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Advertising through Mobile Phone: Efficiency, Excellence & Potentials in Bangladesh

By Md. Zainal Abedin

World University of Bangladesh, Bangladesh

Abstract- The study investigates the efficiency level of advertising through mobile phone and also explores the recent status, potentials and practices of advertisings through mobile phone in Bangladesh. The paper also measures the extent of advertising through the medium of mobile phone as new communication technology. A mobile phone ad, or mobile advertising, is a type of marketing that uses mobile phones to generate advertisements. Internet advertising, though the two are often compared. 1 By sending advertisements to cell phone users, a company can effectively reach billions of people. Advertising through MOBILE PHONE is a rapidly growing sector providing brands, agencies & marketers the opportunities to connect with the consumers beyond traditional and digital media and directly on their mobile phone. The explosive growth of wireless as a communication medium offering new advertisings opportunities and demanding the wireless become a new channel of the marketing communication mix. Mobile advertising has proven to be more efficient than

Keywords: SMS, MMS, GSM, CDMA, SMSC, WAP, PNG, JPEG, GIF, BMP, PDA, MSC. MNC, NC, NGO.

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Md. Zainal Abedin

Abstract- The study investigates the efficiency level of advertising through mobile phone and also explores the recent status, potentials and practices of advertisings through mobile phone in Bangladesh. The paper also measures the extent of advertising through the medium of mobile phone as new communication technology. A mobile phone ad, or mobile advertising, is a type of marketing that uses mobile phones to generate advertisements.¹ By sending advertisements to cell phone users, a company can effectively reach billions of people. Advertising through MOBILE PHONE is a rapidly growing sector providing brands, agencies & marketers the opportunities to connect with the consumers beyond traditional and digital media and directly on their mobile phone. The explosive growth of wireless as a communication medium offering new advertisings opportunities and demanding the wireless become a new channel of the marketing communication mix. Mobile advertising has proven to be more efficient than Internet advertising, though the two are often compared. This unobtrusive two-way communications caught the attention of media industry and advertisers as well as cell phone makers and telecom operators. Eventually, SMS became a new media - called the seventh mass media channel by several media and mobile experts - and even more, it is a two-way mobile media, as opposed to one-way immobile media like radios, newspapers and TV. Besides, the immediacy of responsiveness in this two-way media is a new territory found for media industry and advertisers, who are eager to measure up market response immediately. Using cell phones to distribute advertisements to users is a crucial part of the marketing industry. With the introduction of the cell phone, marketers found that users could be reached quickly, and that ads were difficult for users to avoid. Many companies rely now on the mobile phone ad to spread the word about a product or service. While this type of marketing has proven extremely effective, there is also one major drawback to the mobile phone ad. A study of Advertising through Mobile Phone: Efficiency Excellence & Potentials in Bangladesh is interesting because it helps researchers to understanding the contribution of a new information technology for doing business. Advertising through Mobile phone is steel at an early stage in Bangladesh. Many mobile phone users are neither aware nor interested about the feature. Even the operators have no clear cut format to provide ads through mobile phone.

Keywords: SMS, MMS, GSM, CDMA, SMSC, WAP, PNG, JPEG, GIF, BMP, PDA, MSC. MNC, NC, NGO.

1. INTRODUCTION

Advertising is a form of communication for marketing and used to encourage, persuade, or manipulate an audience (viewers, readers or

listeners; sometimes a specific group) to continue or take some new action. Most commonly, the desired result is to drive consumer behavior with respect to a commercial offering, although political and ideological advertising is also common. This type of work belongs to a category affective labor

In Latin, ad vertere means "to turn toward. "The purpose of advertising may also be to reassure employees or shareholders that a company is viable or successful. Advertising messages are usually paid for by sponsors and viewed via various traditional media; including mass media such as newspaper, magazines, television commercial, radio advertisement, outdoor advertising or direct mail; or new such as blogs, websites or text messages. Commercial advertisers often seek to generate increased consumption of their products or service through "branding," which involves associating a product name or image with certain qualities in the minds of consumers. Non-commercial advertisers who spend money to advertise items other than a consumer product or service include political parties, interest groups, religious organizations and governmental organization.

Traditional mass media like TV, Radio, Newspaper, Magazines, and Billboards are too much expensive to execute advertising cost. These media also has some drawbacks also. These are mostly one way communication and not able to achieve immediate feedback and response from audience. On the other hand the study reveals that advertising through mobile is cost effective and has two way communication. So it has the ability to achieve target customer response and feedback. For this advertising agencies are continuously looking for innovative media for their advertisements of products, services and corporate brand image. Mobile advertisements and internet based social media are the most mentionable. So Advertising through MOBILE PHONE is a rapidly growing sector, providing brands, agencies & marketers the opportunities to connect with the consumers beyond traditional and digital media and directly on their mobile phone. The explosive growth of wireless as a communication medium offering new advertisings opportunities and demanding the wireless become a new channel of the marketing communication mix. So the study actually reveals the efficiency level and excellence through mobile phone advertising.

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II. RESEARCH OBJECTIVES

The study is aimed at gaining an understanding of using mobile phone as communication tool and to measure the efficiency of this devices as the medium of advertisements, whether these devices are able to create positive impact on customers for advertisements in Bangladesh and motivate them to purchase more.. The study also has the objective to find out whether these mobile phones are able to create an authentic platform of communication for advertisement message between companies and customers. In brief the concrete objectives were:

1. To gain an understanding of mobile advertisements.
2. The main objective of the study is to measure the efficiency level of mobile advertisements as communication tool.
3. To find the extent, that whether advertisements through mobile phone are able to create an authentic platform of communication for advertisement message between companies and customers.

III. RESEARCH DESIGN (METHODOLOGY)

a) Research Approach

- This is a quantitative research, in some cases qualitative approach has been applied.
- At first phase an exploratory research has been conducted to understand the nature of problem and its subcomponents.
- After analyzing all relevant data by excel and SPSS, a descriptic method has been applied to present the findings.

b) Sources of Data

To meet the research objectives both primary and secondary sources of data have been used. More emphasis is given on primary data to conduct the research program authentically.

i. Primary Source

1. A model questionnaire has been developed to elicit essential data. The Questionnaire is structured in nature and contain 10 questions in which all are close-ended questions.

Population: All MNC, NC and NGO in Bangladesh

Sampling technique: Purposive sampling technique was used to select specific students who use mobile phone to communicate advertisement message.

Sample Size: 30 organizations (10 MNC, 10 NC, and 10 NGO)

Survey area: Dhaka, Bangladesh

2. Informal interviews with mobile advertisements experts

3. Observation of using mobile phone as as medium communication.

ii. Secondary Sources

- Books and articles on talk shows
- Various websites

c) Data Analysis Techniques

- Excel and SPSS software has been used to analyze data
- Various statistical methods and formulae has been used.

(Mean, standard deviation, and frequency distributions.)

- Different Graphs, Tables, Charts and others instruments are used to make presentable the research results (Findings).

IV. MOBILE ADVERTISEMENTS: EMERGENCE AND DEVELOPMENTS HISTORY

Mobile advertising is a form of advertising via mobile (wireless) phones or other mobile devices. It is a subset of mobile marketing.¹ It is probable that advertisers and media industry will increasingly take account of a bigger and fast-growing mobile market, though it remains at around 1% of global advertising spent.³ Mobile media is evolving rapidly and while mobile phone will continue to be the mainstay. So if we want to discuss about the Mobile Advertising we will have to know about the history of mobile phone & history of SMS through mobile phone.

a) History of mobile phone

In fact, mobile phones have significant history regarding to its development. At first, the mobile phones technology was used in trains throughout Europe during the 1950s. Then it was getting more common as radio communication in taxicabs and emergency vehicles in US. Most of the mobile phones had great size, weight and these were highly cost. It was started to become popular until FCC approved it in 1982².



¹Wikipedia, the free encyclopedia (Overview),

²<http://techicore.com/communications-and-mobile/mobile-phones/8-a-brief-history-of-mobile-phones>

On the old days, mobile phones were big and heavy, the size was getting to shrink down in the late of 1980s. Afterward, the much smaller mobile phones became popular and common in 1990s. The development happened along with the addition of new features such as note-taking, personal organization, and email³.

Furthermore, the text message service was also becoming available in 2G mobile phone in the early 1990s. Today, mobile phones have become the greatest means of technology to enable the real time communication with the family or friends⁴.

b) History of SMS through mobile phone

The SMS concept was developed in the Franco-German GSM cooperation in 1984 by Friedhelm Hillebr and and Bernard Ghillebaert. The innovation in SMS is *Short*. The GSM is optimized for telephony, since this was identified as its main application. The key idea for SMS was to use this telephony-optimized system, and to transport messages on the signaling paths needed to control the telephony traffic during time periods when no signaling traffic existed. In this way, unused resources in the system could be used to transport messages at minimal cost. However, it was necessary to limit the length of the messages to 128 bytes (later improved to 140 bytes, or 160 characters) so that the messages could fit into the existing signaling formats.⁵ This concept allowed SMS to be implemented in every mobile station by updating its software. This concept was instrumental for the implementation of SMS in every mobile station ever produced and in every network from early days. Hence, a large base of SMS capable terminals and networks existed when the users began to utilize the SMS. A new network element required was a specialized short message service center, and enhancements were required to the radio capacity and network transport infrastructure to accommodate growing SMS traffic.⁶

The first SMS message was sent over the Vodafone GSM network in the United Kingdom on 3 December 1992, from Neil Pap worth of Sema Group (now Airwide Solutions) using a personal computer to Richard Jarvis of Vodafone using an Orbitel 901 handset. The text of the message was "Merry Christmas".⁷

The first commercial deployment of a short message service center (SMSC) was by Aldiscon (now Acision) with Telia (now Telia Sonera) in Sweden in 1993, followed by Fleet Call (now Nextel) in the US, Telenor in Norway and BT Cellnet (now O2 UK) later in 1993. Most early GSM mobile phone handsets did not support the ability to send SMS text messages, and

Nokia was the only handset manufacturer whose total GSM phone line in 1993 supported user-sending of SMS text messages.⁸

c) What is Mobile Advertising

Advertising is any paid form of non-personal presentation and promotion of ideas, goods or services by any identified sponsor.⁹ Advertising can be used to build up a long-term image for a product or trigger quick sales. Advertising can efficiently reach geographically dispersed buyers. Just the presence of advertising can have good impact on sales: consumers might believe that heavily advertised product must offer good value. If a business truly wants to succeed in this challenging world of business, it is require that they should always use a series of promoting secrets that most people are not using.

A mobile phone ad, or mobile advertising, is a type of marketing that uses mobile phones to generate advertisements. By sending advertisements to cell phone users, marketing companies can effectively reach billions of people. Mobile advertising has proven to be more efficient than Internet advertising, though the two are often compared.

This unobtrusive two-way communications caught the attention of media industry and advertisers as well as cell phone makers and telecom operators. Eventually, SMS became a new media - called the seventh mass media channel by several media and mobile experts - and even more, it is a two-way mobile media, as opposed to one-way immobile media like radios, newspapers and TV. Besides, the immediacy of responsiveness in this two-way media is a new territory found for media industry and advertisers, who are eager to measure up market response immediately.

Using cell phones to distribute advertisements to users is a crucial part of the marketing industry. With the introduction of the cell phone, marketers found that users could be reached quickly, and that ads were difficult for users to avoid. Many companies rely now on the mobile phone ad to spread the word about a product or service. While this type of marketing has proven extremely effective, there is also one major drawback to the mobile phone ad.

d) Types of Mobile Advertising

In some markets, this type of advertising is most commonly seen as a Mobile Web Banner (top of page) or Mobile Web Poster (bottom of page banner), while in others, it is dominated by SMS advertising (which has been estimated at over 90% of mobile marketing revenue worldwide)⁹. Other forms include

³<http://techicore.com/communications-and-mobile/mobile-phones/8-a-brief-history-of-mobile-phones>.

⁴<http://techicore.com/communications-and-mobile/mobile-phones/8-a-brief-history-of-mobile-phones>.

⁵ <http://techicore.com/communications-and-mobile/mobile-phones/8-a-brief-history-of-mobile-phones>.

⁶ Master's Thesis on Mobile Advertising by *Hoang Ngaluong*, 2007

⁷ http://en.wikipedia.org/wiki/Mobile_phone_content_advertising

MMS advertising. There are hundreds of handsets in the market and they differ by screen size and supported technologies (e.g. MMS, WAP 2.0). For color images, formats such as PNG, JPEG, GIF and BMP are typically supported, along with the monochrome WBMP format.

e) SMS Advertising

In this competitive world, where in each step you will find competition. In order to have win win position in this competitive world there should be some strong weapons to be used to have winning edge. One of the strong weapons is advertising through SMS. In the current scenario people are lacking time, there is a very urgent need for quick and effective communication system. Bulk SMS Solutions are considered as the safest and quickest mode of communication. The GSM specification which is part of Short Message Service or SMS is also commonly referred to as text messaging or "texting" as well. SMS can be sent with the help of mobile phone to another mobile phone, a regular land line, a handheld device such as a personal digital assistant (PDA), or a computer connected to the Internet. The marketers have found a new way of advertising to reach the consumers with the growth in the cellular market. Millions of SMS or more are sent in a month. SMS advertising has emerged as the most suitable and effective medium for advertising due addition towards SMS and its popularity among youths. SMS has brought a new way of doing marketing communication for the advertisers to reach their clients in any part of the world at any time. With the minimum possible costs one can easily use SMS gateways to generate the maximum awareness in client's mind. For brand recalling the SMS gateway can also be used. Today companies are using this method to reach out to their clients' base. The clients' can be inclined to purchase by boosting with the text messages. From mobile phones we can send and receive Short Message Service. Content of Short Message Service is limited to 160 characters. SMS can be sent to mobile phones and pagers with the help of SMS Gateway. Bulk SMS can be sent with the advances in SMS technology, through which it has become easy to send around the world, whether it will be a single message, or a multiple message i.e. the list containing millions of numbers. SMS can be sent via a web based interface or connecting the own application direct to their gateway via the internet depending upon the need, company can select a SMS solution. One can deliver bulk SMS quickly, cheaply and reliably by using bulk SMS.

SMS advertising is such type of mobile phone ad that tends to gain favorable results. A SMS advertisement appears on a user's phone as a short message; these messages often look like normal text messages. One advantage of SMS is that while even in conference, users are able to send and receive brief messages unobtrusively, while enjoying privacy. Even in

such environments as in a restaurant, café, bank, travel agency office, and so on, the users can enjoy some privacy by sending/receiving brief text messages in an unobtrusive way.

i. MMS Advertising

Multimedia Messaging Service (MMS) advertising is another way of reaching consumers. MMS messages pop-up while a user is attempting to play a game, or download Internet content.

ii. Mobile web Advertising

Mobile Web Banners and Mobile Web Posters are the popular types of mobile advertising. A Mobile Web Banner refers to an advertisement that is placed at the top of a mobile phone screen. A Mobile Web Poster is similar to a Mobile Web Banner, only this banner is placed at the bottom of a phone's screen.

f) Comparison with the Types

A study by Harris Interactive, a research firm, showed that about 7 percent of the American mobile phone users would be interested in receiving SMS ads.¹⁰ Marketing is important to publicize about the company, its product, brand name and services and every business men wants his business to grow. Today, using Bulk SMS has become a wide choice with the world of business to spread a word about their company globally. And this is happening with the eventual change in the mobile technology. Mobiles have become life of people as wherever they go they carry it, this is because mobiles are cheap and can be used anywhere.

To receive MMS advertising it will require to enable MMS option on phone set and for enabling MMS it will required to enable internet on mobile and the mobile hand set must be support the enabling internet option.

At the same browsing Mobile web advertising it will required internet & high definition hand set.

⁸ Journal of Theoretical and Applied Information Technology [www.jatit.org]

Advertising Type	Hand Set Required	Service Connection Type
To receive SMS ads	Normal & minimum specification	Only tele connectivity
To receive MMS ads	Normal but minimum MMS enabled	Tele connectivity & internet connection & MMS activation
To browse Mobile web ads	High resolution & minimum WAP 2.0 supported	Tele connectivity & internet connection & WAP activation

Chart-01: Comparison with the mobile phone advertising types.

So we can see there are some high requirements of handset to receive MMS ads & to browse mobile web ads. This type of required handset & connections are not common use in Bangladesh. So in this paper I will focus on SMS advertising because-

It does not require any additional functionality from the mobile phone, all devices available today are capable of receiving SMS.

Another advantage of SMS is that while even in conference, users are able to send and receive brief messages unobtrusively, while enjoying privacy. Even in such environments as in a restaurant, café, bank, travel agency office, and so on, the users can enjoy some privacy by sending/receiving brief text messages in an unobtrusive way.

There is group SMS which is rising in the entrepreneurs as sending SMS to people are quick and easy in it. And SMS can be transmitted to a group of people at once. This is a global service used by many enterprises for different reasons. Anyone can send SMS through it and avail the benefit.

g) Comparison with the other advertising media

Some of the famous ways of media advertising includes-

i. Television

Television is one of the most powerful sources of media advertising. TV has the maximum capability of reaching almost every home for the whole of 24 hours, but it is one way media and very easy to avoid where sms does not possible to avoid.

ii. Newspaper

Newspapers also virtually reaches every home all around the world and is one of the major media components. In our country everyone does not read newspaper but now a day's everyone use mobile phone.

iii. Internet

Among these, Internet has proved to be the most opted and successful media. Businesses can advertise their product through a website and can thus attract huge traffic to it, but one should connect with internet if he/she wants to view the advertisement otherwise the ad is out of his/her sight for ever. For sms ads only a normal configured handset & tele-connection is enough to receive & view the sms ads.

iv. Magazines

Magazines are also a good medium of media advertising. Magazines are limited to a specific category of people who buy them therefore the advertisements in these magazines are for specific audience only. Before advertising the product through media, a business need to keep in mind certain essential aspects that helps in attracting audiences.

Putting a lot of money in advertisement does not guarantee success of the product. Therefore put a substantial amount of money only and give priority to content [14]. Due to the presence various media advertising means, it becomes difficult for a business to choose the right medium. Media advertising sources have changed and developed with time. Previously, TV and newspapers were the most sought out ways of promoting a product. Today Internet, telemarketing, and SMS advertisements have brought a drastic change in media advertisement scenario. In this competitive world one of the strong weapons in advertising through sms because of its quick & effective two way communication system.

h) Forms of Mobile advertising through advertising:

i. Competitions

Competition is the most popular form of mobile advertising. The main advantage of competitions is that the prize provides users with a tangible reason to contact the relevant company. If the prize is interesting competitions will have more chance to be successful.

There are several kind of mobile competition like Simple entry, Text 'n win, Quiz, SMS Voting etc.

ii. Location base service

Location Based Services are services which are enhanced with and depend on information about a mobile station's position. Location based services that connect to a distinct location are highly relevant for local advertising such as a person can receive a message including directions to the nearest restaurant or train station.

iii. Coupons

Companies can send coupons to mobile phones though SMS. There are some advantages from mobile coupon: targeting based on customer mobile phone numbers; time sensitivity such as receiving a 20%discount on purchases immediately after entering a shop; and efficient handling by scanning the coupon's

bar-code at the cash desk. Expert predicts that consumers will use mobile coupons more often than ordinary paper coupons because the coupons will be stored in the mobile phones memory and therefore difficult to misplace or forget- compared to their paper-based equivalents. Customers keep their mobile phone with them and therefore the coupon with them too.

iv. Alerts

Alerts fit well with mobile media because they are location or time sensitive. Advertisers can reach users at any time because mobile devices are carried along by people wherever they go. Even though text message alerts are practically push-based services, it can work well with other pull-based forms of mobile advertising. For instance, web portal and search engine companies Lycos offer shopping alerts via SMS, being a push-based service the SMS shopping alerts help as a price comparison tool.

Alert can also be used to deliver real time information such as sport results, stock quote and business news all for sale purposes it should be permission-based though. It can also be used to get a chat based - service. (ibid)

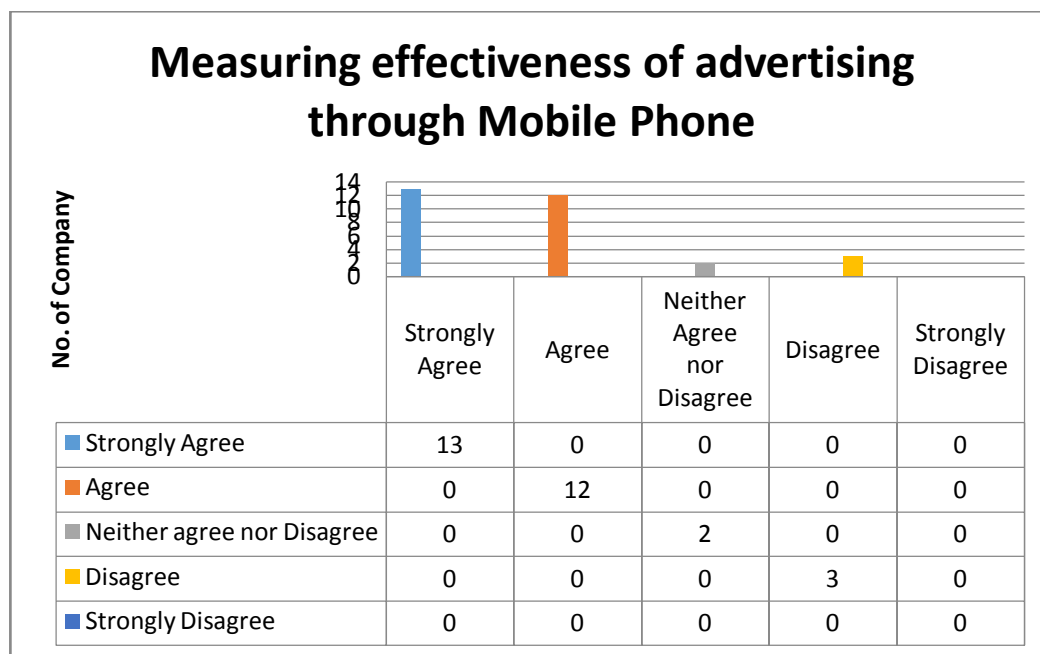
Statement 01: Cost can be reduced through Mobile advertising.

v. Sponsorships

Sponsorships for an already established service is another way advertisers can use to reach mobile users. The sponsorship money can be used to add value to the service or reduce costs for customers. To be successful with sponsorship activities the advertiser should care about the service, it should be relevant to the company or brand and the service should target specific users so that the company knows who to subscribe to the service.

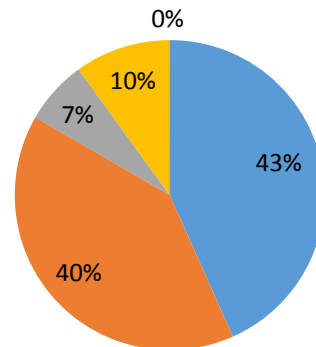
vi. Analysis and Findings

The study asked ten questions about advertising effectiveness through mobile phone to ten MNC, ten NC and ten NGOs in Bangladesh. The survey was conducted according to a questionnaire. The answer for each question for 30 organizations is arranged by using column chart and pie chart and also expressed as percentage. These are described as follows:



Measuring effectiveness of advertising through Mobile Phone

■ Strongly Agree ■ Agree ■ Neither Agree nor Disagree ■ Disagree ■ Strongly Disagree



a) Interpretation

From the table and Pie chart it is shown that 13 organizations strongly believed that advertising cost can be reduced by using mobile phone. Another 12 organizations are agreed with that case statement, two of them neither agreed nor disagreed. However 3 companies believed that it is not so possible.

In pie chart we can see that, the percentage of the strongly agreed companies are 23, whereas 40%

support this statement and 43% strongly agreed on that agreement. Although 10 % disagreed with the statement but interestingly neither of them disagreed strongly.

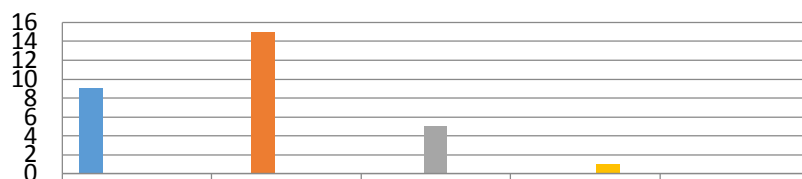
b) Conclusion

From this analysis it can be clearly said that for a specific purpose cost of mobile advertising is much lower.

Statement 02: Personalized SMS on advertisement can be possible through Mobile Phone.

Measuring effectiveness of advertising through Mobile Phone

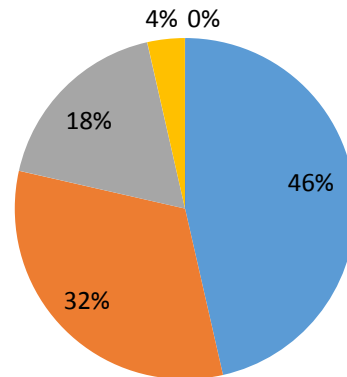
No. of Company



	Strongly Agree	Agree	Neither Agree nor Disagree	Disagree	Strongly Disagree
Strongly Agree	9	0	0	0	0
Agree	0	15	0	0	0
Neither agree nor Disagree	0	0	5	0	0
Disagree	0	0	0	1	0
Strongly Disagree	0	0	0	0	0

Measuring effectiveness of advertising through Mobile Phone

Strongly Agree Agree Neither Agree nor Disagree Disagree Strongly Disagree



a) Interpretation

From the above table it is shown that 24 organizations assumed that personalized SMS can be possible through mobile advertising whereas 9 of them strongly agreed and 15 of them agreed. However one of them disagreed. Interestingly 5 companies have provided no comments.

So it can be said that 50% of the surveyed organizations are agreed with the statement and 30%

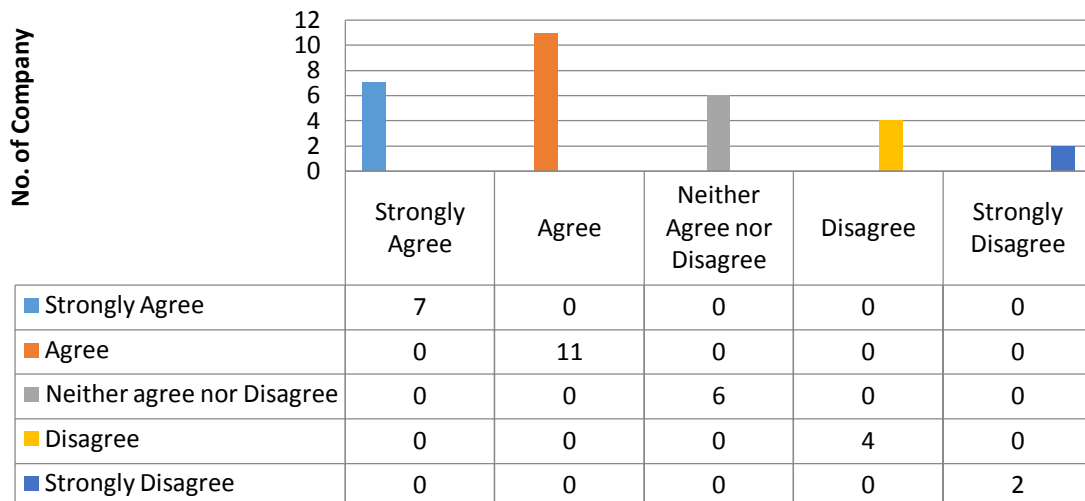
strongly agreed whereas 17% do not have any comments but 3% of them disagreed that it might not possible for personalized SMS through mobile phone.

b) Conclusion

The statistical data shows that maximum number (80%) of the surveyed organizations believed in personalized SMS on advertisement can be possible through Mobile phone.

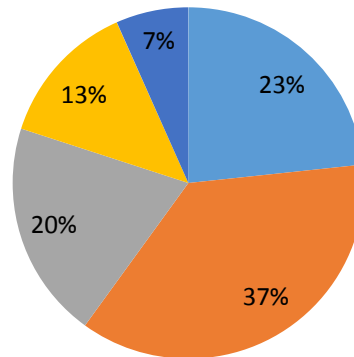
Statement 03: Much more response can be achieved through mobile advertisement

Measuring effectiveness of advertising through Mobile Phone



Measuring effectiveness of advertising through Mobile Phone

Strongly Agree Agree Neither Agree nor Disagree Disagree Strongly Disagree



a) Interpretation

From the chart, it is shown that 18 companies answered in affirmative whereas 7 companies strongly accept the statement and the rest 11 companies only agree with the statement. Although 6 companies position is neutral but on the other hand 6 companies are disagreed and believed that much more response cannot be achieved.

The pie chart illustrates that 37% of the surveyed companies are agreed with the statement and

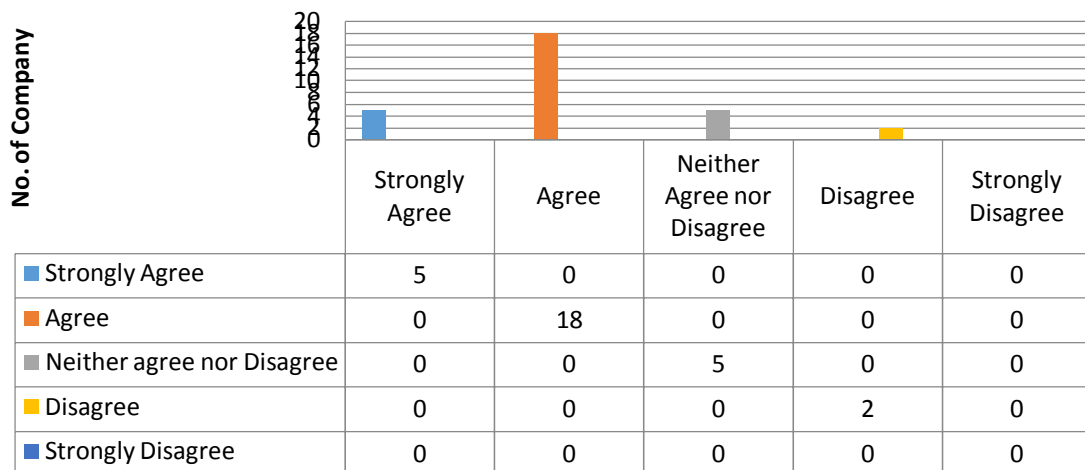
therefore 23% strongly agreed whereas 20% have no comments but 20% of them disagreed where 7% strongly denied that much more response cannot be achieved.

b) Conclusion

Although much more response can be received through mobile phone but it may not sometimes fruitful.

