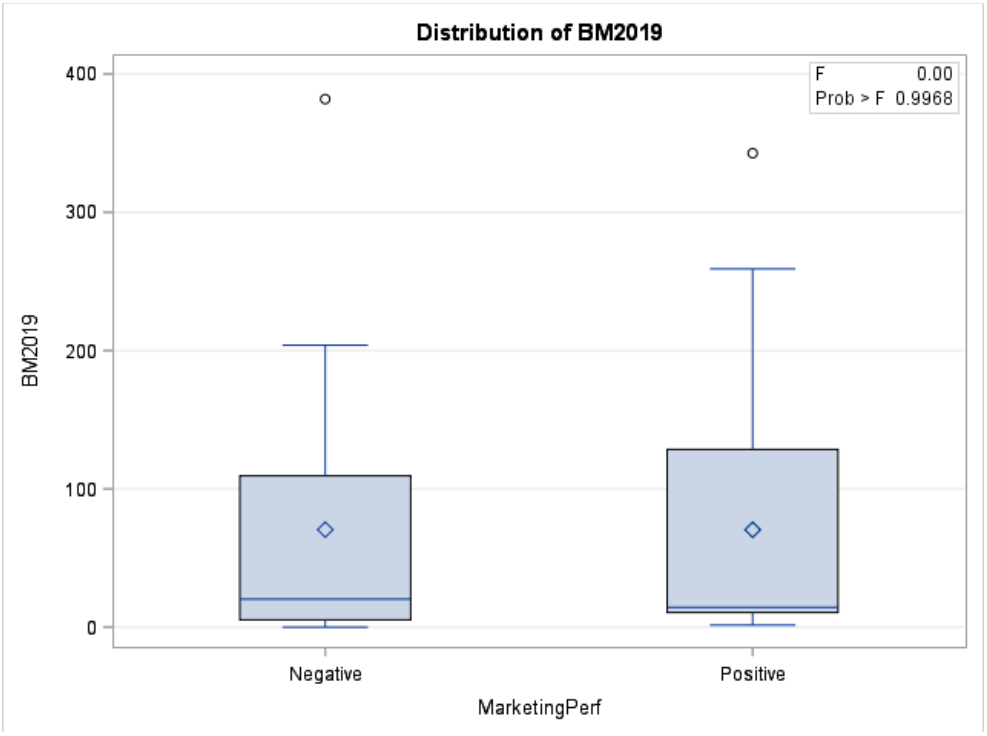


Figure 5: A box and whisker plot for marketing fees adjusted for membership and by marketing performance (Positive depicts an increase in marketing fees wholes Negative represents decreased marketing fees compared to the previous year).

Figure 6 below depicts a box and whisker plot for marketing fees, adjusted for membership and financial performance measured by net surplus/ (deficit) after consolidation results. A positive category depicts an increase in the net surplus, while a decrease describes a decline or loss. The results show that medical schemes that experienced a positive financial performance spent twice as much as those that shared reductions or losses. The respective median expenditure was R21.5 (R10.0-R109.5) and R13.9 (R6.1-R142.4). These were, however, not statistically significant, F-value=0.5, p=0.4799.

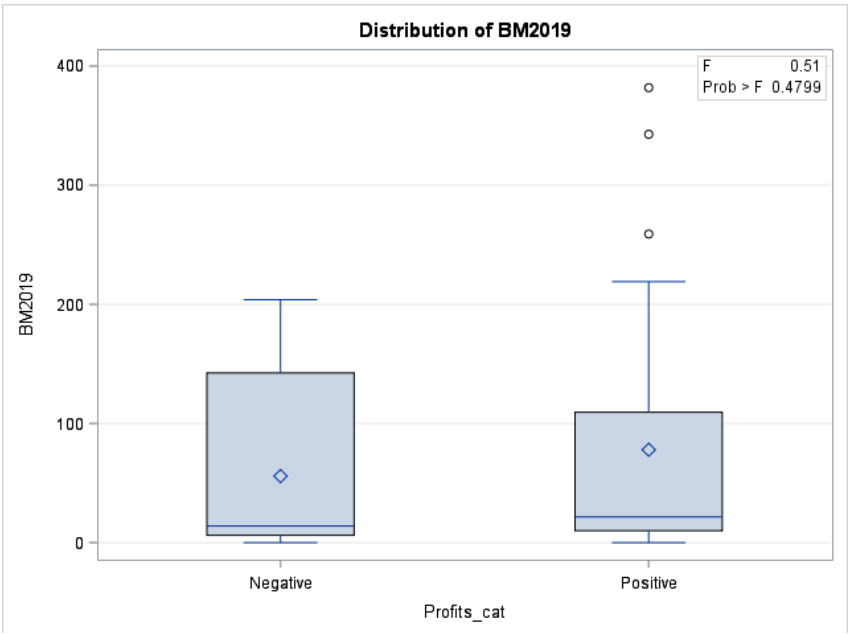


Figure 6: A box and whisker plot for marketing fees adjusted for membership and financial performance (Positive depicts an increase in financial position while a negative describes losses).

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e. *Marketing performance on organisational performance*

This study also sought to test whether there was a relationship between marketing fees and organisational performance. The findings depicted that marketing performance was not statistically significant compared to organisational performance (market share or change in membership) and financial performance, Chi-square=, p=0.99; and Chi-square=0.51, p=0.47.

Table 1: Chi-square test between marketing performance on organisational performance (Market share and financial performance)

	N (%)		Chi-square, p
Market share (change in membership)			
	Negative	*Positive*	0.63, 0.429
Negative	17 (31.5)	11 (20.0)	
Positive	13 (24.1)	13 (24.1)	
Financial performance (Change net surplus/ (deficit) after consolidation results)			
Marketing Performance	*Negative*	*Positive*	0.15, 0.70
Negative	10 (18.5)	18 (33.3)	
Positive	18 (33.3)	36 (66.7)	

VII. Discussion

This study assessed to what extent factors affect marketing activities and expenditure impact on scheme performance. The variables' associations were evaluated using a Chi-square test for groups with two variables and ANOVA for groups with more than two variables. The study's marketing fees varied by sector and it was found to be higher in open schemes than in restricted schemes—further depicting varied characteristics and showing the effect of sector characteristics on marketing fees. The literature described sectoral differences and market dynamism and their relationship and importance to firms' performance (Zehir & Balak, 2018). The study showed that marketing fees adjusted for membership was significantly higher for open schemes than for restricted schemes. This was consistent with sector characteristics. According to Bizcommunity, Public or 'open' medical schemes aggressively market themselves compared to large organisations with restricted membership schemes (Bizcommunity, 2017). Restricted schemes are not allowed to market themselves. Thus, marketing fees incurred in this sector are worrying and should be further interrogated. A study by Zehir and Balak examined the effects of sectoral differences and market dynamism and the relationship between the importance of metrics and firms' performance (Zehir & Balak, 2018).

This study found that the business operating model influenced marketing fees, emphasising the importance of investing in internal resources. The literature depicted the effect of the business operating model on performance. Kamboja *et al.* showed that marketing capabilities impact superior financial performance (Kamboja *et al.,* 2015). Secondly, the study found higher expenditure levels in large and very large schemes than medium and small medical schemes, further illustrating the size factor. The study also found product development impact on marketing fees in that an increased number of products offered attracts higher marketing fees.

The study found that marketing fees in higher expenditure levels occurred in medical schemes with more than four benefit options. This finding depicts the effect of product design, product line and derivatives and potential marketing fees associated with the much more comprehensive range. According to O'Sullivan and Abela (2007), product size is correlated with profitability, sales volume. However, many products often have higher marketing and distribution fees, which does not always translate to improved organisational performance. Several studies have demonstrated this phenomenon. A study by Nwokah *et al.* assessed the relationship between product size and other factors such as product design and profitability, sales volume and customer loyalty were not significant (Nwokah *et al.,* 2009).

According to Pleshko and Heiens, the relationship between product-market strategies and individual firm growth is incompletely understood (Pleshko & Heiens, 2008). In conclusion, this study found some evidence of critical factors that impact marketing fees. However, these were determinants of organisational performance, both in market share and financial performance. The findings of this study are in contrast with some of the other literature. Chan *et al.* employed a portfolio analysis approach to assess the association between marketing fees and the market value of firms (Baidya & Basu, 2008). The study could not find any relationship between marketing fees and the market value of organisations, which is consistent with the findings of this study.

Konak found a relationship between marketing fees and firm performance (Konak, 2015; O'Sullivan *et al.,* 2009). Thus, depicting that investment programs and marketing programs and expense associated strategies should maximise shareholders' returns (Jemaiyo, 2013). Therefore, further assessment of marketing initiatives in

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medical schemes is required to cover the multivariate effect of drivers of marketing fees.

VIII. Conclusion

The findings of the univariate analysis depicted that factors such as the sector that the medical scheme operates in (open schemes compared to restricted schemes) affect marketing fees. Secondly, the study found higher spending levels in large and very large schemes than in medium and small types of medical schemes. The study also found product development factors to be one of the explanatory factors of marketing fees, where higher expenditure levels were found in medical schemes with more products.

IX. Limitations

The following items have been identified as research limitations:

a. This study will only consider the transaction data as a marketing audit approach to determine the quality and effectiveness of the marketing inputs (Gao, 2010, 2002; Alsem, 2007, Ambler & Kokkinaki, 2002; Chirla & Funar, 2010; Lipnická & Ďaďo, 2013; Morgan *et al.,* 2002). Authors such as Palmer *et al.,* advocated for a change from transactional marketing that maximised the number of one-time transactions to relationship marketing (Palmer *et al.,* 2005).
b. The management perspective on marketing strategies employed in the healthcare market could provide better insights into the key drivers of marketing initiatives expenditure and their impact on growth strategies. A study by Chendall and Langfield-Smith found that marketing management plays an essential role in assessing the effectiveness and efficiency of marketing decisions (Chendall & Langfield-Smith, 2007). The importance of management perspective was also depicted by O'Sullivan *et al.,* who in their study included senior marketing managers to examine the effect of the ability to measure marketing performance on firms' performance (O'Sullivan *et al.,* 2009).
c. Member's perspective could not be explored due to the researcher's limited access to member contact information. Member's perspective is essential when trying to measure the value of marketing initiatives. Thus, both financial and otherwise, resources and investments should be viewed as a value add to members (Doyle, 2000). According to Terblanche *et al.,* marketing investments and strategies were evaluated based on their ability to enhance value (Terblanche *et al.,* 2013).
d. The marketing function is outsourced in some schemes, while others have marketing initiatives as an in-house function. Thus, the performance of the marketing activity, in some instances, is a function of third-party performance.
e. The reporting of marketing fees by schemes is not consistent across schemes.
f. Organisation performance was evaluated from the financial perspective rather than from non-financial measures. The non-financial key indicators typically would include customer satisfaction measures (Shavazi *et al.,* 2013).

Conflict of interests

The author declared that no competing interests existed in the completion of this research.

Authors contributions

The author drafted and proofread the article.

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Customer Decision for Choosing a Restaurant: A Study on Khulna City

By Anup Kumar Mandal
Patuakhali Science and Technology University

Abstract- People are eating outside the home that impacts the restaurant industry of Khulna city in Bangladesh. The objectives of this study are to determine the important factors that influence customer's decision before dining at a restaurant. In this study, a simple random sampling method is used to select 100 respondents who are eating in different restaurants in Khulna city. Correlation and regression is used to test the hypotheses. After analyzing the result, all the hypotheses have been found supportive, representing the fact that most of the variables are significantly related to each other. Thus the resulting outline that the customers have not only focuses on the food quality of the restaurant but also focus on the restaurant environment, special facilities before eating at a restaurant. The study found a significant relationship between customer decision for choosing a restaurant with quick seat arrangement, restaurant environment, menu variety, waiter service, and service of other employee. So the restaurant management should focus on the factors which bring more customers to the restaurant. If the restaurant industry can ensure the best service, it will help them to gain more growth.

Keywords: *customer decision factors and restaurant.*

GJMBR-E Classification: *JEL Code: A14*



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Customer Decision for Choosing a Restaurant: A Study on Khulna City

Anup Kumar Mandal

Abstract- People are eating outside the home that impacts the restaurant industry of Khulna city in Bangladesh. The objectives of this study are to determine the important factors that influence customer's decision before dining at a restaurant. In this study, a simple random sampling method is used to select 100 respondents who are eating in different restaurants in Khulna city. Correlation and regression is used to test the hypotheses. After analyzing the result, all the hypotheses have been found supportive, representing the fact that most of the variables are significantly related to each other. Thus the resulting outline that the customers have not only focuses on the food quality of the restaurant but also focus on the restaurant environment, special facilities before eating at a restaurant. The study found a significant relationship between customer decision for choosing a restaurant with quick seat arrangement, restaurant environment, menu variety, waiter service, and service of other employee. So the restaurant management should focus on the factors which bring more customers to the restaurant. If the restaurant industry can ensure the best service, it will help them to gain more growth.

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I. Introduction

Bangladesh has a remarkable track record for growth and development, aiming to be a middle income country by hers 50th anniversary (World Bank 2021). With the increasing level of development, people are more engaged in economic activities. By the expansion of business and employment opportunities people also have engaged in outside activities. Food is the basic need of social beings; people have to take food thrice a day. As people work outside of their homes, they have to eat at hotels and restaurants. Sometimes people go with their family, peer, and friends to take food at an outside restaurant. Businessman fixes their important meetings at the restaurant. Now a day's different social and cultural programs like birthday parties, marriage ceremonies, and inauguration ceremonies are held at hotels and restaurants. That's why the restaurants service industry has become very popular. The growth of restaurant industry is increasing higher year after year, according to BBS (2018), the restaurant industry earns Tk68.2 billion. But in 2019, this industry, earns Tk73.16 billion. Despite the growth of the restaurant industry it is facing numerous challenges due to external and internal factors in its business environment. The external factors include the highly competitive market, and internal factors include the restaurant environment, staff and employee behaviors, waiter service, restaurant special facilities and so on (Harun et al. 2013). Sometimes the customer visit with their family, friends and peer. At this time they desire best service from the restaurant (Younus et al. 2015). Restaurant environment is the most important factor to a customer. Customer demands a calm and noise-free environment where they can enjoy the food and Bonaparte. The environment should provide privacy to the customer (Haghighi and Dorosti, 2012). Arrangement of menu variety and food chart helps customer easily select their food. Procedure of wide range of menu items supports customer to choose their favorite food before eating at the restaurant, the food delivery time is also an important issue. Sometimes customers lost patience when they get late food delivery (Harun et al. 2013). Tamanna (2016) found that menu price, service quality and restaurant atmosphere are important factors for young customers to choosing the fast food at the restaurants. Restaurant entrepreneurs should consider the factors such as quality and price of food, to development of the restaurant (Latif et al. 2015). The selection of a restaurant is also dependent on quick service, physical atmosphere, food superiority and pricing (Tabassum and Rahman, 2012). Studies show that the consumers give most importance to the brand reputation of the food item charted by nearness to receive and availability, similarity of savor with earlier experience, cost and quality of the food, rebate and taste, sanitation and hygiene, salesmanship and decoration, fat and lipid level, and self-service factors (Islam and Ullah, 2010). According to Choi and Zhoa (2010), they revealed that the reasons for choosing a restaurant with concern health issues, yearly income level, the financial plan for dining out, and weight concerns. Cleanliness, food quality, and friendliness of the staff are most important factors for selecting the restaurant of travellers (Tripp et al. 1995). The study found that the physical design and exterior of the restaurant did not have a significant effect for choosing a restaurant (Andaleeb and Conway 2006). Restaurant location is also important factor for selecting the restaurant. (Edwards et al. 2003). Finally, according to Islam et al. (2018) they revealed that customer service, availability of variety and junk foods, maintenance of

Author: Patuakhali Science and Technology University.
e-mail: anupbau@yahoo.com

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privacy, the brand name of the restaurant, and availability of ready-made food is influencing factor for choosing a restaurant. There have several studies on the factor affecting customer decisions for choosing a restaurant. Most of the studies conducted with 3 or 4 variables in different cities. But no study has been done in Khulna city. So this need inspired me to conduct this study on Khulna city to explore how customers consider different factors before dining at the restaurant. In this study, we determine the factors as well as the correlation between two or more factor and their significance.

II. Materials and Methods

This study has collected primary data from 100customers who frequently eat in the restaurant at Khulna city. Data are randomly selected from a different restaurant at Khulna city. Data was collected through the questionnaire with face-to-face interviews.

a) Analytical technique

Factors affecting customer decision for choosing a restaurant at Khulna city

The extent to which various independent factors for choosing a restaurant were quantifies using a multiple regression function. The following multiple regression function specified in the present study:

$$Y = \beta_0 + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \beta_4 X_4 + \beta_5 X_5 + \beta_6 X_6 + \beta_7 X_7 + \beta_8 X_8 + \beta_9 X_9 + \varepsilon$$

Where Y= Choosing Restaurant
$\beta_{0=}$ Intercept
$\beta_{1\text{-}9}$= Coefficient of variables
X_1= Quick Seat Arrangement
X_2= Restaurant Environment
X_3= Menu Variety
X_4= Special Facilities
X_5= Fast Order Delivery
X_6= Known Restaurant
X_7= Waiter Service
X_8= Other Employee Service
X_9= Supervisory Staff's Help
ε= Random error

III. Results and Discussion

Factors affecting customer decision for choosing a restaurant

The study considers the following factors where the customer decision for choosing a restaurant at Khulna city.

1. *Quick Seat Arrangement:* After going to the restaurant the respondents want to sit promptly for their breakfast, lunch, or dinner.
2. *Restaurant Environment (Lighting, Noise Level and Parking):* Restaurant's management decorates its dining place glowing and eye-catching lightings. Noise level under control means there is no noise and a calm environment. Sometimes respondents go to restaurants with their best friends, and they want a peaceful place. Car parking facilities means the customers prefer the restaurant most where they park their car, bike, etc.
3. *Menu Variety:* It means the restaurant's capability to arrange different types of food for different types of customers such as, some people like Chinese food, some like Bangladeshi food, and some like Indian food. To attract the more customers, a restaurant has to arrange every type of dish.
4. *Special Facilities (Vegetarians and non-vegetarians food, low price, Children's playground):* It describes the restaurant can manage vegetarian and non-vegetarian customer segments and children's playground. In special cases, the customer often prefers the restaurants most where their children can play and fun.
5. *Waiter Service:* Waiter service means when a waiter serves any type of service, how quickly they serve and their manner.
6. *Other Employee Service:* The customer did receive any service from the restaurant's front desk executive, security guard, and receptionist.
7. *Supervisory Staff's Help:* When the customer dines at the restaurants, did any supervisory staff member like the manager or any other person help the customer or not.
8. *Known Restaurant:* This means the customer knows about the restaurant. They dined at this restaurant before or it is the new one.
9. *Fast Order Delivery:* How many minute's a customer waited after giving an order for food. More than the customer's expected time or shorter than the expected time.

a) Analysis of correlation

H_1= There is positive relation between fast seat arrangement and a restaurant environment of Khulna City.

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Table I: Correction between seat arrangement and restaurant environment

Correlations			
		Fast Seat Arrangement	Restaurant Environment
Fast Seat Arrangement	Pearson Correlation	1	.625**
	Sig. (2-tailed)		.000
	N	42	42
Restaurant Environment	Pearson Correlation	.625**	1
	Sig. (2-tailed)	.000	
	N	42	42
**. Correlation is significant at the 0.01 level (2-tailed).			

Table I shows the value of the relationship between fast seat arrangement and restaurant environment is .625, and the significance value is .000. Thus the hypothesis is accepted. There is a positive and strong relationship exists between fast seat arrangement and the restaurant environment of Khulna city.

H_2= There is a positive relationship between menu variety and special facilities of the restaurant of Khulna City.

Table II: Correction between menu variety and special facilities of the restaurant

Correlations			
		Menu Variety	Special Facilities
Menu Variety	Pearson Correlation	1	.527**
	Sig. (2-tailed)		.000
	N	42	42
Special Facilities	Pearson Correlation	.527**	1
	Sig. (2-tailed)	.000	
	N	42	42
**. Correlation is significant at the 0.01 level (2-tailed).			

From table II correlation coefficient between menu variety and special facilities is .527 and the significance value is .000 which shows there is a positive relationship between menu variety and special facilities of Khulna city.

H_3= There is strong relationship between special facilities and waiter services of the restaurant of Khulna.

Table III: Correction between special facilities and waiter services of the restaurant

Correlations			
		Special Facilities	Waiter Service
Special Facilities	Pearson Correlation	1	.290
	Sig. (2-tailed)		.063
	N	42	42
Waiter Service	Pearson Correlation	.290	1
	Sig. (2-tailed)	.063	
	N	42	42

Table III shows the correlation coefficient between special facilities and waiter service is .290, which shows a moderate relationship between special facilities, and waiter service and the value .063 shows the relationship is insignificant.

H_4= There is a strong relationship between supervisory staff help and Repeat Purchase behavior of the customer of Khulna city.

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Table IV: Correction supervisory staff help and repeat purchase behavior of the customer

Correlations			
		Supervisory Staff's Help	Repeat Purchase
Supervisory Staff's Help	Pearson Correlation	1	.117
	Sig. (2-tailed)		.461
	N	42	42
Repeat Purchase	Pearson Correlation	.117	1
	Sig. (2-tailed)	.461	
	N	42	42

The above table (Table IV) shows the correlation coefficient between supervisory staff help and repeat purchase behavior of the customer is .117 which, shows there is a moderate relationship between these two variables and the relationship is insignificant.

b) Regression analysis

The purpose of the regression analysis measures the relative influence of each independent variable on the dependent variable.

Hypothesis

H_0= There is no relation between the independent variables (Quick Seat Arrangement, Fast Order Delivery, Known Restaurant, Waiter Service, Other Employee Service, Menu Variety, Restaurant Environment, Special Facilities Supervisory Staff's Help) and dependent variable (Choosing restaurant).

H_1= There is a relationship between independent variables (Quick Seat Arrangement, Fast Order Delivery, Known Restaurant, Waiter Service, Other Employee Service, Menu Variety, Restaurant Environment, Special Facilities Supervisory Staff's Help) and dependent variable (Choosing restaurant).

Table V: Model summary

Model Summary[b]					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.672[a]	.451	.297	.29692	2.254
a. Predictors: (Constant), Supervisory Staff's Help, Quick Seat arrangement, Waiting Time , Known Restaurant, Waiter Service , Other Employee Service, Menu Variety, Restaurant Environment, Special Facilities					
b. Dependent Variable: Choosing restaurant					

The Pearson's correlation value, R = 0.672> 0.50 which means there was highly correlation between the variables and the R square was 0.451 (Table V) which, denotes that about 45% variation of the dependent variable was explained by the independent variables included in this model.

Table VI: ANOVA test

ANOVA[b]						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	2.322	9	.258	2.926	.012[a]
	Residual	2.821	32	.088		
	Total	5.143	41			
a. Predictors: (Constant), Supervisory Staff's Help, Quick Seat Arrangement, Fast Order Delivery , Known Restaurant, Waiter Service , Other Employee Service, Menu Variety, Restaurant Environment, Special Facilities						
b. Dependent Variable: Choosing restaurant						

Table VI illustrates one-way variable test of the study. It is depicted from the table that the value (critical value) of F-statistic is 1.96 with (9 x 32) degrees of freedom which is less than the calculated value of 2.926 means the null hypothesis is rejected at 5% level of significance. The F-statistic is 2.25 with (9 x 32) degrees

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of freedom which is also less than the calculated value of 2.926, means the null hypothesis is rejected at 1% significance level. It also means that there is a significant correlation between the studied dependent variable and independent variables. It means that there is a relationship between the dependent and independent variables under study. So, we can say that the variables under study are very coherent.