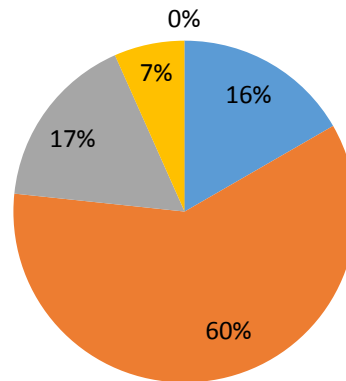
Statement 04: Local demand of products can be created.

Measuring effectiveness of advertising through Mobile Phone



Measuring effectiveness of advertising through Mobile Phone

Strongly Agree Agree Neither Agree nor Disagree Disagree Strongly Disagree



a) Interpretation

From the above table and chart it is shown that 18 companies of them strongly believed that advertising through mobile phones are able to create local demand. Other 5 companies are agreed with this case statement. But 5 of them neither agreed nor disagreed. However 2 companies believed that it is not so possible.

In pie chart it is seen that, 60% support this statement and agreed although 7% disagreed with the

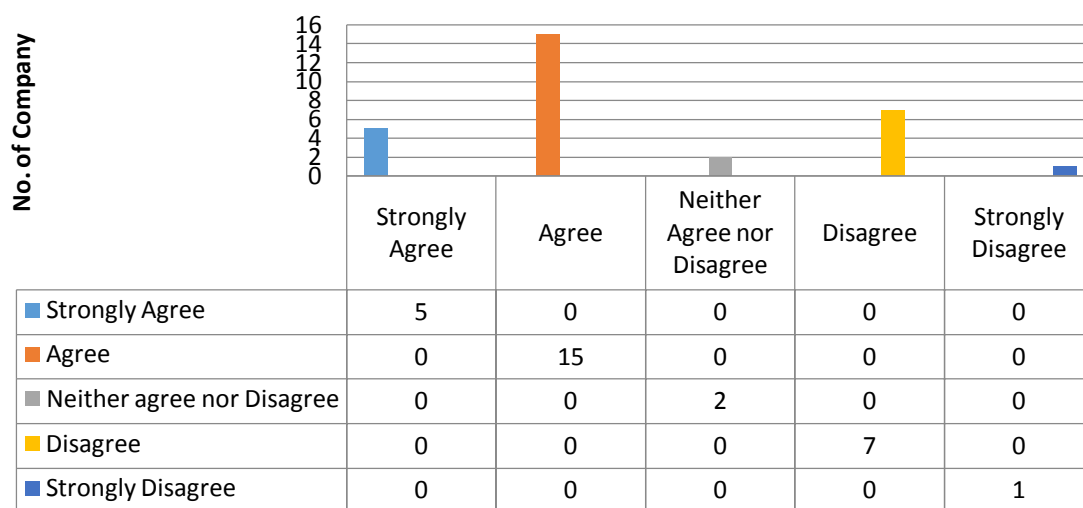
statement. But both 17% of the companies agreed and at a same time have no comment.

b) Conclusion

From this analysis, we can say that local demand can be easily created through mobile phone advertisement.

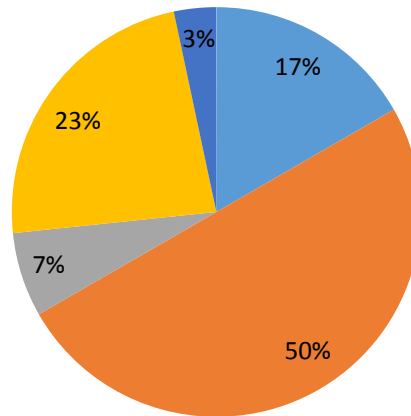
Statement05: Advertising clutter can be removed through Mobile phone.

Measuring effectiveness of advertising through Mobile Phone



Measuring effectiveness of advertising through Mobile Phone

Strongly Agree Agree Neither Agree nor Disagree Disagree Strongly Disagree



a) Interpretation

From the above table and chart it is shown that 5 companies are strongly believed with the statement and 20 companies just agree with the above statement whereas (8 companies) are disagreed and One of them is strongly disagreed. Two of them expressed no comments.

It can be said that 50% of the companies think that advertising clutter can be removed by

advertisements through mobile phone whereas approximately half of them disagreed. 17% strongly believed and 7% have no comment.

b) Conclusion

Though it is possible to remove advertising clutter through mobile add, it may sometimes make customer more bored.

Statement 06: Instant response can be possible with mobile advertisement than those of other media.

Measuring effectiveness of advertising through Mobile Phone

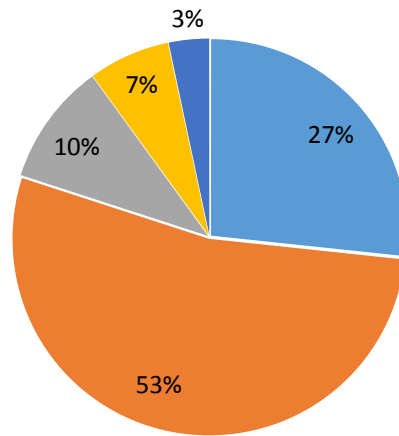
No. of Company



	Strongly Agree	Agree	Neither Agree nor Disagree	Disagree	Strongly Disagree
Strongly Agree	8	0	0	0	0
Agree	0	16	0	0	0
Neither agree nor Disagree	0	0	3	0	0
Disagree	0	0	0	2	0
Strongly Disagree	0	0	0	0	1

Measuring effectiveness of advertising through Mobile Phone

Strongly Agree Agree Neither Agree nor Disagree Disagree Strongly Disagree



a) Interpretation

From the above table and chart it is shown that 24 companies believed that it is possible to gain instant response through mobile phone whereas 8 companies are strongly agreed to this statement. 3 companies have no comment. However 3 others of them disagreed including one company strongly disagreed.

Instant response from customer can be received is believed by 80% of surveyed companies

whereas 27% strongly agreed and 53% just agreed with the statement. Neither agreed nor disagreed companies are about 10%. Beside 7% disagreed and 3% strongly disagreed with the statement.

b) Conclusion

According to the maximum companies of the surveyed has found that it is much easier to get instant responses to the mobile add than those of advertising through other media.

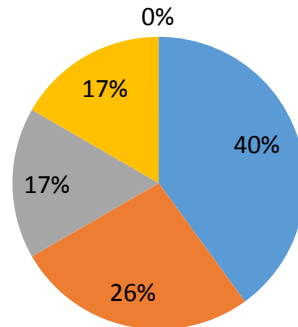
Statement 07: Maximum reach can be possible than those of other media.

Measuring effectiveness of advertising through Mobile Phone

No. of Company					
	Strongly Agree	Agree	Neither Agree nor Disagree	Disagree	Strongly Disagree
Strongly Agree	12	0	0	0	0
Agree	0	8	0	0	0
Neither agree nor Disagree	0	0	5	0	0
Disagree	0	0	0	5	0
Strongly Disagree	0	0	0	0	0

Measuring effectiveness of advertising through Mobile Phone

Strongly Agree Agree Neither Agree nor Disagree Disagree Strongly Disagree



a) Interpretation

In the figure, it is shown that 20 companies believed that maximum reach can be possible through mobile phone where 12 companies strongly agreed and 8 others just agreed with the statement. However 5 companies disagreed with the statement and 5 others have no comments.

Pie chart analysis shows that about 67% of the surveyed company agreed with the statement in which

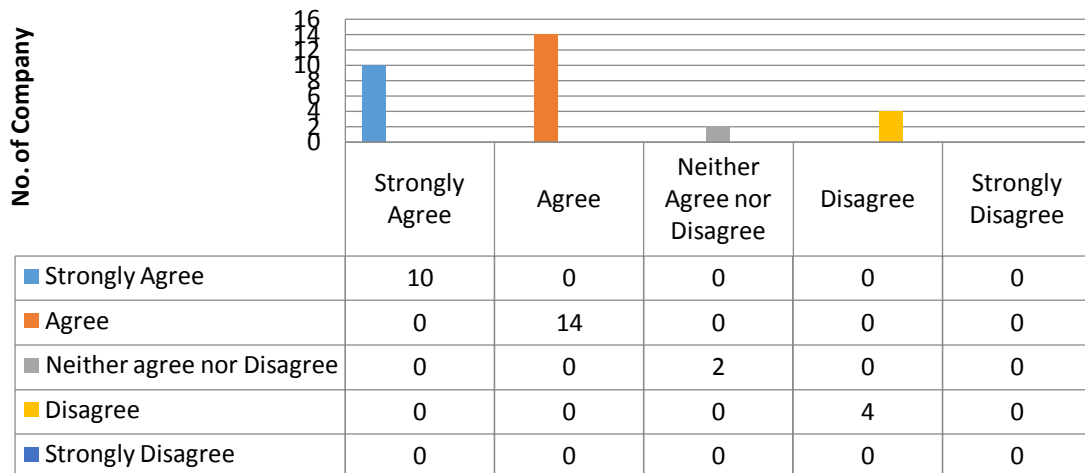
40% of the companies are strongly hold their agreement and 27% agreed. There is no company who strongly disagreed but 17% of the companies disagreed and 17% has no comment.

b) Conclusion

From the analysis it can be strongly said that for it is easier to reach a maximum coverage than those of other media.

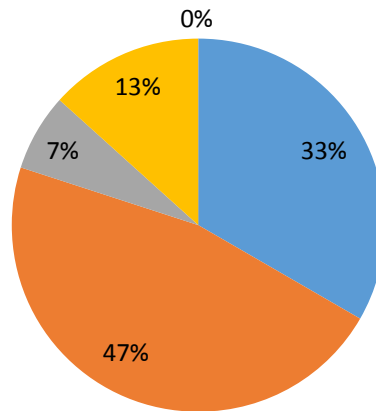
Statement 08: Frequency rate or a customer can read the SMS more than one time.

Measuring effectiveness of advertising through Mobile Phone



Measuring effectiveness of advertising through Mobile Phone

Strongly Agree Agree Neither Agree nor Disagree Disagree Strongly Disagree



a) Interpretation

Above chart illustrates that 24 numbers of the companies are agreed with the statement in which 10 companies strongly believed with the statement and other 14 companies hold their support in the case statement. Only 4 companies disagreed and 2 of them has neither agreed nor disagreed.

The pie chart describes that 47% are agreed with the statement and 33% supports strongly. So

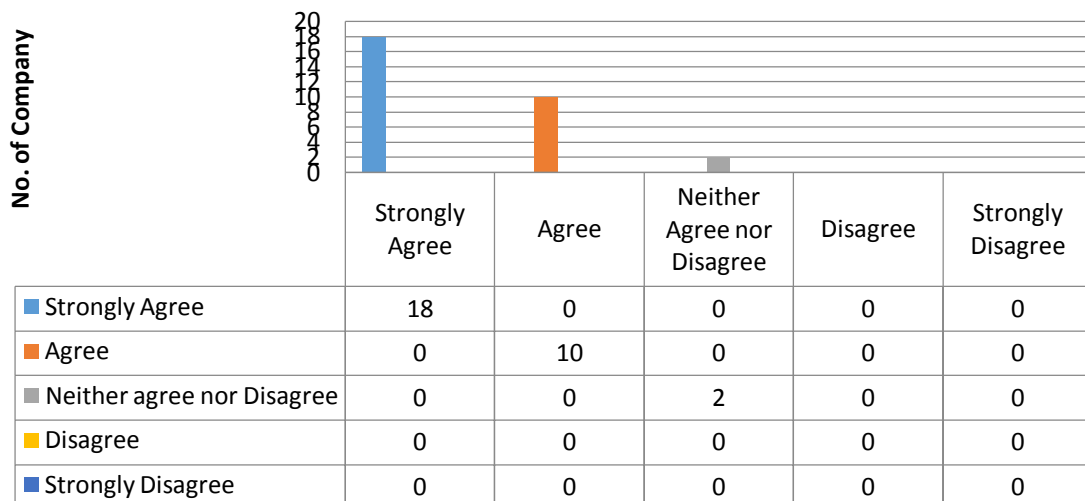
approximately 80% believed that customer can read the SMS more than one time. 13% of the companies think that it may bore the customers. And 7% of the company position is neutral.

b) Conclusion

We can say that a customer can read the mobile advertisement i.e. SMS more than once if the advertisement is much more interesting and attractive.

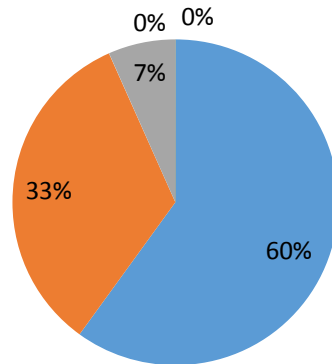
Statement 09: In mobile add, Customer think that the advertiser consider him as an important person.

Measuring effectiveness of advertising through Mobile Phone



Measuring effectiveness of advertising through Mobile Phone

Strongly Agree Agree Neither Agree nor Disagree Disagree Strongly Disagree



a) Interpretation

From the above analysis it can be strongly said that 18 companies among the 30 surveyed companies are strongly hold their position in this statement and another 10 companies also believe this statement. Therefore, two other companies are neutral.

The pie chart exhibits the maximum number of companies which strongly believed that customer feels him as an important person which is about 60% and

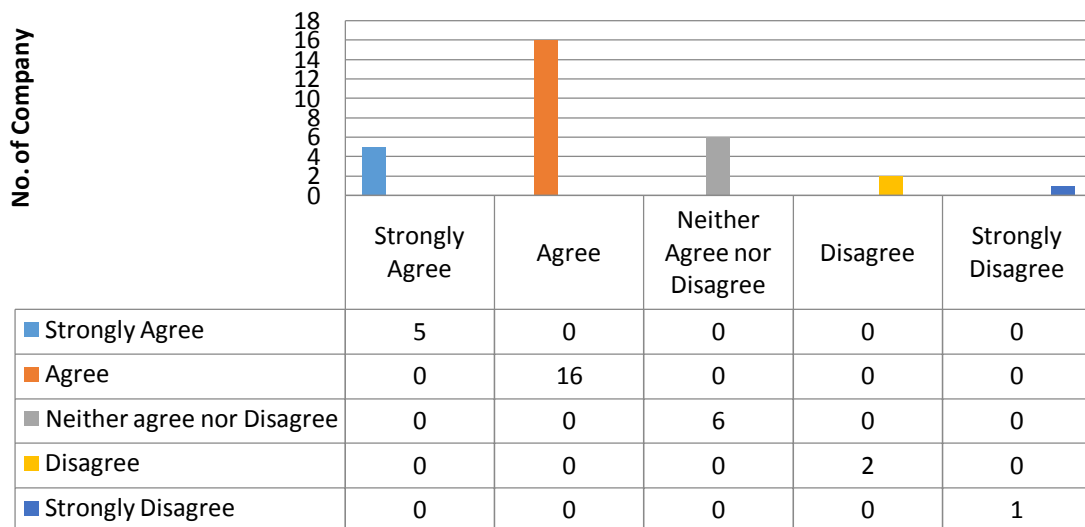
another 33% agree with this statement. Only 7% of the companies did not agree in this statement.

b) Conclusion

In fact, a customer considered him as an important one for the company when the company treats the customer as an important which can be easily understand by the mobile advertisement.

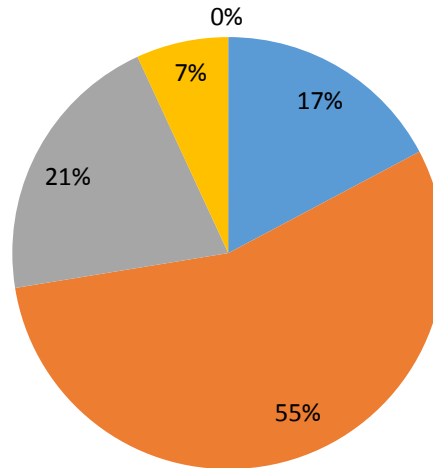
Statement 10: Local culture / values can be preserved by mobile advertisement.

Measuring effectiveness of advertising through Mobile Phone



Measuring effectiveness of advertising through Mobile Phone

■ Strongly Agree ■ Agree ■ Neither Agree nor Disagree ■ Disagree ■ Strongly Disagree



a) Interpretation

From the above chart and table it is shown that (16+5) or 21 companies admit that it might be possible to preserve our culture and values. 6 companies have neutral opinion in this statement. Rest 3 companies disagreed with the statement in which one company strongly disagreed.

b) Conclusion

For maximum cases it might be possible to preserve our local culture through mobile advertising as it is not possible to see the western culture through mobile advertisement.

V. RECOMMENDATIONS

After analyzing all relevant data and information and from the research results the following recommendations are necessary.

1. The companies and government should take initiative to increase Mobile user so that all level and class of customers can be reached.
2. The mobile operator should reduce SMS and MMS cost so that all organizations can utilize these services for mobile advertisements. These will bring benefit both of them.
3. All types of features and innovative features should be added in mobile phone so that advertising through can be more effective than those of other media.
4. Network facilities of every mobile company should be strong and enriched so that all mass people in rural areas can be reached.
5. The appeal of the mobile device as a business tool is not hard to understand. Most of the working and non-working time we spent together with mobile phone. So we have to get benefit of it.
6. The mobile phone operators should have some easy and cost effective way to use their SMS gateway so that the business groups can easily send SMS to their potential clients.
7. Every business groups should make their own client list or possible client list to avoid disturbance to the people who have no interest or connection with the product. In this way one can easily use SMS gateways to generate the maximum awareness in client's mind.
8. Since SMS advertising has emerged as the most suitable and effective medium for advertising due addition towards SMS and its popularity among youths. As this is nearly impossible to avoid or ignore the SMS even the user like or dislike it, so company should exploit the opportunity to reach in client's door.
9. The company should develop software to segregate the consumer group easily by listing them categorically and create group and can easily send the SMS with the help of some developed software.
10. To succeed in One to One marketing the company can develop more efficient and innovative way to deliver more personalized business message.

VI. CONCLUSION

The paper has given an account of the awareness level of the using mobile phone as tool for advertisement of products. It has revealed how much companies and customers are aware, what they know, how they response, and why they involve with this mobile advertisements. The study was an attempt to investigate the actual level of efficiency and awareness level of mobile advertisements and how much these shows act as a common and authentic platform of communication between customers and companies. It also revealed that different advertisement media present a particular characteristics in different ways which lead the customers and companies's towards ambiguity. There is no doubt that it is very much significant for a company to reach his product to the customers. In this case advertising and promotion for the companies or organization's product are very much important. For this reason all organizations always select different media for advertising their product in the industry. In this analysis it is seen that mobile advertising might be a new idea but it seems to be much more efficient and company find interests on this media. Specially some company which sell the daily products and services gain much return and they get huge responses. The also illustrates this matter. For maximum cases it seems to be positive but in some cases it is difficult to advertise. Since this medium is possible to reach at maximum level, so the obstacles of mobile advertising must be solved and take necessary steps so that this can be much more attractive and popular medium for product advertisement and promotion.

In the developed countries, research has been conducted on this topic to measure awareness and efficacy level of customers and companies. But there was perhaps no research or any works are done on this topic in the area in Bangladesh. As a primary and early research, it has initiated just to explore the knowledge in this field. Hopefully the research results or outputs would provide a basis for further research on mobile advertisements and encourage future researchers. It would be also helpful for various companies, NGOs, GOs, MNCs and marketing specialists and consultants and other stakeholders in their profession, since the paper gives some insights into the investigation and circumstances of mobile advertisements.

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Appendix: Questionnaire

Name of the Company:

Address:

Position hold:

Company type:

Email:

Contact no:

Website:

Title: Measuring advertising effectiveness through mobile phone.

Case statement for advertisements:-

1. Cost can be reduced through mobile advertising.

- (a) Strongly agree. (b) Agree. (c) Neither agree nor Disagree.
(d) Disagree. (e) Strongly disagree.

2. Personalized SMS on advertisement can be possible through mobile phone.

- (a) Strongly agree. (b) Agree. (c) Neither agree nor Disagree.
(d) Disagree. (e) Strongly disagree.

3. Much more response can be achieved.

- (a) Strongly agree. (b) Agree. (c) Neither agree nor Disagree.
(d) Disagree. (e) Strongly disagree.

4. Local demand can be created.

- (a) Strongly agree. (b) Agree. (c) Neither agree nor Disagree.
(d) Disagree. (e) Strongly disagree.

5. Advertising clutter can be removed through mobile phone.

- (a) Strongly agree. (b) Agree. (c) Neither agree nor Disagree.
(d) Disagree. (e) Strongly disagree.

6. To gain instant response can be possible to mobile advertisement than those of other media.

- (a) Strongly agree. (b) Agree. (c) Neither agree nor Disagree.
(d) Disagree. (e) Strongly disagree.

7. Maximum reach can be possible than those other media.

- (a) Strongly agree. (b) Agree. (c) Neither agree nor Disagree.
(d) Disagree. (e) Strongly disagree.

8. Frequency or a customer can read the SMS more than one time.

- (a) Strongly agree. (b) Agree. (c) Neither agree nor Disagree.
(d) Disagree. (e) Strongly disagree.

9. In mobile add, Customer think that the advertiser consider him as an important person.

- (a) Strongly agree. (b) Agree. (c) Neither agree nor Disagree.
(d) Disagree. (e) Strongly disagree.

10. Local culture / values can be preserved by mobile advertisement.

- (a) Strongly agree. (b) Agree. (c) Neither agree nor Disagree.
(d) Disagree. (e) Strongly disagree.

Signature of the Position holder



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Components of Customer Retention Strategy in Mobile Telephone Industry in Malaysia: Structural Equation Modeling (Sem)

By Anwar Hasan Abdullah Othman & Amandu Yassin Is' haq

International Islamic University Malaysia, Malaysia

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Keywords : *relational investment, solidarity, confirmatory factor analysis, customer retention strategy, customer trust and satisfaction.*

GJMBR - E Classification : *JEL Code : M37*



COMPONENTS OF CUSTOMER RETENTION STRATEGY IN MOBILE TELEPHONE INDUSTRY IN MALAYSIA: STRUCTURAL EQUATION MODELING SEM

Strictly as per the compliance and regulations of:



RESEARCH | DIVERSITY | ETHICS

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Keywords: relational investment, solidarity, confirmatory factor analysis, customer retention strategy, customer trust and satisfaction.

I. INTRODUCTION

Customer retention strategy is the policy framework that a company can devise in order to retain its customers for future business transactions. Venu (2010), twenty first century business organizations face multitude of challenges from both internal and external environments in retaining customers. Williams (2011) reiterates that the current business dynamics not only in the US, but also in the rest of the industrial world is complex and volatile. Therefore, in this kind of thorny business environment, it is imperative for companies to retain their customers for foreseeable future. Paulin, et al., (1998), said that customer retention is seen in repeat purchases and

customer recommendation of the firm's good and/or services for others to use. Malaysian mobile telephone communication industry is equally such competitive industry. There are many mobile telephone companies, including Maxis, Celcom, DiGi and U-mobile. Besides these direct mobile telephone services, the internet services, fixed phone lines and other forms of communication channels have aggravated the level of competition in the industry like elsewhere as well. All this emphasizes the need to retain the available product and/or service consumers, as it may be costly to recruit new customers in such competitive and volatile industry. Therefore, it is imperative for the industry players to be aware of the critical and relevant fundamentals of successful retention of the customers. Relevant literature suggests some of the following variables that this study has empirically tested.

II. INTEGRITY AND FLEXIBILITY

Integrity is about maintenance of complex multi-dimensional roles that forms network or relationship (Kaufman 1987). Or put in the language of Dwyer and Oh, (1988), role integrity is the participation, expectation as well as realization of joint decision-making, that collaboratively facilitate change. Tahir, (2003) indicates that as the relationship between the supplier and the customer grows; empathy will be established resulting in greater loyalty from the customers. While, flexibility is the actors' or parties' readiness to adopt an existing implicit or explicit agreement, to new environmental conditions, (Noordenier et al., 1990) as cited in Bjorn, (2002). It encourages provision for trial and adoption within relationship through modification of the terms of agreement and and focus, in response to unforeseen events and changing conditions (Macneil, 1980). Therefore, the study hypothesis that:

1. H_a = There is significant relationship between integrity and flexibility and the customer retention strategy.

a) Relational Investment

Relational norms represents the patterns of accepted and expected sentiments and behaviors shared by members of an exchange systems that have the force of social obligation or pressure on members of

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an exchange system (Axelrod, 1986). Paulin, Perrien and Ferguson (1997) indicate that relational norms also referred to as relational investments has positive effect on clients' satisfaction and judgment of products. The Bjorn (2002) found that in relational marketing, buyers' perception of the suppliers' behaviour have a strong impact on important relationship goals such as parties' satisfaction, trust and intention to switch or not. Therefore, this study hypothesis that:

2a. H_a = There is significant relationship between relational investment and the customer satisfaction and trust.

2b. H_a = There is significant relationship between relational investment and the customer retention strategy.

b) *Solidarity*

The preservation of the relationship between the parties of an exchange system, particularly in a situation(s) in which one partner is in eminent predicament is the concept of solidarity (Kaufman & Stern 1988; Achrol 1997) as cited in (Bjorn 2002). Guinner et al., (1998) found that even if the consumers perceive the core services attributes as being less than optimal, they would remain the relationship as long as there is practice of solidarity. Jones et al., (2000) also established an indirect empirical link between solidarity and repurchase intention. This link suggests that, in situation of low customer satisfaction, strong interpersonal relationship (in form of solidarity) positively influences the extent of customers' intention to repurchase. This view seems to suggest that good supplier-customer relationship acts as a barrier to switching. Berry and Parasuraman (1991) also suggest that effective investments into specific relationship increase customers' dependency on the supplier because that raises the costs of switching to alternative and/or competitors. By switching to a competitor, the customer would lose benefits from the relationship-specific investments not readily available from the competitors, or the new alternative supplier(s). Moon-Koo et al., (2004) conclude that the interpersonal relationship between the company and its customers can be an important switching barrier. Thus, the study hypothesis that:

3. H_a = There is positive relationship between solidarity and the customer satisfaction and trust.

c) *Distinctive Superior Offer*

Barriers and the description of the components Jones et al. (2000), defined a switching barriers (Distinctive Superior Offer in this study) as any factor, which makes it difficult or costly for consumers to change product or service providers. The relationship between switching barriers and customer retention Bansal and Taylor (1999), and Lee et al., (2001),

confirmed that there is positive effect of switching barriers on behaviour intention. Porter (1980) and Jackson (1985) as cited in Neeru and Patterson (2000), said that the costs and pain of changing the supply source lead to relationship maintenance and saves the relationship from dissolution. Due this study contain mediator variable which customer satisfaction and trust, it hypothesis that there is relationship between the Distinctive Superior Offer and the Customer Retention Strategy according to the existing literature, however, this relationship can be explained by using Customer satisfaction and trust as partial mediator for modeling structure of this study. Therefore the study hypothesis that:

4. H_a = There is significant relationship between distinctive superior offer and the customer satisfaction and trust.

d) *Customer trust and satisfaction*

Satisfaction and trust are representing the mediator variable in this study, where, satisfaction is the post-purchase evaluation of service following consumption experience, (Neeru and Patterson, 2000). It is thought to possess both cognitive and effective components (Bitner, 1990; Oliver, 1980; Oliver and Swan, 1989), as cited in Neeru et al., (2000) Cronin and Taylor (1992), and Patterson et al., (1997) found that consumer satisfaction has a significant impact on repurchase intention in a range of services. In addition, trust is said to be "social glue", and "social lubricant, Avinandan and Nath (2003), suggest that trust can be looked at as willingness to rely on an exchange partner in whom one has confidence. Morgan and Hunt (1994) argue that trust exists when one party has confidence in an exchange partner's reliability. Neeru et al., (2000), indicate that trust establishes the relationship between client and service provider and argue that service provider may be unable to retain even those customers who are satisfied if there is no trust among the exchange partners. Therefore, this study hypothesis that:

5. H_a = There is significant relationship between customer satisfaction and trust and the customer retention strategy.

III. METHODOLOGY

This study adopted structural equation modeling (SEM) approach, using the tool analysis of moment structures (AMOS) version 18.0 with maximum likelihood estimation in order to test the above proposed hypotheses. SEM is a multivariate technique that combines multiple regressions with confirmatory factor analysis to simultaneously estimate a series of interrelated dependence relationships. SEM is a widely applied technique in several fields including marketing, psychology, social sciences and information systems (Suki, 2011). Two hundred fifty questionnaires were

distributed to students and other members of International Islamic University Malaysia (IIUM) community. The questionnaires were designed using 5-point Likert scale ranging from 1 (strongly disagree) to 5 (strongly agree). Convenience sampling method was adopted, though with has limitations as the sample is not representative of the total population in Malaysia in this case. The total scale items for the study are 35 as showed in Appendix 1. From the exploratory factor analysis (EFA) results, 26 items were used and six factors were extracted, namely, customer retention strategy (CRS), trust and Satisfaction (TS), solidarity, relational investment (RI), integrity and flexibility (IF), and distinctive superior offer (DSO).

IV. DATA ANALYSIS AND EMPIRICAL RESULTS

a) Descriptive statistics

The socio-demographic profile of the participants is summarized and presented in the table 1 below. The sample of the study comprise of 250 respondents, students and staff at the IIUM. Total of

138 (55.2%) of the participants were males and 112 (44.8%) females. 218 (87.2%) of the participants lay between the age bracket of 18-30, while 13% of them belonged to the age category of 31-34 years of age, and others formed 8%, belonging to 35-40 and 11 % of the participants belonged to the category of 40% above years of age respectively. Considering education levels of the participants, the survey revealed that 148 (59.2%) respondents hold Bachelor's, 57 (22.8%) hold Master's degree, 19 (7.6%) hold Doctor of Philosophy (Ph.D.) and the difference 26 (10.4%) participants hold other qualifications. As far as the mobile phone networks is concerned, majority of the participants use Celcom 86, making 34.4%, followed by Maxis amounting to 76 and least of the major industry players were Digi and U-mobile having 68 and 19 of the participants respectively. Duration of network usage has varied quiet widely, where majority (134) of the mobile phone users belong to the category of 2-5 years, while only 23 participants have been able to keep their network usage for more than 10 years.

Table 1 : Socio-demographic Profile of Respondents

Variable		Frequency	Percent
Gender	Male	138	55.2
	Femal	112	44.8
Age	18-30	218	87.2
	31-34	13	5.2
	35-40	8	3.2
	>-40	11	3.4
Highest Education Level	Bachelor	148	59.2
	Master	57	22.8
	P.hD	19	7.6
	Others	26	10.4
Network	U-Mobile	19	7.6
	Maxis	76	30.4
	Celcom	86	34.4
	DiGi	68	27.2
	Others	1	0.4
Lengthtime	1 < Year	56	22.4
	2-5 Years	134	53.6
	6-10 Years	37	14.8
	> 10 Years	23	9.2

b) Structural Equation Modeling

The result of SEM contains two parts, namely, the measurement model and the structural model. The purpose of measurement model is to provide the nature of the relationship between constructs and observed variables. The objective of the measurement is to provide reliability and validity items and explaining the relevance and taping the variance of the item (Schumaker and Lomax, 2010). However, the objective of the structural model is to examine the path strength of the hypothesis and the direction of the relationships among the latent variables (Suki, 2011).

c) The Measurement Model

In order to examine the measurement model, the study adopted a confirmatory factor analysis (CFA) using AMOS 18.0. This examination is necessary to test whether the measurement model has a satisfactory level of validity and reliability before proceeding and testing for a significance of the relationships in the structural model (Fornell & Larcker, 1981; Ifinedo, 2006). The measurement model results were as shown in the figure 1 below:

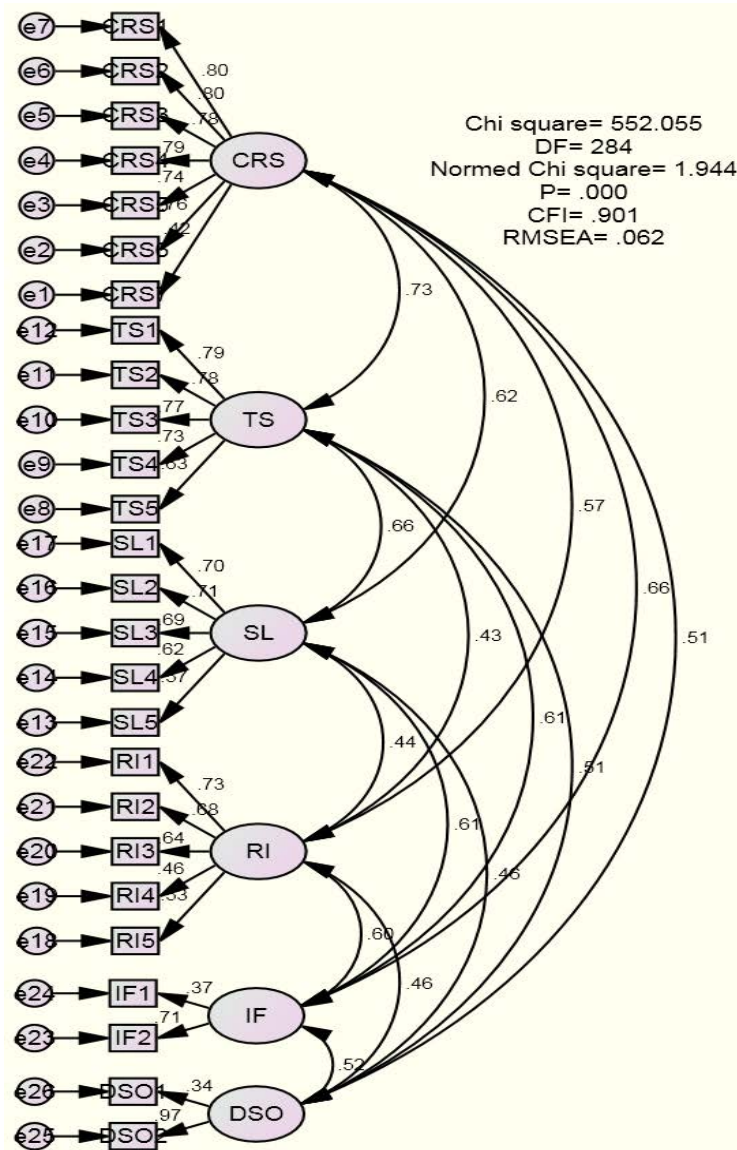


Figure 1 : Test Measurement Model of Mobile phone's consumer behavior intention

Several relative tests have been conducted for the measurement model to construct validity of the proposed model. This including factor loadings, reliability, convergent validity and discriminant validity as showed in Table 2.

Table 2 : Reliability and Item Loadings

Constructs	Items	Standardized Loadings	Composite Reliability	Average Variance Extracted
Customer Retention Strategy	CRS1	.805	0.885	0.728
	CRS2	.799		
	CRS3	.777		
	CRS4	.790		
	CRS5	.744		
	CRS6	.763		
	CRS7	.423		
Trust and Satisfaction	TS1	.790		
	TS2	.777		

	TS3	.775	0.853	0.740
	TS4	.733		
	TS5	.627		
Solidarity	SL5	.565	0.791	0.658
	SL4	.618		
	SL3	.692		
	SL2	.710		
	SL1	.705		
Relational investments	RI5	.532	0.740	0.609
	RI4	.465		
	RI3	.636		
	RI2	.682		
	RI1	.730		
Integrity and Flexibility	IF2	.703	0.493	0.380
	IF1	.368		
Distinctive Superior Offer	DSO2	.637	0.406	0.315
	DSO1	.260		
Reliability of the whole model			0.914	

d) Convergent Validity

Convergent validity shows the extent to which indicators of a specific construct converge or have a high proportion of variance in common (Hair et al., 2010). This validity was measured using standardized factor loadings. Factor loadings: the rule of thumb is that the factor should explained not less than 70 percent of the item's variance. In this study therefore, most of the variable have fulfill this minimum requirement except CRS7, TS5, SL5, SL4, SL3, RI5, RI4, RI3, RI2, IF1, DSO2 and DSO1. However, this study suggested that the factor loadings that are less than 60 percent should be dropped from the model. This is due to the fact that, these variables that hold more than 60 percent show some significant as indicated in the existing literature as well as the nature of the data and questionnaire items involved for investigating this issue was not enough, and the limited of the time for collecting the data. Thus, variables namely CRS7, SL5, RI5, RI4, IF1, and DSO1 have failed to meet the rule of thumb, and therefore were dropped from the model. In addition, the average variance extracted of all constructs have values more than 0.50 as indicate in table 2, above except the Integrity and Flexibility and Distinctive Superior Offer which have value of 0.380 and 0.315 respectively. The factor loadings of construct to observed variables should be above 0.50 (Byrne, 2001, 2006; Hair et al., 2010). Therefore, the study suggests dropping Integrity, Flexibility and Distinctive Superior Offer from the model.

e) Composite Reliability

For testing the construct validity of the measurement model, the composite reliability was conducted to measure the reliability of a construct model. Composite Reliability (CR) is defined as an approach of overall reliability and estimates consistency with the construct itself including the stability and

equivalence of the construct (Hair, Black, Babin, Anderson, & Tatham, 2010). The rule of thumb is that a value of 0.70 or greater is deemed indicative of good scale reliability (Hair et al., 2010). The result of all construct variables is above 0.70 as indicated in table 2, above and this suggests that all construct variables have good reliability except the Integrity & Flexibility and Distinctive Superior Offer with values of 0.493, and 0.406 respectively. This study therefore, suggested dropping these two constructs (Integrity & Flexibility and Distinctive Superior) from the model. The overall composite reliability result with the value 0.914 indicating that the model is reliable and applicable for further study.

f) Discriminant Validity

Discriminant validity shows the extent to which a construct is truly distinct from other constructs (Hair et al., 2010). A commonly used statistical measure of discriminant validity is a comparison of the Average Variance Extracted (AVE) value with correlation squared. The rule of thumb is that the discriminant value between two constructs should be less than the average variance extracted of a specific construct. The square root of the AVE is shown in the table 2 above as 0.728, 0.740, 0.658, 0.609, 0.380, and 0.315, respectively. The result in table 3 bellow indicate no correlations were equal to or greater than the square roots of the AVE indicating, therefore, there was discriminant validity between constructs.

Table 3 : Squared Correlation between the Factors

Construct	CRS	TS	SL	RI	IF	DSO
CRS	1	0.53	0.39	0.32	0.43	0.26
TS	0.53**	1	0.43	0.18	0.38	0.26
SL	0.39**	0.43**	1	0.19	0.38	0.22
RI	0.32**	0.18*	0.19*	1	0.36	0.21
IF	0.43**	0.38**	0.38**	0.36**	1	0.27
DSO	0.26**	0.26**	0.22**	0.21*	0.27**	1

Significance level: * = 0.05, ** = 0.01, *** = 0.001

Note: Values below the diagonal are correlation estimates among constructs, diagonal elements are construct variance and values above the diagonal are squared correlations

g) The Structural Model

The structural model was examined using SEM approach in order to test hypotheses that are supported by the existing literature in the first section of this paper. The goodness of fit (GoF) of the model is depicted in the Table 4, below. The indices of fit are normed chi-square/df = 2.095, CFI = 0.945, and RMSEA = 0.066. The overall values provided evidence of a goodness fit of the model. All of the model-fit indices exceed the respective commonly acceptable levels suggested by previous research and rules of thumb. Following the suggested cut-off value, the model exhibited a good fit with the data (Suki, 2011) as compared with rules of

thumb in table 4 below. Thus, it was possible to proceed to examine the path coefficients. The construct of trust and satisfaction were included in the model to test their role as mediating variables. The result shows that trust and satisfaction are potential mediating variable. The significance level ($\alpha=0.05$) was set. The overall results of the square multiple correlation for the structural equations index indicate that the predictors solidarity, relational integrity, trust and satisfaction explain 61.7% of the variance in customer retention strategy as indicated in figure 2 below. The rest of 38.3 % is represented by other variables that are not considered in this study.

Table 4 : Goodness-of-fit Indices for Structural Model

Fit Indices	Accepted Value	Model Value
Absolute Fit Measures		
X2 (Chi-Square)	272.299	
df (Degrees of Freedom)	130	
Normed Chi-Square	< 3	2.095
CFI	> 0.9	0.934
RMSEA	< 0.08	0.066

Hypotheses 1 and 4 hypothesize that there are significant relationships between integrity and flexibility, and the trust and customer satisfaction as well as relationship between distinctive superior offer; and trust and customer satisfaction. However, the construct validity test of measurement model revealed that, the integrity and flexibility, and distinctive superior offer constructs are not valid and not sufficient to be in the

structure model of the customer retention strategy. Thus, these two hypotheses are not supported for this study.

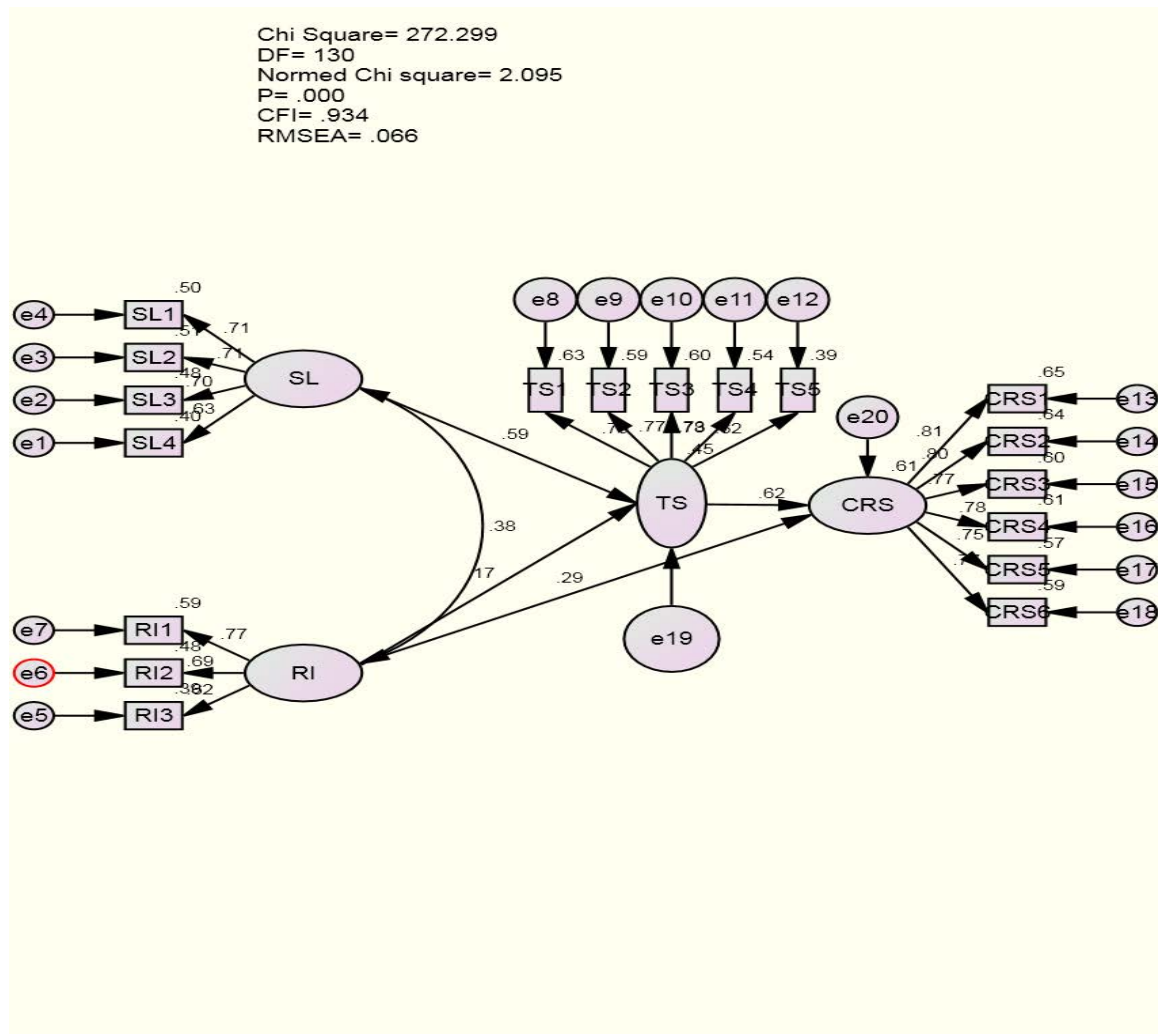


Figure 2 : Standardized Structural Model for Customer Retention Strategy

Table 5 : Summary of Hypotheses Testing Results

Path coefficient		Estimate (β)	S.E.	C.R.	p	Results
TS	<--- SL	.591	.100	6.476	***	Supported
TS	<--- RI	<u>.170</u>	.075	2.212	.027	Not Supported
CRS	<--- TS	.617	.082	8.522	***	Supported
CRS	<--- RI	.293	.078	4.167	***	Supported

Hypothesis 2 hypothesizes that there is significant relationship between relational investment and the customer satisfaction and trust with value of ($\beta_1 = -0.170$). This indicates that this hypothesis is not supported due the fact that the rule of thumb statistical coefficient of path coefficient between the constructs should be more than 0.20 (Hair et al., 2010). Hypothesis 3 is that, there is significant relationship between relational investment and the customer retention

strategy. The result shows that the path coefficient value is 0.293, which is statistically significant. Thus, the hypothesis is supported. Hypothesis 4 assumes that there is significant relationship between solidarity and the customer trust and satisfaction. This hypothesis is supported as its value of 0.591, which is high statistically significant relationship. Thus, this hypothesis is strongly supported. Further, hypothesis 5 hypothesized that, there is significant relationship between customer

satisfaction and trust and the customer retention strategy. This hypothesis is supported for its path coefficient is 0.617, which is highly statically significant. The overall results show that relational investment, solidarity and customer trust and satisfaction, explains 62% of Customer Retention Strategy. In other words, the customer retention strategy is significantly influenced by three factors namely, relational investment, solidarity and customer trust and satisfaction.

V. CONCLUSION

This study examined the factors that influence customer retention strategy, a concept that ensures business sustainability and continuity. The study adopted Structural Equation Modeling (SEM) to investigate the factors that influence Customer Retention Strategy in Mobile Telephone Communication Industry in Malaysia, by using AMOS 18.0, a data analyses too. Data was randomly collected from 250 mature mobile telephone users at the International Islamic University in Malaysia (IIUM). The results revealed that solidarity, relational integrity, and customer trust and satisfaction are predictors or key components of Customer Retention Strategy explaining 62% of the variance. These findings are consistent with earlier research of Tahir, (2003) and (Macneil, 1980). The study also found out that surprisingly, relational integrity does not lead to customer trust and satisfaction, contrary to findings of Paulin, Perrine and Ferguson (1997) and Bjorn (2002). The implication of this study to management is that when it comes to strategy design for customer retention, investment in relational norms, and factors that bring about customer trust and satisfaction should be highly considered and practiced. However, we would like to mention some limitations of this study. First, the respondents of this research have been students mostly yet selected randomly. Secondly, random sample selection could impose demographic limitations on generalizability of results. Thirdly, this study has only explained minimum level of variance in the creation variable leaving about 38% of the variance unexplained. On this basis therefore, we suggest that future research should widen sample scope to accommodate experiences from other occupations other than students or respondents based at a single institutions or geographical location. Future research should try to identify other components of Customer Retention Strategy that constitute the remaining unexplained variance.

VI. ACKNOWLEDGMENT

We would like to express our sincere appreciation and gratefulness to all our lectures in the Kulliyyah of Economics and Management Sciences, for all their guidance and motivation to conduct this kind of study. Our thanks and appreciations also go to all the

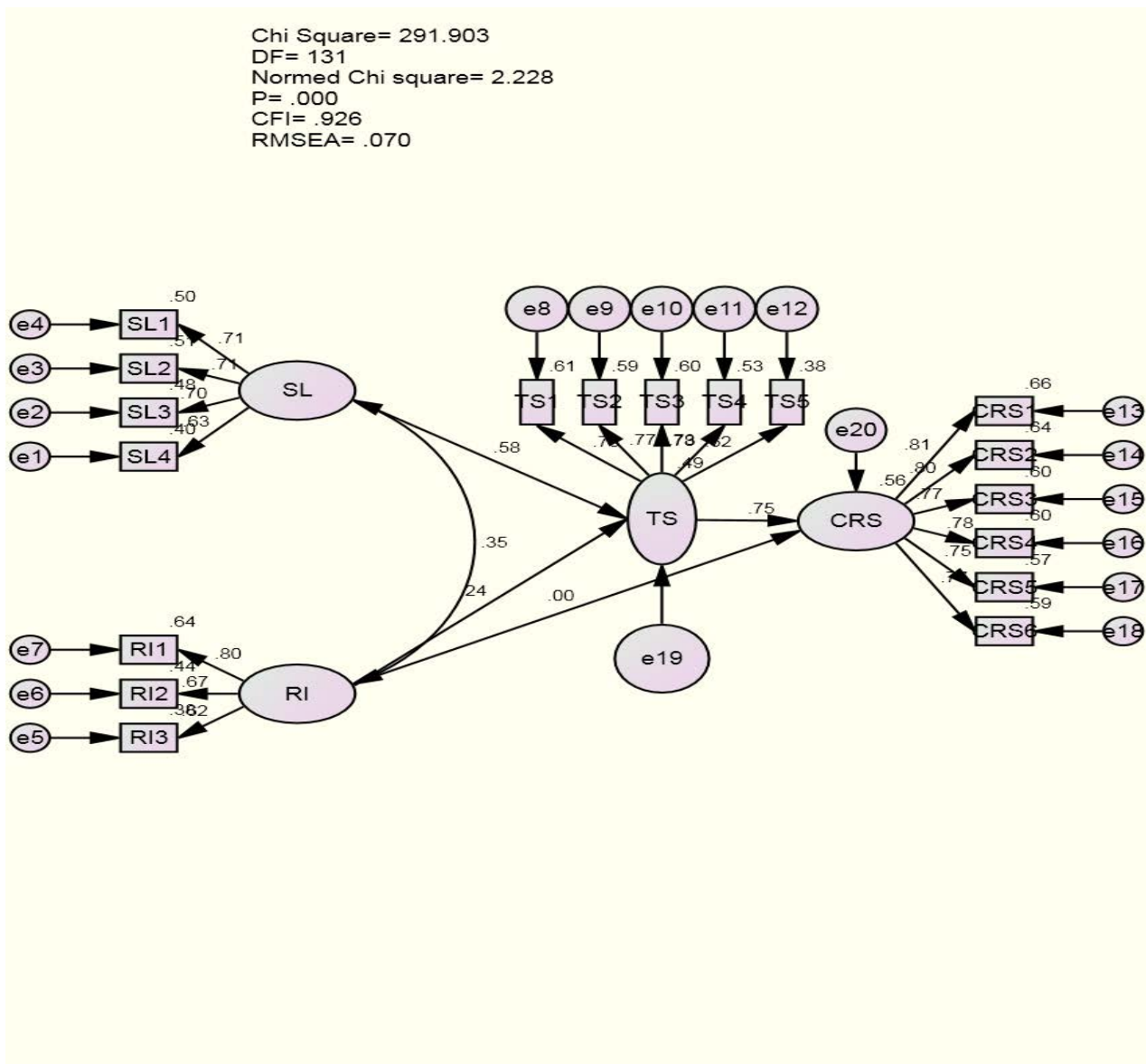
respondents of this survey for their efforts and time spent to answer the questionnaire.

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APPENDIX- 1: CONSTRAINED MODEL





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Comparison of Customer's Perception of Quality, Degree of Satisfaction and Behavioral Intentions in Retail Outlets

By Dr. Ajmer Singh

Chaudhary Ranbir Singh University, India

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Keywords : *retailing, perceived service quality, customer satisfaction, purchasing intentions, recommending behavior, etc.*

GJMBR - E Classification : *JEL Code : M30*



Strictly as per the compliance and regulations of:



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Keywords: *retailing, perceived service quality, customer satisfaction, purchasing intentions, recommending behavior, etc.*

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I. INTRODUCTION

India is the second largest economy in the world where 70% of the population still lives in the villages (Maithani, 2009). Retailing in India contributes about 10 percent of Indian total GDP and retailing provides employment 6-to-7% in our country. Indian is the highest retail density market in the world (Kalhan, 2007). Retailing in India consists of organized and unorganized form of Retailing. As per the images F & R research estimates for Indian Retail, the Indian retail market comprises of in total value of Rs. 1,330,000 crores in the year 2007 and it was growing at a rate of 0.8 percent annually. In the year 2007, the share of organized retail was 5.9% and it comprised of Rs.78,300 crores (Images F&R, 2009). But the growth rate of organized retail was 42.4% in the year 2007 and it was expected that it will maintain its growth rate over the next few years. It was also estimated that organized Retail would touch Rs. 2, 30,000 crores by the year 2010. As per A. T. Kearney list of emerging markets in the retail investment India is going to be the fastest growing economy in the world and the third largest economy in terms of GDP and 4th largest economy in terms of purchasing power parity after USA, China and Japan. As per the another report published by Goldman Sachs India has a potential of growth over the next 50 years and it will contribute more than 5% average growth rate per year during this period. Organized retailing is one of the fastest growing sectors in Indian retailing. The new forms of Malls, Supermarkets, Hypermarkets, departmental stores, Discount stores etc. have made their presence in the urban India. These organized stores are now marching towards rural India. The big retail stores like Reliance Fresh, Big Bazaar, Vishal Mega mart, Spencer's, Westside and Ebony etc. have spread throughout the country and these stores are now attracting large number of the customers for purchasing the products from these stores. The stores belong to Supermarket, Hypermarket as well as Departmental stores in our country.

Consumers are attracting towards these stores because they are getting more benefits in selecting the products and services what they expect in terms of benefits (Haley, 1968; Gutman, 1982; Reynolds and

Gutman, 1984). Now it is found that service quality is an important criterion for attracting the customers towards the stores. Service quality is also very important for imparting the customer satisfaction and which is further essential for the purchasing decisions in a retail store. (Dawkins and Reichheld, 1990; Parasuraman Zeithaml and Berry, 1985; Reichheld and Sasser, 1990). Hence this study is necessary to analyze the various aspects of service quality and customer satisfaction as well as purchasing behavior across the various retail stores in our country. Service quality is an important element of customer satisfaction and customer satisfaction is very important in retaining the customers with the company. Customer satisfaction also helps in reducing the switching costs in the business. Hence it becomes an important aspect to analyze the customer satisfaction level in the customers. The company should make the strategies to impart more and more among the customers for making their business profitable and growth oriented in the long run. Now customer satisfaction depends upon the performance of the products. If the performance of the product falls short of expectations than a customer will feel dissatisfied from the product. If the performance of the product matches with the expectations, then customer will feel satisfied from the products and

Services offered by the company. Hence a satisfied customer will purchase more and more products from the company. So it becomes very important to impart more and more customer satisfaction to the customers. It will help them to retain with the products and services being offered by the company.

II. REVIEW OF RELATED LITERATURES

From the review of literature it was found that service quality is an important element for any Customer in a retail store. Now it becomes an important criterion for understanding the good quality for the customer as per their expectations and formulating the proper strategies to serve them well (Parasuraman, Zeithaml and Berry, 1985, 1988). Now it was further find out that service quality is difficult to define, describe and to measure because of its subjective nature (Brown, Gummeson, Edvardsson and Gustavsson, 1991). These characteristics of the services make them different from the goods (Ghobadian, Speller & Jones 1993; Groth & Dye, 1999). Oliver in (1980) defined customer satisfaction as a psychological state when the emotions surrounding disconfirmed expectations are coupled with the consumer's prior feelings about the consumption experience of the product or the service offered by the company. Parasuraman in (1994) found that satisfaction is being influenced by service quality, product quality as well as by the price. Another researcher Yi (1991) found that customer satisfaction

operates in two different ways: transaction specific and general overall. The concept of transaction-specific concept defines customer satisfaction as the assessment made after a certain purpose. Now further satisfaction is also the customer experience as well as rating of the product on the basis of the past experiences (Johnson and Fornell, 1991). Fornell (1992) also found that customer satisfaction is very important for creating the customer loyalty for the products and services being offered by the company. In the studies conducted by (Parasuraman et al. 1988, and Bolton and Drew, 1991) found that service quality helps in forming a type of attitude which further decides on customer satisfaction. Further studied conducted by Bei and Chiao (2001) concluded that customer satisfaction has a positive effect on customer retention. Reichheld and Sasser also (1990) found that customer satisfaction is an important tool for increasing the profits of the company. Now the satisfaction of the customer depends upon the after sales service in relation to the consumer expectations from the products or the services purchased by him. Satisfaction is defined as a person's feelings of pleasure or disappointment resulting from perceived performance of the product in relation to customer's expectations from the product. If the performance of the product falls short of expectations than a customer will feel dissatisfied from the product. If the performance of the product matches with the expectations, the customer is satisfied and if the performance exceeds the expectations, the customer will feel delighted from the product or the service used by him (Susan and David, 1999).

III. RESEARCH METHODOLOGY USED

This study was being carried out in the regions of Delhi, Haryana (Gurgaon and Faridabad) and Uttar Pradesh (Ghaziabad and Noida) in India. This study covers the organized stores in the above regions.

a) Selection of Stores

The selection of organized stores was done on the basis of various factors.

- a) Stores employing more than 10 People.
- b) Stores dealing in Products like Food and Grocery, Clothing, Durable and Non Durable Consumer items.

b) Questionnaires

In this study, The RSQS (Retail Service Quality Scale) developed by Dhabolkar, Thorpe and Rentz (1996) was used for data collection from the customers. This scale is designed for the use in studying retail businesses that offer a mix of goods and services, for assessing levels of service quality, and the necessary changes required in the services. This scale consists of 28 items and five dimensions: Physical aspects (6 items), Reliability (5), Personal Interaction (9), Problem Solving (3), and Policy (5). The first three dimensions

have sub-dimensions: Physical aspects (i.e. appearance and convenience), Reliability (i.e. promises and doing it right), and personal interactions (i.e. inspiring confidence and courteousness/helpfulness). A five point likert scale starting from *strongly disagree (1) to strongly agree (5)* response was used.

i. Customer Satisfaction

Customer satisfaction was related to product quality and service quality. A five point scale ranging from (1) highly dissatisfied to (5) highly satisfied was used in the study.

ii. Behavioral Intentions

Many items were used to measure the behavioral intentions towards the retail stores. The researcher used a five point scale to measure the behavioral intentions, which include loyalty intention, switching intention and recommending behavior in the retail store. Respondents complain behavior was also tested with the three aspects. First if they faced any problem with the store. Second if they complain about the problem and lastly their level of satisfaction with the solution of problem.

c) Objectives of the study

This study consists of following objectives.

1. To compare the service quality aspects across the various organized stores.
2. To compare the customer satisfaction across the various organized stores.
3. To compare the behavioral aspects across the various organized stores.

d) Hypotheses of the Study

On the basis of above objectives, the following hypotheses are formulated for the study.

1. There exists a significant difference among the various service quality aspects across the different organized retail stores.
2. There exists a significant difference among the customer satisfaction aspects across the different organized retail stores.
3. There exists a significant difference among the various behavioral aspects across the different organized retail stores.

4. There exists a significant difference among the recommending behavioral aspects across the Different organized retail stores.
5. There exists a significant difference among the various switching aspects across the different Organized retail stores.
6. There exists a significant difference among the various loyalty aspects across the different Organized retail stores.

e) Validity and Reliability of the Scale

By doing reliability analysis it was found that the overall internal consistency was found to be 0.939. The Cronbach (α) Value for Physical Aspects, Reliability, Personal Interaction, Problem Solving and customer satisfaction was found above 0.7. Here the value for policy was found 0.545 and for behavioral intentions 0.574 which are acceptable but not quite satisfactory. The validity of a scale may be defined as the extent to which differences in observed scale scores reflect true differences among objects on the characteristics being measured, rather than systematic or random error. Perfect validity requires that there should be no measurement error (Malhotra, 2007). There are three types of validity test are, content validity, criterion validity and construct validity (Malhotra, 2007). Here in this study as per the need and demand of the study the content validity also called as face validity was done for this scale.

IV. DATA INTERPRETATION AND DATA ANALYSIS

The final study was done from a sample size of 600 customers and from this 540 completely filled in Questionnaires were received. It gave a response rate of 90%. It was quite satisfactory. This study is being carried out to understand the perceptions of service quality, customer satisfaction and behavioral intentions across the various organized retail outlets. The Respondents descriptive statistics in various outlets is given below.