Table VII: Multiple Regression Model

Coefficients						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.551	.235		2.343	.025
	Quick Seat Arrangement	.352	.057	.184	.944	.048
	Restaurant Environment	.706	.052	.073	.380	.026
	Menu Variety	.505	.055	.118	.675	.037
	Special Facilities	.072	.063	.240	1.146	.260
	Fast Order Delivery	.039	.049	.117	.779	.442
	Known Restaurant	-.137	.112	-.176	-1.223	.230
	Waiter Service	.164	.080	.304	2.065	.047
	Other Employee Service	.179	.060	.475	2.978	.005
	Supervisory Staff's Help	-.019	.108	-.027	-.174	.863
a. Dependent Variable: Choosing restaurant						

The study considers the following factors where the customer decision for choosing a restaurant at Khulna city. It was hypothesized that there is no relation between the independent variable (quick seat arrangement, fast order delivery, known restaurant, waiter service, other employee service, menu variety, restaurant environment, special facilities supervisory staff's help) and dependent variable (choosing restaurant).To test the hypotheses, multiple regression analysis was used. Looking at the unique individual contributions of the predictor, the result (Table VII) shows that quick seat arrangement (β=.184, t=.944, p=.048), restaurant environment (β=.073, t=.380, p=.026 menu variety (β=.118, t=.675, p=.037), waiter service (β=.304, t=2.065, p=.047) and Other Employee Service (β=.475, t=2.978, p=.005) positively predict to choosing restaurant. *The most influential factor that has a positive relationship with* choosing the restaurant are seat arrangement, restaurant environment, menu variety, waiter service and Other Employee Service.

IV. Conclusion

From the above results and discussion, it has been concluded that the restaurant industry has become very competitive. To sustain in this competitive marketplace every restaurant company should put more effort into customer retention. In this competitive era, to become a market leader, not only food quality is important, but also restaurant's other features and services are very much important. The finding of the study also reveals that there is a strong relationship between customer visits and restaurant service. When a customer experiences good service from a restaurant, they will share with other people about good services. By providing the best service and considering the factor, it will help every restaurant company to capture more market share. Thus the findings of this study will help the restaurants to identify the ways to retain existing and loyal customers and attract new ones.

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Effet De La Qualité Perçue Sur L'acceptation Du Télé-Enseignement Par Les Apprenants Au Cameroun En Contexte De La Pandémie COVID-19

By Kayou Tayou Clémence & Kemayou Tayou Laure

Résumé- L'objectif principal de cette recherche est de déterminer l'effet de l'acceptation du télé-enseignement durant la période de confinement par les élèves des classes d'examen de l'enseignement secondaire dans la ville de Bafoussam. Pour cette étude, trois théories sont mobilisées: Le modèle d'acceptation de la technologie de Davis (1989); La théorie de l'adoption de l'innovation de Gallivan (2001) et la théorie du comportement planifié d'adoption technologies d'Ajzen (1985). Les différents courants théoriques traitant le comportement des individus envers l'utilisation des innovations technologiques et la littérature empirique permettent d'appréhender les variables qui influencent l'acceptation du télé-enseignement. Le modèle choisi au niveau de cette étude est inspiré de la théorie de l'acceptation de la technologie de Davis (1989). La validation empirique du modèle a été effectuée sur un échantillon de 133 élèves de classes d'examen de l'enseignement secondaire. Cet échantillon est obtenu par la méthode d'échantillonnage de « boule de neige ». L'analyse des données est faite à partir du logiciel SPSS.20.

Mots clés: *télé-enseignement ; élèves ; modèle d'acceptation technologique.*

GJMBR-E Classification: *JEL Code: M30*



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Effet De La Qualité Perçue Sur L'acceptation Du Télé-Enseignement Par Les Apprenants Au Cameroun En Contexte De La Pandémie COVID-19

Kayou Tayou Clémence [α] & Kemayou Tayou Laure [σ]

Résumé- L'objectif principal de cette recherche est de déterminer l'effet de l'acceptation du télé-enseignement durant la période de confinement par les élèves des classes d'examen de l'enseignement secondaire dans la ville de Bafoussam. Pour cette étude, trois théories sont mobilisées: Le modèle d'acceptation de la technologie de Davis (1989); La théorie de l'adoption de l'innovation de Gallivan (2001) et la théorie du comportement planifié d'adoption technologies d'Ajzen (1985). Les différents courants théoriques traitant le comportement des individus envers l'utilisation des innovations technologiques et la littérature empirique permettent d'appréhender les variables qui influencent l'acceptation du télé-enseignement. Le modèle choisi au niveau de cette étude est inspiré de la théorie de l'acceptation de la technologie de Davis (1989). La validation empirique du modèle a été effectuée sur un échantillon de 133 élèves de classes d'examen de l'enseignement secondaire. Cet échantillon est obtenu par la méthode d'échantillonnage de « boule de neige ». L'analyse des données est faite à partir du logiciel SPSS.20. Les résultats montrent que le degré d'acceptation du télé-enseignement est influencé, en premier lieu, par l'utilité perçue du télé-enseignement, puis les conditions facilitatrices du télé-enseignement et enfin par les variables sociodémographique précisément l'âge et le sexe. Le niveau d'étude n'ayant aucune influence sur l'acceptation du télé-enseignement durant la période de confinement. Ces résultats permettent de recommander au gouvernement et aux parents de conscientiser tout d'abord les élèves sur l'utilité du télé-enseignement dans ce contexte de pandémie et ensuite de créer des conditions facilitatrices à ces élèves pour l'usage du télé-enseignement.

Mots clés: télé-enseignement ; élèves ; modèle d'acceptation technologique.

I. Contexte de L'étude

L'enseignement suppose toujours une médiation humaine et une médiatisation (Peraya, 2000), donc un choix technologique. Charlier et al. (2002) expliquent que « Choisir d'utiliser le discours oral, le tableau, l'image fixe, l'image dynamique ou une présentation multimédia pour susciter un apprentissage chez les apprenants transforme cet apprentissage. Le message n'est plus le même, l'activité mentale suscitée tout comme l'implication affective non plus.

En effet, les enseignants utilisent les TIC qui constituent des médias d'apprentissage. Pour Karsenti (2006), l'intégration des TIC est d'autant plus inévitable dans le domaine de l'éducation, qu'elle permet de favoriser l'accès à l'information de même que la réussite des apprenants et qu'elle offre de multiples solutions pour contrer plusieurs problèmes actuels de l'éducation en Afrique. Mais cette intégration des TIC requiert aussi bien des compétences tant technologiques et pédagogiques pour améliorer la qualité de l'apprentissage, développer l'enseignement à distance et élargir l'accès aux différents réseaux internationaux et aux ressources en ligne.

L'intérêt accordé aux enseignants dans le cadre de l'intégration des TIC dans l'école au Cameroun a été amorcé au cours de l'année académique 2001-2002. Ce projet a consisté en la mise en œuvre des établissements pilotes, la création des centres de ressources multimédias (CRM) dans les lycées et collèges urbains, l'introduction de l'informatique dans les programmes scolaires et la formation des enseignants. De façon globale, trois ordres de besoins ont été exprimés par les ministères en charge de l'éducation pour justifier l'intégration scolaire des TIC au Cameroun. Ce sont notamment la modernisation du système éducatif, le développement des compétences technologique et pédagogiques des enseignants et celui des apprentissages supportés par les TIC.

Avec l'avènement des téléphones androïdes, l'utilisation des téléphones portables pour se connecter à internet devient plus pratique que les ordinateurs. Mais dans un contexte particulier marqué par l'interdiction du port et de l'usage des téléphones portables dans les écoles. Les gestionnaires du système éducatif camerounais, semblent-t-ils, ont une perception négative des téléphones portables en milieu scolaire. En effet, la question de l'éducation des jeunes générations est depuis toujours au cœur des préoccupations des gouvernants des pays en développement. Son caractère universel oblige tous les États à lui accorder une place de choix à travers un système éducatif de qualité.

Author α: Docteur en science de gestion. BP: 46 MAROUA–CAMEROUN. e-mail: ktclemence@yahoo.fr
Author σ: Master en science de l'éducation.

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Bien que l'utilisation du téléphone androïdes ne soit pas refusée à domicile, les parents y voient généralement comme un outil de distraction et de détournement des élèves. Elle est assimilable par les parents à la télévision considérée comme un outil de loisir. Le E-Learning en particulier et l'enseignement à distance en général n'étaient pas jusqu'au début du confinement pris en compte comme méthode d'enseignement dans l'enseignement secondaire du Cameroun.

Ce projet est conçu comme une innovation technologique dont l'une des finalités est de susciter de l'innovation pédagogique dans les pratiques des enseignants, autrement dit de développer chez eux de nouvelles formes d'activités pédagogiques qui se distinguent des précédentes. L'acceptation de cette innovation par les élèves du secondaire est considérée comme une condition nécessaire pour la mise en œuvre effective de ce projet d'enseignement à distance. Dès lors cette nouvelle pratique pédagogique devient une nécessité du moment sinon une impérative ou une solution ultime à y recourir et serait vaine si elle n'est pas adoptée par les apprenants.

D'où la question de recherche: Quelle est l'influence de l'utilité perçue du télé-enseignement sur le degré d'acceptation ?

L'objectif de cet article est de déterminer l'influence de l'utilité perçue du télé-enseignement sur le degré d'acceptation.

L'hypothèse de l'étude est: l'utilité perçue du télé-enseignement influence positivement le degré d'acceptation.

II. Revue de la Littérature

l'Enseignement à Distance (EAD) a été développé et s'est répandu comme un modèle complémentaire à l'enseignement classique. En effet, plus qu'un modèle alternatif menaçant le système traditionnel. Le télé-enseignement à beaucoup évoluer au fil de temps et la pandémie de coronavirus à révèle l'importance qui devrait être accordée à l'enseignement à distance. Dans cette section, il est présenté ; la définition et l'évolution de l'enseignement à distance. Il est également présenté le modèle conceptuel qui justifie les hypothèses de cette recherche.

Pour cette étude, trois théories sont mobilisées: La théorie ou le modèle d'acceptation de la technologie de Davis (1989) ; La théorie de l'adoption de l'innovation de Gallivan (2001) et la théorie du comportement planifié d'adoption technologies d'Ajzen (1985).

a) La théorie d'acceptation de la technologie de Davis (1989)

La théorie d'acceptation technologique ou le modèle d'acceptation de la technologie (MAT), qui a été proposé par Davis en 1989, est un modèle fréquemment mis à profit dans les études portant sur l'adoption des technologies et des innovations. Contrairement aux modèles classiques, le MAT s'intéresse aux caractéristiques individuelles des utilisateurs potentiels d'une technologie ou d'une innovation susceptibles d'influencer la décision d'adopter ou non cette technologie (ou innovation), et cela en décortiquant les perceptions et les croyances individuelles de l'utilisateur à son endroit.

Le modèle MAT est également généralisable dans différents contextes ce qui explique l'étendue de son utilisation. En effet, plusieurs chercheurs estiment que le TAM est le modèle le plus robuste et le plus à même d'expliquer le comportement de l'adoption de la technologie (Elliot et Loebbecke, 2000; Venkatesh el al., 2003).

Le MAT se concentre essentiellement sur deux croyances fondamentales de l'utilisateur potentiel, à savoir: l'utilité perçue et la facilité perçue d'utilisation de la technologie ou de l'innovation. Ces deux croyances jouent un rôle primordial dans l'explication des attitudes et des intentions des utilisateurs envers l'adoption ou non des nouvelles technologies et innovations.

b) La théorie de l'adoption de l'innovation de Gallivan (2001)

Le modèle suivant, abordé dans le cadre de cette recension des écrits, est celui de l'adoption de l'innovation (TIA), proposée en 2001 par Gallivan. Contrairement au TAM qui met l'accent essentiellement sur l'utilisateur potentiel de la technologie, le modèle de TIA insiste sur le processus de décision conduisant à l'adoption ou non de la technologie et les acteurs qui y sont impliqués. Ce processus est structuré en deux étapes:

- La décision primaire d'adoption au niveau stratégique, étape au cours de laquelle une sélection et une évaluation de la technologie sont effectuées;
- Une décision secondaire d'adoption qui consiste à adopter la technologie et à répandre son utilisation au sein des différents membres de l'organisation (Gallivan, 2001;).

Il importe cependant de mentionner que ces deux étapes ne sont pas nécessairement alignées (Bradford et Florin, 2003; Legris et al., 2003), puisqu'une décision d'adoption d'une technologie peut être prise à la première étape, et qu'à la seconde étape, des barrières techniques et/ou sociales pourraient stopper le processus d'adoption (Cooper et al., 1990).

c) La théorie du comportement planifié d'adoption technologies d'Ajzen (1985)

Le dernier modèle à étudier dans le cadre de cette recension des écrits est celui du comportement planifié (TCP) d'Ajzen (1985). Le TCP est dérivé de la théorie de l'action raisonnée (Fishbein et Ajzen, 1975;

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Ajzen et Fishbein, 1980; Ajzen, 1991) et qui, à la base, traite des intentions sous-jacentes à un comportement en général (Fishbein et Ajzen, 1975).

Il a été sollicité par plusieurs auteurs pour expliquer la décision d'adoption des technologies par les organisations (Davis et al., 1989).

La Théorie du comportement planifié postule que trois croyances indépendantes conduisent à l'adoption d'un comportement donné: les croyances comportementales, les croyances normatives; les croyances de contrôle.

d) Revue de la littérature empirique

Selon Cheung et Limayem (2005), une réflexion préalable sur les conditions de l'acceptation individuelle d'une plateforme pédagogique est un pré requis essentiel pour garantir le succès.

Les recherches sur l'adoption des technologies ont montré que le concept de l'utilité perçue avait un pouvoir prédictif très puissant et qu'il avait prouvé sa robustesse dans l'explication du comportement d'usage à travers maintes études.

Davis et alii. (1989) ont souligné que l'utilité perçue se trouve voisine de celle de l'avantage relatif issu du modèle de la diffusion des innovations. On rappelle que l'avantage relatif est défini comme étant la perception individuelle des avantages relatifs à l'adoption d'une innovation. Dans le domaine des systèmes d'information, il s'agit du « degré auquel une innovation est perçue comme offrant un avantage supérieur à la pratique qu'elle supplante» (Moore et Benbasat, 1991). L'avantage relatif semble devoir être d'une importance considérable pour persuader les individus à adopter une innovation.

D'un autre point de vue, Venkatesh et alii. (2003) ont retenu la variable « convenance au travail » issue du modèle de l'utilisation du micro-ordinateur (MPCU) proposé par Thompson et alii. (1991), et qui indique la pertinence d'une nouvelle technologie. Cette variable traduit son niveau d'adéquation avec la nature de l'activité effectuée. Le e-learning ne peut être accepté par les professionnels au sein d'une organisation que s'ils perçoivent son utilité par rapport aux besoins de leur travail et son effet en termes de gains de performance et de productivité, et s'ils sont convaincus que cette technologie nouvelle va les aider à évoluer et à être plus efficaces. Ainsi, l'utilité perçue est retenue comme déterminant de l'adoption du e-learning par les employés, elle servira à évaluer la perception de l'utilité engendrée par l'adoption de cette technologie

III. Méthodologie de la Recherche

a) Choix de l'approche méthodologique et méthode de collecte des données

Dans cette section, il est essentiellement question de décrire la démarche de la recherche choisie, du déroulement des enquêtes, de la codification des questions et des outils de collectes des données.

Le recours aux échelles de mesure multi-items permet l'opérationnalisation des déterminants de l'acceptation du télé-enseignement de la variable dépendante (l'acceptation du télé-enseignement) de ce modèle. Par conséquent, on va présenter et justifier le choix de ces échelles et de leur système de notation sélectionnées de la littérature en psychopédagogique afin d'atteindre nos objectifs de recherche. Les items de mesure pour chaque construit sont listés.

b) Échelles de mesures des déterminants de l'acceptation du télé-enseignement

On a eu recours à l'échelle de Likert en 5 points afin de mesurer les items relatifs à l'ensemble des déterminants de l'acceptation du télé-enseignement (les caractéristiques sociodémographiques, les conditions facilitatrices, utilités perçues du télé-enseignement). L'échelle est symétrique et bidirectionnelle fondée sur deux pôles opposés (avec 1: « pas du tout d'accord » et 5 : « tout à fait d'accord »). Ce nombre de catégories est souvent rencontré au niveau des travaux de recherche en psychologie. De même, le recours à un nombre d'échelons en 5 points est fortement préconisé, car il dispose d'une capacité favorable à la discrimination entre les réponses.

Tableau 1: Les items des variables « conditions facilitatrices » et « utilité perçue »

Variables	Items	Source
Conditions facilitatrices	J'ai accès à la télévision quand je désire	Inspiré des traveaux de Cheung et Limayem (2005) et de Emna Ben Romdhane (2013)
	Je peux facilement me connecté à la télévision à partir de mon portable	
	J'ai suffisamment les connections internet	
Utilité perçues du télé-enseignement	J'apprécie les cours à la télévision du fait qu'en cas d'absence, je peux à partir du lien électronique suivre le cours après.	
	J'aime les cours de la télévision car ils permettent d'avancer dans le programme d'enseignement en cette période de confinement	
	Je pense que les cours à la télévision sont intéressants	
	Je trouve que la compréhension du cours est aisée	

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c) Échelles de mesures de l'acceptation du télé-enseignement

On a également adopté un l'échelle de Likert en 5 points afin de mesurer les items relatifs à l'acceptation du télé-enseignement pour les items inspirés des travaux de Cheung et Limayem (2005) et de Emna Ben Romdhane (2013).

Tableau 2: Les items de la variable: acceptation du télé-enseignement

Variable	Items	Source
Acceptation du télé-enseignement	Je suis régulièrement les cours à la téte	Inspiré des traveaux de Cheung et Limayem (2005) et de Emna Ben Romdhane (2013)
	Je cherche à me rattraper si je rate un cours en utilisant le lien électronique	
	Je trouve solutions à mes préoccupations grâce aux cours à la télévision	
	Je suis satisfait par les cours à la télévision	

d) Modèle économétrique

Parmi les méthodes explicatives, la régression est sans doute la plus connue et la plus utilisée dans l'analyse des données et plus spécifiquement en économétrie. Elle permet d'effectuer des prévisions par rapport à un phénomène.

L'intérêt de cette régression est de tester l'intensité d'un lien ainsi que son pouvoir explicatif entre une variable expliquée et une ou plusieurs variables explicatives. Lorsqu'il n'y a qu'une seule variable explicative, la régression est qualifiée de simple alors qu'elle est multiple lorsque plusieurs variables explicatives sont présentes. On l'utilise lorsque la variable à expliquer est quantitative et la ou les variables expliquées qualitatives et/ou quantitatives.

Le modèle de régression linéaire multiple s'écrit sous la forme:

$$Y = a_0 + a_1X_1 + a_2X_2 + \ldots + anXn + \mu$$

Où:

Y est la variable à expliquer

$X_1, X_2, \ldots,$ Xn sont des variables explicatives

$a_0, \ldots a_n,$ sont des paramètres des variables explicatives

μ est le terme d'erreu .

Le modèle de régression multiple retenu dans ce travail est :

$$\text{DACEP} = \beta_0 + \beta_1 SEX + \beta_2 AGE + \beta_3 NETU + \beta_4 UTI + \beta_5 CFACI + \mu$$

Avec :

- β_0, β_1, β_2, β_3, β_4 et β_5 les paramètres du modèle
- DACEP: degré d'acceptation du télé-enseignement
- SEX: sexe de l'élève
- AGE: âge de l'élève
- NETU: niveau d'étude de l'élève
- UTI: utilité perçue du télé-enseignement
- CFACI: les conditions facilitatrices du télé-enseignement.

IV. Résultats et Interprétations

a) Résultat de l'ACP sur le degré acceptation du télé-enseignement

Tableau 3: Résultat de l'ACP sur le degré acceptation du télé-enseignement

	Composante	Qualité de représentation
Je trouve solutions à mes préoccupations grâce aux cours à la télévision	0,901	0,811
Je suis régulièrement les cours à la téte	0,806	0,649
Je cherche à me rattraper si je rate un cours en utilisant le lien électronique	0,705	0,797
Je suis satisfait par les cours à la télévision	0,568	0,523
Valeur propre	2,280	
% des variances	56,998	
% variance expliquée Cumulée	56,998	
Alpha de Cronbach	0,742	
KMO= 0,623 Bartlet = 3 P = 0,000 Khi-2= 153,269		

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On constate que l'indice de KMO est de 0,623 indique une corrélation forte entre les items. Ensuite, le test de sphéricité de Bartlett est significatif (P< 0.000) et traduit la probabilité de faire une erreur en rejetant Ho (la matrice de corrélation est égale à la matrice identité) ce qui confirme que le recours à une analyse factorielle en composantes principales est largement justifié.

L'application de l'ACP à cette échelle de mesure qui permet de dégager un facteurs suivant la règle de Kaiser des valeurs propres supérieures à 1 qui expliquent 56,998 % de la variance totale de l'échantillon. De même les items retenus présentent une communauté élevée, car étant supérieurs à 0,5.

Quant à la fiabilité de l'échelle, alpha de Cronbach de 0,742 et indique que l'échelle présente alors une bonne fiabilité de consistance interne.

b) Résultat de l'ACP sur le degré de conditions facilitatrices

Tableau 4: Résultat de l'ACP sur le degré de conditions facilitatrices

	Composante	Qualité de représentation
J'ai suffisamment les connections internet	0,922	0,850
Je peux facilement me connecté à la télévision à partir de mon portable	0,823	0,678
J'ai accès à la télévision quand je désire	0,807	0,,651
Valeur propre	2,178	
% des variances	72,612	
% variance expliquée Cumulée	72,612	
Alpha de Cronbach	0,804	
KMO= 0,732 Bartlet = 6 P = 0,000 Khi-2= 275,670		

Le résultat montre que l'indice de KMO est de 0,623 indique une corrélation forte entre les items. Ensuite, le test de sphéricité de Bartlett est significatif (P< 0.000) et traduit la probabilité de faire une erreur en rejetant Ho (la matrice de corrélation est égale à la matrice identité) ce qui confirme que le recours à une analyse factorielle en composantes principales est largement justifié. L'application de l'ACP à cette échelle de mesure qui permet de dégager un facteurs suivant la règle de Kaiser des valeurs propres supérieures à 1 qui expliquent 72,612 % de la variance totale de l'échantillon. De même les items retenus présentent une communauté élevée, car étant supérieurs à 0,5.

Quant à la fiabilité de l'échelle, alpha de Cronbach de 0,804 et indique que l'échelle présente alors une bonne fiabilité de consistance interne.

c) Résultat de l'ACP sur l'utilité perçue télé-enseignement

	Composante	Qualité de représentation
Je pense que les cours à la télévision sont intéressants	0,896	0,803
J'apprécie les cours à la télévision du fait qu'en cas d'absence, je peux à partir du lien électronique suivre le cours après.	0,889	0,791
J'aime les cours de la télévision car ils nous permettent d'avancer dans le programme d'enseignement en cette période de confinement	0,768	0,690
Je trouve que la compréhension du cours est aisée	0,752	0,666
Valeur propre	2,749	
% des variances	68,727	
% variance expliquée Cumulée	68,727	
Alpha de Cronbach	0,846	
KMO= 0,732 Bartlet = 6 P = 0,000 Khi-2= 275,670		

On constate que l'indice de KMO est de 0,623 indique une corrélation forte entre les items. Ensuite, le test de sphéricité de Bartlett est significatif (P< 0.000) et traduit la probabilité de faire une erreur en rejetant Ho (la matrice de corrélation est égale à la matrice identité) ce qui confirme que le recours à une analyse factorielle en composantes principales est largement justifié.

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L'application de l'ACP à cette échelle de mesure qui permet de dégager un facteurs suivant la règle de Kaiser des valeurs propres supérieures à 1 qui expliquent 68,727 % de la variance totale de l'échantillon. De même les items retenus présentent une communauté élevée, car étant supérieurs à 0,5.

Quant à la fiabilité de l'échelle, alpha de Cronbach de 0,846et indique que l'échelle présente alors une bonne fiabilité de consistance interne.

d) Résultat de la régression linéaire

Variable dépendante	degré d'acceptation du télé-enseignement				
Variables indépendantes	Coefficients non standardisés		Coefficients standardisés	T	P-value
	coefficient	Erreur standard	Bêta		
(Constante)	-1,769	0,586		-3,021	0,003
conditions facilitatrices	0,439	0,092	0,439	4,753	0,000
utilité perçue du télé-enseignement	0,512	0,091	0,512	5,607	0,000
Sexe	0,337	0,088	0,153	3,818	0,000
Âge	0,107	0,048	0,246	2,227	0,028
examen préparé	0,135	0,137	0,109	0,982	0,328
R^2	0,815				
R^2 ajusté	0,808				
Probabilité de la statistique de Fisher F	0,000				

- Analyse de la significative globale du modèle

R^2= 0,815 ce qui explique que la variabilité de ces facteurs expliquent à 81 ,5% la variabilité de degré d'acceptation du télé-enseignement, c'est-à-dire près de 18,5% de cette variabilité est expliquée par d'autres facteurs qui ne sont pas pris en compte dans ce modèle. Cependant la probabilité de Fisher est égale à 0,000 < 1%. Ce qui explique la significativité globale du modèle à 1%.

- Significativité individuelle des paramètres du modèle

Pour d'une variable soit significative, il faut que la P-value associée soit inferieur à 5%.

Ceci permet de vérifier les hypothèses de cette étude. Lorsqu'on regarde la colonne de la P-value, on ne constate que seule celle de l'examen préparé qui représente ici le niveau d'étude est supérieure à 5%. Sa valeur est de 0,328. On peut donc noté qu'en dehors du niveau d'étude, toutes les autres variables (les conditions facilitatrices, utilité perçue du télé-enseignement, sexe, âge) ont une influence significative sur le degré d'acceptation du télé-enseignement.

$$\text{DACEP} = -\mathbf{1,769} + \mathbf{0,337}SEX + \mathbf{0,107}AGE + 0{,}135NETU + \mathbf{0,512}UTI + \mathbf{0,439}CFACI$$

Avec:

- DACEP: degré d'acceptation du télé-enseignement
- SEX: sexe de l'élève
- AGE: âge de l'élève
- NETU: niveau d'étude de l'élève
- UTI: utilité perçue du télé-enseignement
- CFACI: les conditions facilitatrices du télé-enseignement.

- Le fait d'être de sexe masculin augmente de 0,337 le degré d'acceptation du télé-enseignement.
- Lorsque l'âge de l'élève augmenté d'un point, le degré d'acceptation du télé-enseignement augmente de 0,107 point.
- Le niveau d'étude n'a pas d'influence sur le degré d'acceptation du télé-enseignement.
- Si on augmenté d'un point le niveau des conditions facilitatrices, le degré d'acceptation du télé-enseignement augmente de $\mathbf{0,439}$ point.
- Si on augmenté d'un point le niveau d'utilité perçue, le degré d'acceptation du télé-enseignement augmente de $\mathbf{0,512}$ point.

On peut remarquer que l'utilité perçue est la variable qui explique le mieux le degré d'acceptation du télé-enseignement. Suivi le niveau des conditions facilitatrices, ces résultats sont conforme à celui de Emna Ben Romdhane (2013).

L'objectif principal de cette recherche est d'identifier les déterminants de l'acceptation du télé-enseignement durant la période de confinement par les élèves des classes d'examen de l'enseignement secondaire dans la ville de Bafoussam. Dans ce dernier chapitre, les résultats de la recherche seront d'abord discutés. Une synthèse de ce travail de recherche sera faite. Ensuite, les implications dégagées des principaux résultats serviront à formuler des pistes d'interventions en vue d'une meilleure l'implémentation du télé-enseignement dans l'enseignement secondaire au

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Cameroun. Enfin, les limites de l'étude seront abordées et quelques pistes de recherche futures seront suggérées.

V. Discussions des Résultats

Les résultats présentés dans cette étude sont de deux ordres. Les résultats de l'analyse descriptive et les résultats de l'analyse explicative. Chaque résultat sera discuté.

- Résultat du test sur le lien entre les variables sociodémographiques et l'acceptation du télé-enseignement par les élèves

On note que le fait d'être de sexe masculin augmente de 0,337 point le degré d'acceptation du télé-enseignement. Lorsque l'âge de l'élève augmenté d'un point, le degré d'acceptation du télé-enseignement augmente de 0,107 point.. Le niveau d'étude n'a pas d'influence sur le degré d'acceptation du télé-enseignement. Il ressort que plus l'élève est âge, plus il est conscientisé et par conséquent dans ce contexte de pandémie COVID-19 reçoit favorablement les cours à la télévision. Il est surprenant que le niveau d'étude n'ait pas une relation significative avec le degré d'acceptation du téléenseignement. On peut néanmoins justifier ce résultat par la perception des élèves du télé-enseignement.

- Résultat du lien entre le niveau des conditions facilitatrices et le degré d'acceptation du télé-enseignement.

Les résultats révèlent que si on augmente d'un point le niveau des conditions facilitatrices, le degré d'acceptation du télé-enseignement augmente de 0,439 point. La facilité d'utilisation du télé-enseignement est un facteur déterminant dans le processus d'acceptation puisqu'il agit sur l'intention d'utilisation, l'utilisation sous toutes ses formes et la satisfaction des apprenants à l'égard du télé-enseignement. Certaines conditions facilitatrices, dont la disponibilité des ressources technologiques et la qualité d'accès à Internet, seraient aussi liées au processus d'acceptation du télé-enseignement par les élèves. En effet le résultat montre que plus les conditions facilitatrices ne sont suffisantes, plus est élevé le degré d'acceptation du télé-enseignement. Ce résultat est conforme à ceux de plusieurs chercheurs qui affirment les conditions facilitatrices est déterminantes pour le processus d'acceptation du télé-enseignement (Bernardin, 2006; Brown, 2002; Ngai, Poon et Chan, 2007).

Résultat de l'effet du degré d'utilité perçue sur le degré d'acceptation du télé-enseignement

Si on augmente d'un point le niveau d'utilité perçue, le degré d'acceptation du télé-enseignement augmente de 0,512 point.

On peut remarquer que l'utilité perçue est la variable qui explique le mieux le degré d'acceptation du télé-enseignement. Suivi le niveau des conditions facilitatrices, ces résultats sont conforme à celui de Emna Ben Romdhane (2013). Selon Gefen et Straub (2000), une technologie est acceptée en premier lieu grâce à ses aspects extrinsèques (renvoyant à l'utilité et aux buts personnels). Davis et alii. (1989) ont souligné que l'utilité perçue se trouve voisine de celle de l'avantage relatif issu du modèle de la diffusion des innovations. On rappelle que l'avantage relatif est défini comme étant la perception individuelle des avantages relatifs à l'adoption d'une innovation. Le résultat montre que l'utilité perçue est la variable qui influence le plus le degré d'acceptation du télé-enseignement. En effet, les conditions facilitatrices ne peuvent conduire à l'acceptation du télé-enseignement que si l'élève perçoit l'avantage relatif que lui procure le télé-enseignement.

VI. Conclusion Générale

Cette étude est inspirée de l'actualité sur le COVID-19. Depuis le 17 mars aucun établissement n'a ouvert les portes. Une situation qui pouvait être très critique si rien n'était fait. C'est pour remédier en partie au problème que le gouvernement au travers de ses ministères en charge de l'éducation, exploitent les espaces mis à disposition sur les antennes de la CRTV et autres médias. Depuis le 6 avril les élèves des classes d'examens des différents sous-systèmes éducatifs de l'enseignement secondaire du Cameroun peuvent recevoir les leçons via la télévision, la radio ou les pages web de l'office. La matinée et l'après-midi sont réquisitionnés à la CRTV pour faire les cours. L'objectif principal de cette étude était d'identifier les facteurs les plus explicatives de l'acceptation du télé-enseignement.

Pour atteindre cet objectif, trois hypothèses ont été fixés. La validation empirique du modèle a été effectuée sur un échantillon de 133 élèves de classes d'examen de l'enseignement secondaire. Cet échantillon est obtenu par la méthode d'échantillonnage de « boule de neige ». L'analyse des données est faite à partir du logiciel SPSS.20. Les hypothèses ont été testées à partir des tests de corrélation ; le test d'ANOVA et la régression linéaire multiple. En effet, les tests bivariés (corrélation, test d'ANOVA) ont permis de vérifier l'existence ou non d'un lien entre les variables. C'est en effet l'estimation du modèle de régression multiple qui révèle le poids de chaque facteur dans l'explication du degré d'acceptation du télé-enseignement.

Ces résultats montrent que le degré d'acceptation du télé-enseignement est influencé, en premier lieu, par l'utilité perçue du télé-enseignement, puis les conditions facilitatrices du télé-enseignement et enfin par les variables sociodémographiques précisément l'âge et le sexe. Le niveau d'étude n'ayant

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aucune influence sur l'acceptation du télé-enseignement durant la période de confinement. Sur la base de ce constat plusieurs recommandations peuvent être formulées.

Les résultats obtenus dans le cadre de la présente recherche permettent de dégager plusieurs suggestions en vue d'améliorer l'appropriation du télé-enseignement dans le système éducatif au Cameroun. Précisément dans l'enseignement secondaire. Les recommandations sont les suivantes:

Les élèves doivent être sensibilisés sur l'utilité du télé-enseignement car le résultat montre que le niveau d'utilité perçue détermine le degré d'acceptation du télé-enseignement.

Les parents doivent créer des conditions favorables aux élèves pour suivre le télé-enseignement. L'élève doit avoir libre accès à la télévision aux heures des cours. Autres mesures facilitatrices comme fourniture de connexions internet et téléphone portable doivent être mises en œuvre. Les enfants de doivent pas être occupés par les parents aux heures de cours. En effet l'étude montre que les conditions facilitatrices déterminent le degré d'acceptation du télé-enseignement.

Le gouvernement doit intégrer les TIC dans le système éducatif à partir de l'école primaire.

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Annexe

Questionnaire destiné aux élèves Numéro : ……

Ce questionnaire élaboré dans le cadre d'un travail de recherche du mémoire de fin d'étude portant sur le thème : « Déterminants de l'acceptation du télé-enseignement par les élèves du secondaire dans la ville de Bafoussam» vise à collecter des données dont la confidentialité est garantie et qui ne seront utilisées qu'à des fins scientifiques. En tant que répondant, votre participation à cette recherche serait grandement appréciée. Merci pour votre collaboration.

I. Caractéristique sociodémographique

1. Sexe Masculin Féminin
2. Age :……
3. examen préparé par l'élève : BEPC, Probatoire, Baccalauréat
4. redoublant de la classe : oui , non
5. type d'établissement fréquenté : public, privé laïc, privé confessionnel
6. Niveau d'étude le plus élevé des parents; primaire, secondaire, supérieur

II. Comportements à l'égard du telé-enseignement

7. Durant cette période de confinement, par quel canal suivez-vous les cours ?
   Télévision watsapp autres à préciser……
8. Comment appréciez-vous les cours à la télévision
   Médiocre, passable, bien

9-Cochez la case la plus appropriée pour chaque item								
1 : Pas du tout d'accord	2 : plutôt pas d'accord	3 : neutre	4: Plutôt d'accord	5 : Tout à fait d'accord				
				1	2	3	4	5
Acceptation du télé-enseignement	Je suis régulièrement les cours à la téte							
	Je cherche à me rattraper si je rate un cours en utilisant le lien électronique							
	Je trouve solutions à mes préoccupations grâce aux cours à la télévision							
	Je suis satisfait par les cours à la télévision							

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III. Utilité perçue et conditions facilitatrices de l'acceptation des enseignements à distance par les élèves.

10-Cochez la case la plus appropriée pour chaque item								
1 : Pas du tout d'accord	2 : plutôt pas d'accord	3 : neutre	4: Plutôt d'accord	5 : Tout à fait d'accord				
				1	2	3	4	5
Conditions facilitatrices	J'ai accès à la télévision quand je désire							
	Je peux facilement me connecté à la télévision à partir de mon portable							
	J'ai suffisamment les connexions internet							
Utilité perçue du télé-enseignement	J'apprécie les cours à la télévision du fait qu'en cas d'absence, je peux à partir du lien électronique suivre le cours après.							
	J'aime les cours de la télévision car ils permettent d'avancer dans le programme d'enseignement en cette période de confinement							
	Je pense que les cours à la télévision sont intéressants							
	Je trouve que la compréhension du cours est aisée							

Merci de votre participation

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Consumer Attitude and Intention Relationship for Fast Food

By Md Sazzad Mahmud & Farhana Ahmed
United International University

Abstract- The purpose of the research is to investigate the significance of different variables (health perception, hygiene, price) affecting consumer's attitudes, perceptions, or preferences towards fast foods, particularly of interest are street foods. For achieving these objectives, a sample size of 150 consumers has been taken from the universities students and general people. A structured questionnaire gave to participants, and the information of this study is analyzed using SPSS. The findings of the study showed that people are very conscious about health, so consumers' attitude towards health perception significantly influences street food consumption. The study concludes that young people think fast food is dangerous for human health. The significant value of price and hygiene factors are high, so it shows that people are not affected by these factors as sometimes people have to have street foods due to time scarcity.

Keywords: health perception, consumer attitude, fast food, purchase intention.

GJMBR-E Classification: JEL Code: M39



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Consumer Attitude and Intention Relationship for Fast Food

Md Sazzad Mahmud [α] & Farhana Ahmed [σ]

Abstract- The purpose of the research is to investigate the significance of different variables (health perception, hygiene, price) affecting consumer's attitudes, perceptions, or preferences towards fast foods, particularly of interest are street foods. For achieving these objectives, a sample size of 150 consumers has been taken from the universities students and general people. A structured questionnaire gave to participants, and the information of this study is analyzed using SPSS. The findings of the study showed that people are very conscious about health, so consumers' attitude towards health perception significantly influences street food consumption. The study concludes that young people think fast food is dangerous for human health. The significant value of price and hygiene factors are high, so it shows that people are not affected by these factors as sometimes people have to have street foods due to time scarcity.

Keywords: health perception, consumer attitude, fast food, purchase intention.

I. Introduction

Fast foods are ready-made foods and beverages prepared and sold by vendors, especially on streets and other public places(Rane, 2011). Street foods, another variety of fast foods, are not only recognized for their distinctive tastes, convenience but also it is recognized as they reflected society's cultural and social heritage(Rane, 2011). Working life pressures along with time limitations have led to a growing amount of customers choosing street foods.

The evident benefits of fast food are lower cost, quick to serve, alternative of homemade food and easily available in any place (Goyal & Sing, 2007). Customers patronize junk foods because it fulfill their hunger, save time and give pleasure (Park, 2004). Due to the absence of fundamental infrastructure and facilities, street fast foods perceive as a significant public health danger (Rane, 2011). Consumers attracted by the comfort and low prices may ignore elements of sanitation or hygiene. These consumers do not understand adequate food processing methods and foodborne possibilities (Winarno & Allain, n.d.). Fast food market growth has been an impact on the development of society. Like the Western world, females in Bangladesh, particularly in the town of Dhaka, do not remain at home performing household duties but rather prefer paid jobs to strive for equality and financial independence (Farhana & Islam, 2011).

Food represents the traditions, socioeconomic and history of a country; also, it is a foremost aspect of any culture. Bangladesh has a rich, diversified culture that consists of various regions and states. Bangladeshis were more likely to have traditional food. However, traditional foods are now starting replaced by the consumption of fast food due to the hectic life of people in Bangladesh. Dual earner families spend a lot of time in their workplace because they do not have time and enough energy to prepare their meal at home. Thus they pretend to have fast food as it is a viable alternative. Street food plays a significant role for the lower and middle-income groups as it helps to accomplish the food requirements at affordable prices. Therefore, the importance of the study is to predict the relationship between health perception and fast food consumption. The study has designed to recognize the factors associated with the fast-food consumption of people of Dhaka.

II. Research Objective

- To identify the influencing factors, perception, and preferences of fast food consumers.
- To find out the impact of hygiene and nutritional value of fast foods on purchasing decisions of consumers.
- To find how customers attached excellent significances to variables such as food quality, service quality, and cleanliness and how the most significant variables taste and quality of food products influence customers.

III. Scope of the Study

The scope of this research recognizes after and during the study. The prime area of the study was to build up knowledge about consumer attitudes for consuming fast foods, particularly street foods. How to price, hygiene factor health perception is influenced street food consumption all these issues cover in this project report.

IV. Limitation

The total duration of study is too short to carry out all the details about this project. In addition, this

Author α: Faculty of Business & Economics, Hochschule Worms, Germany. e-mail: Sazzad.mahmud212440@gmail.com
Author σ: Department of Business Administration, United International University, Bangladesh. e-mail: farhanaahmed406@gmail.com

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study can be more accurate in the future. The sample size can increase. There was some financial constraint which is only limited to people belongs to Dhaka city so other cities will study in the near future. I have incurred some cost to conduct this research which is about approximately 1000 taka.

V. Literature Review

a) Health perception of fast food

Healthy eating is especially crucial for kids and young people for healthy growth and cognitive development (Shepherd, Harden, Rees, & Brunton, 2005).The majority of young consumers (95%) take considered fast food is harmful to the human body. However, young consumers consume fast food frequently (92%), suggesting that fast food health data does not necessarily affect their intake (Musaiger, 2015).Frequent fast-food consumption is merely an indicator of a usually unhealthy lifestyle (less restricted eating behavior, preferences for fat and sweet foods, and a sedentary lifestyle). These factors that are the true culprits of weight gain and enhanced risk of diabetes (Stender, Dyerberg, & Astrup, 2007). Fast food and junk foods do not contain sufficient quantities of protein and healthy carbohydrates; for that reason blood sugar levels can drop abruptly after eating, leading in grumpy, tired feelings and a desire for sugar (Ashakiran & R, 2012).

The new food mantra-JUNK FOOD-has substituted healthy, nutritious foods. Several surveys suggest people like fast food because of its taste, however it has little amount of nutrition. According to researchers, adolescents who commonly eat fast food have lower dietary quality compared to those who are less frequent fast-food consumers(French, Hannan, Fulkerson, & Neumark-Sztainer, 2001).We discovered that adolescents educated about healthy and nutritional habits, but this understanding did not translate into food behavior (D.Resnick, 1986).

A recent study, which is alarmingly consistent, demonstrates that foods generated by industry, such as fast food, contain compounds that contribute to youth obesity and high cholesterol (Mattsson & Helmersson, 2007). With the rate of childhood obesity rising at an alarming pace, adolescent obesity has become a significant public health concern over the previous two centuries (Allen, Taylor, & Kuiper, 2007). According to the Disease Control and Prevention Centers (Centers for Disease Control and Prevention, 2006), the adolescent overweight rate (12–19) rose from 5% in 1976–80 to 16.1% in 1999–2002. Obese adolescents are at high risk for plenty of adverse health sequel in adulthood, including immediate physical hazards, such as orthopedic, and endocrine disease, cancer and, all-cause mortality (Boutelle, Fulkerson, Neumark-Sztainer, French, & Story, 2006).

b) Hygiene factor of fast food

Food security is a social obligation of companies because food is a product where consumption is not just an issue of choice. Still, eventually a matter of life and death for that hygiene factor is one of the prime issues of a fast-food restaurant (Ababio & Adi, 2012). Restaurant hygiene is vital not only to guarantee your staff and customers ' health and security but also because it plays a key part in creating the restaurant's brand image. Customers want to dine in a tidy restaurant serving hygienic food. Hygiene is likely the second most foremost element of operating a restaurant; the first element is maintaining food quality. Lack of hygiene in a restaurant is the worst kind of advertising that a restaurateur can invite on his own. Legal demands, restaurant cleanliness, and general hygiene, appear to be among the main variables in the quality assessment of customers' restaurants (Aksoydan, 2007). If any eating place failed to satisfy the food hygiene and cleanliness norms anticipated by consumers, then they would evaluate the eating place as providing them the poor quality of service (Zeitham, Berry, & Parasuraman, 1990).

c) Fast food Price

Local restaurant companies impose huge markup for sustenance. The quantity you pay for a single meal, with extra service charge and VAT, can provide a one-week grocery to a middle-class family (Hassan, 2018). In one research, most learners said they own about Three thousand taka in pocket cash per month and have spent around One thousand three hundred takas on fast food i.e., in Fast food, each month spent 43.3 percent of their pocket money. In addition, about half of the pocket money learners used for fast food, which added cost to the students ' parents (Bipasha & Goon, 2013). Given the health risks of future generations, the state has placed an additional 10% obligation on Fast food, which is also known as junk food (Newagebd.net, 2017). Street food is the most inexpensive and convenient meal choice, however young people need to pay high amount when they intend to go to a decent fast food café (Aloia, Lear, Gasevic, Lear, & Teo, 2013).

d) Group conformance

One study states that the tendency of young people to associate 'unhealthy food' with desirable ideas like friendship, enjoyment, and relaxation (Stead, McDermott, MacKintosh, & Adamson, 2011). Although healthy eating habits are so important in adolescence, young people's lifestyles, affected by their desire to meet social norms, may not encourage adolescents to eat in a manner that increased their need for nutrition in the time (Neumark, Story, Perry, & Casey, 2003). They choose fast food instead of homemade food, as they were mainly going for fun, changed the environment, and socializing to visit fast food stores (Aloia, Lear,

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Gasevic, Lear, & Teo, 2013). A recent research released in the Academy of Food and Nutrition Journal examined the impacts of social norms on eating behavior. Researchers discovered that if they told their colleagues that they had eaten more, individuals ate more food. They ate healthier when their peers told to eat nutritious foods (sports.yahoo.com, 2014).

e) Fast food vs. Homemade food

Today, more females are employed than in the past. In the US, about seventy-five percent of all mothers are in the labor force, and unmarried mothers are more likely than married mothers to work (DeWolf, 2017). This scenario leaves adults with less time to prepare food, reflected in the rise in food intake away from home. Many research has shown that most working people have too little time at home. Therefore they are demanding an appropriate product like fast food that fits their lifestyle (Shaharudin, Mansor, & Elias, 2011). People residing in the town tend to eat fast food compared to individuals living in rural regions. The cause of the shift is the time variable; they don't have much time at home to prepare meals. Also, society evolves, economic activities also grow, which prevents individuals from preparing food at home (Islam & Ullah, 2010). Also, great taste is another significant reason for choosing junk food. Street foods tent to contain high amount of sugar, oil, and salt which make junk foods more mouthwatering (Ashakiran & R, 2012).

f) Intention to eat fast food

According to Ajzen (1991), the intention is a determining factor in actual behavior; therefore, it can be taken as a proxy for actual purchase behavior. Other researchers also supported such a proposition and took intention as a precursor to actual buying behavior, specifically for food purchases (K Nam, 2019). Other food behavior researchers also adopted a similar approach while evaluating the food purchase behavior of consumers (Rahman and Noor, 2016).

Therefore, the study adopts "Intention" as the outcome variable, determined by several independent variables discussed in the previous section.

VI. Methodology & Sampling

To examine the consumer attitude towards street foods survey method is applied. A total of 150 participants included in the survey, with 50 from United International University, 30 from Brac University, and Ahsanullah University and 40 from general consumers. The survey was conducted from June to September 2019 among 150 participants in Dhaka.

The study instruments were both primary and secondary data; I have taken information from secondary sources like- several journals, articles. The primary data for this study gathered through a structured questionnaire from fast-food customers, specifically from students of Dhaka City.

I have used the quantitative data method. "Quantitative methods emphasize objective measurements and the statistical, mathematical, or numerical analysis of data collected through polls, questionnaires, and surveys, or by manipulating pre-existing statistical data using computational techniques"(Babbie & Muijs, 2010).

It was examined and analyzed with the SPSS research method after information collection. The information was analyzed using both descriptive and inferential statistics in descriptive statistics, simple percent, tabulation. Mean, the standard deviation is involved in describing the factors and situation. Three regression analyzes developed using factor analysis and dependent variables. The literature reviews recognized three dependent variables such as 1. Hygiene factor of fast food, 2. Fast food Price and 3. Health perception of fast food. This research not only defines the variables influencing consumer preferences but attempts to clarify the variables influencing the consumer's attitude toward street food.

VII. Analysis & Result

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Price, Health_perception, Hygien[b]	.	Enter

a. Dependent Variable: Intention
b. All requested variables entered.

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.285[a]	.081	.063	.89677	1.976

a. Predictors: (Constant), Price, Health_perception, Hygien
b. Dependent Variable: Intention

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SPSS is the set of software programs which is used for statical data by various kinds of researchers.

In this table, R is the value of the multiple correlation coefficients between the predictor and the outcome. When price, health perception, hygiene use as predators, this is a simple correlation between intention and price, health perception, hygiene (.285).

In model summary, the value given under the R square tells that how much variance in the dependent variable (intention) is explained by the model. In this case, the value of R square is .081. This means our model (which includes price, health perception, and hygiene) explains 8.1% of the variance in intention.

The table, it shows that the adjusted R square =0.081, which means that the linear regression explains 8.1% of the variance in data.

It says that there is no autocorrelation if the Durbin Watson statistic should be between 1.5 and 2.5. In this table, it is identified that the Durbin Watson statistic is 1.976, which is between 1.5 and 2.5, and therefore, the data is not auto-corrected.

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	10.406	3	3.469	4.313	.006[b]
	Residual	117.413	146	.804		
	Total	127.819	149			

a. Dependent Variable: Intention

b. Predictors: (Constant), Price, Health_perception, Hygien

"Anova stands for analysis of variance and it is used to examine the difference to or more means. It may seem odd that the technique is called (Analysis of Variance) rather than Analysis of Means"(Lane, n.d.).