Table (4.1) : Characteristics of the Sample

Age	Reliance Fresh	Big Bazaar	Spencer's	Vishal Mega mart	Shopper s Stop	Westside	Ebony	Total
20-to-25 years	31	28	18	15	15	22	9	138
25-to-35 years	31	42	35	40	26	22	34	230
35-to-45 years	06	13	17	16	14	09	09	84
Above45 years	17	8	7	15	21	4	16	88
Total	85	91	77	86	76	57	68	540
Gender								
Male	53	60	53	56	39	35	47	343

Female	32	31	24	30	37	22	21	197
Total	85	91	77	86	76	57	68	540
Education Level								
Matriculation	8	10	1	9	1	1	2	32
Diploma	6	13	9	13	12	4	3	60
Degree	37	29	26	23	30	23	38	206
Master Degree	26	34	36	39	25	22	18	200
Ph.D	5	2	Nil	nil	2	2	3	14
Others	3	3	5	2	6	5	4	28
Total	85	91	77	86	76	57	68	540
Income Category	Reliance Fresh	Big Bazaar	Spencer's	Vishal Mega mart	Shoppers Stop	Westside	Ebony	Total
Up-To-15,000	20	14	9	7	17	6	11	84
15,001-to-30,000	29	25	27	35	23	11	12	162
30,001-to-45,000	17	21	15	13	18	17	17	118
45,001-to-60,000	7	11	8	8	8	9	9	60
60,001-to-75,000	7	12	6	1	nil	9	7	42
Above 75,000	5	8	12	22	10	5	12	74
Total	85	91	77	86	76	57	68	540
Marital Status	Reliance Fresh	Big Bazaar	Spencer	Vishal Mega mart	Shoppers Stop	Westside	Ebony	Total
Married	54	47	46	65	43	24	45	324
Single	31	44	31	21	33	33	23	216
Total	85	91	77	86	76	57	68	540
Profession	Reliance Fresh	Big Bazaar	Spencer	Vishal Mega mart	Shoppers Stop	Westside	Ebony	Total
Professional/ Administrative	28	37	44	40	30	27	34	240
Academic	9	4	3	11	10	7	6	50
Student	9	16	7	3	4	4	1	44
Own Business	20	17	9	14	18	10	12	100
Others	19	17	14	18	14	9	15	106
Total	85	91	77	86	76	57	68	540
Duration of dealing with outlet	Reliance Fresh	Big Bazaar	Spencer's	Vishal Mega mart	Shoppers Stop	Westside	Ebony	Total
Less than one year	32	14	19	33	29	18	15	160
1-to-2 year	41	33	25	22	29	23	33	206
2-to-3 years	11	34	16	20	11	11	15	118
3-to-4 years	Nil	5	7	6	6	1	1	26
More than 4 years	1	5	10	5	1	4	4	30
Total	85	91	77	86	76	57	68	540

From the table 4.1, it is analyzed that

- 1) There were 540 respondents from Delhi, Haryana (Gurgaon & Faridabad) and U.P. (Noida & Ghaziabad) from seven retail outlets in this study.
- 2) In the analysis of various outlets it is found that 85 respondents from Reliance Fresh, 91 from Big Bazaar, 77 from Spencer's, 86 from Vishal Mega Mart, 76 from Shoppers stop, 57 from Westside and 68 from Ebony.

f) Service Quality Perception across the various organized stores

Here in this study ANOVA is used to analyze the service quality perception across the various organized retail outlets in and around Delhi.

Items	Reliance Fresh	Big Bazaar	Spencer's	Vishal Mega Mart	Shopper Stop	Westside	Ebony	F	Sig
This outlet has modern looking equipment and fixtures	3.72	3.51	3.35	3.50	3.51	3.56	3.57	0.903	0.492
Physical facilities in this outlet (Trial rooms and restrooms) are attractive	3.07	3.42	3.36	3.47	3.42	3.28	3.52	1.741	0.109
Materials associated with this outlet service (such as shopping bags) are virtually appealing	3.35	3.57	3.58	3.67	3.56	3.59	3.75	1.038	0.400
This outlet has clean and convenient physical facilities (trial rooms, rest rooms etc.)	3.51	3.56	3.68	3.50	3.71	3.64	3.77	0.697	0.652
The layout at this outlet makes it easier for me to find what I need	3.98	3.73	3.52	3.47	3.70	3.43	3.82	2.106	0.05
The store layout makes it easier to move around in the store	4.07	3.76	3.71	3.52	3.85	3.56	3.86	2.341	0.031
When this outlet promises to do something (such as repairs, alterations) by a certain time, it will do so	3.42	3.38	3.45	3.32	3.38	3.38	3.52	0.274	0.949
This outlet provides its services at the time it promises to do so	3.60	3.53	3.45	3.32	3.59	3.40	3.68	1.064	0.383
This outlet performs the services right the first time	3.67	3.65	3.58	3.72	3.69	3.47	3.77	0.578	0.748
This outlet has the merchandise available when the customers want it	3.55	3.57	3.53	3.45	3.59	3.45	3.73	0.492	0.814
The outlet has fast and error-free transactions relating to billing, returns etc.	3.76	3.67	3.62	3.81	3.78	3.59	3.88	0.618	0.716
Employees in this outlet has the knowledge to answer customer's questions	3.71	3.64	3.62	3.72	3.83	3.61	3.82	0.518	0.795
The behavior of employees in this outlet instills confidence in customers	3.69	3.63	3.54	3.76	3.58	3.56	3.82	0.701	0.649
Customers feel safe in their transactions with this outlet	4.21	3.91	3.88	3.81	3.92	4.03	4.17	2.041	0.049
Employees in this outlet give prompt service to the customer's	3.90	3.71	3.83	3.61	3.81	3.61	3.89	0.967	0.447
Employees in this outlet tell me exactly when services will be performed	3.81	3.67	3.63	3.46	3.75	3.46	3.85	1.735	0.111
Employees in this outlet respond to customer's requests immediately	3.91	3.63	3.58	3.67	3.75	3.43	3.79	1.451	0.193
The outlet gives customers individual attention	3.75	3.48	3.57	3.43	3.58	3.32	3.62	1.139	0.338
Employees in the outlet are consistently courteous with the customers	3.80	3.69	3.79	3.55	3.90	3.59	3.86	1.158	0.327
The outlet willingly handles returns and exchanges	3.68	3.64	3.58	3.62	3.68	3.54	3.88	0.705	0.646
When a customer has a problem, the outlet shows a sincere interest in solving it	3.65	3.72	3.50	3.65	3.69	3.50	4.00	1.670	0.126
Employees in this outlet are able to handle customer complaints directly and immediately	3.61	3.50	3.74	3.39	3.65	3.29	3.55	1.423	0.204
The outlet offers high quality merchandise	3.44	3.47	3.49	3.11	3.45	3.36	3.50	1.298	0.256
The outlet provides plenty of convenient parking for the customers	3.15	3.57	3.63	3.38	3.52	3.28	3.72	2.006	0.043
The outlet has operating hours convenient to all their customers	3.90	3.78	3.85	3.68	3.85	4.01	3.87	0.636	0.701
The outlet accepts all major credit cards	4.15	4.14	4.19	4.03	4.11	4.24	4.31	0.643	0.696

In the table by applying ANOVA on the difference between the mean scores across the various organized retail stores, it is found that some of the variables relating to service quality are showing statistical significant at 95% level.

From the table 5.70, statistical significant difference is found in the following Variables of service quality in organized retail outlets.

1. The layout at this outlet makes it easier for me to find what I need. ($p=0.050$)
2. The store layout makes it easier to move around in the store. ($p=0.031$)
3. Customers feel safe in their transactions with this outlet. ($p=0.049$)
4. The outlet provides plenty of convenient parking for the customers. ($p=0.043$)

Hence from this we can say that there exists a significant difference in layout of the different outlets and layout of the outlet s very important to find out what the customers want from the outlet. The layout of Reliance Fresh was found better from the table and then it was followed by Ebony and it was found minimum in case of Westside. In the same manner there exists a significant difference in the layout of the different outlets for moving in the store.

From the same table it was found that there exists a significant difference in safety of transactions among the various outlets. The mean value Reliance fresh was highest and minimum in Vishal Mega-mart.

Hence the outlets need to improve their transactions so that customers feel secure with these outlets.

Another significant difference was found in the parking space. Nowadays parking is becoming a big problem in the big cities. Hence for attracting and for satisfying the customers, it is advised that these stores should provide sufficient parking space to their customers.

g) Customer Satisfaction across the various organized Retail Stores

By One way ANOVA test, it is analyzed that there is any significant difference in the customer satisfaction across the various organized stores or not.

Table (4.2)

Statistics									
	Reliance Fresh	Big Bazaar	Spencer's	Vishal Mega Mart	Shoppers Stop	Westside	Ebony	F value	Sign.
I am extremely satisfied with overall dealing with the outlet	3.72	3.68	3.77	3.63	3.75	3.52	3.71	.729	.626
I am satisfied with my personal contact with the staff	3.77	3.51	3.57	3.53	3.59	3.42	3.58	1.258	.275
The Overall service quality Provided by the outlet is satisfactory	3.98	3.82	3.92	3.73	3.85	3.59	3.89	1.822	.093
I am satisfied with the product service quality of the outlet	3.90	3.79	4.02	3.67	3.87	3.59	3.77	2.150	.046
The average score of overall evaluation of Physical aspects, Reliability, Personal, Problem-solving is satisfactory	3.80	3.73	3.78	3.69	3.85	3.54	4.00	1.696	.120
My store always meets my expectations	3.75	3.68	4.00	3.54	3.85	3.52	3.77	2.919	.008

From the table it is analyzed that, there is a significant difference in the following

- 1) product service quality of the outlet ($p=.046$)
- 2) My store always meets my expectations ($p=.008$)

Hence from the table 4.2, we find that there exists a significant difference in two aspects of customer's satisfaction among the various outlets. In one product service quality and another one is meeting the customers' expectations levels. Hence the outlet needs to improve in these aspects to meet customer satisfaction levels.

h) Behavioral Intentions across the various organized Retail Stores

Behavioral Intentions are concerned with purchasing or not to purchase in a retail store. It

comprises of recommending behavior, switching behavior as well as loyalty intentions of the customer with the retail store. It is very important for the retailer to understand these aspects in a retail outlet so that he can take appropriate course of actions for the improvement purpose in a retail store.

Table: 4.3									
	Reliance Fresh	Big Bazaar	Spencer's	Vishal Mega Mart	Shoppers Stop	Westside	Ebony	F value	P Value
I would strongly recommend the outlet to customers	3.82	3.72	3.73	3.68	3.77	3.66	4.04	1.069	.380
I will encourage friends & relatives to buy from this outlet	3.98	3.92	3.76	3.79	3.88	3.59	4.14	1.951	.041
I would like to switch to another outlet that offers more benefits	3.56	3.45	3.35	3.34	3.41	3.53	3.46	.384	.889
I would like to switch to another outlet if I experience a problem with this outlet	3.70	3.79	3.39	3.68	3.69	3.81	3.89	1.403	.211
I would like to continue with this outlet even if the store increases the prices of its products	3.02	2.94	3.45	3.12	3.12	2.78	3.06	1.670	.126
I would like to complain if I experience a problem	3.58	3.58	3.32	3.41	3.69	3.64	3.66	1.080	.373

From the table 4.3, it is analyzed that there is only one statistical significance difference in the aspects of behavioral intentions across the various organized retail stores.

- 1) Encouraging the friends and relatives to buy from this outlet ($p=.041$)

Hence from this we can say that there exists significant difference across the different organized retail stores in recommending aspects, whereas there exist no significant differences among the switching aspects and loyalty aspects across the various organized retail stores.

V. DISCUSSION AND IMPLICATIONS OF THE STUDY

From the above analysis it was found that there exist significant differences among the different aspects of service quality across the different organized retail

stores. From the analysis we found that there exists a significant difference in layout of the different outlets of the retail stores. From the mean value it was found that the layout of Reliance Fresh was found better in comparison to other retail stores and then it was followed by Ebony and it was found minimum in case of Westside. Hence it is recommended that the other stores should improve upon their layout and they should follow Reliance Fresh for improvement. From the same table it was found that there exists a significant difference in safety of transactions among the various outlets. The mean value Reliance fresh was highest and minimum in Vishal Mega-mart. Hence the outlets need to improve their transactions so that customers feel secure with these outlets. It was also found that there exists a significant difference in the parking space. Nowadays parking is becoming a big problem in the big cities. Now parking space is very important to provide safety as well as security to the customers. So it is

recommended that these stores should improve upon their parking space so that people feel safe during their visit. From the above analysis it was found that there exists a significant difference in two aspects of customer's satisfaction among the various outlets. In one product service quality and another one is meeting the customers' expectations levels. Hence the outlet needs to improve in these aspects to meet customer satisfaction levels. In case of behavioral aspects we found that there exists significant difference across the different organized retail stores in recommending aspects, whereas there exists no significant differences among the switching aspects and loyalty aspects across the various organized retail stores.

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Influences of Television Advertisement on Children's Behavior: An Experiences Base Study

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Abstract- This paper examines how television advertisement is linked with children's behavioral in today's children from Jaffna district after the post-war market situation. We examine whether these children paying attention television on advertisements are influenced with characteristics of the child's early home environment and parental behaviors. This research explored managerial implications by using qualitative approach; data were collected by way of purposive sampling method as of 10 parents from Jaffna district by using preset questions based on a primary interview questions as open-ended question format and codes were developed by the researcher.

Keywords : *television advertisement, children, behaviors, attention & colourfulness.*

GJMBR - E Classification : *JEL Code : M37*



Strictly as per the compliance and regulations of:



Influences of Television Advertisement on Children's Behavior: An Experiences Base Study

Dilogini. K ^α & S. Shivany ^σ

Abstract- This paper examines how television advertisement is linked with children's behavioral in today's children from Jaffna district after the post-war market situation. We examine whether these children paying attention television on advertisements are influenced with characteristics of the child's early home environment and parental behaviors. This research explored managerial implications by using qualitative approach; data were collected by way of purposive sampling method as of 10 parents from Jaffna district by using preset questions based on a primary interview questions as open-ended question format and codes were developed by the researcher. This paper is a key resource for marketing practitioners wanting to focus on future quandary regarding unconstructive children's behaviors shaped by television advertisement. Because of the attractiveness of television advertisements, the researcher has found that numerous types of children's behaviors are there in Jaffna district children age between 2-12 ; especially repugnance children's behaviors of purchasing request and approaches over a request to buy particular advertised product from their parents. Until the end of time, emotions in the television advertisements attract the children very much. Researcher has suggested to the Jaffna parents to control their children's television watching instants.

Keywords: television advertisement, children, behaviors, attention & colourfulness.

I. INTRODUCTION

Children behavior is an important measurement of children's mental health and has consequences for outcomes in later life (Carol Propper, 2007). In the war situation Jaffna people didn't consider about anything other than their needs. Whatever there was availed for their living purpose, they purchased. There was no any consideration about commercials. But, now it has been changed. In this situation, we need to find out the actual impact of television advertisement on parent-children conflict in Jaffna peninsula which means in post-war Jaffna market situation how extend television advertisement impact on parent-children conflict. This study is to explore how parents can solve problems and resolve conflicts caused by television advertisements.

Now-a-days marketing strategies that involve mass production, mass targeting, mass media and mass developments in the market place-specially by changing consumer needs and wants through variety of promotional mix tools like advertising, sales promotion,

personal selling, direct selling, public relation & so on (Garland P Wood, 1958).

Strengths of television advertisement are high reach, ability to demonstrate, high-impact medium & prestigious. Therefore, television advertisement attracts its viewers with images, graphics, accounts & stories of live. If we take in to the consideration the children, they are more interested in advertisements & their music and they identify the advertising when the music starts to play. Television advertisement is the most influential media even there is no acting of purchase the product still remains in our consciousness (Ng, Chee Huat, 2008).

Television advertisement impacts on attitude, values, customs, norms, ethnicity, culture, religion and some other behaviors. Sometimes advertisement may change our life style; especially child's attitude. It can shape our way of life also (Belk and Pollay, 1985; Kumaran, 1987). Television advertising exposure is positively related to children's purchase requests which leads to increased number of product denials from parents, then causes conflict between parents and child (Moniek Buijzen & Patti M. Valkenburg, 2003).

Considerable research has examined advertising's cumulative effect on children's eating habits. Several studies have found strong associations between increases in advertising for innutritious food and rates of childhood obesity and also, exposure to television food advertising is parent- child conflicts that may arise regarding food choices. These conflicts can have a negative impact not only on children but also on relationships within the family (Buijzen and Valkenburg, 2003).

In Sri Lanka there are nine television channels fighting for airwaves, the competition is tough. The list of Sri Lanka TV channels are; Vasantham TV, Nethra TV /Channel eye, Dan Tamil Oli, Shakthi TV, Sirasa TV, National television, ITN & Swarnawahini and the India TV channels are; Sun TV, Kalaingar TV, Zee tamil, Jeya TV, Raj TV, Polimer, Vijay TV, Comedy channels like; Adithiya TV, Kids channels like; Chutti TV, Chithiram TV, Cartoon network & Pogo TV. Major channels like; Rupavahini, Sirasa, ITN & Swarnawahini compete with each other from about 7.30 pm in the evening (Samaraweera & Samanthi, 2012).

People in the Jaffna district are more aware of Indian television advertisements, because they always watch drama serials, which are telecasted by the Indian

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channels. The Indian advertisements which are telecasted in between the breaks are likable, match with consumer culture & perfectly designed (Shivany, 2013).

If we take in to the consideration of Jaffna children's favorite channels and programs, we can observe children's Chutti TV Channel viewing amount and Sun TV channel's Kutti Chutties program viewing interest levels. Because, Chutti TV is a 24hrs Tamil language television channel owned by sun network. This channel is dedicated to children aged between 3 & 12. It was launched in 2007, marketing it sun network's first ever television channel dedicated to kids (Pilot study).

Advertisement creators are using child actors in their advertising strategy. Therefore, children reacted very positively. Child can easily identify the advertising character that appeared to be the similar in age & life style (Kinsey, 1987).

II. RESEARCH GAP

A variety of researches related to children & advertising and children & television have been done by academic researchers and they focused on following topics; Children's television advertising viewing behaviors (Ward Levinson & Wackman, 1972), Children's exposure to TV advertisement & social development (Atkin, 1975), Children's responses to commercials (Breen & Powell, 1973), Children's awareness, interest, desire & product preferences (Frideres, 1973) and How children learn through TV commercials (Siegel, 1974). Even though, in a deep manner researchers have neglected some topics like; the specific ways in which kind advertising can often lead to children's product request, children force parents to buy unnecessary items after seeing advertisements, Children's attention level on viewing television advertisements & etc.

III. RESEARCH PROBLEM

One of the main promotional tools is advertising. Especially television advertising effects, such as; advertised product desires are not only deer mind by cognitive responses to a message, but also by effective responses (Brown & Stayman, 1992; Narin & Fine, 2008). Through the children's emotions like; fantasy fun & peer popularity that commercials aimed at young children & influencing their strategy for taking product purchasing decisions (Roberts & Pettigrew, 2007). According to the present business environment of post – war Jaffna market it is a need to find out or explore the influences of television advertisement on children's product requests and children's attention level on television advertisements.

IV. LITERATURE REVIEW

Television advertisement the stimuli in the form of marketing messages are competing with each other

on the consumer's attention, both in the form of other commercials as well as the program itself (Mc clung, park & saur, 1985).

Attractive advertisement makes a deep influence on children's attitudes & behavior, which especially leads to purchase behavior as well as purchase request. Children can be categorized into positive & negative attitudes, while children who have positive attitudes toward advertisement, their behavior remain consistent with their attitudes and they tend to make purchasing of that particular product whose advertisement they have seen. On the other hand, children who have negative attitude toward advertisement they don't take any step to purchase that particular advertised product (Erra, 1990).

Atkin (1981) found that respondents who reported heavier exposure to children's television (& its advertising) also reported making more requests for advertised toys, cereals, & fast foods. Kraak & pelletier (1998) stated that the television advertisements & prime – time programs have been identified as important influences on the types of food that children ask their parents to buy for them and food they buy for themselves. Research has also shown that by the age of nine, children start to lose interest in toys & develop a preference for products with a social function, such as music and sports equipment (Buijzen & Valkenburg, 2000). Past researches have indicated, if television advertising based on the experiences which are strictly influence to the minds of children by using the most appropriate & best strategies, this directly influences on the food pattern of the children (Livingstone & Helsper, 2004).

Previous studies have shown that children's attitudes & behaviors and television advertisements are co relational. So, it is difficult to determine whether advertisement influence children's attitudes & behavior or whether attitudes & behaviors determine what television programming or advertising will be viewed (Ann Sanson, 2000). Marketers, who try to penetrate the post- conflict market should need to develop television advertisements in an enjoyable manner, background music should be enjoyable. Because, children can be easily memorized by those ear – catching jingles & endorsement by animated characters commercials & they often imitate what the animated characters endorse such as; jingles or lines (Neeley& Schumann, 2004). Post conflict marketing environment is unique and exclusive, there is vast opportunities for marketers to sell their product & services to the potential customers who returned to their normal life (Shivany, 2013).

V. METHODOLOGICAL APPROACH

a) Qualitative Research

A qualitative exploratory research has been adopted for this study. Because, in Jaffna peninsula,

there are no researches on the topic of television advertisement & parent-children conflict in qualitative research method. Therefore, a research design was employed for this study.

Harry Wolcott (1999) maintains that one of the main problems in qualitative work is having too much of data rather than not enough, because the research is meant to provide details where a small amount of information exists. Normally, qualitative research means; investigation in to a problem or situation which provides insights to the researcher.

The strength of qualitative research is its ability to provide complex textual descriptions of how people experience a given research issue, it provides information about the "human" side of an issue- that is, the often contradictory behaviors, beliefs, opinions, emotions & relationships of individuals, although findings from qualitative data can often be extended to people with characteristics similar to those in the study population (Natasha Mack, 2005).

Highlighted the reasons of why the qualitative methodology such exploratory analysis is appropriate to this study. First one is the extent literature not established theoretical frameworks that explore impact of television advertisements on parent- children conflict in the post war Jaffna market. The second one is the goals of exploratory research are intended to produce the following possible insights, such as; familiarity with basic details, settings & concerns, well-grounded picture of the situation being developed, determination about whether a study is feasible in current situation and direction for future research & techniques get developed.

b) Population of the Study

The population for the present study consisted of parents in Jaffna district between 25 to 45 years of age with at least one child between the ages of four & twelve. In 2012, Samaraweera & Samanthi have done a case study from Galle district about "television advertising and food demand of children in Sri Lanka. This is an accountable past study in Sri Lanka.

c) Sampling Technique

One of the most common sampling strategies is purposive sampling. According to preselected criteria relevant to a particular research question sample size, which may or may not be fixed prior to data collection depend on the resource & time available. Purposive sampling is therefore most successful when data review & analysis are done in conjunction with data collection (Natasha Mack, 2005).

This research was consisted a purposive sample. Sample was restricted to 10 parents for the diversity of the sample, so the researcher recruited some of the parents from the different division from Jaffna district.

d) Instruments/ Materials

This qualitative approach using in depth interviews with the parents were conducted. In depth interviews is an appropriate method for capturing & understanding informants' lives, experiences or situations in their own experiences & words (Taylor, 1994).

A great deal of qualitative material come from talking with people whether it be through formal interviews or casual conversations the researcher must listen carefully to what participants say, engage with according to their individual personalities & styles and use "probes" to encourage them to elaborate on their answer.

This study fully concentrated on in depth interviews by using preset questions based on 3 primary interview questions as open- ended question format.

e) Data Analysis Methods

Data analysis method begins almost immediately with primary analysis. Later on, after more data collection in interaction with primary analysis, a second stage occurs with category & concept formation.

Commonly there are four steps in qualitative analysis, such as; interim analysis memoing, data entry & storage and coding & developing category system. At the same time there are some forms do qualitative data take. Such as; field notes, audio recordings & transcripts (Bryman & Bell, 2011).

In this manner, researcher conducted in depth interviews and those interviews were digitally recorded, translated & transcribed. Normally, phenomenology seeks to develop plan for description & classification of existed experiences. The view & experiences of the participants are taken as raw data with the goal of enlarging & deepening understanding of the range of experiences is recoded as a basic fact.

In the first stage of the analysis, the researcher wrote all the themes which researcher found. Next, researcher chose major common themes with which most participants were concerned. Then, the researcher discussed some common themes that emerged from the first interview to last interview, so that the significant issues were discussed and analyzed more thoroughly. Because, the researcher read through the transcripts of all ten interviews and looked for themes or categories. As the method of analysis, this study used analytic induction which tries to find common patterns in the data. Coding is defined as marking the segments of data with symbols, descriptive words or category names. In this research, inductive codes were developed by the researcher by directly examining the data.

f) Questions for In-Depth Interviews

Question was asked about, whether their child pay attention to TV commercial when watching TV, What

does he/she typically do when a commercial comes on and whether they believe their child's product requests are influenced by televised advertisements; If so, how is she/ he influenced. Parents were answered very generously.

g) *Coding and Findings/Concepts*

In qualitative research, the goal of coding is not to count things, but to "fracture" the data and rearrange them into categories that facilitate comparison between things in the same category and that aid in the development of theoretical concepts (Maxwell & Joseph, 2005).

Therefore, the researcher was done 1st coding through line-by-line analysis and identified important concepts from transcribed interviews, and then the researcher done axial coding as a 2nd coding, finally the researcher was found the concepts that emerged from data. Those coding steps and concepts are presented here below in the annexure part.

h) *Reliability and Validity of Analysis*

A good qualitative study can help us "understand a situation that would otherwise be confusing" (Eisner, 1991). The validity and reliability are two factors which any qualitative researcher should be concerned about while designing a study, analyzing results and judging the quality of the study (Patton, 2002).

'Reliability means dependability of consistency' & that qualitative researchers 'use variety of techniques (interviews, participation, documents) to record their observations consistently' and 'Validity means truthful' it's referring to the bridge between construct and the data. It can be seen that validity means the correct correlation between data and conclusion (Lawrence Neuman, 2003).

Moreover, there are some criteria for reliability and validity of qualitative research, such as;

- Credibility (in place of internal validity), that is, the extent that the constructions adequately represent the participant's reality.
- Transferability (in place of external validity), that is, an adequately and thickly described account so that those who wish to transfer the implications to another context can do so with an adequate data base.
- Dependability (in place of reliability), that is, the data is internally coherent.
- Confirm ability (in place of objectivity), that is, the extent to which the theoretical implications are grounded in the data (Guba and Lincon, 1981).

One of the most important strategies for establishing dependability is "The outside researcher experienced" (Lincoln and Guba, 1985). Here, dependability could be achieved by using an outside

auditor to examine the research process and to determine if the findings and interpretations are supported by the data. Therefore, in this study; the researcher submits an account of her findings for checking (Alan E. Bryman, 2008).

On the other hand, one of the most important strategies for establishing credibility is "Respondent validation". Respondent validation occurs during the period of data collection when feedback is obtained from the participants about the accuracy of the data they have given, and also the researcher's interpretation of that data. (Such as a short report or interview transcript) (Lincoln and Guba, 1985). In addition, feedback after the completion of the research project on the interpretation of all the data that has been obtained and interpreted can provide another type of validation.

To achieve validity in qualitative research is to reduce the gap between reality and representation and the more data and conclusions are correspondent the more a piece of qualitative research is valid (Bryman, 2008). Since in this study, all the interviews were translated, transcribed and findings sent back to the respondents in order to determine the accuracy of the interview findings.

Therefore, the researcher was done open coding through line-by-line analysis and identified important concepts from transcribed parent's interview answers, then the researcher done axial coding and assembled them into second-order themes, finally the researcher was presented the strategies that emerged from data were presented & how the coding were done and the final analysis are clearly shown in this chapter.

i) *Limitations and Future Recommendations*

The outcome of this study shows some limitations. The first limitation of this study is that this research relied only on the perception of parents. Therefore, the knowledge from this study might be a little bit biased by the parents' particular viewpoints toward the issues in this study. Even though the parents' perspectives were considered the most important for this study, it is possible that there may be gaps in information that can be filled in by asking questions from the perspectives of other family members, including the children themselves, because the answers by the children might be different. Therefore, one possible future study would include the children, or other family members as participants.

Another limitation is that this research consider only children segment in Jaffna Peninsula in the post-war market situation. The research result states that the potential researchers should consider the other segment in Jaffna Peninsula while evaluating the impact of TV advertisement on conflict for other segments, like; grown-ups children (12-18ages) or adults (18-25).

The other limitation is that the sample is geographically limited. The research has been done only in Jaffna

district. It can be done in other parts of the country, like; Mannar, Kilinochchi, Vavuniya as well or for the whole country.

A qualitative exploratory research method has been taken into consideration for this study. Therefore in the future, the researchers should be taking into account of the other methods, like; quantitative research method or mixed method as well.

"They won't even move when they watch ads on the TV. They just watch those more attention ally"

(V. Sivanya, Teacher)

Jaffna children in the post – war market are more attention to Indian kid's advertisements, because

of the attractiveness & colour fullness of the advertisements.

"But it depends on the advertisement.

If there is kid dish music, dance come on they watch those."

(T. Sasikaran, Tailor)

Children in Jaffna don't watch TV & ads all the time, but when commercial comes on the TV, they watch that without blinking an eye & immediately request some

products and also remind the parents at the purchase places. Moreover, they follow them in the ads something related to children.

"They'll be more concentrating on them and specially is it's something related to them they will watch that without blinking.

As I said earlier, it influences more than 90 %. I think those are rally colorful."

(M. Raveeswaran, Lecturer)

This study tried to find the influence of televised advertisement on Jaffna children's product requests. In Jaffna district parents believe their child's product request are influenced by televised ads, through

impressionable way of techniques like colour, shape, size because of that children believe, remind & adamant on it.

"Yes, it does, it does. There some chocolate ads, which comes up.

She takes the chocolates whenever we go to food city she takes it because she watches the ads about it.

Kids watch that they wouldn't ask without watching 'He eat chocolates and he is grown up. Drink Boost, eats chocolate... There are so many like this."

(S. Balaputhiran, Lecturer)

"Yes there is a link between them. That's an attraction isn't it?

They eat noodles by spoon as shown on the ads."

(V. Pirabhakar, Housewife)

According Livingstone & Helsper, 2004, if television advertising based on the experiences which are strictly influence to the minds of children by using the most appropriate & best strategies, so there should be created the clear understanding to the Jaffna Parents about "The controlling amount of TV advertisement viewing levels of children and reduce the children's attention levels on TV advertising" through seminars or some other ways.

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ANNEXURE

Examples of Coding: Three Tables.

(Source: Author constructed)

IQ1: Does your child pay attention to TV commercial when watching TV?

1st coding/open coding	2nd coding/axial coding	Findings/concepts
1. They give more attention to ads. 2. Ads are very colorful. 3. watch ads on chutty TV 4. It depends on the Ads. 5. There is a kid dish music, dance. 6. They love to watch. 7. We got 45 channels now. 8. Change the channel. 9. Indian Ads. 10. Girl on the lux ads also pretty 11. They are more interested in kid's ads. 12. Very much interested. 13. Songs, music are very much attractive.	1. More attention. 2. Colour full & attractive. 3. They are more interested in kid's advertisements, 4. It depends on the advertisements. 5. Watched Indian advertisements.	1. Attention toward attractiveness 2. Attention toward colour images

IQ2: What does he/she typically do when a commercial comes on?