The model value F is 4.33, which is highly significant. I can interpret that the model significantly improves our ability to predict the outcome variable.

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.782	.495		1.582	.116
	Health_perception	.399	.132	.240	3.012	.003
	Hygiene	.157	.102	.124	1.539	.126
	Price	.077	.081	.077	.958	.340

a. Dependent Variable: Intention

In our model, we can see that the beta value of health perception is high (.240) than other factors, so health perception has more influence on consumer attitude toward street foods due to the associated beta value. The significant value of health perception is low than the Alpha value (0.05) which indicates that health perception has a remarkable relationship with intention.

VIII. Discussion

By conducting this research, I want to explore the consumer attitudes towards street foods also their perception and preferences about street food. This research gives an insight into the factors that influence consumer's perception about their purchasing decision of street foods. These customers, presently patronizing fast food, do so because they consider it convenient, time-saving, delicious, and great for change and fun, as well as environmental preference. This research support fast-food consumption is related to consumers' attitudes about price, health, child preference, and atmosphere in fast food facilities. The connection between price and quality is also a significant factor regarded by fast-food customers. Pricing should be to provide customers with the correct quantity of value at a competitive cost while ensuring appropriate profit margins for street food vendors.

This research states that health perception is a very influential factor in choosing fast food. In my previous discussion, I referred that the majority of young consumers considered fast food as harmful to the human body, and this fact supported by my data analysis.

This study examined that how hygiene factors influences consumer fast food consumption. Lack of hygiene in fast food can be lead to an awful perception about the eating place. In my data analysis, the result of the hygiene factor is not significant because sometimes we choose to have street food for the pressure of group conformance or forcefully we have to eat this or we may be in a hurry. Hence, we have to eat street foods.

Price is another independent variable in my research, and the result of price factor is not significant in our data analysis which proves that price may not be affected in fast food consumption as fast food is a

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readymade food, so people may be in time urgency when they buy fast foods, so the price doesn't affect their purchase decision.

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Total Quality Management (TQM); A Means of Better Work Output in Nigerian Manufacturing Industries

By Ajayi, Paul Olusegun

Abstract- The study inquiries into the role total quality management plays in facilitate an organization output. It suggests that the management of an organization is determined by TQM and its application is complex and gives an assurance of good products and services. The study revealed that human, material resources and busines processes ensure complete customer satisfaction at every stage, internally and externally. The combination of TQM and effective leadership, results in an organisation doing the right things at the right time. For methodological purpose, the study employed expository and content analytics approach to extrapolate the relationship between TQM and the work output in manufacturing industries. It concludes that total quality management and service delivery in manufacturing industries in Nigeria shares common attributes and would be able to contribute successfully to the achievement of the organization aims.

Keywords: total quality management, quality assurance, manufacturing industries, organisation output.

GJMBR-E Classification: JEL Code: M30



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Total Quality Management (TQM); A Means of Better Work Output in Nigerian Manufacturing Industries

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I. Introduction

Total Quality Management (TQM) is a philosophy and a set of guiding principles that represent the foundation of an excellent organisation and to ensure survival of manufacturing organisations in the competitive economy of today. Total Quality Management is a technique that underscores the continuous improvement of product and service quality to satisfy customers and enhance productivity. The emergence of Total Quality Management has been one of the most significant developments in the world of management practice. The focus on the development of Total Quality Management (TQM) system appears to have begun around 1980 in response to Global competition and stiff rivalry in the manufacturing subsectors. (Easton and Jarrell, 1998). In the last three decades, Total Quality Management has become pervasive and widely accepted in manufacturing, services, government, healthcare and banking subsectors of the developed economies (Fotoponlam and Psomas,2009; Freng et al (2008), Kaplan et al (2010). Al-swadi et al (2012) and Temtime (2003) assert that continuous attention has been given to TQM in the industrialised countries but researchers investigated quality practices in the developing countries in the last ten years.

According to Moballeghi and Moghaddam (2011), there is a growing awareness that a well-designed and well executed Total Quality Management process is one of the most effective routes to increase product and service quality, productivity and profitability. However, many manufacturing organisations are still mired in "quality confusion". This scenario is a common phenomenon in Nigeria. Quality of products has been identified as one of the critical determinants affecting the performance of most organizations in Nigeria. In response to the poor quality and substandard products in wide circulation alongside the attendant adverse effect on the lives of the citizens and the economy, Nigerian government established the legal and the institutional framework to curb the ugly trend and menace in the country. The Government of Nigeria set up regulatory agencies such as Standard Organisation of Nigeria (SON), National Agency for Food, Drug and Administration Control (NAFDAC), Nigerian Drug and Law Enforcement Agency (NDLEA) and Consumer Protection Council to safeguard the unsuspecting public against unethical practices and improve the quality of goods and services produced by business organizations. Consequently, the study is to ascertain as to whether product quality improvement policy drives by the government and the adherence of manufacturing firms to TQM practices have impacted on the industrial performance in Nigeria.

Consequently, the manufacturing organizational management interest in quality is not new but using quality as a key element in the battle for competitive advantages is of recent date. Oakland (1989) claims that after the industrial revolution, and the computer revolution in the beginning of the 1980's, we are now in the midst of a quality revolution, to this respect, surveys conducted by various organizations have revealed an increase in quality movements. These include the movement best known as total quality management; this has been widely acknowledged as a major innovation in management theory. The approach to or the philosophy of total quality management is, however, obvious.

Author: The Polytechnic, Ibadan, Ibadan, Nigeria.
e-mail: paulajayitd@gmail.com

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II. Meaning and Nature of Total Quality Management

TQM is a theory which emphasises the understanding of variation; the importance of measurement; the role of internal and external customers and suppliers and the involvement of employees at all levels of an organisation in pursuit of continuous improvement (Chang 2006:1094). Bowen and Dean (2014:396) underscore this stating that "TQM has evolved from having a narrow focus on statistical process control to encompass a variety of technical and behavioural methods for improving organisational performance". While TQM is widely practiced in organisations, there is little agreement on what it actually means, despite assertions that clear definitions are important (Boaden 2017:19). This view is also shared by Davis and Goetsch (1995:19) who note that "TQM is not just a single concept, but a number of related concepts which create a comprehensive and different approach to managing organisations.

This view is further reinforced by Conti's (2013:7) observation that "a glance at all programme of countless total quality conferences all over the world shows that the term covers a variety of concepts, some are similar but not identical, while others may be quite divergent". It should be noted that many researchers from a variety of backgrounds and disciplines have investigated TQM, and have couched their own definitions and perspectives. Hence, it is important to recognise that many quality experts did not actually use the term TQM in their definition, although their work has subsequently been recognised as being relevant and sometimes quoted as referring to TQM (Boaden 2017:157). Therefore, it is important to probe the various definitions from which TQM is understood in order to fully appreciate the roles it plays in organisations. Boyne et al. (2002:10) define TQM as "a unique approach to improving organisational effectiveness, and a strategy for improving performance that takes into account of how people and organisation actually operate". Whereas Boaden (1997:161) defines TQM as a "management philosophy that embracing all activities through which the needs and expectations of the customer and the community and the objectives of the organisation, are satisfied in the most efficient and cost-effective way by maximising the potential of all employees in a continuing drive for improvement".

The adjective 'total' is used to indicate company wide application, thus TQM convey more successfully the basic message of a quality system embracing the entire organisation and everyone in the organisation (Conti 1993:8). The use of the word 'total', when coupled with the term quality management, provides recognition of the fact that TQM is not an activity or even philosophy that can be confined to certain organisational processes. TQM therefore, implies the mutual co-operation of everyone in the organisation and associated business processes is needed to produce product or service which meet and hopefully exceed the needs and expectations of customers. TQM is a theory that promotes a set of dimensions for managing organisation (Dale in Doran and Rees 2001:855). In agreement with this assertion, Hutchins (1992:6) also defines TQM as "embracing not only the quality of a specific product or service, but everything an organisation does, might or should do to determine the opinion not only of its immediate customer or end-users, but its reputation in the community at large".

According to Pheng and Teo (2004:8) TQM is a way of thinking about the goals, process and the people to ensure that the right things are done right the first time by improving effectiveness and flexibility in the whole organisation. Develin and Hand (2013:3) define TQM as "a system behaviour which embraces everyone within an organisation and which determines their relationships with the customers, suppliers, competitors, society and the environment". In describing TQM as a system of behaviour Develin and Hand distinguish between the end results and the means of achieving them. The end results might be continuously improving levels of quality, delivered at reduced cost, thus increasing levels of customer satisfaction. However, one should always bear in mind that any system of behaviour has shared beliefs and values, and common purpose. Oakland in Teo and Pheng (2004:8) observed that TQM is essentially a way of planning, organising, and understanding each activity that depends on each individual at each level. However, TQM cannot be viewed as a unified concept rather it can be seen as to encompass a range of prescriptions as to the type of management process that should be put in place, and the types of techniques that should be used to improve work process and outcomes (Higgins, James & Roper 2004:251).

Anantharaman et al. (2001:344) defines TQM as "an approach for continuously improving the quality of every aspect of organisational life and, it is a never-ending process of improvement for individuals, groups of people, and the whole organization". However, Costing in Dahlgaard (1999:473) further notes that "current definitions, and processes related to TQM can be interpreted as an interplay of three fields and approaches". That means efficiency concerns rooted in process analysis, related to such traditions as process engineering, operational management, operations research and statistical process control; issues which are related to human relations schools of management and the field of organizational behaviour and organizational dynamics and issues which are related to the field of strategic management.

There has been a movement away from the belief that managing quality solely means conformance to specification and requirements (Godfrey, Stephens &

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Wadsworth 2002:89). From the above definitions of quality, it is clear that good quality also means meeting and even exceeding the needs and expectations of customers. On the one hand, TQM allows organisations to obtain a high degree of differentiation, satisfying customer needs and strengthening brand image, and on the other, to reduce cost by preventing mistakes and time wasting and allowing improvements in the organisation processes (Claver et al. 2003:91).

According to Godfrey et al. (2002:88), in 1997 the JUSE announced a formal change from the term "total quality control" to "total quality management" in order to give themselves an opportunity to revisit the origin of quality control and rebuild the concept to meet the challenges in business management. In JUSE's view, TQM is a management approach that strives in any business environment for the following: The generic term of "total quality management" will therefore be used to mean a vast collection of philosophies, concepts, methods and techniques that are being used throughout the world to manage quality. It means having right features, correct documentation, error-free invoices, on-time delivery and no failures.

Therefore, TQM requires a complete turnaround in organizational culture and management approach as compared to the traditional way of top management giving orders and employees obeying them. The first and probably most significant movement to promote particular managerial policies was the Scientific Management movement which spread in the USA in the first decade of this century. Fathered by F.W. Taylor, this movement promulgated the rationalisation and bureaucratisation of work processes that become a distinguishing element of the mass production techniques (Palmer & Saunders 1992:70).

Despite these similarities, TQM has some fundamental differences from these three approaches. First the role of management is seen differently. Taylor sees this role as defining precisely each step of the worker's job. Scientific study of each job allows precise determination of the capability of the worker and no deviation from predefined method is allowable. The Human Relations approach in contrast focus on the individual needs of the worker. MBO systems give a false atmosphere of objectivity by focusing only on the aspects of the business that are measurable. As a result they lose the reality of human interaction and teamwork that is at the centre of TQM. The TQM approach is different because it is concerned with variations in process and systems, rather than with variations in individual behaviour (Palmer & Saunders 1992:71). It also sees the major role of managers to be the continuous improvement of processes rather than the management of employees. Hammond (2001:669) sums it by stating that TQM is "the application of quantitative methods and human resources to improve materials supplied to an organisation, all the processes within an organisation, and the degree to which the needs of a customer are met, now and in the future".

TQM may be distinguished from both Quality Control (QC) and Quality Assurance (QA). QC places an emphasis on final inspection by separate QC department and so removes the responsibility for quality from the manager of the process. QA maintains the responsibility with the manager, giving QA department more training and auditing role. TQM takes the notion that quality is an aspect of general management, further arguing that QA is needed in all units of the organisation and not only in production (Palmer & Saunders 1992:67). Therefore, one could conclude by defining TQM as a management approach for continuously improving the quality of every aspect or organisational activities, leadership, planning, human resources, processes, systems, culture, and communication through which the needs and expectations of the organisation, employees, customers, and the community at large are satisfied or exceeded.

III. Total Quality Management and Industrial Performance

Industrial performance has several meanings dependent upon the perspective and discipline from which the scholar articulates this concept. Industrial performance is conceived as industrial output or productivity. Telsang (2007) asserts that productivity is the quantitative relationship between what is produced and what is used as a resource to produce them. Economists determine productivity from Gross National Product (GNP). It means the ratio of output to input. Managers consider productivity as cost cutting and speed up in production; accountants consider productivity from financial ratios and budgetary variances while engineers consider productivity with respect to output per hour, capacity utilization, and manpower efficiency. In the context of this study, productivity is the ratio of outputs to inputs at periodic intervals. Industrial performance means the value of annual output of brewery firms.

Total quality management is world-class productivity and value addition in order to deliver customer delight (Telsang 2007). Total Quality Management perspective of productivity considers both the qualitative and quantitative facets of relationship between inputs and outputs. The application of total quality management results in improved quality product with increased output, sales volume and customer satisfaction.

There is empirical evidence that lends credence to the relationship between Total Quality Management and Industrial Performance. Hendrick and Singal (1997) investigated the relationship between quality of product and financial performance by comparing the financial performance of firms that have won quality awards

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against a control group of non-winners. Their result showed that quality award winners outperformed the control firms on a series of operating-income based measures. Similarly, Jarrell and Easton (1998) examined the impact of Total Quality Management on the performance of 108 firms that began total quality management implementation between 1981 and 1991. The results showed that the improvement of performance was consistently stronger for firms with more advanced total quality management system. In another related study, Garvin (1991) conducted a study on the impact of total quality management practices and organizational performance. The study found a strong relationship between total quality management practices and organizational performance measured in terms of productivity, profitability and customer relations. The findings of the previous studies clearly demonstrated the significance of quality products and services through application total quality management to meet customer desires and increase industrial productivity (Greegh, 2012; Olaopa, 2015; Bamigboye, 2015; Omoaare, 2017; Kalomopalam, 2018; Craige, 2019).

Performance measurement is an integral part of all management processes and traditionally has involved management accountants through the use of budgetary control and the development of financial indicators such as return on investment. However, it has been claimed that conventional aggregate financial accounting indicators are inappropriate in TQM settings (Drucker, 1990). Several authors have claimed that an important part of ensuring that TQM leads to sustained improvements in organizational profitability is that direct quantitative measures of manufacturing are used to assess the effectiveness of managers' efforts to manage the development and implementation of TQM programmes (Armitage, 1990;Vollmann, 1990; Hall, et' al., 2001). With the growing awareness that quality of final products and services is a strategic competitive variable, companies have recognized also that the concept of high quality must be applied to production processes to generate quality products and minimize costs. TQM has evolved as a philosophy that emphasizes the need to provide customers with highly valued products and to do so by improvements in efficiency by way of eliminating waste, reducing lead times at all stages of the production process, reducing costs, developing people, and improving continuously (Harmon & Peterson, 2020).

While TQM provides a potential for organizations to enhance their competitiveness there is evidence that many organizations have been disappointed in the extent to which TQM has been associated with sustained improvements in organizational profitability (Wilson, 1992). Performance management systems are a cornerstone of human resource (HR) management practices and are the basis for developing a systems approach to organization management. In theory, a performance management system links organizational and employee goals through a goal-setting process, and subsequently links employee goal achievements to a variety of HR management decisions through a performance measurement process.

IV. Theoretical Underpinning

The theory we employed to extrapolate the effect of total quality management on the manufacturing organizations in this study is Deming's Management Theory. The proponent of this theory is William Edwards Deming. Deming was born in 1900, and earned a Ph.D. in mathematics and physics from Yale university in 1928 (Koehler & Pankowski 1996:16). He was first introduced to the basic's tenants of traditional management principles in the late 1920s, as a summer employee at Western electric Hawthorne plant in Chicago (Hunt 2003:62).

According to Evans and Lindsay (2008:94) Deming argued that "a product or service possesses quality if it helps somebody and enjoys a good and sustainable market". Deming's philosophy emphasised the role of management in that, most of the opportunities for quality improvement require management action, and very few opportunities lie at the operator level (Montgomery 2005:16). This view led to his often-quoted dictum that: "Over 85% of quality problems can be solved only by management" (Farnum 2004:32).

Deming firmly believed in the systematic nature of institutions, and a need to reduce variations in institutional processes. In his view, variation is a chief culprit of poor quality. To accomplish reduction in variations, he advocated a never-ending circle of product/service design, manufacture/service delivery, tests, sales, followed by market survey and then redesign and improvement. Such a meticulous programme achieves the desired goals of improved quality, customer satisfaction, higher productivity, and lower total cost in the run (Mitra 1998:44.)

Deming's theory is that quality improves productivity and competitive position. He defines quality in terms of design, quality of conformance. He advocates measurement of quality by direct statistical measures of performance against specification (Dale & Plunkett 1990:8-9). His application of statistical control techniques at the American National Bureau of the Census led to a six-fold productivity improvement in some processes and his approaches were hailed by engineers after they were published in 1943 (Morgan & Murgatroyd 1994:37). This is a clear indication that improvements in quality lead to lower costs because they result in less rework, fewer mistakes, fewer delays and snags, and better use of time and materials. Lower cost in turn leads to productivity improvements.

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V. Conclusion

This study has shown that there is a relationship between successful implementation of total quality management and the service delivery in manufacturing industries. It has also shown the human resource implications of total quality management. It has reflected the fact that the implementation of total quality management, based on the underlying assumption that employees and managers will be forced to practice continuous improvements.

The various roles which high quality standard and customer satisfaction could assume in the implementation of total quality management were presented. In this connection, various elements were brought up each of which would have a bearing on the role of the human resource management in the implementation in manufacturing industries.

Overall, it would seem that total quality management and service delivery in manufacturing industries in Nigeria have quite a lot in common and would be able to contribute successfully to the accomplishment of the organization aims.

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Influence Du Marketing Des Connaissances Agricoles Sur La Performance Des Organisations Paysannes

By Kayou Tayou Clémence
Université de Maroua-Cameroun

Resume- La nécessité de la Gestion des connaissances agricoles s'est accrue avec la modernisation de l'agriculture. Ce type d'agriculture dite durable, requiert de nouveaux savoirs et savoir-faire. Cette étude permet d'apprécier l'influence de la pratique de la gestion des connaissances au sein des organisations paysannes sur l'amélioration de leur niveau de performance. A cet effet les données recueillies auprès de 293 membres de 69 OP du Nord-Cameroun ont permis d'apprécier le degré de maturité de la gestion des connaissances agricoles à travers ses composantes que sont la création, le transfert et la capitalisation des connaissances agricoles .la gestion des connaissances et le marketing des connaissances ont les même composantes, c'est pourquoi nous ne faisons pas une distinction dans cet article. La régression de ces composantes de la gestion des connaissances agricoles sur la performance des OP montre que: la création des connaissances, le transfert des connaissances agricoles et la capitalisation des connaissances agricoles influence significativement et positivement la performance des OP.

Mots clés: gestion des connaissances; connaissances agricoles; organisation paysanne; performance.

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Mots clés: gestion des connaissances; connaissances agricoles; organisation paysanne; performance.

I. Introduction

Les programmes d'ajustement structurels ont prescrit le désengagement de l'État des secteurs de production tout en prônant la démocratie et la bonne gouvernance. Poussé par les bailleurs de fonds, notamment la Banque mondiale et le Fonds Monétaire International (FMI), le Cameroun a dû cesser de financer les intrants agricoles, ce qui a rendu moins compétitifs ses produits sur un marché international concurrentiel où les agricultures occidentales sont fortement subventionnées (Moupou *et al*., 2008). Les paysans n'ont pas attendu la déconfiture de l'économie rurale pour réagir. En effet, à partir des années 1990 au Cameroun et suite à la promulgation de la Loi sur la liberté d'association, on assiste à une croissance du nombre des organisations paysannes(OP).

Author: Docteur en Sciences de Gestion, Ingénieur agroéconomiste, Université de Maroua-Cameroun, BP: 46 MAROUA – CAMEROUN.
e-mail: ktclemence@yahoo.fr

De nos jours l'ensemble de ces organisations et les services sociaux sont soumises à des pressions qui demandent une adaptation rapide et une recherche continuelle d'optimisation des processus pour maintenir ou accroître leur performance. Les organisations paysannes (OP) de l'Extrême Nord- Cameroun n'échappent pas à cette réalité. Avec les exigences de la protection environnementale, la création des nouvelles variétés de produits, le changement climatique, la place de la quête des connaissances adaptatives s'est accrue chez les agriculteurs. En effet, la nécessité de la gestion des connaissances s'est développée avec la modernisation de l'agriculture. Elle renvoie selon Grant (1996) à : la création des connaissances; le transfert des connaissances et la capitalisation des connaissances.

La majorité des OP du Nord-Cameroun est la zone du Cameroun qui bénéficie les plus des appuis des ONG ou projets étatiques. ces appuis sont à la fois financiers et techniques. Pour les OP partenaires de certains projets adossés aux filières agropastorales, des formations et les suivis des activités de production de leurs membres sont effectués par des agents de ces programmes. Malgré ces appuis techniques aux membres, de nombreuses organisations de producteurs créées à ce jour sont fortement critiquées de leurs fortes dépendances vis-à-vis des partenaires extérieurs en matière de formation des membres et même en matière financière. Les effets de ces appuis ne sont pas toujours à la hauteur des attentes.

Il est inadmissible que ces OP demeurent des éternelles assistées. On ne peut se limiter à prendre pour la principale cause, le fait que les connaissances acquises par les membres des OP sont peu valorisées. Une telle approche serait réductrice et ne permettrait pas de mettre en relief la pratique de gestion des connaissances qui va au-delà de la capitalisation des connaissances. La création des connaissances ou même le transfert des connaissances peuvent être plus déterminants pour l'autonomisation des OP. Il est question dans cet article de déterminer l'effet de la pratique de gestion des connaissances sur la performance des organisations paysannes du Nord-Cameroun.

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II. Revue de la Littérature

Il s'agit de présenter les travaux empiriques qui peuvent permettre de mieux comprendre ce travail de recherche.

a) Travaux empiriques sur la création des connaissances dans les organisations

Des concepts ont été mis en avant par plusieurs chercheurs pour expliquer et démontrer que les éléments doivent être regroupés pour s'assurer que la création de nouvelles connaissances mènera à un transfert éloquent. Ceux par lesquels ces concepts transigent principalement sont les auteurs japonais Nonaka et Takeuchi. Ces derniers élaborent les conditions nécessaires à rassembler à travers une perspective plus humaniste.

Apriori, pour permettre à l'ensemble des membres de l'organisation à échanger leur vision et de partager leurs idées, on détermine un endroit où les gens vont discuter, appelé le BA. La connaissance a besoin d'un contexte pour être créée (Konno, 2000) tel que mentionné précédemment, sans contexte, la connaissance ne rester qu'information. Chaque organisation qui cherche à réussir doit créer les conditions permettant à chacun d'expliquer ses connaissances tacites. La compétition féroce et les savoirs peuvent devenir volatiles s'ils ne sont pas pris en considération.

Le BA est considéré comme un espace de partage qui sert de base à la création de connaissances. Cet espace peut être physique, virtuel ou mental ou bien entendu, une combinaison de tous ces éléments. Pour ceux qui sont peu familiarisés avec le concept. Le BA peut être décrit comme étant un endroit où les gens échangent leurs points de vues .En d'autres termes, il s'agit d'un lieu où les participants partagent leur contexte et créent de nouvelles significations au travers d'interactions (Nonaka, Kohlbacher et holden, 2006).

Pour être en mesure de créer cette espace, il faut être impliqué et dépasser sa propre perspective trop souvent limité. Le BA prendra la forme que l'organisation lui accordera. Plusieurs styles existent (exemples: document, salle de réunion, espace de création, atelier, forum dans un intranet, etc.) et la façon dont les gestionnaires l'entretiennent fait toute la différence pour permettre la création de connaissances.

Ce qu'il faut comprendre selon les auteurs qui décrivent ce concept, c'est entre autres que le BA peut être conceptualisé intentionnellement ou bien créer sur une base spontanée. Comme il est question de la création des connaissances et que le transfert doit se faire de manière optimale, les leaders doivent choisir les bonnes personnes pour participer aux échanges et en faire la promotion L'objectif du BA tel qu'il est rapporté par les divers auteurs, indique que l'organisation doit laisser de la place aux échanges pour permettre d'innover et de développer de nouveaux savoirs.

Les connaissances se créent par expérience. Comme le rapportent Léonard et Swap (2004), c'est en accumulant de l'expérience et de l'expertise que majoritairement les savoirs se reproduiront et se transmettront.

La création de nouvelles connaissances est aussi associée à l'engagement individuel dont l'importance avait été soulignée par Polanyi(1962). Nonaka(1994) précise cette notion en y distinguant trois facteurs. Le caractère intentionnel de l'individu qui cherche à comprendre son environnement, son autonomie, ainsi que sa volonté de s'adapter à la fluctuation de l'organisation.

b) Travaux empiriques sur le transfert des connaissances au sein des organisations

La littérature a permis d'identifier des facteurs influençant la transmission des savoirs dans un contexte multisite. Pour en faciliter la représentation, ces facteurs ont été regroupés en quatre groupes: les facteurs individuels. Plus spécifiquement un détenteur et un destinataire, situés dans différents sites s'échangent des savoirs en étant en relation l'un avec l'autre à l'aide de mécanismes de partage à l'intérieur d'un contexte organisationnel. À la suite de ces échanges, les deux acteurs s'approprient et utilisent des pratiques qui, par conséquent deviennent harmonisées.

i. *Les facteurs individuels*

Deux facteurs concernant le détenteur ont été identifiés lors de la recension, soit sa motivation à transmettre ainsi que son image projetée auprès des destinataires, c'est-à-dire son attractivité. La décision du détenteur de documenter des savoirs dans le but de les partager n'est pas seulement une question de capacité à articuler les savoirs. Elle est surtout une question de volonté à les partager (Minbaeva, 2007). Plusieurs éléments, tels que la confiance envers le management, une atmosphère d'ouverture, des bénéfices évidents du partage des savoirs et un engagement de l'organisation envers la formation et le développement, augmentent la motivation des détenteurs à partager leurs savoirs (Renzl, 2008). Cependant, la motivation du détenteur à partager ses savoirs peut parfois être réduite par la peur de perdre son caractère unique au sein de l'organisation (Renzl, 2008).

Les attributs du détenteur tels que sa fiabilité, la densité de son réseau local et son importance stratégique sont liés à l'attractivité qu'il exerce sur les destinataires. De plus, les détenteurs qui détiennent des savoirs valorisés, rares et non substituables exercent une plus grande force d'attraction sur les destinataires. Enfin, un détenteur perçu comme un expert digne de confiance est plus susceptible d'influencer les comportements des destinataires (Levin et Cross, 2004). Les caractéristiques

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du destinataire ont un effet significatif sur la transmission des savoirs (Minbaeva, 2007).

Les caractéristiques du destinataire ayant un impact positif sur la transmission et décrites ci-dessous sont: la motivation du destinataire à apprendre et sa capacité d'appropriation.

La motivation du destinataire est un élément fondamental de la transmission, car non seulement elle constitue l'élément déclencheur de l'apprentissage, mais c'est elle qui permet de surmonter les obstacles à la transmission (Lauzon et al., 2013). La motivation permet par exemple de vaincre le syndrome du « pas inventé ici » (Volkov, 2011). La motivation du destinataire à apprendre est centrale quant aux efforts nécessaires pour expliciter et s'approprier les savoirs tacites (Kalling, 2003).

La capacité d'appropriation du destinataire est définie comme étant sa capacité à reconnaître, à assimiler et à utiliser des savoirs externes dans une perspective d'innovation et de compétitivité (Lauzon et al, 2013). Ces auteurs affirment que la capacité d'appropriation serait grandement liée au savoir préexistant du destinataire, puisque ce dernier aurait une influence sur son habileté à évaluer, à assimiler et à utiliser avec succès un nouveau savoir. Le rôle de la capacité d'appropriation du destinataire est un élément contributif à la transmission des savoirs.

Enfin, la similarité entre les savoirs est définie comme la mesure par laquelle le détenteur et le destinataire possèdent des savoirs similaires (Cummings et Teng, 2003). La transmission des savoirs augmente lorsque le détenteur et le destinataire détiennent des savoirs, une formation et des caractéristiques personnelles communs .

ii. *Les facteurs relationnels*

La relation entre le détenteur et le destinataire est une caractéristique déterminante de la transmission des savoirs (Pérez-Nordtvedt et al., 2008). Selon les écrits retenus, trois facteurs influencent positivement la transmission des savoirs, soit la force du lien, la confiance interpersonnelle ainsi que les buts communs.

La transmission des savoirs dans les organisations n'est possible que lorsque des relations étroites sont établies entre les détenteurs et les destinataires (Minbaeva, 2007). Les individus qui ont un attachement émotif fort sont plus susceptibles de partager des savoirs que les autres (Wijk et al., 2008). En effet, plus deux individus sont émotivement liés, plus ils seront prêts à fournir des efforts et du temps au bénéfice de l'autre, incluant les efforts requis pour la transmission des savoirs (Reagans et McEvily, 2003). De plus, les liens interpersonnels forts facilitent la formation de la confiance (Reagans et Mc Evily, 2003). La confiance interpersonnelle est une caractéristique distincte de la force de la relation (Levin et Cross, 2004). En effet, il est possible d'avoir confiance dans les compétences d'une personne sans la connaître personnellement ou sans entretenir un lien émotif avec elle.

La confiance influence la décision d'un détenteur de partager ses savoirs avec un destinataire (Renzl, 2008) ainsi que la réceptivité des destinataires envers ces savoirs . Elle permet aux membres d'une équipe d'interagir de manière ouverte (Chen et Huang, 2007) et accroît la volonté des détenteurs à s'engager en vue d'aider les destinataires à comprendre les nouveaux savoirs.

La présence de buts communs entre un destinataire et un détenteur facilite le processus de transmission en réduisant les malentendus et le temps de négociation, ce qui a pour conséquence d'augmenter les échanges et de réduire les difficultés de transmission (Li et al., 2010). De plus, les buts communs favorisent la résolution conjointe de problèmes, l'harmonisation des intérêts personnels, la coopération et l'échange de savoirs.

iii. *Les mécanismes de transfert des connaissances*

Selon certains auteurs, deux propriétés des mécanismes de partage affectent positivement la transmission des savoirs, soit l'accessibilité des savoirs et la richesse des canaux de communication. Selon Watson et Hewett (2006), l'accessibilité des savoirs se traduit par la facilité pour l'individu d'accéder aux référentiels de connaissances au sein de l'organisation. On peut conclure que l'utilisation de documentation et de gabarits au sein du système de gestion des savoirs augmente la probabilité que les pratiques transmises soient adoptées, puisqu'elle facilite l'accès aux savoirs. Aussi, l'utilisation de systèmes et technologies de l'information augmente la vitesse et l'accessibilité des savoirs en créant des communautés qui transcendent les contraintes d'espace et de temps (Renzl, 2006).

Le terme « richesse » fait référence à l'étendue des savoirs transmis. Elle est caractérisée par le caractère informel et ouvert des échanges entre les individus ainsi que par la densité de l'information transmise (Gupta et Govindarajan, 2000). L'utilisation de mécanismes sociaux tels que les réseaux, les communautés de pratique, les transferts de personnel et les équipes transnationales, permettent une communication personnalisée et ouverte. Par conséquent, ils favorisent une transmission plus riche que les technologies de l'information qui, dans un contexte multisite, jouent un rôle important dans la transmission des connaissances explicites (Volkov, 2011).

iv. *Les facteurs organisationnels*

La culture organisationnelle régit le fonctionnement des organisations, la communication

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entre les employés et la prise de décision. La culture organisationnelle est un ensemble fondamental de valeurs qui guide les employés vers l'adaptabilité à gérer la nouveauté. (Lauzon et *al.,* 2013).

La culture organisationnelle peut augmenter considérablement l'efficacité de la transmission des savoirs (Volkov, 2001). En effet, une culture de partage soutenue par le management, une culture de collaboration et une culture d'innovation favoriseraient les échanges (Chen et Huang, 2007), le développement de connaissances tacites et l'utilisation de connaissances partagées. Al-Alawi et *al*. (2007) ajoutent que la mise en place d'un système d'information en appui au partage des savoirs doit être soutenue et renforcée par la haute direction pour assurer l'efficacité de la transmission des savoirs. La transmission des savoirs serait aussi plus importante lorsque le dialogue entre les employés et le management est facilité (Minbaeva, 2007).

Selon Renzl (2006), un employé a confiance envers le management s'il estime que les objectifs organisationnels seront atteints, s'il éprouve de la confiance envers ses leaders et s'il a la conviction que les actions organisationnelles seront bénéfiques pour les employés. Cet auteur affirme aussi que la confiance envers l'organisation peut améliorer le partage des savoirs en raison de ses impacts positifs sur la volonté et la capacité des individus à documenter les savoirs explicites.

Chen et Huang (2007) caractérisent la structure organisationnelle à partir de trois éléments: la formalisation, la centralisation et l'intégration. Une structure formelle où le travail est trop standardisé et les règles et procédures trop explicites inhibe la spontanéité et la flexibilité dont les employés ont besoin pour partager leurs savoirs (Chen et Huang, 2007). Selon ces auteurs, une structure est centralisée lorsque le pouvoir de décision réside au niveau hiérarchique supérieur. Une structure centralisée crée un environnement non participatif et réduit la communication, la responsabilisation et l'implication des individus. Lorsqu'elle est plus rigide, une structure centralisée pourrait nuire à l'établissement de relations personnalisées et informelles et ainsi freiner le processus de transmission des savoirs.

Par ailleurs, une structure intégrative favorise les interrelations entre les différentes unités organisationnelles. Par conséquent, elle donne aux employés l'occasion de construire des réseaux et d'apprendre de leurs pairs en travaillant ensemble, en partageant l'information et en s'entraidant (Chen et Huang, 2007). Ainsi, le partage est facilité dans les organisations où existent peu de niveaux hiérarchiques, où la prise de décision est participative, où l'information circule facilement et où l'on trouve des équipes multidisciplinaires.

c) Facteurs d'influence de la capitalisation des connaissances

La perspective adoptée dans notre recherche traitant les OP considère que les modalités des connaissances sont multiples et qu'elles s'inscrivent dans des contextes socio-organisationnels qui les conditionnent. En termes d'organisation, la structure organisationnelle est supposée influencer les pratiques de capitalisation. Certains processus peuvent aussi influencer ou même structurer les pratiques de capitalisation. Nous pensons notamment aux démarches qualité qui, d'un point de vue formel, recouvrent des principes et des préoccupations assez proches des problématiques de capitalisation des connaissances. Il s'agit de tout ce qui concerne la mémorisation et la documentation dans un objectif d'amélioration continue. Il semble alors pertinent de s'attacher à repérer les liens qui peuvent exister entre les deux, plutôt que de dissocier des démarches qui peuvent servir les mêmes buts. Nous supposons que les pratiques de capitalisation des connaissances recouvrent des aspects de création et de maintien du lien social dans les groupes.

Capitaliser des connaissances doit être ici entendu dans le sens de préserver les connaissances, source de la performance présente de l'organisation et dont elle souhaite continuer de profiter dans le futur. Toutes les connaissances ne peuvent être préservées du fait de contraintes techniques et de coût et toutes les connaissances ne présentent pas un intérêt à être préservées. Typiquement ce sont des connaissances spécifiques à l'organisation qui contribuent significativement à sa performance.

Stuart (1996) insiste sur la diversité des outils utilisés pour capitaliser et partager les connaissances: bulletins d'information, logiciels de groupware, sites web, ateliers internes, recueils des meilleures pratiques (best practices). En termes de support formel, une grande diversité d'outils et d'approches pour gérer et capitaliser les connaissances existent; système expert, document papier, logiciel documentaire (Berger, 1993). De nombreuses méthodes de capitalisation des connaissances ont de même été développées, s'appuyant généralement sur les enseignements tirés d'expériences pilotes (Rémy, 1996).

La littérature propose aussi quelques modèles de gestion de connaissances. Les modèles élaborés par ces auteurs renvoient toujours à l'idée du processus avec un nombre différent d'étapes pour chaque auteur. Dans le cadre de cette étude nous définissons la gestion des connaissances comme un processus qui consiste à créer (collecter et acquérir) les savoirs pertinents pour l'organisation, les transférer (diffuser et partager), les capitaliser (conserver et valoriser.

Pour la création des connaissances, Hemlin, (1999) évoque la nécessité d'instaurer, au sein de

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l'organisation, un cadre de travail favorisant l'interaction sociale, le travail de groupe, les réunions fréquentes, etc. L'auteur ajoute que, pour maximiser ses chances d'identification des savoirs cruciaux, l'organisation a intérêt à mettre en place une activité de veille. A ces dispositifs, Simon (1991) souligne la nécessité de procéder à un recrutement de personnes porteuses de savoir et d'organiser des actions fréquentes de formation continue pour les employés de l'organisation.

Toutefois, la valorisation de l'information ne passe pas uniquement par l'analyse des seuls rapports et documents internes à l'organisation. Elle suppose aussi, selon la littérature, que l'organisation soit à l'écoute de toutes les informations qui émanent de l'environnement qui peuvent alimenter son capital de savoir et ce, à travers une activité de veille (Maier et *al*.,1997). Cohen et Levinthal (1990) dans leur théorie des capacités d'absorption, mettent l'accent sur la capacité des organisations à absorber non seulement les informations scientifiques et techniques qui circulent en interne de l'organisation (*Inward looking*), mais aussi celles disponibles dans l'environnement (*Outward looking*). Les composantes de la gestion des connaissances sont présentées en résumé dans le tableau suivant:

Tableau: Composantes de la gestion des connaissances

Composantes de la gestion des connaissances	Travaux empiriques
Création des connaissances	·Existence de contexte favorisant la création du savoir à l'interne (Hemlin, 1999): interaction sociale, travail de groupe, réunions fréquentes, etc. ·Identification et collecte des savoirs cruciaux pour l'organisation : activité de veille (Hemlin, 1999). ·Création de nouveaux savoirs à l'interne par la formation professionnelle (Simon, 1991). · Internalisation de nouveaux savoirspar le recrutement d'employés détenant le savoir recherché, ou à travers la sous- traitante (Simon,1991).
Transfert des connaissances	-Rôle du dialogue et de l'échange de concepts et de modèles dans« l'externalisation» du savoir (tacite vers explicite) (Nonakaet Takeuchi,1995). ·Rôle de la pratique, des documents, manuels et procédures dans l'internalisation du savoir (explicite vers tacite) (Nonakaet Takeuchi,1995). · Rôle de l'observation, de l'imitation et de l'expérience dans la socialisation du savoir (tacite vers tacite) (Nonaka et Takeuchi,1995) ·Rôle de la réunion, de la conversation et de l'usage des systèmes d'informations dans la combinaison du savoir (explicite vers explicite) (Nonaka et Takeuchi,1995; Hemlin,1999).
Capitalisation des connaissances	·Organisation d'une activité de veille (Maier et al, 1997). ·Absorption de l'information scientifique et technique à travers la capacité de l'entreprise à innover, notamment la présence. (Maier et al, 1997).

d) Travaux empiriques sur la performance des organisations

Des travaux antérieurs (Labarthe 2006) inspirés de cette démarche ont permis de proposer une grille d'analyse des activités des prestataires de conseil technique agricole articulée autour de quatre registres de performances.

Le premier est « le registre financier **»**. Il renvoie à la rentabilité de l'activité de service. Le secteur agricole a vu émerger une diversité de prestataires de conseil développant une offre sans soutien financier de l'Etat. Cela pose la question du mode d'utilisation des ressources disponibles pour le conseil mais aussi celle d'un choix d'une variété ou d'une gamme de services commercialisables aux clients que constituent les agriculteurs. Il s'agit donc ici de comprendre comment est pensée la stratégie de construction de rentabilité du conseil agricole.

Le deuxième est le « registre technique **».** Il correspond à la capacité des organismes à remplir leurs objectifs, c'est-à-dire à accompagner les agriculteurs dans des changements de pratique. Le critère d'évaluation de la performance est ici le rendement technique du travail. Quantitativement, ceci peut correspondre au rendement individuel des conseillers, c'est-à-dire au nombre de clients ou de prestations de conseil traitées par conseiller. Mais ce rendement n'a de sens que si, qualitativement, le conseil est performant, c'est à dire s'il permet un changement des pratiques et des systèmes de production des agriculteurs.

Le troisième est le « registre relationnel **»**. La personnalisation de l'offre est au cœur de ce registre. Elle est une condition essentielle pour garantir l'adéquation des connaissances produites aux situations particulières des agriculteurs. Ceci en incorporant notamment certaines connaissances tacites liées aux savoirs spécifiques des conseillers et des agriculteurs.

Le quatrième est le « registre de l'innovation **»**. Dans le cas du conseil technique, il renvoie d'une part à la capacité de renouvellement des connaissances scientifiques (agronomiques, etc.) et des données à disposition des conseillers, et d'autre part à la

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capacité des prestataires à mobiliser ces connaissances et données dans leurs activités de services. Cela renvoie à des investissements dans des campagnes d'expérimentation pour valider des connaissances de type scientifique par la production de données, mais aussi à la construction de base de données à partir d'observations ou à des procédures de mise en commun d'expériences glanées auprès des agriculteurs, etc. Mais travail s'intéresse plutôt à la performance des organisations paysannes.

Les auteurs s'appliquent à intégrer à leur modèle, les principaux facteurs identifiés dans la littérature comme favorisant le succès des démarches de GC. Ainsi, le lien entre des facteurs culturels, structurels, humains et technologiques, et le processus de création de connaissance (au sens de Nonaka, à savoir: combinaison, socialisation, internalisation et externalisation) est étudié. Ensuite, les auteurs analysent comment la création de connaissances impacte le concept de créativité organisationnelle, considéré comme une variable intermédiaire de la performance. Enfin, est étudié le lien entre variable intermédiaire et performance organisationnelle.

e) Travaux empirique sur l'impact de gestion des connaissances sur la performance des OP

Les effets directs de la gestion des connaissances sur la performance de l'entreprise concernent soit l'impact de la gestion des connaissances sur la valeur des actifs de l'entreprise (performance financière), soit sur le positionnement concurrentiel (performance concurrentielle). Ces approches considèrent implicitement que les effets de la gestion des connaissances ne peuvent être mesurés qu'à un niveau global de l'entreprise. Si les démarches de gestion des connaissances conduisent à améliorer un ensemble d'activités et de processus, mesurer les effets de cette gestion des connaissances sur ces processus et activités n'a pas réellement de sens car la gestion des connaissances gestion des connaissances est un processus complexe, aux incidences multiples. Isoler un effet de la gestion des connaissances sur un processus ou une activité conduirait à une vision erronée ou très partielle de la performance. L'évaluation pertinente de la gestion des connaissances ne peut donc se faire que dans le cadre d'une évaluation globale de l'entreprise. D'une part, beaucoup de recherches et méthodes d'évaluation de la gestion des connaissances portent sur la performance financière. Le Capital Savoir (Strassmann, 1999) ou la Méthode de DOW (Petrash, 1996) sont des exemples de méthodes d'évaluation de la performance conçues dans une optique de valorisation financière des connaissances de l'organisation. Ces méthode sont pour objectif de donner à voir la valeur du résultat des démarches de gestion des connaissances pour l'extérieur de l'organisation. La performance s'établit donc en fonction de sa capacité à créer, la plus connue est le *Balanced Score Card* (Nortonet Kaplan, 1996). Elle illustre bien ce que recouvre une évaluation des effets directs de la gestion des connaissances sur la performance globale de l'organisation. Cette méthode est souvent présentée comme une méthode de pilotage de la gestion des connaissances en organisation. Il s'agit d'un système de mesure multidimensionnel d'aide à la décision pour les managers. Elle articule des indicateurs financiers, des indicateurs pour la relation clients, des indicateurs de réalisation des produits et services et des indicateurs d'apprentissage organisationnel (formation et diffusion du savoir).

On peut relever que ces approches de la performance concurrentielle et financière de la gestion des connaissances, par la vision globale de la performance de l'organisation et de la gestion des connaissances qu'elles adoptent, trouvent une certaine proximité conceptuelle avec les modèles «intégrateurs» évoqués plus haut. D'autres approches empiriques, plus récentes, visent, au contraire, à évaluer la performance sur des périmètres plus réduits avec des finalités plus spécifiques.

III. Méthodologie

Les indicateurs composites ont été construits à partir des items identifiés dans la littérature. Un indicateur composite, encore appelé indicateur synthétique est un agrégat d'indicateurs individuels valorisés. La construction d'un d'indicateur composite qui devient une variable quantitative se fait en regroupant les réponses de plusieurs variables ordinales exprimant des opinions. Sous sa forme la plus simple, un indicateur composite suit la représentation linéaire ci-dessous:

$$CI_n = w_1 y_{1n} + w_2 y_{2n} + \ldots + w_p y_{pn} = \sum_i w_i y_{in}$$

- CI_n correspond au score du composite dans l'unité n,
- y_{in} correspond à l'indicateur individuel pour l'attribut (item) i dans l'unité n,
- w_i spécifie le poids attaché à l'attribut i

Quatre indicateurs composites ont été construits, les variables retenues pour chaque indicateur tirent leurs sources de la revue de la littérature. Ces indicateurs sont :

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- Indicateur pour la perception du niveau de la création des connaissances agricoles noté Creat regroupant les variables qualitatives Context; Impli; Contacita; Ninov. Il est calculé de la façon suivante:

$$\text{CREAT} = \frac{1}{\alpha_1+\alpha_2+\alpha_3+\alpha_4}(\alpha_1\text{Context} + \alpha_2\text{Impli} + \alpha_3\text{Contacit} + \alpha_4\text{Ninov})$$

- Indicateur pour la perception du niveau de transfert des connaissances noté Tranf regroupant les variables qualitatives suivantes: Forma; Echgintra; Expe; Echginter; Recher; Apprentip; Freparform; Solidar; Cinfo; Diffu. Il est caculé de la façon suivante:

$$\text{TRANSF} = \frac{1}{\alpha_1+\alpha_2+\alpha_3+\alpha_4+\alpha_5+\alpha_6+\alpha_7+\alpha_8+\alpha_9+\alpha_{10}}(\alpha_1\text{Form} + \alpha_2\text{Echgintra} + \alpha_3\text{Expe} + \alpha_4\text{Echginter} + \alpha_5\text{Recher} + \alpha_6\text{Apprentip} + \alpha_7\text{Freparform} + \alpha_8\text{Solidar} + \alpha_9\text{Cinfo} + \alpha_{10}\text{ Diffu})$$

- Indicateur pour la perception du niveau de capitalisation des connaissances noté Capita regroupant les variables qualitatives suivantes: Adeqfo; Valo; Applik; Conserv.

$$\text{CAPITA} = \frac{1}{\alpha_1+\alpha_2+\alpha_3+\alpha_4}(\alpha_1\text{Adeqfo} + \alpha_2\text{ Valo} + \alpha_3\ \mathbf{Applik} + \alpha_4\mathbf{Conserv})$$

- Indicateur pour la perception du niveau de la performance des organisations paysannes noté Perf regroupant les variables qualitatives suivantes: Evodepform; Capa; Infovi; Satimat; Nivi, Rend; Manag. Il est calculé de la façon suivante:

$$\text{PERF} = \frac{1}{\alpha_1+\alpha_2+\alpha_3+\alpha_4+\alpha_5+\alpha_6+\alpha_7}(\alpha_1\text{ Evodepform} + \alpha_2\text{ Capa} + \alpha_3\mathbf{Infovi} + \alpha_4\mathbf{Satimat} + \alpha_5\text{ Nivi} + \alpha_6\text{ Rend} + \alpha_7\text{ Manag})$$

Toutes les variables utilisées dans la construction de ces indicateurs ont été ordinales et à cinq échelles de likert. Pour construire un indicateur dans ce cas, il a fallu d'abord s'assurer que les valeurs attribuées aux réponses des différentes questions s'interprètent toutes dans le même « sens » pour qu'*in fine,* les valeurs les plus élevées de l'indicateur soient attribuées aux réponses les plus favorables. C'est ainsi que par exemple pour le cas de la construction de l'indicateur Perf, les réponses à la question « comment percevez-vous l'évolution de votre dépendance en formation par rapport aux structures extérieures ?» la codification a été inversé (le score 5 devient le score 1, score 4 devient le score 2, score 3 reste inchangé, score 2 devient le score 4, score 1 devient le score 5). Ainsi, un individu devrait avoir pour cette question la valeur maximale de l'indicateur PERF s'il déclare « Nul » (absence totale de dépendance) et la valeur minimale s'il déclare « Très élève » (dépendance totale).