1st coding/open coding	2nd coding/axial coding	Findings/concepts
1. They wonder why it takes such a long time. 2. They don't watch all the time. 3. They got more interested on it 4. They tell the place where that item is available. 5. Elder one goes away. 6. Younger ones have interest on the ads. 7. Depend on the ads.	1. Don't watch all the time. 2. Watch that without blinking an eye. 3. Remind us at the purchase places. 4. Something related to them. 5. Immediately request.	1. Very interesting

8. They will sing. 9. Observes it so attention ally. 10. They play good music in the background. 11. They watch chutty TV. 12. They have no idea about ads 13. They won't even move. 14. Just watch more attention ally. 15. She has the option. Change the channels. 16. Follow them. 17. More concentrating. 18. Watch that without blinking. 19. Something related to them. 20. Repeat the once on it. 21. Immediately request. 22. Remind us at the super market. 23. Something related to them.		
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IQ3: Do you believe your child's product requests are influenced by televised advertisements? If so, how is she/ he influenced?

1st coding/open coding	2nd coding/axial coding	Findings/concepts
1. Yes, there is a link between them. 2. That's an attraction. 3. As shown on the ads. 4. It has the influence. 5. Kids want everything they see. 6. "We need this" when they watch the ads. 7. This is the place we saw on the TV. 8. Some time they ask following ads. 9. She asks for kinder Joy. 10. So adamant on it. 11. There are some chocolate ads, which come up. 12. Whenever we go to food city. 13. Because she watches the ads about it. 14. Those are rally colorful. 15. Noodles were colorful. 16. Different ads are more impressive. 17. The technique. 18. Shape looks different. 19. Colour, shape, size are all has influences 20. Ask after watching the TV ads. 21. Drink boost. 22. Boost them or grew them or have energy.	1. There is a link between child's product request & TV ads. 2. Different ads are more impressive. 3. So adamant on it. 4. Change children's thoughts like grew, energy & so on. 5. Remind the parent at the purchase place.	1. Unwanted things are purchased 2. Impressionable way





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Measuring Service Quality Level of Tuition Providers in Bangladesh: A Study on S@Ifur's

By Md. Zainal Abedin

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Abstract- The study investigates and measure the service quality level of S@ifur's through SERVQUAL-model statements (Parasuraman et al, (1990), that means that we measure customer expectations and customer perceptions and make a comparison between different areas of service given by the organization. To do this Five-Point Likert Scale has been used to survey customers. The study actually reveals the state of service quality level and the customer perception on this service and whether the service quality level, its standard and customer perceptions are able to increase market share in the industry. The study also focused to the extent that whether these service quality level and the defined customer perception can create positive impact on customers and be able to create positive contribution on the building of brand image of the tuition provider.

Keywords : *s@ifur's, tuition provider, customer expectations, customers satisfaction, customer perceptions, SERVQUAL-model.*

GJMBR - E Classification : *JEL Code : M39*



Strictly as per the compliance and regulations of:



Measuring Service Quality Level of Tuition Providers in Bangladesh: A Study on S@ifur's

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Abstract- The study investigates and measure the service quality level of S@ifur's through SERVQUAL-model statements (Parasuraman et al, (1990),that means that we measure customer expectations and customer perceptions and make a comparison between different areas of service given by the organization. To do this Five-Point Likert Scale has been used to survey customers. The study actually reveals the state of service quality level and the customer perception on this service and whether the service quality level, its standard and customer perceptions are able to increase market share in the industry. The study also focused to the extent that whether these service quality level and the defined customer perception can create positive impact on customers and be able to create positive contribution on the building of brand image of the tuition provider. As sample, Dhaka University students and some selective samples have been surveyed since they represent whole Bangladesh as customers. The main purpose of the study is to measure the service quality level of customers and their perceived value of the services given by the S@ifur's. The study also has the objective to find out and analyze the service gaps.as well as on the basis of service gaps and other findings, a comprehensive recommendations will be given. The study found that different service quality and dimensions bound customers to perceive service quality differently and its service quality level is moderate though it is leading tuition provider in the country. So S@ifur's should analyze the customer expectations first and then it should make a diagram so that the company can give the best services to the customers.

Keyword: s@ifur's, tuition provider, customer expectations, customers satisfaction, customer perceptions, SERVQUAL-model.

I. INTRODUCTION

Service quality is need for creating customer satisfaction and service quality is connected to customer perceptions and customer expectations. Oliver (1997) argues that service quality can be described as the result from customer comparisons between their expectations about the service they will use and their perceptions about the service company. That means that if the perceptions would be higher than the expectations the service will be considered excellent, if the expectations equal the perceptions the service is considered good and if the expectations are not met the service will be considered bad.

Oliver (1997) argues that customer satisfaction can be described as a judgment that a product or

service feature, or the product or service itself, provides pleasurable consumption. Satisfaction can also be described as a fulfillment response of service and an attitude change as a result of the consumption. Gibson (2005) put forward that satisfied customers are likely to become loyal customers and that means that they are also likely to spread positive word of mouth. Understanding which factors that influence customer satisfaction makes it easier to design and deliver service offers that corresponds to the market demands. Service quality linked explicitly to customer satisfaction that marketer too seen as having an important role to play.

Making service processes more efficient does not necessarily result in a better quality experience for customers, or does it always lead to improved benefits for them. Likewise, but at other times it may sometimes be welcomed by customers, but at other times it may make them feel rushed and unwanted)

Marketing's interest in service quality is obvious when one thinks about it. Poor quality places a firm at a competitive disadvantage, potentially driving away-dissatisfied customers.

Customer satisfaction, a term frequently used in marketing, is a measure of how products and services supplied by a company meet or meet surpass expectation. Customer satisfaction is defined as "the number of customers, or percentage of total customers, whose reported experience with a firm, its products, or its services (ratings) exceeds specified satisfaction goals. Customer satisfaction provides a leading indicator of consumer purchase intentions and loyalty. "Management must think of itself not as producing products but as proving customer creating value satisfaction. "Customer satisfaction has a vital role in sustaining and improving hole on the market.

II. THEORETICAL FRAMEWORK OF THE STUDY

a) Service Quality

From the viewpoint of business administration, "Service Quality is an achievement in customer service. It reflects at each service encounter. Customers form service expectations from experiences, word of mouth and advertisement. In general, Customers compare perceived service with expected service in which if the former falls short of the latter the customers are disappointed".

The measurement of subjective aspects of customer service depends on the conformity of the

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expected benefit with the perceived result. This in turns depends upon the customer's expectation in terms of service, they might receive and the service provider's ability and talent to present this expected service. Successful Companies add benefits to their offering that not only satisfy the customers but also surprise and delight them. Delighting customers is a matter of exceeding their expectations.

Pre-defined objective criteria may be unattainable in practice, in which case, the best possible achievable result becomes the ideal. The objective ideal may still be poor, in subjective terms.

Service quality can be related to service potential (for example, worker's qualifications); service process (for example, the quickness of service) and service result (customer satisfaction).

b) Importance of Service Quality

The importance of service has obtained a significant amount of attention by many managers and academic scholars in a variety of fields. Identifying the nature of the relationship between service quality and relevant constructs appears to be advantageous as it assists in the development of better managerial decisions. This realization is reflected by the increasing number of publications devoted to such topics as customer satisfaction, service quality, customer service, and service marketing. Prior to discussing the concept of service quality and its relationships with other constructs, it is necessary to be concerned with the three fundamental characteristics of a service product. In these circumstances it is very important to pay attention to study of service quality, its dimensions and measuring method in order to improve it continuously. Continuous offer of high quality service is extremely important to reach consumer satisfaction, which is reflected positively to competition and to profitable business of service companies. [Sources: Website, Zeithaml, V.A., Parasuraman, A. and Berry, L.L.(1990), Delivering quality service; Balancing customer perceptions and expectations, The Free Press, New York, NY].

c) Measuring of Service Quality

Measuring the quality of a service can be a very difficult exercise. Unlike product where there are specific specifications such as length, depth, width, weight, color etc. a service can have numerous intangible or qualitative specifications. In addition, there is there expectation of the customer with regards the service, which can vary considerably based on a range of factors such as prior experience, personal needs and what other people may have told them.

d) Method of analysis

To analyze the result we use the SERVQUAL-model statements (Parasuraman et al, (1990).That

means that we measure customer expectations and customer perceptions and make a comparison between different areas of service. Each answer alternative is given a score and the score for expectations is summarized and the score for perceptions is summarized. Then the difference between expectations and perceptions is counted and a judgment about the service quality is given. The overall service quality level is showed through counting the score of each dimension and then summarize them. Jannadi and Al Saggaf (2000) explains that the calculation shows a gap between perceptions and expectations and through that gap the service will be evaluated through the following formula.

n_i

$$\sum P_i - E_i = 1$$

$$SQ_i (\text{feature}) = P_i - E_i (1)$$

$$SQ (\text{dimension}) = (-) \rightarrow 1/n (2)$$

When n = number of items in the dimension

$$\text{Overall SQ} = / = 1 (3)$$

When n = total number of features

i = each feature

SQ = Service Quality

P = Perception score

E = Expectation score

Standard deviations are also used to measure dispersion of data around the mean. To be able to analyze the different answer options we gave each option different points, this method is called Likert scale. The expectations and perceptions are evaluated through 22 statements and the answer options are rated through five point Likert scale. The result is also linked with theory to identify which areas the company should improve. We used Microsoft Excel to transform the raw data from the questionnaires into diagrams and tables that are easier to facilitate.

Parasuraman later revises the SERVQUAL model, where the differences are shown as follows:

1. Firstly, the term "should" in its original version may lead to unrealistically high results related to expectations, so the new model introduces somewhat different terms. Revised terms focus on what users' expectations should be from the company that delivers excellent service. For example, item "City Public Transportation should have accurate timetable", has been modified into an item "Distinctive public transportation in the city will insist on accurate timetable".
2. Secondly, all negative items' formulation in an original version of the SERVQUAL is changed by positive formulation. For example, "The employees of XYZ are not always willing to help users", has

been changed into "Employees are not always willing to help you".

3. Thirdly, two original items, one within the perceptibility, and another one within the safety, have been changed by two new ones that explain dimensions in a better way: perceptibility and safety.
4. In the fourth place, evaluation of significance of each of five dimensions in original model is gained indirectly by regressive analysis. Revised model introduces the third set of questions for users that directly measures relative significance of each of five dimensions for users. These results are then used to evaluate the indicator of each dimension o
5. arasuraman's concept of five dimensions is mostly used. f perceptive service quality. The main purpose is to obtain the most accurate result of perceptive service quality.

e) *Various Dimensions of Service Quality*

A Customer's expectation of a particular service is determined by factors such as recommendations, personal needs and experiences. The expected service and the perceived service sometimes may not be equal, thus leaving a gap. The service quality model or the 'GAP model' developed by a group of authors-Parasuraman, Zeithaml and Berry at Texas and North Carolina in 1985, highlights the main requirements for delivering high service quality. It identifies five 'gaps' that cause unsuccessful delivery. Customers generally have a tendency to compare the service they 'experience' with the service they 'expect'. If the *experience does not match the expectation*, there arises a gap. Parasuraman, Zeithaml and Berry described ten determinants that may influence the appearance of a gap. in the SERVQUAL model: reliability, responsiveness, competence, access, courtesy, communication, credibility, security, understanding the customer and tangibles.

Later, the determinants were reduced to five: tangibles; reliability; responsiveness; service assurance and empathy in the so-called RATER model.

Found that the following ten dimensions affect expectations and perception of service quality:

1. Reliability 2. Sensibility 3. Competitiveness 4. Accessibility 5. Politeness 6. Communicability 7. Credibility 8. Safety 9. Understanding and consumer commitment and 10. Tangibility

[Sources: MA. Parasuraman, A., Zeithaml, V.A. and Berry, L. L.(1988),"SERVQUAL: a multi-item scale for measuring consumer perceptions of the service quality", Journal of Retailing, Vol.64, No.1, pp.12-40.]

Later development of a model for measuring service quality brought Parasuraman, Zeithaml and Berry to a conclusion that awareness solution is more acceptable for above-mentioned ten dimensions converted into the following five ones:

1. Tangibility (physical objects, equipment, appearance of service staff)
2. Reliability (potential to deliver a promised service)
3. Sensitivity (willingness to help consumers and to provide fast service)
4. Safety (knowledge and politeness of the staff and their capability of getting trust)
5. Empathy (care, individual attention for consumers)

Safety and empathy represent in fact seven original quality dimensions: competitiveness, accessibility, politeness, communicability, credibility, safety and understanding and commitment for consumers. Reducing number of dimensions has not reduced accuracy in quality measurement.

It is obvious that there are different opinions on dimensions of service quality. It would be hard to extinguish some of above approaches as the most acceptable in explanation and understanding the essence of perceived service quality; however, when speaking on quality measurement the P

f) *Maintaining Service Quality*

After having attained the desired service level, the next great challenge faced by service providers is to maintain service standards at levels of excellence. This is as important, and as tough, as establishing service standards and attaining to them in the first place.

There are two approaches that any organization can have towards maintaining service standards - a proactive approach or a reactive approach.

g) *Proactive*

A proactive approach entails actively reaching out to customers and trying to gather their feedback on service quality and suggested areas of improvement. This can be done by way of

- Surveys and administering questionnaires
- Gap Analysis, and
- Staff training

i. *Surveys and questionnaires*

Such an approach helps a brand to anticipate customer demands and expectations and align its service offering accordingly. In addition, the findings of such surveys can help to identify common issues and demands of customers hence helping a company to customize its service offering.

ii. *Gap Analysis*

Another approach that is adopted for analyzing service quality is that of the gap analysis. The company has an ideal service standard that it would like to offer to its customers. This is contrasted with the current level of service being offered. The gap thus identified serves both as a measure and as a basis for planning a future course of action to improve the service offering.

iii. Staff Training

Another crucial aspect of the proactive approach is staff training. Companies nowadays spend generously on training their personnel to adequately handle customer queries and/or complaints. This is particularly true if a company is changing its service offering or going in for a price hike of its existing services. For example, when a fast food chain increases the price of its existing products, the staff has to handle multiple customer queries regarding the hike. Lack of a satisfactory explanation would signify poor service standards and lead to customer dissatisfaction.

iv. Reactive

A reactive approach consists of resorting to a predetermined service recovery mechanism once a

customer complains about poor service quality. It usually starts with apologizing to the customer and then taking steps to redeem the situation. The fundamental flaw with this approach is that, here the customer has already had a bad experience of the brand's service.

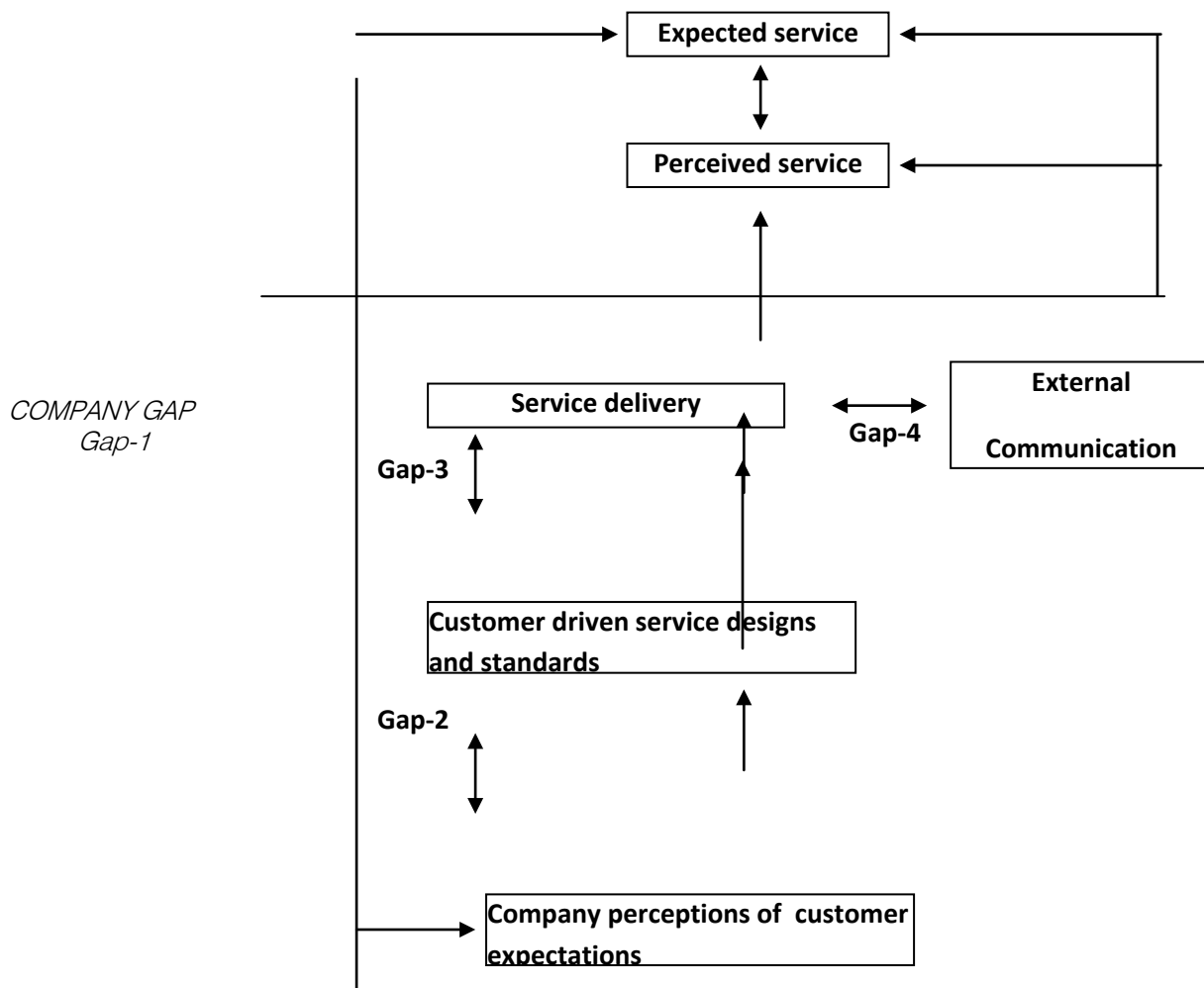
[Sources: Internet, Management Study Guide. Maintaining & Measuring Service Quality]

h) Gaps Model of Service Quality

i. Servqual Model

SERVQUAL or RATER is a service quality framework. Zeithaml, Parasuraman and Berry, developed SERVQUAL in the mid 1980s. SERVQUAL means to measure the scale of Quality in the service sectors.

Customer



i) Concept

The service quality model or the 'GAP model' developed by a group of authors Parasuraman, Zeithaml and Berry at Texas and North Carolina in 1985, highlights the main requirements for delivering high

service quality. It identifies five 'gaps' that cause unsuccessful delivery. SERVQUAL was originally measured on 10 aspects of service quality: It measures the gap between customer expectations and experience. The basic assumption of the measurement

was that customers could evaluate a firm's service quality by comparing their perceptions with their expectations. SERVQUAL has its detractors and is considered overly complex, subjective and statistically unreliable.

Customers generally have a tendency have to compare the service they 'experience' with the service they 'expect'. If the experience does not match the expectation, there arises a gap.

a. GAP 1

Gap between consumer expectation and management perception: This gap arises when the management does not correctly perceive what the customers want. For instance- hospital administrators may think patients want food, but patients may be more concerned with the responsiveness of the nurse. Key factors leading to this gap are:

- Insufficient marketing research
- Poorly interpreted information about the audience's expectations
- Research not focused on demand quality
- Too many layers between the front personnel and the top level management

b. GAP 2

Gap between management perception and service quality specification: Here the management might correctly perceive what the wants, but may not set a performance standard. An example here would be that hospital administrators may tell the nurse to respond to a request 'fast' but may not specify 'how fast'. Gap2 may occur due the following reasons:

- Insufficient planning procedures
- Lack of management commitment
- Unclear of ambiguous service design
- Unsystematic new service development process

c. GAP 3

Gap between service quality specification and service delivery: This gap may arise owing to the service personnel. The reasons being poor training, incapability or unwillingness to meet the set service standard. The possible major reasons for this gap are:

- Deficiencies in human resource policies such as ineffective recruitment, role ambiguity, role conflict, improper evaluation and compensation system.
- Failure to manage customer expectations
- Failure to perform according to specification

d. GAP 4

Gap between service delivery and external communication: Consumer expectation is highly influenced by statement made by company representatives and advertisements. The gap arises when these assumed expectations are not fulfilled at the time of delivery of the service. For example- The hospital

printed on the brochure may have clean and furnished rooms, but in reality it may be poorly maintained- in this case patient's expectations are not met. The discrepancy between actual service and the promised one may occur due to the following reasons:

- Over-promising in external communication campaign
- Failure to manage customer expectations
- Failure to perform according to specifications

e. GAP 5

Gap between expected service and experienced service: This gap arises when the customer misinterprets the service quality. The physician may keep visiting the patient to show and ensure care, but the patient may interpret this as an indication that something is wrong.

[Sources: Website, Integrated gaps model of service quality, Parasuraman, A., Zeithal, V. A. and Berry, L.L. (1985)]

III. RESEARCH DESIGN (METHODOLOGY)

a) Research Approach

- This is a quantitative research, in some cases qualitative approach has been applied.
- At first phase an exploratory research has been conducted to understand the nature of problem and its subcomponents.
- After analyzing all relevant data by excel and SPSS, a descriptic method has been applied to present the findings.

b) Sources of Data

To meet the research objectives both primary and secondary sources of data have been used. More emphasis is given on primary data to conduct the research program authentically.

a. Primary Source

1. A model questionnaire has been developed to elicit essential data. The Questionnaire is structured in nature and is based on Likert Scale method.

Population

All Customers of S@ifur's (Students) and some selective samples. (Approximate 3500 students)

Sampling technique

Random sampling technique was used to select specific students who are students existing and ex-students.

Sample Size

Total of 60 Students from three branch, each of 20 students are selected.

Survey area: Dhaka, (Panthapath, Lalmatia and Mirpur branch).

2. Informal interviews with education service provider experts and managers of S@ifur's

3. Observation of students while taking services.

b. Secondary Sources

- Books and articles on service quality levels
- Various websites

c. Data Analysis Techniques

- Excel and SPSS software has been used to analyze data
- Various statistical methods and formulae has been used.

(Mean, standard deviation, Correlations, Regressions and Frequency distributions.)

- Different Graphs, Tables, Charts and others instruments are used to make presentable the research results (Findings).

IV. ANALYSIS AND FINDINGS OF SERVICE QUALITY AND CUSTOMER SATISFACTION LEVEL

Descriptive analysis and frequency distribution to analysis the despondence answer.

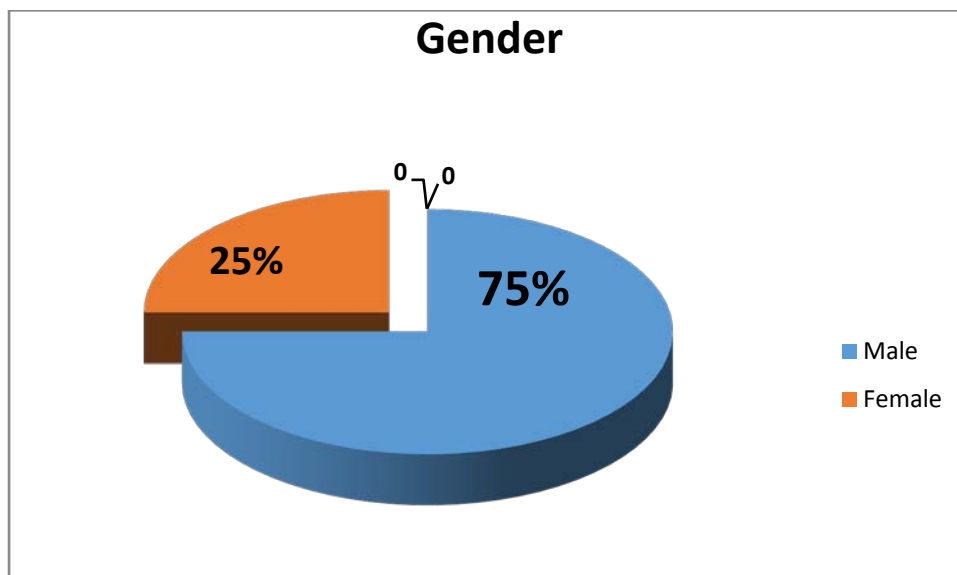
a) Descriptive Analysis

It refers the transformation of raw data into a form and that will make them easy to understand and interpreted; rearranging, ordering manipulating data to provide descriptive information.

Table 4.1 : Gender Sample

	Gender	Frequency	Percent	Valid percent	Cumulative Percent
Valid	Male	45	75	75	75
	Female	15	25	25	100
	Total	60	100	100	

Sample size is 60. Among them, there are 75% male and 25% female. The ratio can be seen graphically in the pie chart.



Pie-Chart show participant's Gender

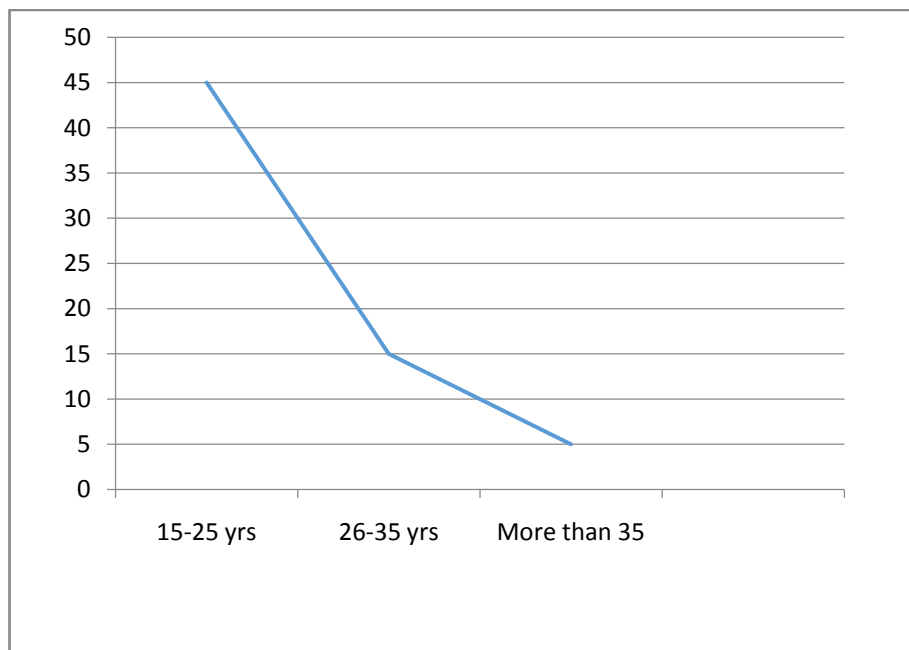
4.1.2 : Age Group

Age				
	15 - 25	40	65	65
Valid	26 - 35	15	25	25
	More Than 35	5	10	100
	Total	60	100	

Table: Age Group

Respondent's age group divided into four classes. Among them 15-25 years old are 40 peoples, 26-35 years old are 15 peoples and more than 35 years

old are 05 peoples. So most of the respondents are between 15 – 25 years old. The ratio of the different age's group people are follows in bar chart.

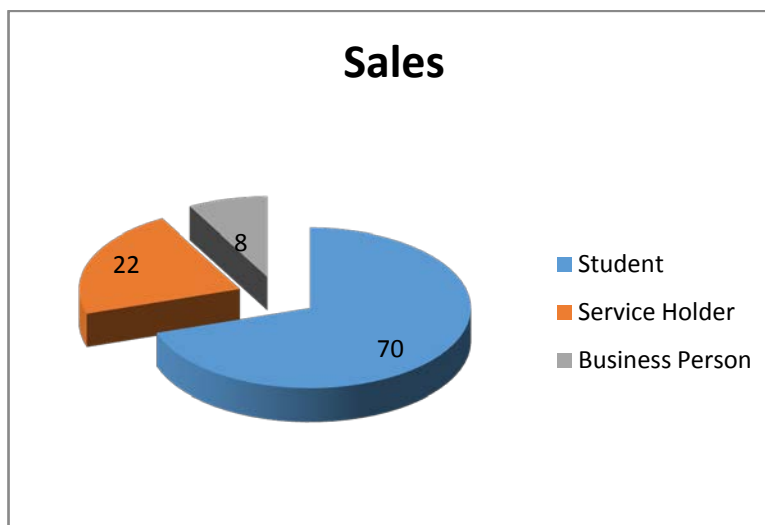


Bar Chart: Respondents According to Age

Table 4.1.3 : Professional Group

	Profession	Frequency	Percent	Valid percent	Cumulative Percent
Valid	Student	40	70	70	75
	Service Holder	15	22	22	
	Business Person	5	8	8	100
	Total	60	100	100	

Table: 4.1.3 : Professional Sample



Pie-Chart show participant's Profession

Respondent's Profession group divided into three classes. Student 70%, Service Holder 22%, and

Business Person 8%.The ratio of the different professions in the chart is covering students.

b) Perception Statement in the Reliability Dimension

- i. When S@ifur's promise to do something by a certain time, it done so for its customers

	Position	Frequency	Percent	Valid
Valid	Strongly disagree	6	10%	6
	Disagree	8	13.33%	8
	Neutral	21	35%	21
	Agree	16	26.67%	16
	Strongly Agree	9	15%	9
	Total	60	100%	60

Sample size was 60, with this statement most of the respondents were neutral. The numbers were 21, Here strongly agree were 9 and agree were 16 rest were, disagree and strongly disagree are the ratio

between there is shown below in the bar chart. From the below diagram we can say that maximum number of the customer are dissatisfied because they do not keep their promise.

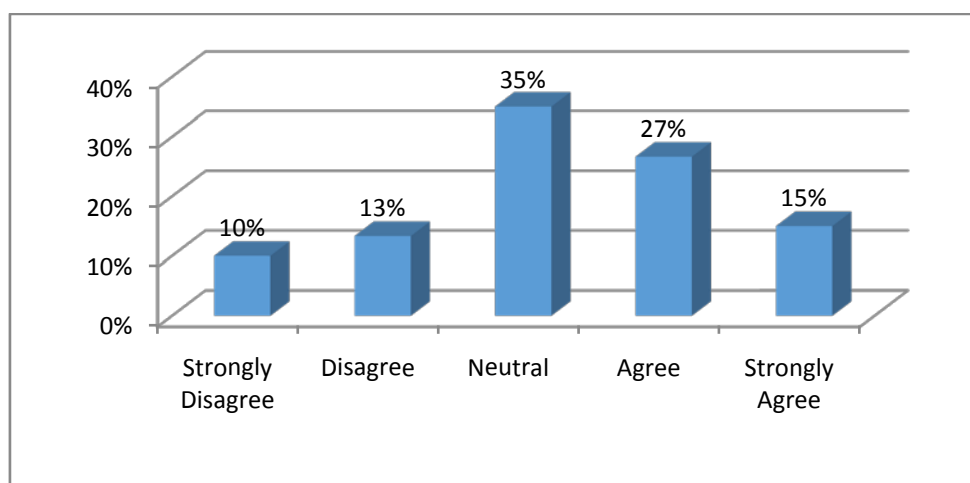


Chart: S@ifur's promise to do something by a certain time

- ii. When you got a problem with S@ifur's, solving the problem by the organization is very fast.