D'après Rafael Costa et al. (2013), la construction d'un indicateur composite peut se faire en sommant les scores des variables qui le constituent. Ces auteurs précisent par ailleurs que cette technique est moins efficace que celle de la moyenne pondérée dont les poids des variables sont déterminés par la méthode de l'ACP. Ces poids correspondant à la « qualité de représentation » de chacune des variables dans l'indicateur. Cette dernière méthode est appliquée dans le calcul des indicateurs eu égard de sa pertinence. Les coefficients α_i des variables de ces indicateurs composites sont appelés poids ou « la qualité de la représentation » et indique l'appartenance de chaque variable à la covariance de l'ensemble des variables. La qualité de la représentation doit être minimalement de 0,20 pour justifier le maintien de la variable dans l'analyse. La collecte des données s'est faite auprès des membres des organisations paysannes sélectionnées par la méthode d'échantillonnage par convenance.

Le modèle à tester est spécifié ainsi :

$$PERF_i = \beta_0 + \beta_1 CREAT_i + \beta_2 TRANSF_i + \beta_3 CAPITA_i + \beta_4\text{strapui}_i + \beta_5\text{Dure}_i + \mu_i$$

- La variable dépendante est PERF_i qui mesure la performance de l'organisation paysanne
- Les variables explicatives sont : les composantes de la gestion des connaissances ($CREAT$; $TRANSF$; $CAPITA_i$) et les variables de contrôle (Nstrapui; Dure).
- les coefficients $\boldsymbol{\beta_0}, \boldsymbol{\beta_1}, \boldsymbol{\beta_2}, \boldsymbol{\beta_3}, \boldsymbol{\beta_4}, \boldsymbol{\beta_5}$, sont les parametres ou coefficients du modele
- μ_i représente le terme d'erreur.

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IV. Résultats et Discussions

a) Résultat du test global du modèle estimé

Tableau 1: Récapitulatif de la significativité globale du modèle de régression

Modèle	R	R^2	R^2- ajusté	Erreur standard de l'estimation	Durbin-Watson
1	0,749	0,562	0,527	0,1942432	1,838

En effet, la lecture du tableau récapitulative du modèle présente un coefficient de détermination R^2 =56,2% et un R^2= 52,7% Ceci signifie que 52 ,7% de la variation de la performance des organisations est due à la variation du niveau de la création des connaissances agricole, la variation du niveau du transfert et à la variation du niveau de la capitalisation des connaissances au sein des organisations paysannes. En effet les variables indépendantes significatives expliquent à 52 ,7%la performance de l'organisation paysanne. Par conséquent, 42,3% de la variation de la performance des organisations paysannes serait expliquée par d'autres facteurs ou variables que nous n'avons pas pris en compte dans la spécification de notre modèle.

Tableau 2: Analyse de la variance de la régression

Modèle	Somme des carrés	Ddl	Moyenne des carrés	D	P
Régression	3,044	5	0,609	16,136	0,000
Résidu	2,377	63	0,038		
Total	5,421	68			

Le tableau de l'analyse de la variance montre que le modèle est globalement significatif au seuil de 1%. Car le p-value (sig) est inférieur à 1%. Avec un risque de se tromper de 1% on peut affirmer que notre modèle est bien spécifié.

b) Présentation du modèle estimé.

Le modèle estimé se présente comme suit:

$$PERF_i = 0,960 + 0,229CREAT_i + 0,336TRANSF_i + 0,132CAPITA_i + 0,032\text{strapui}_i - 0,005\ \text{Dure}_i$$

Tableau 3: Estimation des Coefficients du modèle

Modèle	Coefficients non standardisés		t	p
	A	Erreur standard		
(Constante)	**0,960**	,275	3,496	0,001
niveau de création des connaissances agricoles au sein de l'OP($\boldsymbol{CREAT_i}$)	**0,229**	,060	3,812	0,000
niveau de transfert des connaissances agricoles($\boldsymbol{TRANSF_i}$)	**0,336**	0,101	3,315	0,002
niveau de capitalisation des connaissances agricoles au sein de l'OP($\boldsymbol{CAPITA_i}$)	**0,132**	,056	2,370	0,021
nombre de structures d'appui ($\mathbf{strapui}_i$)	0,032	,030	1,075	0,287
durée d'existence de l'OP ($\mathbf{Dure_i}$)	-0,005	,007	-0,744	,0460

Le niveau de création des connaissances agricoles au sein de l'OP (creat), niveau de transfert des connaissances agricoles (transf) et niveau de capitalisation des connaissances agricoles au sein de l'OP (capita) ont chacun une probabilité(P) est inférieur à 5%. et un coefficient **(A)** positif. Ce qui signifie que avec

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un risque de se trompé de 1%. Nous pouvons affirmer que les composantes de la gestion des connaissances affectent positivement et significativement la performance des organisations paysannes.

En effet le coefficient de l'indicateur de la création des connaissances est positive (0,229) et significatif à 5%. Avec un risque de se tromper de 5%. On peut affirmer que l'augmentation du niveau de transfert de connaissance entrainerait une augmentation de la performance de 0,229%. *On nota que le niveau de création des connaissances a une influence significative sur la performance des organisations paysannes.*

Pour ce qui est du transfert de connaissance, le coefficient de l'indicateur de transfert des connaissances est positive (0,336) et significatif à 5%. Avec un risque de se tromper de 1%si on accroit le taux de transfert de connaissance de 5%. cela entrainerait une augmentation de la performance de 0, 336%. *On note que le niveau de transfert a une influence significative sur la performance des organisations.*

Pour ce qui est du niveau de la capitalisation des connaissances, le coefficient de l'indicateur de la Capitalisation des connaissances est positive (0,132) et significatif à 5%. Avec un risque de se tromper de 5%. On peut affirmer que l'augmentation du niveau de transfert de connaissance entrainerait une augmentation de la performance de 0,132%. *On note alors que le niveau de capitalisation de connaissance a une influence significative sur la performance des organisations paysannes du du Nord-Cameroun.*

Il est à noter que Le niveau de transfert impacte plus sur la performance que d'autres composantes de la gestion des connaissances. par ailleurs le nombre de structure d'appui et la durée d'une organisation paysanne n'influence pas de façon significative la performance. En effet pour ces deux variables; la Probabilité (P) est supérieur à 5% qui est le seuil de signification retenu.

V. Conclusion

Les trois indicateurs qui sont les composantes de la Gestion des connaissances selon Grant (1996) ont été régressés sur l'indicateur de la performance. Le test de Fisher appliqué à ce modèle de régression multiple a montré que le modèle est globalement significatif au seuil de 5%. La pratique de la gestion des connaissances est donc très déterminante pour l'amélioration de la performance des OP. De manière plus précise, l'étude montre que la création des connaissances, le transfert des connaissances agricoles et la capitalisation des connaissances agricoles influence significativement et positivement la performance des OP. Il ressort également que le transfert des connaissances impacte le plus sur la performance des OP. Les organisations paysannes doivent veiller à la bonne pratique de gestion de connaissances pour assurer leur performance. La création, le transfert et valorisation des savoirs endogènes permettront de limité l'assistance extérieure en termes de formation.il est inadmissible sue depuis des décennies les mêmes formations sont faites à des périodes régulières aux membres des OP comme s'ils étaient incapables de gérer les connaissances aux seins des organisations paysannes. La bonne pratique de la gestion de connaissances devient alors à la fois un outil de performance et de l'autonomisation des organisations paysannes.

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Effect of Brand Experience and Product Involvement on Brand Loyalty: A Study on Mobile Phone Sets in Bangladesh

By Farhana Ahmed & Md Sazzad Mahmud
United International University

Abstract- Contemporary consumers look for those brands which provide them remarkable brand experience. In dynamic telecom industry marketers always try to create and maintain strong customer relationship by establishing effective marketing strategies as it is a significant achievement aspect that enhances the competitiveness level of an organization. The purpose of the research is to investigate the impact of the various feature of brand experience (sensory, affective, and intellectual) on brand satisfaction and brand loyalty. For achieving these objectives, a total of 120 consumers participated in this study. They completed a structured questionnaire, and the information of this study is analyzed using SPSS. Nonprobability sample technique used to gather data from respondents. The study shows that good internal consistency presents here as we use Cronbach's Alpha to measure this internal consistency in our reliability test. From the findings, it is identified that there are variations in the different aspects of brand experience (sensory, affective, and intellectual) across the brands.

Keywords: *brand experience, brand loyalty, brand satisfaction, Bangladeshi consumers.*

GJMBR-E Classification: *JEL Code: M39*



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Effect of Brand Experience and Product Involvement on Brand Loyalty: A Study on Mobile Phone Sets in Bangladesh

Farhana Ahmed [α] & Md Sazzad Mahmud [σ]

Abstract- Contemporary consumers look for those brands which provide them remarkable brand experience. In dynamic telecom industry marketers always try to create and maintain strong customer relationship by establishing effective marketing strategies as it is a significant achievement aspect that enhances the competitiveness level of an organization. The purpose of the research is to investigate the impact of the various feature of brand experience (sensory, affective, and intellectual) on brand satisfaction and brand loyalty. For achieving these objectives, a total of 120 consumers participated in this study. They completed a structured questionnaire, and the information of this study is analyzed using SPSS. Nonprobability sample technique used to gather data from respondents. The study shows that good internal consistency presents here as we use Cronbach's Alpha to measure this internal consistency in our reliability test. From the findings, it is identified that there are variations in the different aspects of brand experience (sensory, affective, and intellectual) across the brands. The aim of the study is to find the interrelationships between brand experience and brand loyalty. It is concluded the sensory aspect has a more contribution to brand experience.

Keywords: brand experience, brand loyalty, brand satisfaction, Bangladeshi consumers.

I. Introduction

While maintaining and enhancing customer relationships is essential to gaining long-term profitability, it is not so simple to do in the competitive setting Brand loyalty is the repeated purchase of any consumer reflecting their deliberate choice to purchase the item continually and showing a favorable attitude towards the brand in the future. This is not all about a customer's psychological engagement with the brand (Rehman, Zia-ur-Rehman, & Akhtar, 2012). In the marketing environment, the importance of brand loyalty has acknowledged for at least three centuries. This research tries to define the impact on brand loyalty for mobile phone consumers in Bangladesh of brand experience and product participation. Brand loyalty is a special facet of relationship marketing, where the buyer has a remarkable psychological attachment to the brand entity consumed (Raj & Mohan, 2007). Brand experience is crucial in creating brand loyalty and attaining company sustainability, and customer loyalty is affected directly by buying conduct and indirectly by a brand's attitude. (ChuanHuat Ong & Ramayah, 2018). Some scholars have invented a four-dimensional brand experience scale: sensory, affective, mental, and behavioral (Brakus, Schmitt, & Zarantonello, 2009).

In the mobile phone sector, customer expectations, needs, and desires are evolving, and sophisticated technology will innovate and invent continuously. Most mobile phone users are young, so it is essential to attract fresh generations as phone users are mainly young and achieve a strong marketplace to make them loyal. (Khundyz, 2018). Like other developing countries, the mobile telecommunications industry in Bangladesh has become one of the fastest sectors with the appearance of a several rivals, which in the last two to three years has dramatically increased the number of mobile subscribers. The significant reduction in the cost of mobile phones and enhanced disposable income also made Bangladesh's customers choose their preferred mobile phones at a cheaper and cheaper price (Dr. AbulKalam Azad & Shamsher, 2014).

Mobile phones are comparatively new, especially smartphones, which have become our inseparable companions today (uSwitch.com, 2019). Motorola published its first commercial mobile phone, known as the Motorola DynaTAC 8000X, in 1983. The handset provided 30 minutes speaking time, six hours standby, and stored 30 phone numbers. It also cost £2639 ($3995) (GOODWIN, 2019).

The first mobile phone service went through the town cell business in Bangladesh in 1993. At that time expense of a mobile phone was an enormous sum that was hard for an ordinary or middle-income individual to purchase a mobile phone. Still, now things are very much changing individuals can buy phones according to their decisions as well as their brand preferences. A significant factor that marketers increase is that brand loyalty helps lower the price of doing company, thus enhancing the profitability of both the brand and the company. This phenomenon results in free advertising through word of mouth. Brand faithful customers are the individuals who encourage your product. Loyal consumers will be the first to tell friends and family

Author α σ: Department of Business Administration, United International University, Bangladesh. e-mails: farhanaahmed406@gmail.com, Sazzad.mahmud212440@gmail.com

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about their experiences regarded customer engagement as a precious organizational asset (Khundyz, 2018).

This research investigated the allegiance of the brand and its associated variables, namely brand experience and product participation. The mobile phone has become a foremost component of our lives for fast technological change, so this research enables companies to know the purchasing conduct of customers. Our study goal is to define the brand loyalty dimensions in the mobile phone sector and its developing markets. Furthermore, this study will equip telecom companies with enhancing comprehensive regarding the perception of the consumers.

II. Literature Review

a) *Brand Experience*

Traditionally, marketing has concentrated on the physical elements of products and services such as fun ctionality, cost, accessibility, or quality (Mascarenhas, 2006). A few years ago, marketing researchers started to point out that marketing should change its focus and consider other components, such as relationship leadership and value creation (Oriol Iglesias, 2011). In creating brand loyalty and attaining company sustainability, brand experiences are essential. Business efficiency is affected by customer loyalty directly through buying behavior, as well as indirectly through a brand approach (Chuan Huat Ong & Ramayah, 2018). Sensations, feelings, cognitions, and behavioral responses are the concepts of brand experience. The authors distinguish several experience dimensions and construct a brand experience scale that includes four dimensions: sensory, affective, intellectual, and behavioral. We conceptualize brand experience as subjective, internal consumer responses (sensations, feelings, and cognitions) and behavioral responses evoked by brand-related stimuli that are part of a brand's design and identity, packaging, communications, and environments (Brakus, Schmitt, & Zarantonello, 2009). Brand experience is a tool that helps to develop customer awareness and build brand-faithful consumers. Brand experience is one kind of experiential marketing that includes a holistic set of conditions which develops by a company for influencing the feeling a customer has about a company name or product. The company must develop a relationship between the brand and a specific need or emotion of the consumer.

b) *Product Involvement*

Several studies have studied the connection between product involvement and brand loyalty where it demonstrates that product participation has a beneficial impact on brand loyalty. This improves the propensity of the same person to purchase the same brand when a person participates more in the product category. The interpretation of such a finding demonstrates that the participation of the product creates greater psychological engagement which also contributes to enhance brand loyalty (Bandyopadhyay & Martell, 2007). "Research shows that when product involvement is high, buyer decision processes proceed through extended decision making, a series of sequential stages involving information search and evaluation of criteria consumers neither wish nor can exert a great deal of effort to process information in a low involvement situation thus when product involvement is high, consumers are more likely to put in more effort and are more capable of evaluating"(Xuemei Bian., 2011). Low involvement products are inexpensive or maybe moderately priced; they are low in value and risk commonly buying this item and being able to buy it as a routine. "Example, toothpaste, pen, soap, bread, tea, coffee, etc. The customer adds little thought and emotion to this kind of product. The extent of customer interest in consuming a product and the quantity of data the customer seeks to make a purchase decision has a connection with customer participation with a product. Product involvement includes a consumer's continuing dedication to thinking, feeling, and behavioral reaction to a product category (Renee Kim *, Dong Hyun Yoon, & Yan Chao, 2015). When the consumer has high involvement with the product, they are likely to search information about that products more intensively. They may compare advertisements, or experiment with different brands and select the best alternative product (Coulter, Price, & Feick, 2003). Involvement with products can help to develop a greater perception of attribute differences, greater product importance, and greater commitment to brand choice (Howard, John A, & Sheth, 1969).Customer satisfaction, brand attitudes, and loyalty may vary with the product involvement. Involvement considers one of the crucial moderators that determine purchase decisions (Celsi & Olson, 1988).

c) *Brand Loyalty*

Brand loyalty is a pattern of consumer's behavior where they continuously purchase one brand's products over another. Brand loyalty gets consumers committed to a specific brand or product. Businesses plan different creative marketing strategies like reward and loyalty programs, incentives, trials, and brand ambassadors to create brand loyalty. In addition, loyalty has been referred to in a variety of market-specific contexts, for example, service, store and vendor loyalty, an contexts that reflect the unit of measurement; customer and brand loyalty(Algesheimer, Rene, Dholakia, Uptal M., & Herrmann, 2005). "Brand experiences encourage loyalty by creating emotional connections through an engaging, compelling, and consistent context. The context is the environment in which the service encounter occurs; it encompasses the physical and relational characteristics of the setting in

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which the consumer consumes the service as well as everything that the customer interacts within that setting. This definition of context indicates two primary components of context, physical and relational. The physical context is made up of the "clues" generated by the sights, sounds, textures and smells of the environment; the relational context is composed of those "clues" that emanate from people and behaviors in which they engage"(Azize Sahin, Cemal Zehir, & Hakan, 2011). It is identified that the more positive experience perceived by customers toward a brand, they would be more loyal towards that brand. Brand loyalty has become a significant concept for retailers in managing revenue growth rate, serving a critical role in building customer relationships, and retaining customers (De Mesa, 2013).Most researchers said that brand loyalty could give firm advantages such as diminished advertising costs. Also, brand loyalty helps to achieve competitive edge in the market as it has good brand value among their loyal customers.

d) Industry Review

i. *History of Mobile*

The modern smartphone has taken a long 26-year journey to reach in this stage, and it has improved a lot over these years. There is no device in history which has ingrained in the lives of everyday customers more than the mobile phone (Pothitos, 2016).

In 1973 Motorola was the first company that produced the first handheld mobile phone. In 1983, Motorola DynaTAC 8000X was the first commercial mobile phone released by Motorola. In 1989 Nokia's first 'handheld' mobile phone, the MobiraCityman 900, launched 1989, weighed just 800g. The world's first digital mobile phone was The Motorola International 3200 invented in 1992. The IBM Simon was head held touchscreen device, which built in 1994. The world's first smartphone, The Nokia Communicator 9000, invented in 1996 as it ran on an Intel 24 MHz 1386 CPU and had 8MB of RAM. The first handset released by the BlackBerry brand. The BlackBerry 850 released in 1999 (GOODWIN, 2019). "The first camera cell phone introduced commercially was the J-SH04 in Japan and the Sharp Corporation in November 2000. The first MP3 player phone was the Siemens SL45. It had a memory expansion slot and an MP3 player. In the days before Samsung achieved world dominance, they released in 2002 the SGH-T100, the first mobile phone using a thin film transistor matrix LCD display. In 2005 the revolutionary Blackberry 7270 appeared featuring Wi-Fi leading to an addiction which jokingly referred to as Crackberry" (Stelladoradus, 2013). In 2007 the iPhone debuted with its high technology. The iPhone 3G was the sharpest mobile stick, however on out things would begin progressing even faster from here (GOODWIN, 2019).

There is such vital history of phones it is difficult to cover all the key events of mobile phones.

ii. *Mobile phone industry in Bangladesh*

The "Mobile Phone Service" came to Bangladesh in 1993. Bangladesh enters the mobile world through the City Cell Company. City cell company first launched mobile phone in Bangladesh. More than one lack Taka required for a mobile connection back then. Having a phone for middle and lower income group was like a dream in 1993 (assignmentpoint, n.d.). They try to do best of them, but they can't. The mobile revolution in Bangladesh began in 1997 with the introduction of the Grameen Phone program. Grameen Telecom is one of the properties of Grameenphone and could be a subsidiary of the Grameen Bank, a recognized microfinance bank (buymobile, 2017).

"Now a day's technological innovation, change in market demand and intense competition of price reduction has made the mobile phone an indispensable part for most of the nations in the world. The wide adoption and uses of mobile phones have developed the communication and entertainment capacity to a greater extent through which people are now enjoying the facilities like Facebook, mobile chatting and lots of different services"(Dr. Abul Kalam Azad & Shamsher, 2014).

iii. *Major mobile phone brands*

a. *APPLE*

Apple is the most prominent company which expertise in designing, manufacturing mobile phones, computers, tablets, and other devices. Apple is famous because of its superiority with each of its products. The company has built the Apple brand as a top-of-the-line brand and therefore can demand premium prices for its products. The headquarter of Apple in Cupertino, California, was founded in 1976 as a computer company. The company now designs and manufacturers numerous electronic devices, including mobile phones, personal computers, watches, portable digital music players, and other media devices (Kerr, 2015). Steve Jobs is the most eminent individual for his devotion for Apple among all the founders of Apple company. Globally It is a well-known organization for iPods, iPhones, iPads, and MacBooks. Premium quality and unique specialized nature are the source of their popularity. It is the sole manufacturer in the world which has their operating system (iOS)(mobiledokan, 2019).

b. *SAMSUNG*

Samsung Electronics works in one of the world's most competitive industries. Sixty-seven new smartphone are launched each year, according to the U.S. Federal Communication Commission. Samsung focuses on low-price products for the economic segment of the market. Samsung's headquarters in Suwon, South Korea. Samsung became the world's second-biggest manufacturer of mobile devices (H.

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Gayathri, Pandurangi, & Gowda, 2013). Companies in this industry have primarily used aggressive pricing advertising strategies to develop and achieve vital market share; Samsung is no exception. Samsung Electronics beat Nokia, the industry leader since 1998, to become the world's biggest mobile phone manufacturer through unit sales in the first quarter of 2012. Since 2012, for the number of units sold, Samsung has stayed the leader in the global smartphone industry (Chong).

c. *WALTON*

WALTON MOBILE is a well-known brand name in Bangladesh in the mobile phone market. WALTON MOBILE currently maintains No.3 place with a 12 percent market share and an impressive 7.96 percent annual growth rate in Bangladesh's highly competitive mobile phone market. The founder of WALTON Group of Industries is S.M NurulAlamRezvi, under the umbrella of R.B Group (Rizvi and Brothers) in 1977 as a trading company (Hasan, 2017). "Walton has Bangladesh's enormous marketing network and sells its products through more than 5,000 stores, including 140 showrooms owned by companies and exclusive showrooms for retailers and retailers (Abedin, 2013). Their first mobile phone department began in 2010. WALTON MOBILE also provides goods in overseas markets throughout Bangladesh. "WALTON MOBILE presently offers 54 android-operated smartphones of various cost ranges and settings under Primo's submarine name (Hasan, 2017)

III. Objectives of the Study

1. To evaluate the reliability of the constructs used in the study: three aspects of brand experience (sensory, affective and intellectual dimensions) and brand experience and brand loyalty. For that purpose, the Cronbach Alpha value will calculate for the aforementioned constructs.
2. To examine if the sensory aspect of brand experience varies across the brands considered in the study.
3. To examine if the affective aspect of brand experience varies across the brands considered in the study.
4. To examine if the intellectual aspect of brand experience varies across the brands considered in the study.
5. To see if brand satisfaction varies across the brands considered in the study.
6. To see if brand loyalty varies across the brands considered in the study.
7. To measure the impact of the various aspects of brand experience (sensory, affective and intellectual dimensions) on brand satisfaction.
8. To measure the impact of the various aspects of brand experience (sensory, affective and intellectual dimensions) on brand loyalty.

IV. Methodology of the Study

To examine the effects of the brand experience and product involvement on brand loyalty, a non-probability sample technique with more specifically convenient sampling has applied in this project.

Total 120 participants included in the survey, with 81 from United International University and 39 from general consumers. The survey was conducted from June to September 2019 among 120 participants in Dhaka.

The study instruments were both primary and secondary data; we have taken information from secondary sources like- several journals, articles. The primary data for this study gathered through a structured questionnaire from customers, specifically from students of Dhaka City.

V. Findings of the Study

1. Sample Characteristics

Here the sample characteristics are described in terms of gender, education, profession, average monthly income and the considered in the study.

Gender

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	69	57.5	57.5	57.5
	Female	51	42.5	42.5	100.0
	Total	120	100.0	100.0	

A sample of 120 people who are participated in this survey study where 69 of the participants were male and 51 were female.

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Education

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	HSC	30	25.0	25.0	25.0
	Bachelor	81	67.5	67.5	92.5
	Masters or Equivalent	9	7.5	7.5	100.0
	Total	120	100.0	100.0	

A sample of 120 people where 25%, 67.5%, and 7.5% belonged to HSC, Bachelors and Masters or equivalent.

Profession

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Student	111	92.5	92.5	92.5
	Service Holder	6	5.0	5.0	97.5
	Business	3	2.5	2.5	100.0
	Total	120	100.0	100.0	

A sample of 120 people where 92.5%, 5% and 2.5% belonged to students, service holder and business.

Average Monthly Family Income

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	30,000 or below	24	20.0	20.0	20.0
	30,000 - 60,000	42	35.0	35.0	55.0
	60,000 - 90,000	3	2.5	2.5	57.5
	90,000 - 1,20,000	30	25.0	25.0	82.5
	above 1,20,000	21	17.5	17.5	100.0
	Total	120	100.0	100.0	

In this survey 20% people are belonged to 30,000 or below income group, 35% people are belonged to 30,000-60,000 income group, 2.5% are belonged to 60,000-90,000 income group, 25% are belonged to 90,000-1,20,000 income group and 17.5% people are belonged to above 1,20,000 income group.

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Brand

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	iPhone	40	33.3	33.3	33.3
	Samsung	40	33.3	33.3	66.7
	Walton	40	33.3	33.3	100.0
	Total	120	100.0	100.0	

For this survey I have chosen three brands which are Samsung, iPhone and Walton. We have chosen 40 participants for each of the brands.

2. Descriptive Characteristics of the Constructs

Descriptives

Descriptive Statistics

	N	Kurtosis							
	Statistic	Statistic	Statistic	Statistic	Statistic	Statistic	Std. Error	Statistic	Std. Error
S	120	1.00	5.00	2.8125	1.24189	.155	.221	-1.070	.438
A	120	1.00	5.00	2.6625	1.11174	.411	.221	-.476	.438
I	120	1.00	5.00	2.6875	1.09825	.265	.221	-.628	.438
BS	120	1.00	5.00	2.8111	1.10827	.131	.221	-.803	.438
BL	120	1.00	5.00	2.7479	1.06683	.148	.221	-.596	.438
Valid N (listwise)	120								

Sensory (S)

Here the basic descriptive statistics are used for evaluating the construct.

Maximum Mean Standard Deviation
1 5 2.81 1.24

Now assuming a 95% level of confidence, the following confidence interval can construct:

D = $Z\sigma\overline{x}$

$$= 1.96 \times \frac{\sigma}{\sqrt{n}}$$
$$= 1.96 \times \frac{1.24}{\sqrt{120}}$$
$$= 0.22$$
$$C.I = \overline{x} \pm D$$
$$= 2.81 \pm .22$$
$$= (2.59 \leftrightarrow 3.03)$$

The confidence interval here is "between 2.59 and 3.03".

Affective (A)

Here the basic descriptive statistics are used for evaluating the construct.

Maximum Mean Standard Deviation
1 5 2.66 1.11

Now assuming a 95% level of confidence, the following confidence interval can construct:

D = $Z\sigma\overline{x}$

$$= 1.96 \times \frac{\sigma}{\sqrt{n}}$$
$$= 1.96 \times \frac{1.11}{\sqrt{120}}$$
$$= 0.20$$
$$C.I = \overline{x} \pm D$$
$$= 2.66 \pm .20$$
$$= (2.46 \leftrightarrow 2.86)$$

The confidence interval here is "between 2.46 and 2.86".

Intellectual (I)

Here the basic descriptive statistics are used for evaluating the construct.

Maximum Mean Standard Deviation
1 5 2.68 1.10

Now assuming a 95% level of confidence, the following confidence interval can construct:

D = $Z\sigma\overline{x}$

$$= 1.96 \times \frac{\sigma}{\sqrt{n}}$$
$$= 1.96 \times \frac{1.10}{\sqrt{120}}$$
$$= 0.20$$
$$C.I = \overline{x} \pm D$$
$$= 2.68 \pm .20$$
$$= (2.48 \leftrightarrow 2.88)$$

The confidence interval here is "between 2.48 and 2.88".

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Brand Satisfaction (BS)

Here the basic descriptive statistics are used for evaluating the construct.

Maximum Mean Standard Deviation
1 5 2.81 1.11

Now assuming a 95% level of confidence, the following confidence interval can construct:

$D = Z\sigma\overline{x}$

$$= 1.96 \times \frac{\sigma}{\sqrt{n}}$$
$$= 1.96 \times \frac{1.11}{\sqrt{120}}$$
$$= 0.20$$

$$C.I = \overline{x} \pm D$$
$$= 2.81 \pm .20$$
$$= (2.6 \leftrightarrow 3.01)$$

The confidence interval here is "between 2.6 and 3.01".

Brand Loyalty (BL)

Here the basic descriptive statistics are used for evaluating the construct.

Maximum Mean Standard Deviation
1 5 2.75 1.07

Now assuming a 95% level of confidence, the following confidence interval can be constructed:

$D = Z\sigma\overline{x}$

$$= 1.96 \times \frac{\sigma}{\sqrt{n}}$$
$$= 1.96 \times \frac{1.07}{\sqrt{120}}$$
$$= 0.19$$

$$C.I = \overline{x} \pm D$$
$$= 2.75 \pm .19$$
$$= (2.56 \leftrightarrow 2.94)$$

The confidence interval here is "between 2.56 and 2.94".

3. Reliability Analysis of the Constructs

Cronbach's Alpha

Cronbach's alpha is a method which can measure internal consistency among the items of a group (UCLA Institute for digital research and education, n.d.).

"A commonly accepted rule for describing internal consistency using Cronbach's alpha is as follows, though a greater number of items in the test can artificially inflate the value of alpha and a sample with a narrow range can deflate it, so this rule should use with caution" (Wikipedia, 2019).

Cronbach's alpha	Internal consistency
$0.9 \leq \alpha$	Excellent
$0.8 \leq \alpha < 0.9$	Good
$0.7 \leq \alpha < 0.8$	Acceptable
$0.6 \leq \alpha < 0.7$	Questionable
$0.5 \leq \alpha < 0.6$	Poor
$\alpha < 0.5$	Unacceptable

Reliability of the Construct Sensory (S)

****** Method 1 (space saver) will use for this analysis ******

RELIABILITY ANALYSIS-SCALE (A L P H A)

Reliability Coefficients
N of Cases = 120.0 N of Items = 2
Alpha = .8548

In our reliability test, the score of Cronbach's Alpha OF .8548 which shows that internal consistency is good here.

Reliability of the Construct Affective (A)

****** Method 1 (space saver) will use for this analysis ******

RELIABILITY ANALYSIS-SCALE (ALPHA)

Reliability Coefficients
N of Cases = 120.0 N of Items = 2
Alpha = .7873

In our reliability test, the score of Cronbach's Alpha OF .7873 which shows that internal consistency is acceptable here.

Reliability of the Construct Intellectual (I)

****** Method 1 (space saver) will use for this analysis ******

RELIABILITY ANALYSIS-SCALE (ALPHA)

Reliability Coefficients
N of Cases = 120.0 N of Items = 2
Alpha = .8102

In our reliability test, the score of Cronbach's Alpha OF .8102 which shows that internal consistency is good here.

Reliability of the Construct Brand Satisfaction (BS)

****** Method 1 (space saver) will use for this analysis ******

RELIABILITY ANALYSIS-SCALE (ALPHA)

Reliability Coefficients
N of Cases = 120.0 N of Items = 3
Alpha = .8732

In our reliability test, the score of Cronbach's Alpha OF .8732 which shows that internal consistency is good here.

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Reliability of the Construct Brand Loyalty (BL)

****** Method 1 (space saver) will be used for this analysis ******

RELIABILITY ANALYSIS-SCALE (ALPHA)

Reliability Coefficients

N of Cases = 120.0 N of Items = 4

Alpha = .8935

In our reliability test, the score of Cronbach's Alpha OF .8935 which shows that internal consistency is good here.

4. Variations in the Different Aspects of Brand Experience Across the Brands

a) Sensory (S)

The following hypothesis has developed here:

Ho: $\mu 1 = \mu 2 = \mu 3$

H1:$\mu 1 \neq \mu 2 \neq \mu 3$

Now, Focal =8.975

Sig.=0.000

$$\sigma = 0.05$$

The null hypothesis has rejected here because the value of significant is less than the value of alpha, $\sigma = 0.05$. Now it shows that brand Samsung mobile is the best in sensory aspect (Mean= 3.15) followed by iPhone (Mean= 3.11) and Walton (Mean= 2.18).

Oneway

Descriptive

S

	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
iPhone	40	3.1125	1.15185	.18212	2.7441	3.4809	1.00	5.00
Samsung	40	3.1500	1.25167	.19791	2.7497	3.5503	1.00	5.00
Walton	40	2.1750	1.08928	.17223	1.8266	2.5234	1.00	5.00
Total	120	2.8125	1.24189	.11337	2.5880	3.0370	1.00	5.00

ANOVA

S

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	24.413	2	12.206	8.975	.000
Within Groups	159.119	117	1.360		
Total	183.531	119			

b) Affective (A)

The following hypothesis has developed here:

Ho: $\mu 1 = \mu 2 = \mu 3$

H1:$\mu 1 \neq \mu 2 \neq \mu 3$

Now, Focal =3.566

Sig.=0.000

$$\sigma = 0.05$$

The null hypothesis has rejected here because the value of significant is less than the value of alpha, $\sigma = 0.05$. Now it shows that brand Samsung is the best in affective aspect (Mean= 2.98) followed by iPhone (Mean= 2.66) and Walton (Mean= 2.34).

Oneway

Descriptives

A

	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
iPhone	40	2.6625	1.04628	.16543	2.3279	2.9971	1.00	5.00
Samsung	40	2.9875	1.20089	.18988	2.6034	3.3716	1.00	5.00
Walton	40	2.3375	1.00886	.15951	2.0149	2.6601	1.00	5.00
Total	120	2.6625	1.11174	.10149	2.4615	2.8635	1.00	5.00

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ANOVA

A

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	8.450	2	4.225	3.566	.031
Within Groups	138.631	117	1.185		
Total	147.081	119			

c) Intellectual (I)

The following hypothesis has developed here:
Ho: $\mu 1 = \mu 2 = \mu 3$
H1:$\mu 1 \neq \mu 2 \neq \mu 3$
Now, Focal =5.575
Sig.=0.000
$\sigma = 0.05$

The null hypothesis has rejected here because the value of significant is less than the value of alpha, $\sigma = 0.05$. Now it shows that brand Samsung mobile is the best in intellectual aspect (Mean= 3.1) followed by iPhone (Mean= 2.65) and Walton (Mean= 2.31).

Oneway

Descriptives

I

	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
iPhone	40	2.6500	.97534	.15421	2.3381	2.9619	1.00	5.00
Samsung	40	3.1000	1.13341	.17921	2.7375	3.4625	1.00	5.00
Walton	40	2.3125	1.06028	.16765	1.9734	2.6516	1.00	5.00
Total	120	2.6875	1.09825	.10026	2.4890	2.8860	1.00	5.00

ANOVA

I

	Sum of Squares	Df	Mean Square	F	Sig.
Between Groups	12.488	2	6.244	5.575	.005
Within Groups	131.044	117	1.120		
Total	143.531	119			

5. Variation in the Brand Satisfaction Across the Brands

The following hypothesis has developed here:
Ho: $\mu 1 = \mu 2 = \mu 3$
H1:$\mu 1 \neq \mu 2 \neq \mu 3$
Now, Focal =7.832
Sig.=0.000
$\sigma = 0.05$

The null hypothesis has rejected here because the value of significant is less than the value of alpha, $\sigma = 0.05$. Now shows that brand Samsung mobile is the best in brand satisfaction aspect (Mean= 3.09) followed by iPhone (Mean= 3.07) and Walton (Mean= 2.28).

Oneway

Descriptives

BS

	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
iPhone	40	3.0667	.91894	.14530	2.7728	3.3606	1.00	5.00
Samsung	40	3.0917	1.20063	.18984	2.7077	3.4756	1.00	5.00
Walton	40	2.2750	1.00960	.15963	1.9521	2.5979	1.00	5.00
Total	120	2.8111	1.10827	.10117	2.6108	3.0114	1.00	5.00

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ANOVA

BS

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	17.257	2	8.629	7.832	.001
Within Groups	128.906	117	1.102		
Total	146.163	119			

6. Variation in the Brand Loyalty Across the Brands

The following hypothesis has developed here :

Ho: $\mu 1 = \mu 2 = \mu 3$

H1:$\mu 1 \neq \mu 2 \neq \mu 3$

Now, Focal =6.461

Sig.=0.002

$$\sigma = 0.05$$

The null hypothesis has rejected here because the value of significant is less than the value of alpha, $\sigma = 0.05$. Now it shows that brand Samsung mobile is the best in brand loyalty aspect (Mean= 3.08)followed by iPhone (Mean= 2.88) and Walton (Mean= 2.29).

Oneway

Descriptives

BL

	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
iPhone	40	2.8813	.96905	.15322	2.5713	3.1912	1.00	5.00
Samsung	40	3.0750	1.10099	.17408	2.7229	3.4271	1.00	5.00
Walton	40	2.2875	.98799	.15621	1.9715	2.6035	1.00	5.00
Total	120	2.7479	1.06683	.09739	2.5551	2.9408	1.00	5.00

ANOVA

BL

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	13.470	2	6.735	6.461	.002
Within Groups	121.967	117	1.042		
Total	135.437	119			

7. The Impact of the Various Aspect of Brand Experience on Brand Satisfaction

Regression

BS = b0+b1S+b2A+b3I

Now the following multiple regression equation has identified here:

BS= .56+.46S+.27A+.09I

The following overall hypothesis has formulated here:

H0: $R^2 = 0$

H1:$R^2 \neq 0$

Focal=67.799

Sig= .000

$$\sigma = 0.05$$

The null hypothesis has rejected here because the value of significant is less than the value of alpha, $\sigma = 0.05$. Now the relative contribution of each independent variable can be identified. The beta value of sensory is high than other variables, so its says that the sensory aspect has more contribution to brand experience due to the associated beta value.

Independent Variables	Beta
Sensory	.510
Affective	.272
Intellectual	.972

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Variables Entered/Removed(b)

Model	Variables Entered	Variables Removed	Method
1	I, S, A(a)	.	Enter

a. *All requested variables were entered.*
b. *Dependent Variable: BS*

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.798(a)	.637	.627	.67648

a. *Predictors: (Constant), I, S, A*

ANOVA(b)

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	93.078	3	31.026	67.798	.000(a)
	Residual	53.085	116	.458		
	Total	146.163	119			

a. *Predictors: (Constant), I, S, A*
b. *Dependent Variable: BS*

Coefficients(a)

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.562	.175		3.220	.002
	S	.455	.072	.510	6.281	.000
	A	.271	.097	.272	2.797	.006
	I	.092	.094	.091	.972	.333

a. *Dependent Variable: BS*

8. The Impact of the Various Aspect of Brand Experience on Brand Loyalty

Regression

$$BL = b0+b1S+b2A+b3I$$

Now the following multiple regression equation has identified here:

$$BL= .52+.33S+.23A+.09I$$

The following overall hypothesis has formulated here:
H0: $R^2 = 0$
H1: $R^2 \neq 0$

Focal=67.925
Sig= .000

$$\sigma = 0.05$$

Null hypothesis has rejected here because the value of significant is less than the value of alpha, $\sigma = 0.05$. Now the relative contribution of each independent variable can be identified.The beta value of sensory is high than other variables so it is said that sensory aspect has more contribution to brand experience due to the associated beta value.

Independent Variables	Beta
Sensory	.379
Affective	.237
Intellectual	..271

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Variables Entered/Removed(b)

Model	Variables Entered	Variables Removed	Method
1	I, S, A(a)	.	Enter

a. *All requested variables entered.*
b. *Dependent Variable: BL*

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.798(a)	.637	.628	.65080

a. *Predictors: (Constant), I, S, A*

ANOVA(b)

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	86.307	3	28.769	67.925	.000(a)
	Residual	49.130	116	.424		
	Total	135.437	119			

a. *Predictors: (Constant), I, S, A*
b. *Dependent Variable: BL*

Coefficients(a)

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.518	.168		3.083	.003
	S	.326	.070	.379	4.674	.000
	A	.227	.093	.237	2.437	.016
	I	.264	.091	.271	2.900	.004

a. *Dependent Variable: BL*

VI. Limitations of the Study

The total duration of study is too short to carry out all the details about this project. In addition, this study can be more accurate if we got a long period to do it.

As we are student, this projects funded by us, so there was some financial constrained and for that the survey was conducted only Dhaka city.

We conducted my survey only on product industry we don't get any data about the service or other industry due to the lack of resources.

Future Research Scope

The scope of the research recognizes after and during the study. There was financial constraint due to that this study only limited to people who belong to Dhaka city. So, other cities should include in the near future. We conducted our survey in the product industry, so in the future other sectors should cover.

VII. Conclusion

A brand experience perceived by consumers as superior will only lead to actual brand satisfaction and brand loyalty if an affective engagement has established between the brand and its consumers.

The finding of this paper verify all the research hypotheses and the important link between brand experience on brand loyalty and brand satisfaction. This research gives an insight into the factors that how brand experience and product involvement affect brand satisfaction and brand loyalty. This research revealed that brand experience and product involvement has a positive impact on brand satisfaction and brand loyalty because when a customer has a positive experience, they reproduce that experience, and if they have a negative experience with the product, they will never choose the brand again. This research states how three independent variables (sensory, affective, and intellectual) affect brand satisfaction and brand loyalty.

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Regression analysis shows that the sensory aspect has more contribution to brand experience. From the reliability test, it is found that there is internal consistency. In addition, from three angles (sensory, affective, and intellectual) Samsung brand has the highest effect on their mobile users.

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Appendix

a) Questionnaire used in this study

An Academic Survey

(Examining Brand Experience, Brand Satisfaction, and Brand Loyalty)

Name (optional):

Phone Number (optional):

Gender: ☐ Male ☐ Female

Education: ☐ SSC or below ☐ HSC ☐ Bachelor ☐ Masters or equivalent professional degree or above

Profession: ☐ Student ☐ Service Holder ☐ Business ☐ Others

Average Monthly Family Income: ☐ 30,000 or below ☐ 30,000—60,000 ☐ 60,000—90,000 ☐ 90,000 – 1,20,000 ☐ above 1,20,000

Please indicate your level of agreement with the following statements. Where 1 = highly disagreed, 2 = disagreed, 3 = neutral, 4 = agreed, and 5 = highly agreed.

SN	Statements	1	2	3	4	5
S1	iPhone makes a strong impression on my visual sense or other senses					
S2	I find iPhone interesting in a sensory way					
A1	iPhone induces feelings and sentiments					
A2	I feel emotionally engaged with iPhone					
I1	I engage in a lot of thinking when I encounter iPhone					
I2	iPhone stimulates my curiosity and problem solving					
BS1	I am satisfied with iPhone and its performance					
BS2	My choice to get iPhone has been a wise one					
BS3	I am quite happy with what I did with iPhone					
BL1	In the future, I will be loyal to iPhone					
BL2	I will buy iPhone again					
BL3	iPhone will be my first choice in the future					
BL4	I will recommend iPhone to others					

b) Basic statically outputs

Frequency Table

Gender

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	69	57.5	57.5	57.5
	Female	51	42.5	42.5	100.0
	Total	120	100.0	100.0	

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Education

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	HSC	30	25.0	25.0	25.0
	Bachelor	81	67.5	67.5	92.5
	Masters or Equivalent	9	7.5	7.5	100.0
	Total	120	100.0	100.0	

Profession

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Student	111	92.5	92.5	92.5
	Service Holder	6	5.0	5.0	97.5
	Business	3	2.5	2.5	100.0
	Total	120	100.0	100.0	

Average Monthly Family Income

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	30,000 or below	24	20.0	20.0	20.0
	30,000 - 60,000	42	35.0	35.0	55.0
	60,000 - 90,000	3	2.5	2.5	57.5
	90,000 - 1,20,000	30	25.0	25.0	82.5
	above 1,20,000	21	17.5	17.5	100.0
	Total	120	100.0	100.0	

Brand

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	iPhone	40	33.3	33.3	33.3
	Samsung	40	33.3	33.3	66.7
	Walton	40	33.3	33.3	100.0
	Total	120	100.0	100.0	

Descriptives

Descriptive Statistics

	N	Kurtosis							
	Statistic	Statistic	Statistic	Statistic	Statistic	Statistic	Std. Error	Statistic	Std. Error
S	120	1.00	5.00	2.8125	1.24189	.155	.221	-1.070	.438
A	120	1.00	5.00	2.6625	1.11174	.411	.221	-.476	.438
I	120	1.00	5.00	2.6875	1.09825	.265	.221	-.628	.438
BS	120	1.00	5.00	2.8111	1.10827	.131	.221	-.803	.438
BL	120	1.00	5.00	2.7479	1.06683	.148	.221	-.596	.438
Valid N (listwise)	120								

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Reliability

****** Method 1 (space saver) will be used for this analysis ******

–

RELIABILITY ANALYSIS - SCALE (ALPHA)

Reliability Coefficients

N of Cases = 120.0 N of Items = 2

Alpha = .8548

Reliability

****** Method 1 (space saver) will be used for this analysis ******

–

RELIABILITY ANALYSIS - SCALE (ALPHA)

Reliability Coefficients

N of Cases = 120.0 N of Items = 2

Alpha = .7873

Reliability

****** Method 1 (space saver) will be used for this analysis ******

–

RELIABILITY ANALYSIS - SCALE (ALPHA)

Reliability Coefficients

N of Cases = 120.0 N of Items = 2

Alpha = .8102

Reliability

****** Method 1 (space saver) will be used for this analysis ******

–

RELIABILITY ANALYSIS - SCALE (ALPHA)

Reliability Coefficients

N of Cases = 120.0 N of Items = 3

Alpha = .8732

Reliability

****** Method 1 (space saver) will be used for this analysis ******

–

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RELIABILITY ANALYSIS - SCALE (ALPHA)

Reliability Coefficients

N of Cases = 120.0 N of Items = 4

Alpha = .8935

Oneway

Descriptives

S

	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
iPhone	40	3.1125	1.15185	.18212	2.7441	3.4809	1.00	5.00
Samsung	40	3.1500	1.25167	.19791	2.7497	3.5503	1.00	5.00
Walton	40	2.1750	1.08928	.17223	1.8266	2.5234	1.00	5.00
Total	120	2.8125	1.24189	.11337	2.5880	3.0370	1.00	5.00

ANOVA

S

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	24.413	2	12.206	8.975	.000
Within Groups	159.119	117	1.360		
Total	183.531	119			

Oneway

Descriptives

A

	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
iPhone	40	2.6625	1.04628	.16543	2.3279	2.9971	1.00	5.00
Samsung	40	2.9875	1.20089	.18988	2.6034	3.3716	1.00	5.00
Walton	40	2.3375	1.00886	.15951	2.0149	2.6601	1.00	5.00
Total	120	2.6625	1.11174	.10149	2.4615	2.8635	1.00	5.00

ANOVA

A

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	8.450	2	4.225	3.566	.031
Within Groups	138.631	117	1.185		
Total	147.081	119			

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Oneway

Descriptives

I

	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
iPhone	40	2.6500	.97534	.15421	2.3381	2.9619	1.00	5.00
Samsung	40	3.1000	1.13341	.17921	2.7375	3.4625	1.00	5.00
Walton	40	2.3125	1.06028	.16765	1.9734	2.6516	1.00	5.00
Total	120	2.6875	1.09825	.10026	2.4890	2.8860	1.00	5.00

ANOVA

I

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	12.488	2	6.244	5.575	.005
Within Groups	131.044	117	1.120		
Total	143.531	119			

Oneway

Descriptives

BS

	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
iPhone	40	3.0667	.91894	.14530	2.7728	3.3606	1.00	5.00
Samsung	40	3.0917	1.20063	.18984	2.7077	3.4756	1.00	5.00
Walton	40	2.2750	1.00960	.15963	1.9521	2.5979	1.00	5.00
Total	120	2.8111	1.10827	.10117	2.6108	3.0114	1.00	5.00

ANOVA

BS

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	17.257	2	8.629	7.832	.001
Within Groups	128.906	117	1.102		
Total	146.163	119			

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Oneway

Descriptives

BL

	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
iPhone	40	2.8813	.96905	.15322	2.5713	3.1912	1.00	5.00
Samsung	40	3.0750	1.10099	.17408	2.7229	3.4271	1.00	5.00
Walton	40	2.2875	.98799	.15621	1.9715	2.6035	1.00	5.00
Total	120	2.7479	1.06683	.09739	2.5551	2.9408	1.00	5.00

ANOVA

BL

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	13.470	2	6.735	6.461	.002
Within Groups	121.967	117	1.042		
Total	135.437	119			

Regression

Variables Entered/Removed(b)

Model	Variables Entered	Variables Removed	Method
1	I, S, A(a)	.	Enter

a All requested variables entered.
b Dependent Variable: BS

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.798(a)	.637	.627	.67648

a Predictors: (Constant), I, S, A

ANOVA(b)

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	93.078	3	31.026	67.798	.000(a)
	Residual	53.085	116	.458		
	Total	146.163	119			

a Predictors: (Constant), I, S, A
b Dependent Variable: BS

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Coefficients(a)

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.562	.175		3.220	.002
	S	.455	.072	.510	6.281	.000
	A	.271	.097	.272	2.797	.006
	I	.092	.094	.091	.972	.333

a Dependent Variable: BS

Regression

Variables Entered/Removed(b)

Model	Variables Entered	Variables Removed	Method
1	I, S, A(a)	.	Enter

a All requested variables entered.
b Dependent Variable: BL

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.798(a)	.637	.628	.65080

a Predictors: (Constant), I, S, A

ANOVA(b)

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	86.307	3	28.769	67.925	.000(a)
	Residual	49.130	116	.424		
	Total	135.437	119			

a Predictors: (Constant), I, S, A
b Dependent Variable: BL

Coefficients(a)

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.518	.168		3.083	.003
	S	.326	.070	.379	4.674	.000
	A	.227	.093	.237	2.437	.016
	I	.264	.091	.271	2.900	.004

a Dependent Variable: BL

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Social Media and E-Commerce: A Theoretical Study of Factors Affecting Consumer Behavior of Social Media Buyers

By Dr. Kavita Chauhan & Faiz Rehman Abbasi

Abstract- This research studies the factors that impact the behavior of the consumers of social media buyers. The retail business has changed radically over the most recent two decades, at first with the landing of computer-interface shopping and, more recently, with the emerging of mobile channels and social media stages. It is hard for e-commerce or e-retail companies to identify and influence the variables that drive consumers' attitudes and behavior. Different types of media affect people's conclusions, significantly depending on how much time they spend on such media. Facebook and Twitter are two examples of relatively older types of social media in correlation with newer social media networks, for example, Instagram. Furthermore, people use each type of social media for different purposes and based on their individual preferences.