	Position	Frequency	Percent	Valid
Valid	Strongly disagree	5	8.33%	5
	Disagree	10	16.67%	10
	Neutral	15	25%	15
	Agree	20	33.33%	20
	Strongly Agree	10	16.67%	10
	Total	60	100%	60

Sample size was 60, with this statement most of the respondents were Agree. The numbers were 20, Here strongly agree were 10 and disagree were 10 rest were, disagree and strongly disagree were 5, the ratio between there is shown below in the bar chart. From the below diagram we can say that maximum number of the customer are satisfied because they solve problem very fast.

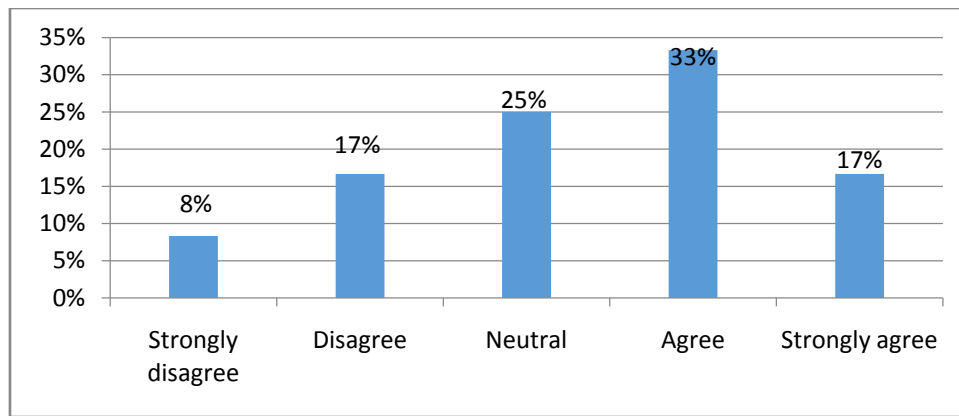


Chart: S@ifur's solving the problem by the is very fast.

iii. People like S@ifur's

Valid	Position	Frequency	Percent	Valid
	Strongly disagree	5	8.33%	5
	Disagree	8	13.33%	8
	Neutral	7	11.66%	7
	Agree	28	46.67%	28
	Strongly Agree	12	20%	12
Total		60	100%	60

Sample size was 60, with this statement most of the respondents were Agree. The numbers were 28, Here strongly agree were 12 and disagree were 8 rest were, disagree and strongly disagree were 5, the ratio

between there is shown below in the bar chart. From the below diagram we can say that maximum number of the customer are like S@ifur's brand.

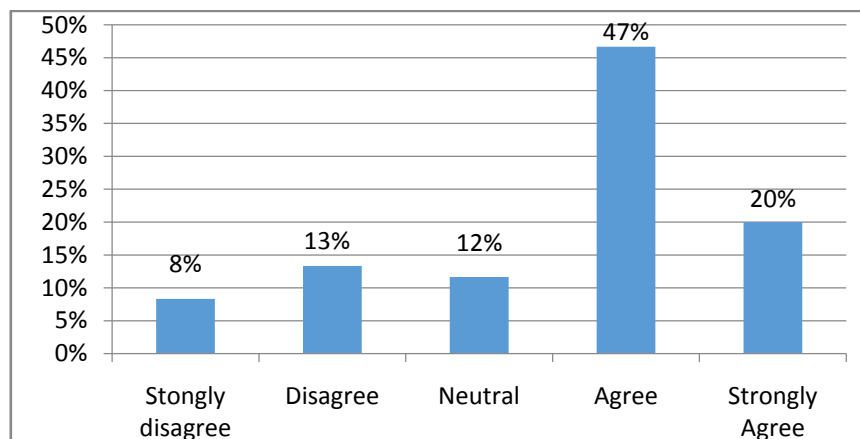


Chart: People like S@ifur's

iv. S@ifur's communicate with their customer after completed their course

Valid	Position	Frequency	Percent	Valid
	Strongly disagree	8	13.33%	8
	Disagree	10	16.67%	10
	Neutral	12	20%	12
	Agree	18	30%	18
	Strongly Agree	12	20%	12
Total		60	100%	60

Sample size was 60, with this statement most of the respondents were Agree. The numbers were 18, Here strongly agree were 12 and disagree were 10 rest were, disagree and strongly disagree were 8, the ratio

between there is shown below in the bar chart. From the below diagram we can say that maximum number of the customers are agree with their communication strategy.

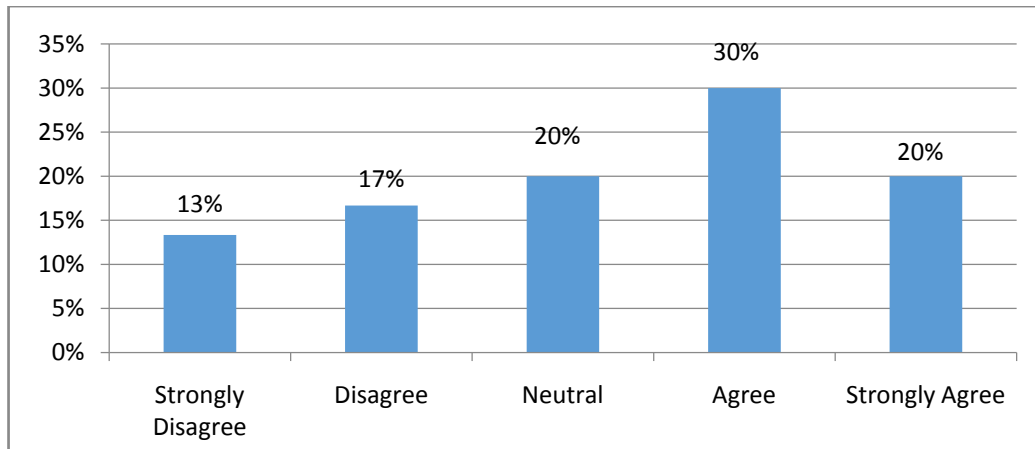


Chart: S@ifur's communicate with their customer

c) Statement in the Responsiveness Dimension

- i. The Sales people of S@ifur's always help you to find the best services.

	Position	Frequency	Percent	Valid
Valid	Strongly disagree	9	15%	9
	Disagree	7	11.67%	7
	Neutral	10	16.67%	10
	Agree	22	36.67%	22
	Strongly Agree	12	20%	12
	Total	60	100%	60

Sample size was 60, with this statement most of the respondents were Agree. The numbers were 22, Here strongly agree were 12 and disagree were 10 rest were, disagree and strongly disagree were 9, the ratio

between there is shown below in the bar chart. From the below diagram we can say that maximum number of the customer are agree. S@ifur's sales people always help the customers to find the best option or services.

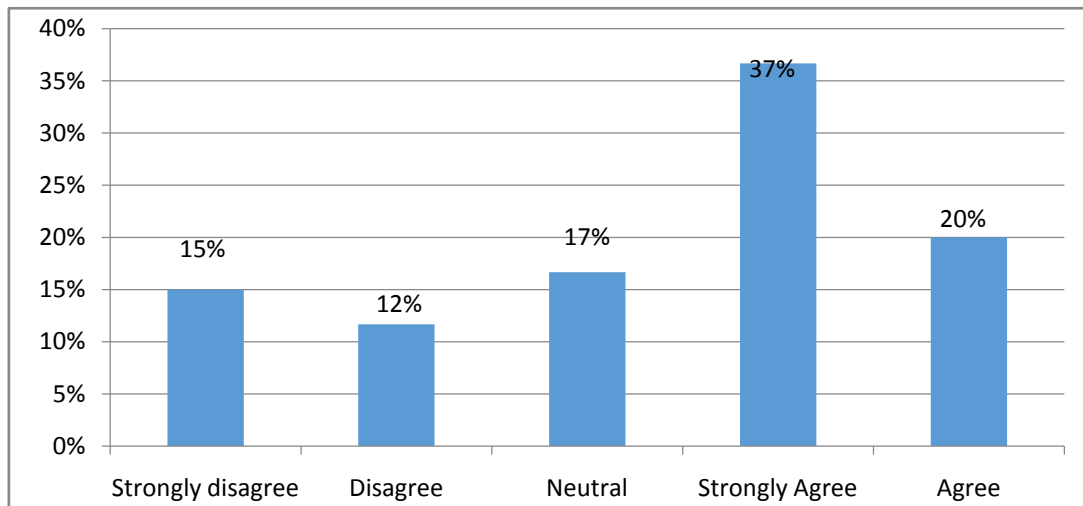


Chart: The Sales person of S@ifur's always help you to find the best services.

- v. Customer care department of S@ifur's always respond rapidly

	Position	Frequency	Percent	Valid
	Strongly disagree	8	13.33%	10
	Disagree	12	20%	12

Valid	Neutral	17	28.33%	15
	Agree	13	21.67%	21
	Strongly Agree	10	16.67%	12
	Total	60	100%	60

Sample size was 60, with this statement most of the respondents were Neutral. The numbers were 17, Here strongly agree were 10 disagree were 12 rest were, disagree and strongly disagree were 8, the ratio

between there is shown below in the bar chart. From the below diagram we can say that maximum number of the customer are agree.

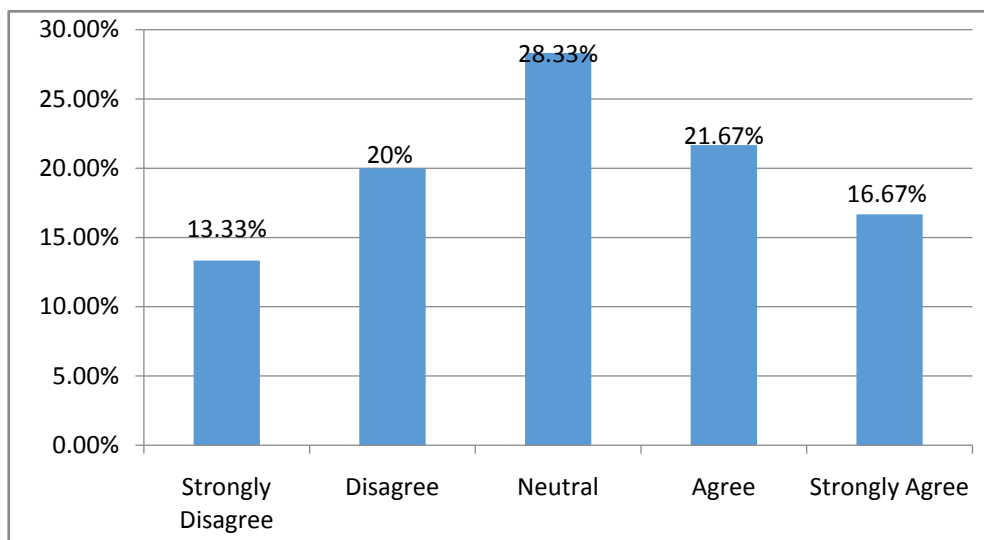


Chart: Customer care department of S@ifur's always respond rapidly

d) Statement in the Assurance Dimension

- i. S@ifur's employee's behaviors for inspiring confidence on their services are very good.

	Position	Frequency	Percent	Valid
Valid	Strongly disagree	5	8.33%	5
	Disagree	10	16.67%	10
	Neutral	15	25%	15
	Agree	20	33.33%	20
	Strongly Agree	10	16.67%	10
	Total	60	100%	60

Sample size was 60, with this statement most of the respondents were Agree. The numbers were 22, Here, strongly agree were 12 disagree were 7 rest were, disagree and strongly disagree were 9, the ratio

below diagram we can say that maximum number of the customer are agree about S@ifur's employee's behaviors for inspiring confidence on their services are very good..

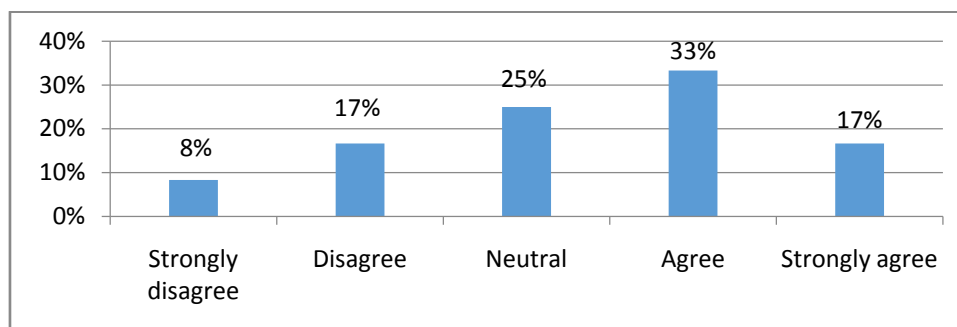


Chart: Customer care department of S@ifur's always respond rapidly

e) Statement in the Empathy Dimension

i. S@ifur's understands your needs

	Position	Frequency	Percent	Valid
Valid	Strongly disagree	8	13.33%	8
	Disagree	10	16.67%	10
	Neutral	12	20%	12
	Agree	18	30%	18
	Strongly Agree	12	20%	12
	Total	60	100%	60

Sample size was 60, with this statement most of the respondents were Agree. The numbers were 18, Here strongly agree were 10 disagree were 12 rest were, disagree and strongly disagree were 8, the ratio

between there is shown below in the bar chart. From the below diagram we can say that maximum number of the customer are neutral.

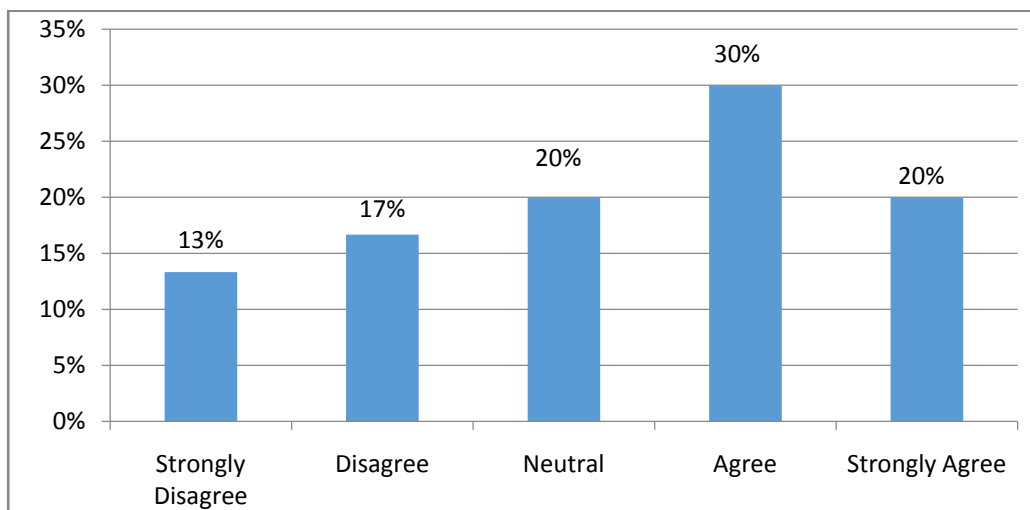


Chart: Customer care department of S@ifur's always respond rapidly

ii. S@ifur's services quality is good

	Position	Frequency	Percent	Valid
Valid	Strongly disagree	5	8.33%	5
	Disagree	10	16.67%	10
	Neutral	15	25%	15
	Agree	20	33.33%	20
	Strongly Agree	10	16.67%	10
	Total	60	100%	60

Sample size was 60, with this statement most of the respondents were Agree. The numbers were 20, Here strongly agree were 10 disagree were 10 rest were, disagree and strongly disagree were 5, the ratio

between there is shown below in the bar chart. From the below diagram we can say that maximum number of the customers are satisfied and positive of S@ifur's quality.

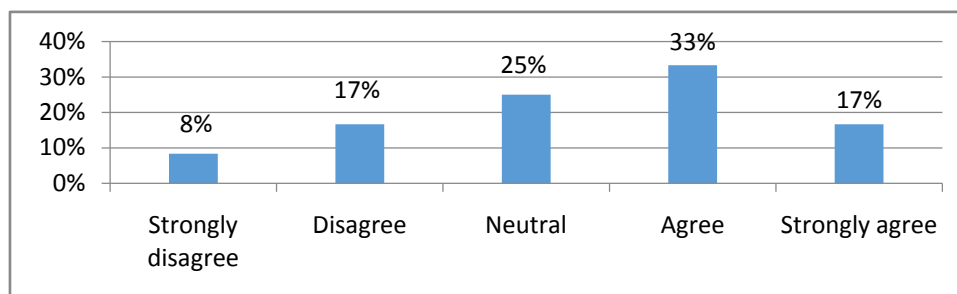


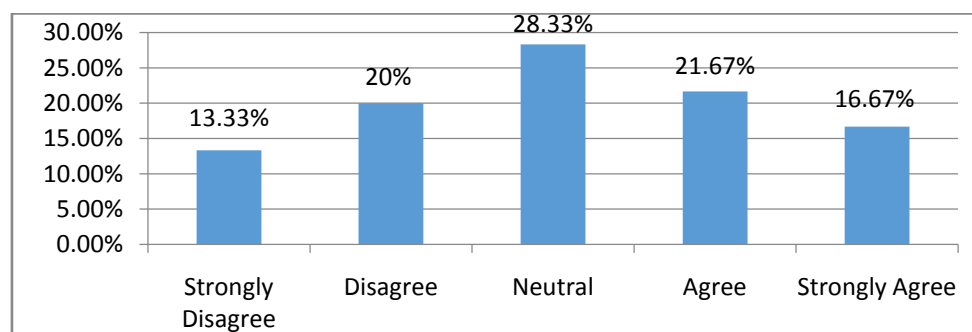
Chart: Customer care department of S@ifur's always respond rapidly

iii. Meeting expectation of S@ifur's services good for customers

	Position	Frequency	Percent	Valid
Valid	Strongly disagree	8	13.33%	10
	Disagree	12	20%	12
	Neutral	17	28.33%	15
	Agree	13	21.67%	21
	Strongly Agree	10	16.67%	12
	Total	60	100%	60

Sample size was 60, with this statement most of the respondents were Agree. The numbers were 17, Here strongly agree were 10 disagree were 12 rest were, disagree and strongly disagree were 8, the ratio

between there is shown below in the bar chart. From the below diagram we can say that maximum number of the customer are neutral.



V. SUMMARY OF FINDINGS

After exploring and analyzing all relevant data, information and from the questionnaire to find out some findings has given below:

1. S@ifur's operation and functions as an English language-teaching provider is a great phenomenon of our education.
2. Its marketing activities are very excellent to provide the various and attractive services to the people.
3. Up to now S@ifur's holding a satisfactory and leading position in the coaching education sector.
4. The Services dimensions of S@ifur's are well.
5. S@ifur's got lack of supervision with their branches and franchises.
6. Sometimes, Student's expectations are not meeting properly in terms of course fees.
7. A small number of teachers are not following the organizational rules, regulations.
8. Most of the employees are worried about their job security that's why they cannot pay full attention to their assign job as a result expected services are not found properly.

VI. RECOMMENDATIONS

On the basis findings, the researcher has given the following some recommendations

- ☑ S@ifur's should analyze the customer expectations.
- ☑ S@ifur's should make a diagram so that the company can give the best services to the customers.

- ☑ Make the methods or make plan to close the gaps between customers and S@ifur's expectations.
- ☑ S@ifur's should improve supervisory and monitoring capabilities at branches and corporate office to avoid unexpected service and situations.
- ☑ S@ifur's can take essential steps to enable the new and innovative services.
- ☑ S@ifur's should provide the course free facilities for the poor but brilliant students.
- ☑ S@ifur's should revise the course fees as less as possible.
- ☑ S@ifur's faculty should practice the modern techniques of teaching.

VII. CONCLUSION

Teaching centre is a dynamic business. Today is beset by momentum changes in virtually every facet of industry activities. By assessing the current position of teaching centre, any hindrances must be seen as a challenge and not as a threat. Any such problem must be tackled accordingly. The teaching centre should maintain a well- structured communication from top to bottom level. Each official should be valued and motivated as a part of organization and they must have the privilege to share suggestions regarding decision-making or any other activities. Practical experience so far has been very challenging and this is dynamic place to work where we can explore our own scopes and share our own opinions with our supervisors. This is not a general and monotonous place to work because every

day there is something new to explore and feel great to be a part of this arena.

Teaching centre plays an important role in our education system by providing the coaching facilities. In Bangladesh, both local and international S@ifur's has made a remarkable progress practically in every sphere of its activities. The activities of S@ifur's are very implicit and vast comparing to that of other teaching centre in the country today. To achieve the objectives S@ifur's works for improving the quality by identifying customer expectations as well as different problems related with management, employees and teachers. To achieve this desired goal it has intention to pursuit of excellence in the climate of continuous improvement. Because it believes the line of excellence is never ending, it also believes that its strategic plans and business will its strengths in competitive environment. Its motto is providing every single customer services available in today's teaching procedure for their students.

a) *Limitation of the study*

Despite our sincere effort to keep flawless in our survey, some limitations cannot be ruled out like, it is not possible to verify to what extent samples are representative. And if someone might have not expressed his/her heartfelt opinion, the same is also beyond scrutiny. However, we have made our sincere most endeavor to select in a neutral and proper way.

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Appendix

Questionnaire

Measuring Service Quality level from the Customer Satisfaction Level of S@ifur's

I am a faculty member of World University of Bangladesh conducting a survey on Measuring Service Quality Level of S@ifur's and would like to know your views and opinions. Please give few minutes to help me by completing this Questionnaire. The collected data through the survey will be used for only developing the thesis and will not be disclosed elsewhere.

Please put the tick (✓) marks in the appropriate box.

1. Name of the Respondent:

2. Occupation:

☐ Student ☐ Businessperson ☐ Service holder ☐ Other

3. Name of the Organization:

Measurement of Scaling

Strongly Agree	Agree	Agree Neither/ Nor Disagree	Disagree	Strongly Disagree
5	4	3	2	1

The usual measures of Service Quality level from the customer perspectives involve a survey with a set of statements using a likert Technique or scale. The customer will be asked to evaluate each statement and in term of their perception and expectation of service quality and performance of the organization, their satisfaction will generally be measured on a five-point scale.

All measures will capture both affective and cognitive aspects of satisfaction.

Perception Statement in the Reliability Dimension

4 When S@ifur's promises to do something by a certain time, it does so.

- ☐ Strongly Disagree
☐ Disagree
☐ Neither Agree/ Nor Disagree
☐ Agree
☐ Strongly Agree

5 When you got a problem with S@ifur's, solving the problem by the organization is very fast.

- ☐ Strongly Disagree
☐ Disagree
☐ Neither Agree/ Nor Disagree
☐ Agree
☐ Strongly Agree

6 People like S@ifur's

- ☐ Strongly Disagree
☐ Disagree
☐ Neither Agree/ Nor Disagree
☐ Agree
☐ Strongly Agree

7 S@ifur's always communicate with their customers after completing their courses

- ☐ Strongly Disagree
☐ Disagree
☐ Neither Agree/ Nor Disagree
☐ Agree
☐ Strongly Agree

Statement in the Responsiveness Dimension

8 The Sales people of S@ifur's always help you to find the best services.

- ☐ Strongly Disagree
☐ Disagree
☐ Neither Agree/ Nor Disagree
☐ Agree
☐ Strongly Agree

9 Customer care department of S@ifur's always respond rapidly

- ☐ Strongly Disagree
☐ Disagree
☐ Neither Agree/ Nor Disagree
☐ Agree
☐ Strongly Agree

Statement in the Assurance Dimension

10 S@ifur's employee's behaviors for inspiring confidence on their services are very good.

- ☐ Strongly Disagree
☐ Disagree
☐ Neither Agree/ Nor Disagree
☐ Agree
☐ Strongly Agree

11 Course Fees of S@ifur's services compares to others are reasonable.

- ☐ Strongly Disagree
☐ Disagree
☐ Neither Agree/ Nor Disagree
☐ Agree
☐ Strongly Agree

Statement in the Empathy Dimension

12 S@ifur's sales person always give attention to individual customer.

- ☐ Strongly Disagree
☐ Disagree
☐ Neither Agree/ Nor Disagree
☐ Agree
☐ Strongly Agree

13 S@ifur's understands your needs.

- ☐ Strongly Disagree
- ☐ Disagree
- ☐ Neither Agree/ Nor Disagree
- ☐ Agree
- ☐ Strongly Agree

Statement in the Satisfaction Dimension

14 S@ifur's services quality is good.

- ☐ Strongly Disagree
- ☐ Disagree
- ☐ Neither Agree/ Nor Disagree
- ☐ Agree
- ☐ Strongly Agree

15 S@ifur's can meet the expectation of customers

- ☐ Strongly Disagree
- ☐ Disagree
- ☐ Neither Agree/ Nor Disagree
- ☐ Agree
- ☐ Strongly Agree

Thank You





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Assessing the Quality of Work Life of Garment Workers in Bangladesh: A Study on Garment Industries in Dhaka City

By Md. Enamul Haque, Md. Sohel Rana & Md. Zainal Abedin

World University, Bangladesh

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Keywords: *demographic factors, quality of work life, the readymade garment workers, and Bangladesh.*

GJMBR - E Classification : *JEL Code : L00*



ASSESSING THE QUALITY OF WORK LIFE OF GARMENT WORKERS IN BANGLADESH: A STUDY ON GARMENT INDUSTRIES IN DHAKA CITY

Strictly as per the compliance and regulations of:



Assessing the Quality of Work Life of Garment Workers in Bangladesh: A Study on Garment Industries in Dhaka City

Md. Enamul Haque ^α, Md. Sohel Rana^σ & Md. Zainal Abedin^ρ

Abstract- This paper caters to assess the satisfaction level of garment workers with their quality of work life highlighting the garments inside the Dhaka city in Bangladesh. The study includes 20 garment industries in Dhaka city at random using lottery technique. Approximately 12 workers have been selected from each of the factories. Data have been collected using a structured questionnaire. The research factors include compensation, job security, and work load, career growth opportunity, working environment, job design, informal relationship and participation in decision making. The study analyzed the data obtained from the self-completion questionnaire. The analysis contains some statistical measurements as, mean, standard deviation, and variance along with a frequency distribution table for each data set. The findings indicate that the employees working in garments sector neither disagree nor agree with their quality of work life initiatives by authority of the garments and their quality of work life is tending toward the 'somewhat agree' stance. The ending up of the study highlights suggestions recommended by the respondents.

Keywords: demographic factors, quality of work life, the readymade garment workers, and Bangladesh.

I. INTRODUCTION

The recent ups and downs in the readymade garment industry bring the industry in light from Bangladeshi context. The readymade garment industry of Bangladesh is a labor-intensive industry. Because of the industry's nature, the matters relating to human resource management comes first. Quality of work life signifies the whole scenario of human resources, mainly the workers working in the industry. Our work concerns mainly the workers and their quality of work life under the industry.

Bangladesh, located in Southeast Asia, is a developing country among the third world countries. According to the United Nations Development Program (UNDP), Bangladesh holds 146th position on human development index among 208 countries and territories

in 2013¹. The country has her population of about 15 crore 36 lacs². The country has huge opportunities of growing business, especially labor-intensive businesses, like garment industry, jute industry, shrimp and leather industries. The total contribution of the industrial sector to the national income of Bangladesh is 31.98%³. Among these industries, garment industry occupies a considerable part to total industrial portion and contributes a significant amount to the country's revenue. The readymade garment industry alone consists 79.60% of the total industrial sector's contribution to the national income.

In the field of human resource management, the concept of quality of work life, the methods of ensuring holistic well-being of human resources or employees, is getting well-liked in recent times. Kashani (2012) tried to define quality of work life as a philosophy or set of principles which say employees are trustworthy, responsible and capable to make contribution and treating employees with respect. Quality of work life mainly refers to those activities relating to the life span of an employee while working in an organizational setting. In other words, quality of work life emphasizes those human welfare aspects of employees which include compensation, health and safety, growth, job design, job settings, labor-management relation, work load and related activities. Sirgy and his coauthors (2001) labeled the term quality of work life as the impact of the workplace on satisfaction in work life, satisfaction in non-work life domains, and satisfaction with overall life of an employee.

II. OBJECTIVES OF THE STUDY

The paper has been designed to highlight the existing condition of quality of work life of the readymade garment industry based on eight factors. The objectives cover:

- i. To identify demographic factors of the readymade garment workers.

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¹United Nations Development Program 2012, Table 1: Human Development Index and its components, New York City, USA, viewed 21 May 2014, [https://data.undp.org/dataset/Table-1-Human-Development-Index-and-its-components/wxub-qc5k]

² Bangladesh Economic Review, 2013

³ Bangladesh Economic Review, 2013

- ii. To explore the satisfaction level of the workers relating to quality of work life in the readymade garment industry.
- iii. To recommend possible suggestions as way-outs to get rid of the problems.

III. LITERATURE REVIEW

The literature review refers to the reviewing of existing concepts and theories relating to the concerned fields. The reviewing of the literature relating to quality of work life in different industries with special emphasis on garment industry highlights in the below paragraphs.

While studying comparatively the Quality Work Life of commercial banks Tabassum, Rahman, and Jahan (2011) focused their work on eight dimensions of quality of work life comprising adequate and compensation, work and total life space, opportunities for growth and security, development of human capacities, safety and health, work schedule and job assignment, attention to job design, and employee relations. They found that the local private commercial banks are lagged behind in connection with quality of work life or in other words foreign bank employees exercise more qualified work life in mostly all dimensions the authors conducted their study.

In a work on quality of work life in tobacco industries in Bangladesh, Elias and Saha (2005) emphasized on, for first, quality of work life of workers of polluted tobacco industries and non-polluted tobacco industries, second, health, well-being, job satisfaction and quality of working life of the workers in the polluted tobacco industries are worse than those of the non-polluted tobacco industries.

A paper worked by Kaur (2010) mainly concentrated on quality of work life policies and practices adopted by ICICI Bank Ltd. The factors considered by the author were compensation, safety and health, performance appraisal, training and development opportunities, and growth of employee's career. Major findings of the paper represent that the employees working for ICICI bank Ltd, are satisfied with the current quality of work like they are provided but in some context like career growth opportunities hampered.

Kornbluh (1984) catered on a paper to show the work place democracy and quality of work life. In the paper the author showed a relation of union and owner, and quality of work life through showing motive of management as are increasing productivity and quality of the work, enlarging the quality of work life of the new comers, and meeting the international contest.

Hong, Tan, and Bujang (2010) related work life quality of teaching staffs with work commitment, their stress and satisfaction in the Malaysian context. The authors emphasized on teachers' background, work life quality, work commitment, work stress, work

satisfaction. The authors found that there exists a positive relationship between work life quality and work commitment and weak negative relationship between work life quality and work stress.

In accordance with the publication of Bolhari and others (2011) that shows a relationship between quality of work life and demographic characteristics of staffs working in information technology field in the context of Iran. The paper is based on some demographic characteristics e.g., gender, age, work experience, and salary. Quality of work life factors include social relevance, total life space, social integration, development of human capacities, adequate and far compensation, safety and health effort, growth prospectus, and constitutionalism. The paper has not found relationship between gender and quality of work life but they found a significant relationship between age factor, work experience, and income with quality of work life. At last, the author described some implications.

Another article by Rethinam and Ismail (2008) showed quality of work life's constructs in the information technology sector in the Malaysian context. The article is a descriptive one which shows mainly the quality of work life constructs namely, health and well-being, job security, job satisfaction, competency development, and work and non-work life balance. After a bulky discussion on the constructs of quality of work life, the authors recommended some suggestions.

Hamidi and Mohamadi (2012) in their work show quality of work life of teachers in secondary schools in the Iranian context. Compensation, safety and health, career growth, security, social relevance, total life space, social integration, constitutionalism, human progress capability are the factors relying on these factors the authors tried to measure the teachers' quality of work life condition.

IV. METHODOLOGY

a) *Development of factors for data collection*

Demographic factors described in the work of Bolhari and others (2011) cover age, gender, experience level, and income. In our study we mainly consider demographic factors such as age group, gender, marital status, education, income level, experience, and birthplace (division).

Tabassum, Rahman, and Jahan (2011) mentioned eight components of quality of work life in their work, e.g., fair compensation, work and total life space, opportunity to grow, opportunity to develop human capacity, health and safety, work schedule, attention to job, and employee relation. The factors in our work as indicators of quality of work life in the garment industry compromise:

- i. Compensation package
- ii. Health and safety effort
- iii. Work load

- iv. Career growth prospect
- v. Workenvironment
- vi. Job design
- vii. Informal relationship
- viii. Worker participation

b) *Population and sampling of data*

The total number of readymade garment companies inside the Dhaka city consist the population of the study. The sampling process, undertaken for the study, is sample random sampling. In Bangladesh, Dhaka city contains most of the readymade garment factories. We select 20 garment factories in Dhaka city at random using lottery technique. The total number of respondents is 226 and these people are workers only. Approximately 12 workers have been selected from each of the company.

c) *Data collection procedure*

Data, used in the study, are primary. Data have been collected using a structured questionnaire. The questionnaire is based on Likert's 5 point scale. 1 represents strongly dissatisfied stance, 2 represents somewhat dissatisfied, 3 represents neither dissatisfied nor satisfied, 4 represents somewhat satisfied and 5 represents very satisfied stances against the statements on the questionnaire. The whole questionnaire covers mainly three areas of data that are demographic data, quality of work life dimensions, and possible way out.

i. *Age Group*

Distribution of Age of the Workers in Garment Industry

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	<=15	4	1.8	1.8	1.8
	16-25	132	58.4	58.4	60.2
	26-35	70	31.0	31.0	91.2
	36-45	14	6.2	6.2	97.3
	>=46	6	2.7	2.7	100.0
	Total	226	100.0	100.0	

[Source: Data collected through field survey using a self-completion questionnaire.]

The table shows the frequency distribution of age of the workers of the readymade garment industry under study. It highlights that the workers of age group of 16-25 years consists the significant portion of the garment workers. The age group of 16-25, 26-35, 36-45,

d) *Measurement of the data using statistical tools*

The data analysis has done using SPSS. The frequency distribution, mean, standard deviation and variance of the data have been analyzed using the software SPSS. The presentation of the data analyzed has been given in three sections, first one is for demographic characteristics of the respondents, second section is for quality of work life, and the third section comprises suggestions as way outs based on quality of work life factors.

V. DATA PRESENTATION, ANALYSIS AND FINDINGS

The section outlines data presentation, analysis of the data found, and at the same time findings thereof. The part of data presentation, analysis and findings has three parts. The first part consists of demographic information, second part consists of quality of work life, and the third part consists of possible suggestions.

a) *Part One: Socio-demographic Information*

This section delves into the socio-demographic dimensions of the workers in the garment industry with a special drag down in Dhaka city area. Age, gender, marital status, education, experience, income level, and birthplace are taken under study. The statistical measures with the help of frequency distribution table are represented in the following sub-sections.

>=46, and <=15 years covers 58.4, 31.0, 6.2, 2.7, and 1.8 percentage of the total valid respondents respectively. The table shows that the age group of <=15 years consists lowest portion of the garment workers.

ii. *Gender*

Distribution of Gender of the Workers in Garment Industry

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	161	71.2	71.6	71.6
	Female	63	27.9	28.0	99.6
	Others	1	.4	.4	100.0

Total	225	99.6	100.0	
Missing System	1	.4		
Total	226	100.0		

[Source: Data collected through field survey using a self-completion questionnaire.]

The above table shows the frequency distribution of the gender of the garment workers under study. It represents that the male workers are the dominating class in the industry. The male workers cover 71.6 percent, female workers cover 28.0 percent and others cover .4 percent of total valid data obtained.

iii. Marital Status

Distribution of Marital Status of the Workers in Garment Industry

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Married	135	59.7	60.0	60.0
Unmarried	89	39.4	39.6	99.6
Divorced	1	.4	.4	100.0
Total	225	99.6	100.0	
Missing System	1	.4		
Total	226	100.0		

[Source: Data collected through field survey using a self-completion questionnaire.]

The table shows the frequency distribution of the marital status of the workers in the garment industry. It portrays that the number of married workers in the industry covers the significant portion. But there are unmarried and divorcee working in the industry. Married workers are of 60.0 per cent and female workers are 39.6 per cent as well as .4 per cent covers the rest.

iv. Education Level

Distribution of Education Level of the Workers in Garment Industry

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Up to class 5	54	23.9	24.2	24.2
Up to class 8	109	48.2	48.9	73.1
Up to SSC	24	10.6	10.8	83.9
Up to HSC	19	8.4	8.5	92.4
Graduate	10	4.4	4.5	96.9
Post Graduate/above	7	3.1	3.1	100.0
Total	223	98.7	100.0	
Missing System	3	1.3		
Total	226	100.0		

[Source: Data collected through field survey using a self-completion questionnaire.]

The frequency distribution table shows that the percentage of workers up to class 8 holds the significant portion of the total respondents. Workers up to class 5, up to SSC, up to HSC, graduate, and post graduate/above cover 24.2, 10.8, 8.5, 4.5, and 3.1 per cent of the whole garment workers respectively. The workers tend to less educated especially junior secondary to primary classes that indicates a downward educational qualification among workers in the industry.

v. Income Level

Distribution of Income Level of the Workers in Garment Industry

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid <=BDT 4,000	11	4.9	4.9	4.9

BDT 4,001-8,000	114	50.4	50.4	55.3
BDT 8,001-12,000	41	18.1	18.1	73.5
BDT 12,001-16,000	30	13.3	13.3	86.7
BDT 16,001-20,000	19	8.4	8.4	95.1
>= BDT 20,001	11	4.9	4.9	100.0
Total	226	100.0	100.0	

[Source: Data collected through field survey using a self-completion questionnaire.]

The table delineates that the frequency distribution of income level of the workers in the garment industry. It represents that the workers with their income level varies. Most significantly it ranges from BDT 4,001 to BDT 8,000. 50.4 per cent of workers in the garment industry have income level of BDT 4,001-8,000 and 18.1 per cent, 18.1 per cent, 13.3 per cent, as well as 8.4 per

cent have salary ranges of BDT 8,001-12,000, BDT 12,001-16,000, and BDT 16,001-20,000 respectively. Furthermore, 4.9 per cent and another 4.9 per cent of workers in the industry have a salary range of <=BDT 4,000 and >= BDT 20,001 respectively. The data represent a lower salary scale of the workers in the industry.

vi. Experience Level

Distribution of Experience Level of the Workers in Garment Industry

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid <= 2 years	53	23.5	23.5	23.5
2-4 years	75	33.2	33.2	56.6
4-6 years	43	19.0	19.0	75.7
6-8 years	18	8.0	8.0	83.6
8-10 years and above	37	16.4	16.4	100.0
Total	226	100.0	100.0	

[Source: Data collected through field survey using a self-completion questionnaire.]

The above table outlines that the experience of the most of the workers in the garment industry belong to 2-4 years. Further, 23.5 per cent, 19.0 per cent, 16.4

per cent, and 8.0 per cent are the most of the worker's experience level of <= 2 years, 4-6 years, 8-10 years, and 6-8 years respectively.

vii. Birthplace

Distribution of Birthplace of the Workers in Garment Industry

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Barishal	26	11.5	11.5	11.5
Chittagong	31	13.7	13.7	25.2
Dhaka	62	27.4	27.4	52.7
Khulna	21	9.3	9.3	61.9
Rajshahi	46	20.4	20.4	82.3
Rangpur	29	12.8	12.8	95.1
Sylhet	11	4.9	4.9	100.0
Total	226	100.0	100.0	

[Source: Data collected through field survey using a self-completion questionnaire.]

The table shows that the workers in the industry mostly come from Dhaka division. The workers in the garment industry from Dhaka, Rajshahi, Chittagong, Rangpur, Barishal, Khulna, and Sylhet divisions cover 27.4, 20.4, 13.7, 12.8, 11.5, 9.3, and 4.9 per cents respectively. Most significantly it shows that the

maximum workers come from Dhaka division and the minimum number of workers comes from Sylhet.

b) Part Two: Quality of Work Life

This part represents and analyzes the data pertaining to quality of work life of the workers in the garment industry with special emphasis on Dhaka city

area. The part delves into the extent to which the workers satisfied with quality of work life in the garment industry. It comprises these factors, namely, compensation, health and safety efforts, work load,

career growth opportunities, work environment, job design, informal relationship, and participation in decision making.

i. Compensation Package

Statistics

N	Valid	225
	Missing	1
Mean		2.93
Std. Deviation		1.054
Variance		1.111

[Source: Data collected through field survey using a self-completion questionnaire.]

The results from the statistics showed it that the workers are in 'somewhat disagree' stance with the compensation package providing by the garment companies and are also tending to 'neither agree nor

disagree' stance. This stance is very cautious to the parties making decisions in the industry. The standard deviation and variance are 1.054 and 1.111.

Distribution of Consent of Workers pertaining to the Compensation Package

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	28	12.4	12.4	12.4
	Somewhat Disagree	47	20.8	20.9	33.3
	Neither Agree Nor Disagree	65	28.8	28.9	62.2
	Somewhat Agree	83	36.7	36.9	99.1
	Strongly Agree	2	.9	.9	100.0
	Total	225	99.6	100.0	
Missing	System	1	.4		
	Total	226	100.0		

[Source: Data collected through field survey using a self-completion questionnaire.]

The above table shows that the frequency distribution, percent, valid percent and cumulative percent on the satisfaction of the workers in the garment industry with compensation package. Among the respondents, 12.4, 20.9, 28.9, 36.9, and .9 percent

respondents strongly disagreed, somewhat disagreed, neither agreed nor disagreed, somewhat agreed, and strongly agreed respectively with the existing compensation facilities in the garment industry.

ii. Health and Safety Effort

Statistics

N	Valid	225
	Missing	1
Mean		3.02
Std. Deviation		.970
Variance		.941

[Source: Data collected through field survey using a self-completion questionnaire.]

The results of the statistics (mean, std. deviation, and variance) show that the workers in the garment industry are standing on a 'neither disagree nor agree' position on the Likert five point scale and it has

The mean value is 3.02 on a scale from 1 to 5. The standard deviation and variance are .970 and .941.

Distribution of Consent of Workers pertaining to the Health and Safety Efforts

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	8	3.5	3.6	3.6
	Somewhat Disagree	70	31.0	31.1	34.7
	Neither Agree Nor Disagree	65	28.8	28.9	63.6
	Somewhat Agree	73	32.3	32.4	96.0
	Strongly Agree	9	4.0	4.0	100.0
	Total	225	99.6	100.0	
Missing	System	1	.4		
	Total	226	100.0		

[Source: Data collected through field survey using a self-completion questionnaire.]

The table above shows the frequency distribution, percentage, valid percentage and cumulative percentage. It indicates that 3.6, 31.0, 28.8, 32.3, and 4.0 per cent of the garment workers are strongly disagree, somewhat disagree, neither agree nor disagree, somewhat agree, and strongly agreed

respectively with their health and safety efforts providing by the garment companies. Here the most significant thing is the garment workers are somewhat agree consisting of 32.4 per cent and somewhat disagree consisting of 31.0 per cent and neither disagree and nor agree consisting of 28.9 per cent.

iii. Work Load

Statistics

N	Valid	225
	Missing	1
Mean		3.26
Std. Deviation		.904
Variance		.817

[Source: Data collected through field survey using a self-completion questionnaire.]

The statistics portray the existing work load scenario of the workers working for the garment industry. It indicates that the garment workers are

neither dissatisfied nor satisfied with the current work loaded on them but it starts going toward 'somewhat agree' stance.

Distribution of Consent of Workers relating to Their Work Load

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	13	5.8	5.8	5.8
	Somewhat Disagree	27	11.9	12.0	17.8
	Neither Agree Nor Disagree	78	34.5	34.7	52.4
	Somewhat Agree	103	45.6	45.8	98.2
	Strongly Agree	4	1.8	1.8	100.0
	Total	225	99.6	100.0	
Missing	System	1	.4		
	Total	226	100.0		

[Source: Data collected through field survey using a self-completion questionnaire.]

The frequency distribution table represents that the workers under study belong to mostly in 'somewhat agree' stance. It shows that 5.8, 12.0, 34.7, 45.8, and 1.8 per cent of the workers in the industry are strongly

disagreed, somewhat disagreed, neither agreed nor disagreed, somewhat agreed, and strongly agreed stances respectively.

iv. Career Growth Prospect:

Statistics

N	Valid	225
	Missing	1
Mean		3.26
Std. Deviation		.865
Variance		.748

The statistical measures show that the workers are in a 'neither disagree nor agree' stance with their career growth opportunities providing by their respective

garment companies and it is tending toward 'somewhat agree' stance. The standard deviation and variance are .865 and .748 respectively.

Distribution of Consent of Workers relating to the Career Growth Opportunities

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	9	4.0	4.0	4.0
	Somewhat Disagree	33	14.6	14.7	18.7
	Neither Agree Nor Disagree	75	33.2	33.3	52.0
	Somewhat Agree	106	46.9	47.1	99.1
	Strongly Agree	2	.9	.9	100.0
	Total	225	99.6	100.0	
Missing	System	1	.4		
	Total	226	100.0		

[Source: Data collected through field survey using a self-completion questionnaire.]

The above frequency distribution table summarizes the extent to which the workers are satisfied. It explores that 4.0, 14.7, 33.3, 47.1, and .9 per cent of the workers in the garment industry are strongly disagree, somewhat disagree, neither agree nor

disagree, somewhat agree, and the rest are strongly agree with their career growth opportunities. Most importantly 47.1 per cent of the workers are in the 'somewhat agree' stance.

v. Work Environment:

Statistics

N	Valid	224
	Missing	2
Mean		3.46
Std. Deviation		.997
Variance		.994

[Source: Data collected through field survey using a self-completion questionnaire.]

The statistics result that the workers in the industry are in a 'neither disagree nor agree' stance and tending toward 'somewhat agree' stance. The standard

deviation shows a dispersion of 0.997 in the opinions with work environment of workers. Again the variance is 0.994.

Distribution of Consent of Workers relating to the Surroundings They Work in

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	9	4.0	4.0	4.0
	Somewhat Disagree	37	16.4	16.5	20.5

Neither Agree Nor Disagree	40	17.7	17.9	38.4
Somewhat Agree	119	52.7	53.1	91.5
Strongly Agree	19	8.4	8.5	100.0
Total	224	99.1	100.0	
Missing System	2	.9		
Total	226	100.0		

[Source: Data collected through field survey using a self-completion questionnaire.]

The above table shows that the frequency distribution of the workers' opinion relating to their work environment in the garment industry. It indicates that the

vi. Job Design

Statistics

N	Valid	223
	Missing	3
Mean		3.30
Std. Deviation		.961
Variance		.923

[Source: Data collected through field survey using a self-completion questionnaire.]

The results from the statistics outlines that the workers in the industry are in a 'neither disagree nor agree' stance and are now tending toward the

'somewhat agreed' stance with the job designing perspectives in their work settings. The standard deviation and variance are .961, and .923.

Distribution of Consent of Workers relating to the job designed beforehand?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly Disagree	12	5.3	5.4	5.4
Somewhat Disagree	30	13.3	13.5	18.8
Neither Agree Nor Disagree	73	32.3	32.7	51.6
Somewhat Agree	95	42.0	42.6	94.2
Strongly Agree	13	5.8	5.8	100.0
Total	223	98.7	100.0	
Missing System	3	1.3		
Total	226	100.0		

[Source: Data collected through field survey using a self-completion questionnaire.]

The above table shows that the frequency distribution, percentage, valid percentage, and cumulative percentage of the respondents' stances that states 5.4, 13.5, 32.7, 42.6, and 5.8 percent of the workers strongly oppose, somewhat oppose, neither

oppose nor support, somewhat support and strongly support respectively their jobs designed earlier. Most significantly it indicates that the most of the workers somewhat agree the job design.

vii. Informal Relationship

Statistics

N	Valid	224
	Missing	2
Mean		3.35
Std. Deviation		.910
Variance		.829

[Source: Data collected through field survey using a self-completion questionnaire.]

The workers in the garment industry are in a 'neither disagree nor agree' stance and are tending toward 'somewhat agree' stance in connection with the

informal relationship in the factory house. The mean, standard deviation, and variance are 3.35, .910, and .829 respectively.

Distribution of Consent of Workers relating to the Informal Relationship in the Work Settings

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	8	3.5	3.6	3.6
	Somewhat Disagree	34	15.0	15.2	18.8
	Neither Agree Nor Disagree	63	27.9	28.1	46.9
	Somewhat Agree	110	48.7	49.1	96.0
	Strongly Agree	9	4.0	4.0	100.0
	Total	224	99.1	100.0	
Missing	System	2	.9		
	Total	226	100.0		

[Source: Data collected through field survey using a self-completion questionnaire.]

The above table delineates the frequency distribution, percent, valid percent, and cumulative percent of the respondents in the readymade garment industry. It indicates that 3.6, 15.2, 28.1, 49.1, and 4.0 per cent of the workers are strongly oppose, somewhat

oppose, neither oppose nor support, somewhat support and strongly support respectively their opportunities to informally maintaining relationship in the factory while working on the ground. It finds that most of the workers are in 'somewhat agree' stance.

viii. *Worker participation*

Statistics

N	Valid	220
	Missing	6
Mean		3.15
Std. Deviation		.893
Variance		.798

[Source: Data collected through field survey using a self-completion questionnaire.]

The statistical results portrays that the garment workers are in 'neither disagree nor agree' stance and just start to move toward the 'somewhat agree' stance

with the matters pertaining to participations in decision making in the industry. The mean, standard deviation and variance are 3.15, .893, and .798 respectively.

Distribution of Consent of Workers relating to the Practice of Worker's Participation in Decision Making

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	9	4.0	4.1	4.1
	Somewhat Disagree	42	18.6	19.1	23.2
	Neither Agree Nor Disagree	79	35.0	35.9	59.1
	Somewhat Agree	86	38.1	39.1	98.2
	Strongly Agree	4	1.8	1.8	100.0
	Total	220	97.3	100.0	
Missing	System	6	2.7		
	Total	226	100.0		

[Source: Data collected through field survey using a self-completion questionnaire.]

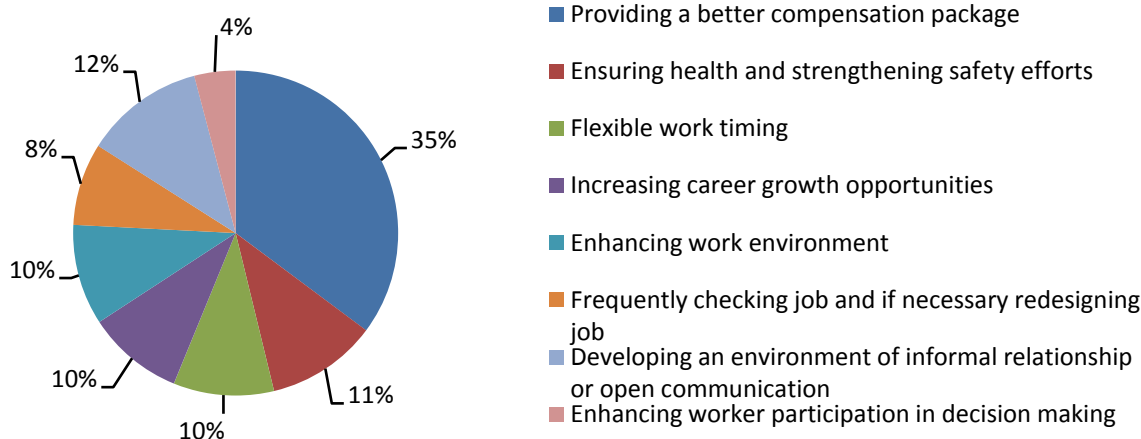
The above table shows the existing practice of the workers' participation in decision making in the readymade garment factories. It indicates that 4.1, 19.1, 35.9, 39.1, and 1.8 per cent of the workers are strongly disagree, somewhat disagree, neither agree nor disagree, somewhat agree, and the rest are strongly agree respectively with their participation in decision making.

c) Part Three: Suggestions

The suggestions are provided by the respondents in a structured way. The respondents mostly emphasized the compensation package.

Accordingly 35 per cent of the respondents indicated the better compensation package should be there in the garment industry to support for first the workers working in the factory shops. Other suggestions cover ensuring of good health and safety efforts from the employers, working schedule should be flexible, career growth opportunities should be there, working environment should be safe and well decorated, open communication, better opportunities for participation in the decision making, and job designing is also a good factor to be considered by the employers in the industry.

Distribution of Percentage of Suggestions Recommended by Respondents



[Source: Data collected through field survey using a self-completion questionnaire.]

VI. CONCLUSION

While wrapping up the study we see that quality of work life of the workers in the readymade garment industry is neither in a good or bad stand. More specifically, the quality of work life in the readymade garment industry with a special emphasis on Dhaka area is in a neutral stance where the workers are neither satisfied nor dissatisfied with their quality of work life factors. Earlier the study tries to show the socio-demographic dimensions of the workers and at last the study recommends possible suggestions where to emphasize. The quality of work life of workers in the garment industry in the selected area represents vulnerable situations in practice and need to erect the industry robustly through ensuring quality of work life for sustainable and safe and sound as well as well remunerated workers and their lives.

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Promotional Strategies of Telecommunication Industries and Customers Perception: A Study on Airtel Bangladesh Limited

By Md. Zainal Abedin & Laboni Ferdous

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Keywords : *promotion, advertising, publicity, sales promotion, personal selling, direct marketing, customer expectations, customers satisfaction, customer perceptions, customer perceived value, customer loyalty, market share.*

GJMBR - E Classification : *JEL Code : M00*



PROMOTIONAL STRATEGIES OF TELECOMMUNICATION INDUSTRIES AND CUSTOMERS PERCEPTION A STUDY ON AIRTEL BANGLADESH LIMITED

Strictly as per the compliance and regulations of:



RESEARCH | DIVERSITY | ETHICS

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Md. Zainal Abedin ^α & Laboni Ferdous ^ο

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Keyword: promotion, advertising, publicity, sales promotion, personal selling, direct marketing, customer expectations, customers satisfaction, customer perceptions, customer perceived value, customer loyalty, market share.

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I. INTRODUCTION

Promotion is an integrated and comprehensive terms, and covers the entire gamut of advertising, publicity, public relations, personal selling and sales promotion. In the present competitive world if any business organization has to survive it needs to keep an eye on various forces operating in the market.

Today, it would be difficult to find a company that does not proudly claim to be a customer-oriented, customer- focused, or even-customer driven enterprise. Increasing competition (whether for-profit or nonprofit) is forcing businesses to pay much more attention to satisfy customers. The state of satisfaction depends on a number of both psychological and physical variables, which correlate with satisfaction behaviors and by communicating values and innovative services of the company. The level of satisfaction can also vary depending on other options the customer may have and other products against which the customer can compare the organization's product. Customers' satisfaction has now become major concern of the mobile service providers in our country. The objective of this study is to provide a more comprehensive understanding of the process of communicating customer values and innovative services provided by the company.

Airtel Bangladesh Limited is one of the fastest growing mobile services providers in Bangladesh and is a concern of Bharti Airtel Limited, a leading global telecommunications services provider. The company offers a wide array of innovative mobile services, including voice, value added services, data and m-commerce products and is focused on expanding its state-of-the-art mobile network both for coverage and capacity.

With a customer base of more than 8 million, Airtel Bangladesh is the most preferred youth brand of the country that thrives on excellent data service. And data experience with Airtel will only be better when the company will introduce its array of 3G services. To make customers' lives easier Airtel Bangladesh has Doorstep Service by which customers can enjoy all kinds of service at their preferred place. M-Commerce opened a new horizon in money transfer that gives Airtel

customers the freedom to send money to their dear ones instantly from their mobile. Through M-health, customers can now reach professional doctors over phone 24/7 and get basic treatment.

[Source: www.Airtelbd.com]

a) *Mobile Phone Subscribers in Bangladesh January 2015*

The total number of Mobile Phone subscriptions has reached 121.860 million at the end of January 2015.

The Mobile Phone subscribers are shown below:

OPERATOR	SUBSCRIBER (IN MILLIONS)
Grameen Phone Ltd. (GP)	51.549
Banglalink Digital Communications Limited	31.145
Robi Axiata Limited (Robi)	26.283
Airtel Bangladesh Limited (Airtel)	7.716
Pacific Bangladesh Telecom Limited (Citycell)	1.276
Teletalk Bangladesh Ltd. (Teletalk)	3.890
Total	121.860

* *Subscribers in Million*

***The above subscribers' numbers are declared by the mobile operators*

Source: *Mobile Phone Subscribers in Bangladesh January 2015*, www.btrc.bd.com, [Accessed Date: 18 March, 2015]

b) *Survey Results of the BTRC survey on customer service provided by the six operators*

Telecom News: Biggest mobile phone operator Grameenphone (GP) offers worst service to its customers according to a survey conducted by the telecom regulator recently for scrutinizing the quality service parameter of the telcos.

Sources said the survey has found that the GP has the highest call drop rate with 8.7 per cent followed by Banglalink 2.63 per cent and Robi 2.13 per cent. However, the call drop data of other two private operators Airtel and Citycell was not available. GP's position is also lowest in terms of call success rate. The data showed that call success rate of the big operator is 91.30 per cent, which is 92.11 per cent for Banglalink, 91.49 per cent for Robi and 97.22 per cent for Airtel. However, state owned operator teletalk's call success rate is only 81.13 per cent.

The Bangladesh Telecommunication regulatory Commission (BTRC) made the survey report by collecting data of voice service of the operators in some areas of the capital city, where the regulator set up voice data collection machines. Farmgate, Shahbagh, Dhaka

University, Engineers Institute of Bangladesh (IEB) and Panthapath were under the survey. As per the quality standard parameter of the BTRC, the call success rate should be above 95 per cent and call drop rate should not be more than 3 per cent. In both parameters, GP's position is lowest among the private operators. The six operators has a total of 114.808 million mobile phone users out of which GP has 47.642 million, Banglalink 28.932 million, Robi 25.611 million, Airtel 8.263 million, Citycell 1.380 million and Teletalk has 2.980 million subscribers.

[Source: *Telecom News: BTRC Survey*]

c) *Products offered by Airtel*

Airtel provides both post-paid and pre-paid connection plans. The post-paid plan is branded and marketed across the country under the name airtel Postpaid; the pre-paid segment is branded and marketed as airtel Prepaid.

- i. The airtel Prepaid category is divided into eleven segments
 - Dosti, Hoichoi, ManUtd Pack, Adda, Super Adda, Shobai, Golpo, Kotha, Foorti, Dolbol, Bijoy 016
- ii. The airtel Postpaid category is divided into three segments
 1. Airtel Exclusive; 2. Airtel Classic; 3. Airtel Advantage

Airtel Postpaid and Airtel Prepaid users enjoy various value added services(VAS), such as SMS, MMS, GPRS, 64K SIM, Dual SIM product, Corporate packages for product advertising via SMS, and a host of other features. However, International Roaming is available only to postpaid users.

[Source: website of airtel]

d) Customer care

Airtel has seven customer care centers around the country, which are known as "Airtel experience centers" (AECs), located at key locations. These centers are directly run by Airtel itself.

Airtel has another 77 dealer outlet spread across Bangladesh, the largest chain of retail outlets in the country, which is further backed up by a chain of sub-dealers, affinity partners & distributors. Dealer outlets of Airtel are known as "Airtel relationship centers" (ARCs).

e) Some sample of recent promotion of Airtel



Good News !!

Weekly Bundle Minute for Airtel Postpaid Users!

Airtel brings weekly bundle minute for their valued postpaid users. at this bundle you can get 200 minute on-net talk time (includes fnf) and 100 minutes off-net talk time (includes fnf) only for BDT 150. validity of the pack will be 7 days

Type "W" and send the message to 4444 for activating this bundle conditions:

1.eligible customers:

- a. airtel classic
- b. airtel advantage
- c. airtel exclusive
- d. airtel super Benefits
- e. airtel corporate & sme postpaid packages

2. 15% vat apply

3. eligible subscribers will only be able to purchase this bundle any day of the week

Posted in: airtel bangladesh, Current Promotions

এয়ারটেল নথি এলো ফ্রমটবন্ধুরে জন্যসমস্ট্রেল ন অফর!

[Source: By bmoninfo on April 20, 2012, Category Archives: Current Promotions

f) Weekly Bundle Minute for Airtel Postpaid Users!



জতি ননি প্ৰতি ঘন্টায় সৰ্ববচ্ছ ব্ৰহ্মহাৰ
কৰ Samsung CHAMP, প্ৰতিদিন সৰ্ববচ্ছ ব্ৰহ্মহাৰ কৰ
Samsung GALAXY SII এক পৰবৰ্তী ১০০০ বন্ধুৰে জন্য ১০০০
মিনিট বো নো স টকটাইম!