GJMBR-E Classification: JEL Code: M37

SOCIALMEDIAANDECOMMERCEATHEORETICALSTUDYOFFACTORSAFFECTINGCONSUMERBEHAVIOROFSOCIALMEDIABUYERS

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Social Media and E-Commerce: A Theoretical Study of Factors Affecting Consumer Behavior of Social Media Buyers

Dr. Kavita Chauhan [α] & Faiz Rehman Abbasi [σ]

Abstract- This research studies the factors that impact the behavior of the consumers of social media buyers. The retail business has changed radically over the most recent two decades, at first with the landing of computer-interface shopping and, more recently, with the emerging of mobile channels and social media stages. It is hard for e-commerce or e-retail companies to identify and influence the variables that drive consumers' attitudes and behavior. Different types of media affect people's conclusions, significantly depending on how much time they spend on such media. Facebook and Twitter are two examples of relatively older types of social media in correlation with newer social media networks, for example, Instagram. Furthermore, people use each type of social media for different purposes and based on their individual preferences.

I. Introduction

In this age, social media and e-commerce are considered key requirements to survive and sustain success. This is because; it acts as a catalyst to fulfill any sort of requirement with a single click. Moreover, social media and social networking sites also improved the path to receive and attain any type of information in just certain seconds. However, each sort of media differently affects the suppositions of the individuals', particularly relying upon the span of time spent on such media. For example, Facebook and Twitter are two instances of generally more established types of social media in correlation with more up-to-date social media systems. Furthermore, today's individuals utilize varied kinds of social media for various purposes depending on their inclinations. Some utilize these systems for excitement and data acquisition, while others use them more to acquire stock and entertainment.

Apart from this, social media can also operate as a medium to develop certain demands of a special product by highlighting its unique features among its buyers and doing so, the total sales and profit of the product increase significantly in the market despite the presence of other competing brands (Hajli & Sims, 2015). Thus, it may be depicted that social media is considered as a platform of marketing to increase the awareness of the individual.

Author α: Professor, Centre for Management Studies, Jamia Millia Islamia, New Delhi.
Author σ: Research Scholar, Centre for Management Studies, Jamia Millia Islamia, New Delhi. e-mail: dealwithfaiz@gmail.com

II. Aims and Objectives

a) Objectives of the Study

The aim of the research is to study the factors that are responsible for affecting consumer behavior in the context of social media buyers.

- To evaluate the factors that influence the buying behavior in context to the customers through social media.
- To develop a model that helps in the identification of the aspects persuading the buying nature of the consumers in social media.

b) Questions of research

- What are the factors that influence the buying behavior in context to the customers through social media?
- What are the most important factors of the social media platforms which lead consumers to buy something online from the brand rather than offline?

III. Methodology

The conceptual framework rests on an extensive literature review of factors influencing consumer buying behavior, social media, as well as previous studies related to social media and e-commerce.

IV. Literature Review

a) Overview of social media

Xiang *et al.* (2016) commented that the development of social media marketing concepts provides an extra association of the theoretical establishment of research engagement among e-retail associations and the consumer audience. The definition of social media is a social affair of Internet applications that grow with respect to the ideological foundations of Web 2.0 and that grants the creation and trade of user-generated content. Social media comprise modern communication networks that depend on the internet and facilitate people to interact with each other to construct online relationships. Social media networks contain everything from Twitter and Facebook to business networking sites, digital broadcasts, and collaborative sites, for example, Wikipedia, as

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highlighted. However, there are different types of social media networks; for instance, Facebook and Twitter are two examples of the older types of social media in regard to the newer social media networks, like Instagram. However, each type of social media is used but for different orientations and perspectives by a diverse individual, as stated in the abstract.

b) Brief of e-commerce

Chen, Su, and Widjaja (2016) stated that e-commerce is typically connected with acquiring and selling over the internet or developing a relationship with a different individual. The web-based business utilizes electronic interchanges and propelled information preparing innovation in business trades to make, change, and reclassify connections for esteem creation between or among affiliations and among associations and individuals. Today, E-commerce has become a vital instrument for businesses worldwide, not exclusively to sell to customers,

However, in addition, to engage them. There are three reasons why E-commerce is prominent with the present online businesses. Due to these causes, most people over the age of 40 prefer to shop online rather than offline, as per the abstract.

c) Relationship between social media and e-commerce

As commented by Kim and Johnson (2016), e-commerce has evolved as the new trend among consumers today, as mentioned in the abstract. Many customers purchase the items through e-commerce channels. Companies can draw customers into the traditional purchase funnel, but as they move closer to the stage of purchasing, they may mislead the customers. Despite the fact that this is common and expected, businesses can potentially mitigate this misfortune by improving the user experience. In this regard, social media can help businesses to develop and maintain a strategic distance from this potential misfortune by increasing brand awareness, enhancing customer relations, lead market research, and even bolster sales. Even however online shopping is not an ideal method to shop, people still enjoy utilizing shopping online as an essential shopping apparatus. Perhaps, shoppers and sellers appreciate how E-commerce lets people learn about new items.

d) Impact of purchasing involvement with e-commerce and social media

As commented by Bai, Yao, and Dou (2015), purchase involvement refers to the level of interest that people join in an item and that they are so likely to purchase an item from a specific brand. Information on Non-Western consumer involvement is limited. However, purchase involvement can be studied by examining the interaction between broad communications exposure and self-esteem. Consumer involvement is a solid pointer to increasing consumer behavior. Another investigation about the purchase involvement scale found that people with an abnormal state of purchase involvement spent more time utilizing the internet than people who were less involved with purchases.



(*Source: Cerejo, 2011*)

Figure 1: Purchase funnel

e) Evaluation of perceived usefulness

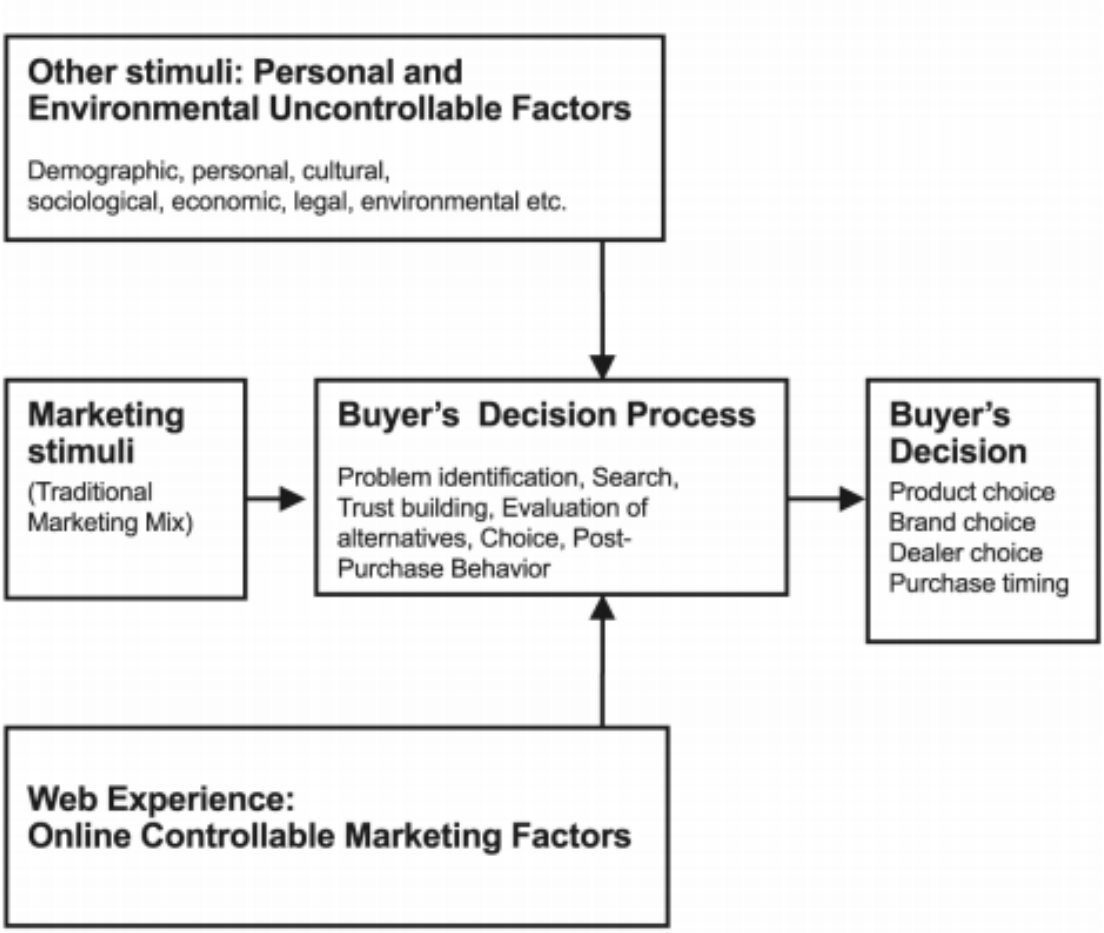
As stated by Chan, Cheung, and Lee (2017), perceived usefulness can be defined as observed usefulness and is a solid division of customer belief. People do things that they think will progress their lives. There are various researchers who see the benefits as essentially mental. An aggregate of perceived advantages goes into decision-making about Internet

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buying. In this context, online buying of products has significantly more choices online while saving time. In expansion, more limits are prevalent, and data is readily within reach to conclude a wise purchase. Early studies in actuality showed a clear linear relationship between positive attitudes and perceived benefits.

f) Use of the internet for shopping and its impact on consumer behavior

As commented by Agnihotri et *al.* (2016), the investigation found that online shopping sites already knew which factors influenced the customers to purchase their items. They should, in this manner, center more around giving useful and attractive items, construct trust through a favorable online shopping experience, and draw in more customers to visit the record by amplifying search features. Facebook keeps loyal customers up to date on the latest sales and items and is a valuable secondary sales channel. Facebook is used by people to stay in touch with friends, build relationships, and stay up to date on current events. People frequently require the same items that their friends purchase.



Source: Constantinides (2004)

Figure 2: Online consumer Behavior

g) Education and Income: Relationship with Consumer Buying Behavior

As noted by Pappas (2016), in terms of income and education, researchers have concluded that purchasers from higher income groups are more likely to use web-based shopping because they perceive less risk from the technology. In any case, Internet users who gain sufficient aptitude and experience over time will invariably demonstrate no connection in this manner. Because of improved purchase proficiency and availability, a positive relationship between internet time and the likelihood of participating in continuous purchasing exchanges is expected. Furthermore, in this day and age, online methods of promotion and advancement are more accessible. As a result, the craze has been heightened.

V. Conceptual Framework and Hypothesis

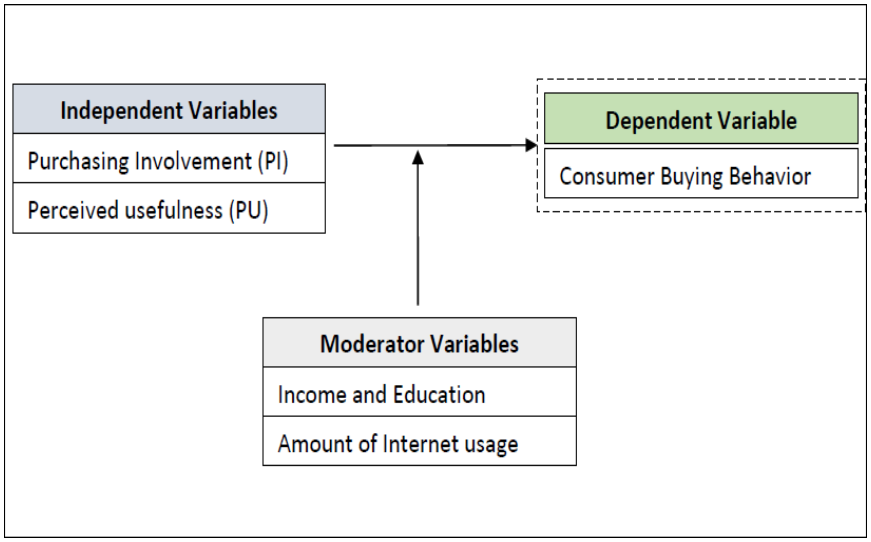
The conceptual framework defines the examination demonstrations that will be used as the basis for analyzing the relationship between factors influencing customer purchasing of buyers through online life. The model employs Purchasing Involvement

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and Perceived Usefulness as independent factors that are expected to influence customers' purchasing behavior when shopping online, which is used as a dependent variable.

The conceptual framework states the theories that are taken for this study in context to the consumer buying intention and purchasing intention. The theories under consideration in this context are the Theory of Planned Behavior and the Theory of Uses and gratification Theory (Nisar & Whitehead, 2016).

Aizen proposed the Theory of Planned Behavior in 1988 and studied the relationship between customer attitudes and behavior. Uses and gratification theory was found by Lasswell in 1940, and this theory explains the reason why consumers are seeking social media or any media channel to cater to their needs.



(Source: Prepared by the researcher)

Figure 3: Conceptual Framework

Hypothesis

H0: Social media posts often influence the buyers' behavior.

H1: Relationship held is positive in between social media buying behaviors and PU.

H2: Positive relation between influencers and social media behavior of the customers are held.

VI. Case Study Analysis with Journals

Carolyn, H. (2012). YouTube Attracts Fashion Retailers with Updated Shoppable Video

The coming of social media has both persuaded and concurred an emotional change in the manner in which organizations and buyers interface. Social locales, for example, Youtube and Facebook, give stage as an incorporated correspondence show, where customers have the decision of how and when they speak with organizations. Online retail and a changing administrative condition are changing retail parts globally. A few influencers are being paid to underwrite certain organizations and brands. Customers are getting propelled by them and reveling to purchase the appeared. Real web-based business players, habitually upheld by outside private value and funding reserves, are putting resources into web-based business development. The online retail part is growing quickly as the web network increments. The development of e-and m-business could give chances to reach underserved networks beforehand.

Goor, M. (2012). *"Instamarketing": A content analysis into marketing on Instagram*

(Master's thesis). Universiteit van Amsterdam.

Instagram, which was propelled in 2010, is a free portable application. As per Goor (2012), clients can legitimately take pictures with the Instagram application or transfer them from the current photograph library of the telephone. In addition, Instagram showcasing has been observed to be a viable method to publicize an item. Also, Instagram can help decrease the expenses of structuring a brand. Numerous organizations today are utilizing social media systems to stay in contact with their clients and advance their brands. These social media, including Instagram, are an incredible open door for organizations to showcase themselves and their items in a minimal effort, amazing condition. Instagram has even made a blog called Instagram for Business so as to help organizations with their Instagram showcasing by posting supportive guidance and best practices to help brands prevail with Instagram clients. A component is like a manner among the best organizations on Instagram is that "these records breathe life into their novel characters and qualities through charming symbolism and attention on their particular networks.

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Forsythe, S., Liu, C., Shannon, D., & Gardner, L. (2006). Development of a scale to measure the perceived benefits and risks of online shopping. Journal of Interactive Marketing, 20(2), 55-75.

The opportunities versus the challenges are seeing the opportunities win out in India's internet business division, with worldwide majors exploring the nation's market, as it is simply too enormous to disregard. The US retailer Walmart, for instance, gained a dominant part stake of 77% in local retailer Flipkart for USD16bn in May 2018. This puts Walmart straight on with its opponent Amazon in India, with the last entering India in 2013 and declaring in June 2018 that it would siphon a further USD2bn into its India tasks to reinforce its dependable balance, having officially dedicated USD5bn to the market. Residential 'blocks and mortar' organizations are additionally realigning their techniques to incorporate an emphasis on web-based business, retail aggregate Reliance Retail, claimed by Mukesh Ambani, for instance, began online offers of shopper gadgets and family machines in July 2018 (Fitch Solutions, 2019b). Online business majors are additionally looking to attempt and explain a portion of the key challenges to doing e-business themselves, instead of sitting tight for government interests in coordination's framework or installment administration explicit firms to concoct arrangements. An inclination for money over cards by buyers and conveyance by means of inside transport systems were two key challenges that internet business players face, however worldwide significant Amazon and residential e-style retailer Myntra offer great contextual investigation arrangements. The two players have utilized the utilization of little stores, known as kirana stores (pop stores), in India as a channel for last-mile conveyance, enabling them to diminish their conveyance staff or draw in them for further developed errands, while additionally having a solitary purpose of conveyance on transport systems (Chen *et al.*2015).

VII. Conclusions and Recommendations

India has a flourishing e-commerce segment, which is to be worth USD82.7bn in 2021, as per the Telecommunications team. The e-commerce sector has been the fundamental change in India's retail market in recent years, and it is expected to continue to develop at a phenomenal rate. Due to constraints on the movement that international retailers are allowed to undertake in the market, e-commerce has been driven by nearby firms, for example, Flipkart and Snapdeal. Numerous Indian physical retailers are likewise entering the e-commerce segment because of the high mobile penetration in the nation. This research is attained to study the importance of factors affecting the consumer behavior of social media buyers. Online retail and a changing administrative condition are changing India's retail part. Real web-based business players, as often as possible supported by outside private value and investment reserves, are putting resources into the online business extension. The online retail part is growing quickly as the webnet work in crements (Zhang & Benyoucef, 2016). The development of e-and m-business could give chances to reach under-served networks beforehand. Unwinding in the guidelines on FDI in online business could incite progressively global enthusiasm for India's retail segment. In the interim, global physical retailers are entering the nation and growing past real urban communities after the legislature loosened up household sourcing necessities. India will see a considerable inundation of remote players, which will differentiate and modernize the nation's huge yet divided retail market (Ordun, 2015).

Recommendations

- E-Commerce and Social media platforms are dynamic, and they adhere to changes every now and then. In this context, the companies can come up with more effective advertising through public relations, which would help to impact the purchase decision even further.
- Apart from Twitter, YouTube, Instagram, Facebook, there are several new social media channels coming up that that be used for impacting the buying behavior of the consumers.
- Consumers' preference for cash over credit cards, as well as delivery via internal transportation networks, are two major challenges that e-Commerce players face. This can be improved to avoid discrepancies.

VIII. Implications for Theory and Practice

a) The study will benefit the brands advertising on social media to understand the nerve of the buyers.
b) The study will also be of great usage to social media organizations to analyze their advertising pattern and their impact on the buying behavior of consumers.
c) E-commerce platforms and social media have been here for a while now. Nevertheless, still, it is a gigantic ocean that can be explored by researchers to get more insights considering its constantly changing nature owing to buyer's mood fluctuations and brands' ultra-competitive environment.
d) The study will also throw light on how factors like purchasing involvement and perceived usefulness relate to the decision-making process of social media buyers.
It will also give us an idea of how demographic factors affect social media buying behavior.
e) In this internet era where in economic bandwidth is reaching every nook and corner, it would be

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interesting to analyze how social media buying transformations happen for geographically dispersed regions, especially to watch how logistical challenges are encountered and resolved.

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Acknowledgments

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

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

Manuscript Style Instruction (Optional)

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

Structure and Format of Manuscript

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

A research paper must include:

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

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

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

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

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Format Structure

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

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

Author details

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

Abstract

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

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

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

One must be persistent and creative in using keywords. An effective keyword search requires a strategy: planning of a list of possible keywords and phrases to try.

Choice of the main keywords is the first tool of writing a research paper. Research paper writing is an art. Keyword search should be as strategic as possible.

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.

Numerical Methods

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.

Formulas and equations

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

Tables, Figures, and Figure Legends

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

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

Preparation of Eletronic Figures for Publication

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

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Tips for writing a good quality Management Research Paper

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

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

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

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

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7. Revise what you wrote: When you write anything, always read it, summarize it, and then finalize it.

8. Make every effort: Make every effort to mention what you are going to write in your paper. That means always have a good start. Try to mention everything in the introduction—what is the need for a particular research paper. Polish your work with good writing skills and always give an evaluator what he wants. Make backups: When you are going to do any important thing like making a research paper, you should always have backup copies of it either on your computer or on paper. This protects you from losing any portion of your important data.

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10. Use proper verb tense: Use proper verb tenses in your paper. Use past tense to present those events that have happened. Use present tense to indicate events that are going on. Use future tense to indicate events that will happen in the future. Use of wrong tenses will confuse the evaluator. Avoid sentences that are incomplete.

11. Pick a good study spot: Always try to pick a spot for your research which is quiet. Not every spot is good for studying.

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

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

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

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

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

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

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

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

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

21. Adding unnecessary information: Do not add unnecessary information like "I have used MS Excel to draw graphs." Irrelevant and inappropriate material is superfluous. Foreign terminology and phrases are not apropos. One should never take a broad view. Analogy is like feathers on a snake. Use words properly, regardless of how others use them. Remove quotations. Puns are for kids, not grunt readers. Never oversimplify: When adding material to your research paper, never go for oversimplification; this will definitely irritate the evaluator. Be specific. Never use rhythmic redundancies. Contractions shouldn't be used in a research paper. Comparisons are as terrible as clichés. Give up ampersands, abbreviations, and so on. Remove commas that are not necessary. Parenthetical words should be between brackets or commas. Understatement is always the best way to put forward earth-shaking thoughts. Give a detailed literary review.

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

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

Informal Guidelines of Research Paper Writing

Key points to remember:

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

Final points:

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

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

The discussion section:

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

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

General style:

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

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

Mistakes to avoid:

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



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

Title page:

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

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

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

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

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

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

Approach:

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

Introduction:

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

The following approach can create a valuable beginning:

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

Approach:

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

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

Procedures (methods and materials):

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

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

Materials:

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

Methods:

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

Approach:

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

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

What to keep away from:

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

Results:

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

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

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



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Content:

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

What to stay away from:

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

Approach:

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

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

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

Figures and tables:

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

Discussion:

The discussion is expected to be the trickiest segment to write. A lot of papers submitted to the journal are discarded based on problems with the discussion. There is no rule for how long an argument should be.

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

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- Give details of all of your remarks as much as possible, focusing on mechanisms.
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- Recommendations for detailed papers will offer supplementary suggestions.

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

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