- এই ক্ৰমপইনৰে আওতায় ১ জন স্বস্ট্ৰাৰ শূধ্মাজ্ঞ একবাব
বজয়ী হব পাৰবন।
- সকল ৯টা থকে ১২টা পৰমাতকৰে ক্ৰম এই অফরট
প্ৰমো জ্ঞা
- ১০০০ মিনিট বো নো স টকটাইম জতিত কমপক্ষে ৫০০ টাকৰ
কথা বলব হব, যার ময়াদ ৭ দিন। বো নো স চক কৰত
ড্রয়াল কৰুন *778*8#। এই বো নো স ২৯ পয়সা ৱট ছাড
যকে ন এয়ারটেল না মক্ৰ ব্ৰহ্মহাৰযে গ্য
- বজয়ীদর নাম ২৫ এপ্ৰিল ২০১২ ত জনাবে হব।
- বস্ফতি জনত কল কৰুন 1212 (ফ্রী)।

Posted in: airtel bangladesh, Current Promotions airtel brings 300% bonus on recharge for inactive prepaid sim

[Source: By bmoninfo on April 5, 2012]



airtel brings nobo-borsho reactivation offer for prepaid users.

If you activated your airtel sim before 1st april' 11 and don't any activity (activity will be considered in

terms of any incoming, outgoing and recharge activities) are eligible for this offer.

You can check eligibility status by sending MSISDN SMS to short-code "9000" (Format: MSISDN: 016XXXXXXX). Checking by 9000 will be free.

> you will enjoy 300% instant bonus on 19tk recharge denomination on each recharge transaction

> gprs and offnet (airtel to other operator) sms & voice call (*778*1#): 20%

> onnet (*778*3#): 180%

> onnet sms (*778*2#): 100%

> validity: 8days

> customers will not be able to consume the bonus for BDT 0.29 and BDT 0.79 call rates

-fnf call at adda package

-community call of dolbol

-special day time ((12am to 03pm)) call of foorti

> during this period you will not get instant cash back offer.

> more info: call 1212(free) or dial 786

Posted in: airtel bangladesh, Current Promotions airtel prepaid brings "Unlimited Instant Bonus" for inactive sim.

[Source: By bmoninfo on March 13, 2012]

g) Objectives of the Study

- The purpose of the study is to determine the impact of promotional activities of Airtel Bangladesh limited.
- The specific objectives of the study is to investigate, measure, and evaluate the promotional activities of Airtel Bangladesh Limited from the reflection light of customers' perceptions.

II. METHODOLOGY OF THE STUDY (RESEARCH DESIGN)

a) Research Design (Methodology)

i. Research Approach

- This is a quantitative research, in some cases qualitative approach has been applied.
- At first phase an exploratory research has been conducted to understand the nature of problem and its subcomponents.

- After analyzing all relevant data by excel and SPSS, a descriptic method has been applied to present the findings.

ii. Sources of Data

To meet the research objectives both primary and secondary sources of data have been used. More emphasis is given on primary data to conduct the research program authentically.

a. Primary Source

1. A model questionnaire has been developed to elicit essential data. The Questionnaire is structured in nature and is based on Likert Scale method.

Population: All Customers of Airtel (Students) and some selective samples.

Sampling technique: Random sampling technique was used to select specific customers.

Sample Size: Total 44 customers.

Survey area: Dhaka

2. Informal interviews with industry experts and managers of Airtel
3. Observation of customers while taking services.

b. Secondary Sources

- Books and articles on marketing and promotion
- Various websites

Data Analysis Techniques

- Excel and SPSS software has been used to analyze data
- Various statistical methods and formulae has been used.

(Mean, standard deviation, and Frequency distributions.)

- Different Graphs, Tables, Charts and others instruments are used to make presentable the research results (Findings).

III. THEORETICAL FRAMEWORK OF THE STUDY

a) The Promotional Mix

In the promotional mix there are six major elements. Figure 2-1 shows the important components of promotional mix.



Figure : Elements of the Promotional Mix

b) Advertising

Advertising is one of the best known and most discussed form of promotional mix. Advertising is very important tools for companies whose products and services are targeted at mass consumer markets. Advertising is the most cost effective for the company to reach large audiences (Belch & Belch, 2009, pp.18-19). The residential broadband internet market is one of the largest consumer markets for ISP firms.

According to (Jobber, 2007) Advertising is “any paid form of non-personal communication of ideas or products in the prime media, i.e. television, the press, outdoor, cinema and radio.” The nature and purposes of advertising differ from one industry to another and across the situation of the market. Advertising can be base on the consumers markets and also business and professional markets (Belch & Belch, 2009, p. 19).

TV advertisement can influence consumer’s taste and perception is pervasive. TV advertisement can reach large audience in a cost effective manner. For example, according to Aaker & Myers, (1982) as cited in (Ramalingam, Palaniappan, Panchanatham & Palanivel, 2005, p.159) one million dollar is huge money for one product advertisement, but when advertisers are reaching over 250 million people, the cost is not so extreme.

Through TV advertisement, advertiser can present their product with proof in front of consumer.

According to Richard Vaughan, (1986) as cited in Ramalingam, Palaniappan, Panchanatham & Palanivel (2005) “Clients expect proof, and, for the most part, that proof must lead to or actually produce sales”

National newspapers advertisements are effective tools to spread the product or service information quickly to a large audience (Altstiel & Grow, 2006, p.210).

c) Direct Marketing

In recent years direct marketing one of the major components of the promotional mix. Direct marketing is used to target the consumers and influence them to get response quickly. Through using direct marketing techniques, marketers can gain and keep customer without the use an intermediary (Jobber, 2007, pp.592-593).

According to Jobber (2007) direct marketing can be defined as “The distribution of products, information and promotional benefits to target consumers through interactive communication in a way that allows response to be measured.” Direct marketing is a valuable tool for service and product marketing where immediate response is required and in mass competitive market (Belch & Belch, 2009, p.458). Direct marketing covers a wide range of methods. Figure 2-2 shows some of them in brief.



Figure : Direct marketing channels.

Source: Adapted from Jobber, (2007), p.593

Direct mail information sent through postal service to recipient’s address for promote a product or service or to keep an ongoing relationships. Quality of the mailing list is one of the key factors for effectiveness of direct mail. Direct mail is also one of the cost effective way to communicate with present and potential consumers (Jobber, 2007)

Direct marketing activities are one of the most valuable promotional tools for marketers. For example: In 2004 American companies spent more than USD 200 billion on direct marketing activities for B2B and B2C products/Services and, this generate sales around USD 2 trillion (Altstiel & Grow, 2006, p.229).

Telemarketing becomes more effective if other direct response media can combined. For example, one experience shows, when telemarketing is combined with direct mail then usually minimum 10 percent response increase- often a lot (Arens, Schaefer & Weigold, 2009, p.445).

Direct response advertising includes the prime media like; television, newspapers and magazines. Direct advertising is designed to obtain a direct response such as an order, enquiry or request for a visit (Jobber, 2007) Sale of products through catalogues distributed to agents and customers, usually by mail is called catalogue marketing. Catalogue marketing helps consumers to take decision after discussion with their family members in relax time and avoid crowded shops and streets (Jobber, 2007, p.617).

In mobile advertising “Short messaging services” (SMS) is most effective buzz-phrase business-to-consumer markets. Many companies add text message numbers to capture the interest of the consumers through their marketing messages. Mobile advertising is using to enhance customer relationships and to carry out the direct marketing and promotional activities. This kind of text message is very successful for B2C marketing (Jobber, 2007, p.743).

d) Sales Promotion

Sales promotion is one type of stimulus that provides an extra incentive to buy product or service. Sales promotion can be defined as "a direct inducement that offers an extra value or incentive for the product to the sales force, distributors, or the ultimate consumer with the primary objective of creating an immediate sale." According to Laroche et al., (2003) sales promotion is "an action-focused marketing event whose purpose is to have an impact on the behavior of the firm's customers." Sales promotion is designed to speed up the selling process and create maximize sales volume through providing extra incentives (Belch & Belch, 2009, p.509).

i. Event Marketing

The purpose of event marketing is to create experiences for consumers and promote the product/service through linked to an event (Belch & Belch, 2009, p.522-539).

Consumer-oriented advertising encourage consumers to purchase specific brand and create demand for it like pull strategy, but on the other hands trade-oriented sales advertising motivate wholesalers and retailers to push the customers to carry a product or service (Jobber, 2007, p.643).

Sales promotion techniques are designed to produce outcome quickly as a result accelerates the selling process and brings maximizes sales (Altstiel & Grow, 2006, pp.323-324).

e) Publicity/Public Relation

Public relation is concerned with people's attitudes toward the firm or specific issues and designed to sell a product or service and help marketing activities. Public relation activities include raising awareness, informing and educating, gaining understanding, building trust, giving consumers a reason to buy, and motivation consumer acceptance (Belch & Belch, 2009, p.561).

According to Jobber (2007) public relations can be defined as "the management of communications and relationships to establish goodwill and mutual understanding between an organization and its public."

Public relations activities build a favorable company image with firm's publications through publicity (Zeithaml, Bitner & Gremler, 2006, p.498). "Publicity represents one of the most visible elements of public relations and as such draws a lot of attention from both within and outside the profession" (Vercic, Vercic, & Laco, 2008, p.381).

Publicity is a subset of the public relations. "Publicity refers to the generation of news about a person, product, or service that appears in broadcast or print media". Publicity is so much more powerful than advertising or sales promotion because publicity is highly credible for its news value and the frequency of

exposure of product or service (Belch & Belch, 2009, p.574).

f) Personal Selling

In personal selling, sales persons are directly involved with potential buyer and get feedback swiftly. In personal selling, company promotes their products directly to consumers through advertising and promotions or indirectly through resellers or salespeople. For example: Sales people of the insurance industry and real estate sales people (Belch & Belch, 2009, p.593).

Personal selling can be classified in various ways like: retail selling, field selling, telemarketing and inside selling (Belch & Belch, 2009, pp.592-596). According to Zeithaml, Bitner & Gremler (2006) "personal selling is face to face presentation by a representative from the firm to make sales and build customer relationships." Personal selling is very secure in selling to consumers and resellers.

The face to face conversation facilitates instant feedback. In personal direct selling, representatives can present the product or service to the customer, they can convince the customer through showing the service value, and last if successful, they close the sales. Personal contact is vital for technical consumer products like; computer, internet etc. In these cases, personal selling is high value- because it gets the sales close (Arens, Schaefer & Weigold, 2009, pp.444-448).

g) Online Promotional Activities /Interactive / Internet Marketing

One of the newest forms of direct marketing is internet marketing. The internet provides opportunity for both consumers and marketers to interact more and individualization. This is two way communication channels marketing where consumers can reply after receiving the message from marketers. Now the world is age of information. "Customers will define what information they need, what offerings they are interested in, and what prices they are willing to pay" (Kotler & Keller, 2006, p.612).

In various way companies can promote their products and services through internet. According to Belch & Belch (2009) in many ways advertising on the internet can forms as interactive marketing. Figure 2-3 showing how marketer can provide information of their services through various channels of interactive marketing:

h) Advertising on the Internet

i. Banners

The most familiar form of advertising on web is banner ads. Banner ads generally used for creating awareness, entering viewers into contests and sweepstakes.

ii. Sponsorships

Sponsorship are divided in regular sponsorships where a company pays to sponsor a section of a site and another is the content sponsorship, in which sponsor not only provides money in return for name association but participates in providing the content itself.

iii. Pop-Ups/Pop-Under

This ad is almost similar to banner ads but here user will see some ads when he/she access some sites. Pop-Under are ads appear underneath the web page and visible when user leaves the sites.

iv. Interstitials

Interstitials are ads that appear on screen while user waiting for site's content to download.

v. Push Technologies

Marketers use web casting or push technologies for dispatch web pages and news updates and video geared to specific audiences or individuals. Links: Links appears when users search specific links then automatically provide users additional links or related topics.

vi. Paid Search

Marketers paid for each consumer's clicks on their ads or links from a search engine page.

vii. Behavioral Targeting

Marketers use behavioral targeting advertising for target consumers through their web site surfing behaviors.

viii. Contextual Ads

i. Advertising

Advertisers who target their ads based on the content of the web page are using.

ix. Rich Media

A broad range of interactive digital that exhibit dynamic motion, taking advantage of enhanced sensory features such as video, audio and animation. Online commercials, video on demand and webisodes are the main types of rich media. The increased penetration of broadband into households has increased the attention given to streaming video.

IV. ANALYSIS AND FINDINGS OF THE STUDY

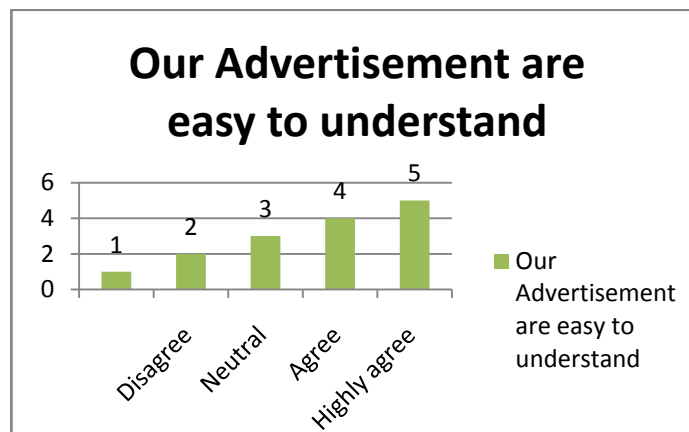
After completing the research survey, I started the data preparation for the project. As soon as I received the questionnaires from the field I kept all the information in Microsoft Excel program. Since, this is a descriptive research and the data analysis should be done quantitatively. For this reason, I used MS Excel software.

This information is analyzed collectively rather than individually. Here, no statistical tools have been used.

a) Statements analysis

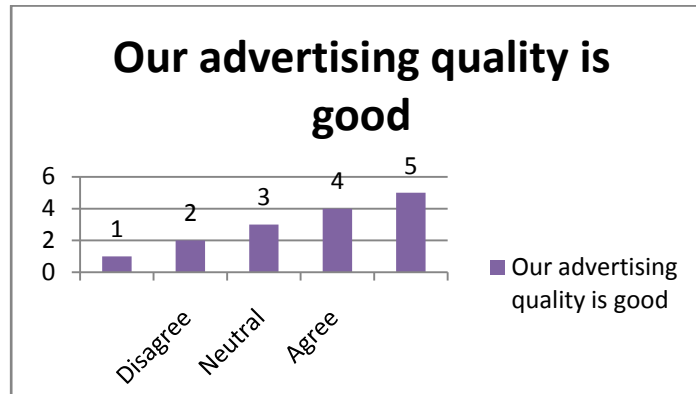
The statements are analyzed by summing up total scores of each statement of 44 respondents. Then I calculate the arithmetic mean of the each statement to figure out the central limit tendency and also compute the standard deviation to get the dispersion of the values.

Statement 1: Our advertisements are easy to understand.



Depending on the customer's participation on my question wither our advertisements are easy to understand or not. 5 respondents are highly disagree on this statement 3 are disagree, 7 shows neutral opinion and 10 customers are agree others 19 respondents are highly agree on this statement. So it is clear to us that our advertisement is easy to understand for the customers.

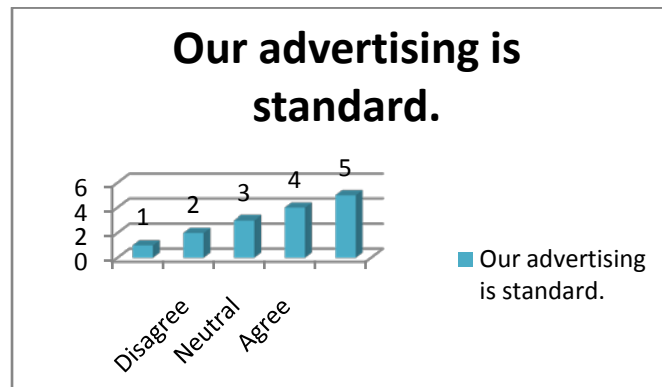
Statement 2 : Our advertising quality is good.



Depending on the customer's participation on my question wither our advertising quality is good or not. 6 respondents are highly disagree on this statement 4 are disagree, 7 shows neutral opinion and

10 customers are agree others 17 respondents are highly agree on this statement. So it is clear to us that our advertising quality is good for the customers.

Statement 3: Our advertising is standard.



Depending on the customer's participation on my question wither our advertising is standard or not. 5 respondents are highly disagree on this statement 5 are disagree, 10 shows neutral opinion and 10

customers are agree others 14 respondents are highly agree on this statement. So it is clear to us that our advertising is standard for the customers.

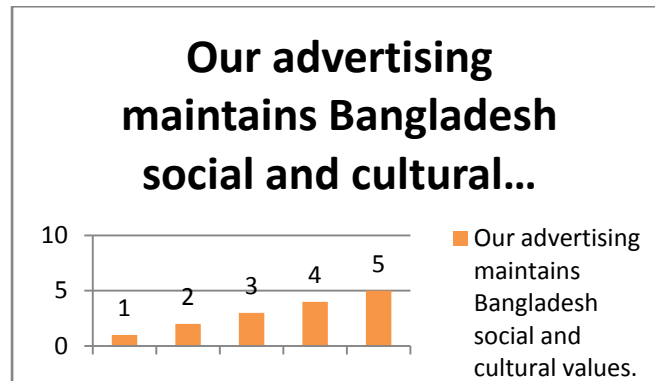
Statement 4 : Our advertising is much clear & meaningful.



Depending on the customer's participation on my question wither our advertising is much clear & meaning full or not. 7 respondents are highly disagree on this statement 3 are disagree, 8 shows neutral

opinion and 11 customers are agree others 15 respondents are highly agree on this statement. So it is clear to us that our advertising is much clear & meaning full for the customers.

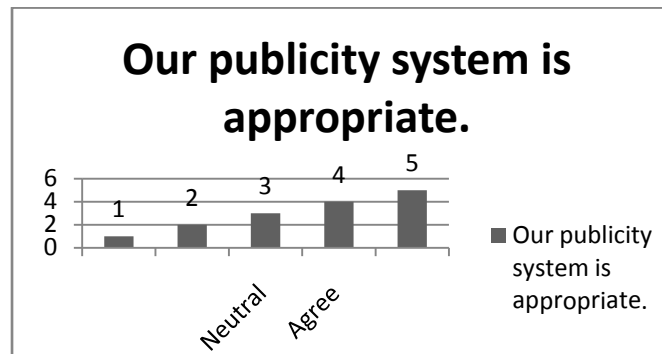
Statement 5 : Our advertising maintains Bangladesh social and cultural values.



Depending on the customer's participation on my question wither our advertising maintains Bangladesh social and cultural values or not. 8 respondents are highly disagree on this statement 4 are disagree, 8 shows neutral opinion and 9 customers

are agree others 15 respondents are highly agree on this statement. So it is clear to us that our advertising maintains Bangladesh social and cultural values. Publicity

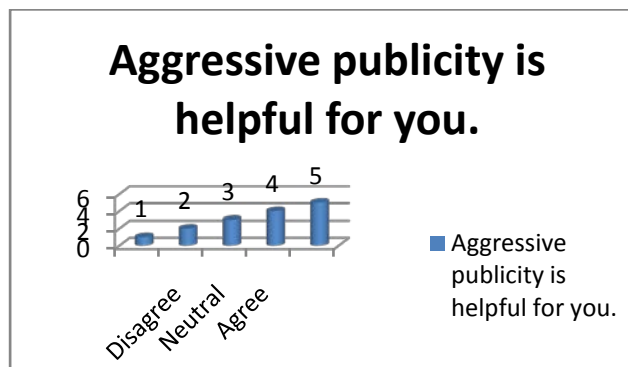
Statement 1 : Our publicity system is appropriate.



Depending on the customer's participation on my question wither our publicity system is appropriate or not. 5 respondents are highly disagree on this statement 5 are disagree, 8 shows neutral opinion and

7 customers are agree others 19 respondents are highly agree on this statement. So it is clear to us that our publicity system is appropriate.

Statement 2 : Aggressive publicity is helpful for you.

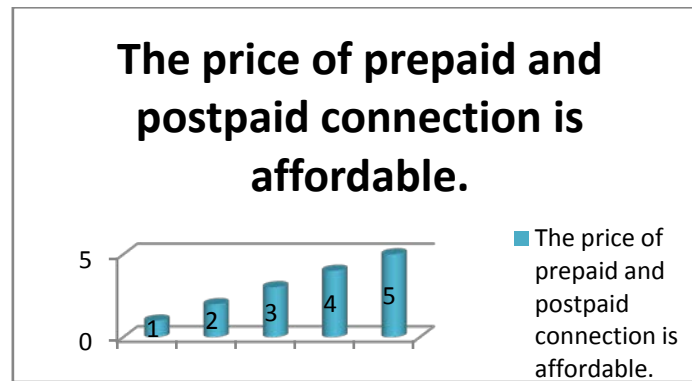


Depending on the customer's participation on my question wither aggressive publicity is helpful for you or not. 6 respondents are highly disagree on this statement 4 are disagree, 7 shows neutral opinion and 10 customers are agree others 17 respondents are

highly agree on this statement. So it is clear to us that aggressive publicity is helpful for you.

b) Sales Promotion

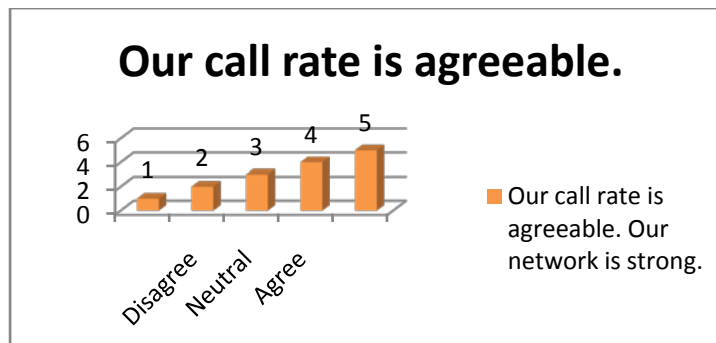
Statement 1: The price of prepaid and postpaid connection is affordable.



Depending on the customer's participation on my question wither the price of prepaid and postpaid connection is affordable or not. 8 respondents are highly disagree on this statement 4 are disagree, 8

shows neutral opinion and 9 customers are agree others 15 respondents are highly agree on this statement. So it is clear to us that the price of prepaid and postpaid connection is affordable.

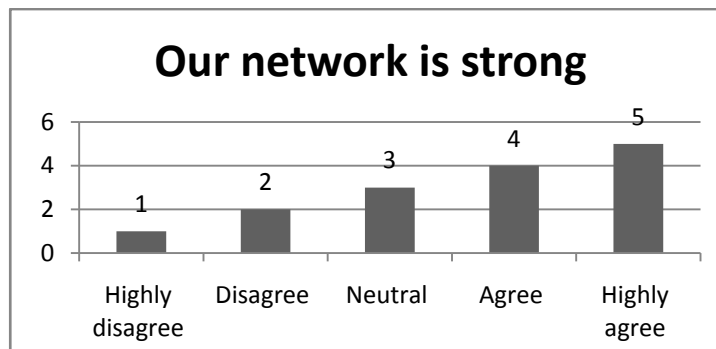
Statement 2 : Our call rate is agreeable.



Depending on the customer's participation on my question wither our call rate is agreeable or not. 10 respondents are highly disagree on this statement 4 are disagree, 6 shows neutral opinion and 8 customers

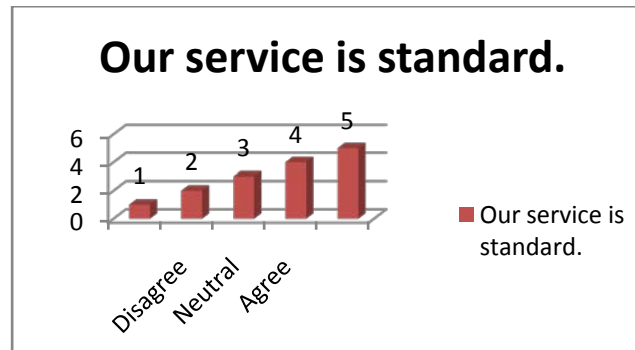
are agree others 16 respondents are highly agree on this statement. So it is clear to us that our call rate is agreeable.

Statement 3 : Our network is strong.



Depending on the customer's participation on my question wither our network is strong or not. 6 respondents are highly disagree on this statement 4 are disagree, 8 shows neutral opinion and 10 customers are agree others 16 respondents are highly agree on this statement. So it is clear to us that our network is strong.

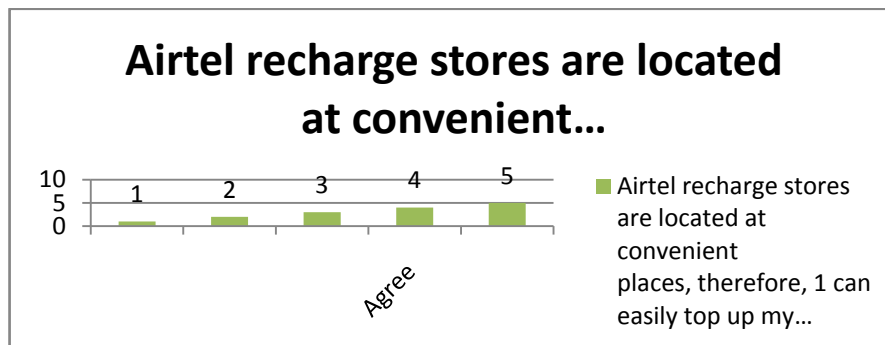
Statement 4 : Our service is standard.



Depending on the customer's participation on my question wither our service is standard or not. 8 respondents are highly disagree on this statement 4 are disagree, 8 shows neutral opinion and 10 customers

are agree others 14 respondents are highly agree on this statement. So it is clear to us that our service is standard.

Statement 5 : Airtel recharge stores are located at convenient places; therefore, I can easily top up this credit whenever I need.



Depending on the customer's participation on my question wither Airtel recharge stores are located at convenient places; therefore, I can easily top up this credit whenever I need or not. 10 respondents are highly disagree on this statement 4 are disagree, 8 shows neutral opinion and 10 customers are agree

others 12 respondents are highly agree on this statement. So it is clear to us that Airtel recharge stores are located at convenient places; therefore, I can easily top up this credit whenever I need.
Online Promotion

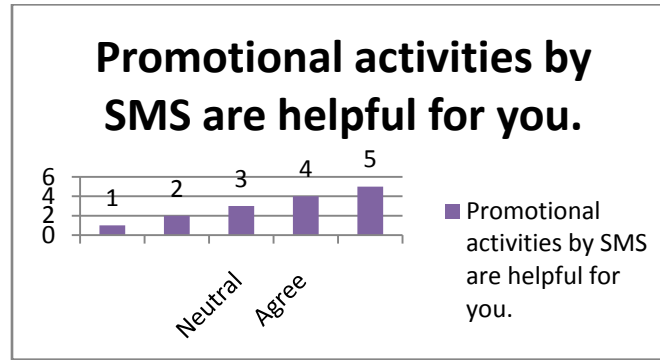
Statement 1 : You are Happy with our online promotional activities system.



Depending on the customer's participation on my question wither you are Happy with our online promotional activities system or not. 4 respondents are highly disagree on this statement 8 are disagree, 6 shows neutral opinion and 12 customers are agree others 14 respondents are highly agree on this

statement. So it is clear to us that you are Happy with our online promotional activities system.

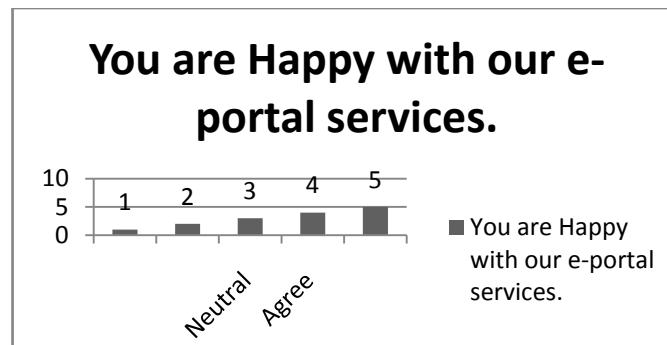
Statement 2 : Promotional activities by SMS are helpful for you.



Depending on the customer's participation on my question with Promotional activities by SMS are helpful for you or not. 4 respondents are highly disagree on this statement 8 are disagree, 6 shows neutral

opinion and 12 customers are agree others 14 respondents are highly agree on this statement. So it is clear to us that Promotional activities by SMS are helpful for you.

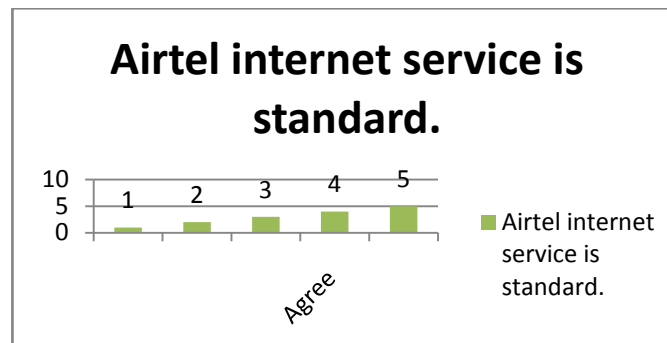
Statement 3 : You are Happy with our e-portal services.



Depending on the customer's participation on my question with you are Happy with our e-portal services or not. 6 respondents are highly disagree on this statement 9 are disagree, 6 shows neutral opinion

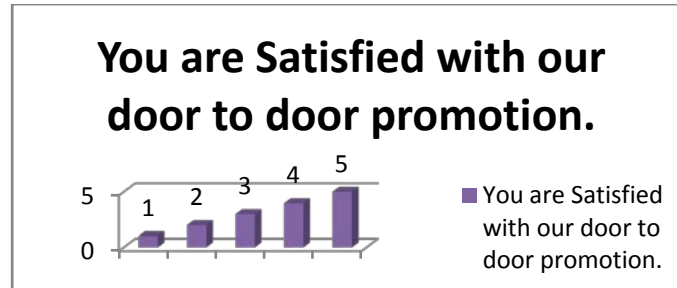
and 8 customers are agree others 15 respondents are highly agree on this statement. So it is clear to us that you are Happy with our e-portal services.

Statement 4 : Airtel internet service is standard.



Depending on the customer's participation on my question with Airtel internet service is standard or not. 6 respondents are highly disagree on this statement 4 are disagree, 6 shows neutral opinion and 8 customers are agree others 20 respondents are highly agree on this statement. So it is clear to us that Airtel internet service is standard.

Statement 5 : You are Satisfied with our door to door promotion.

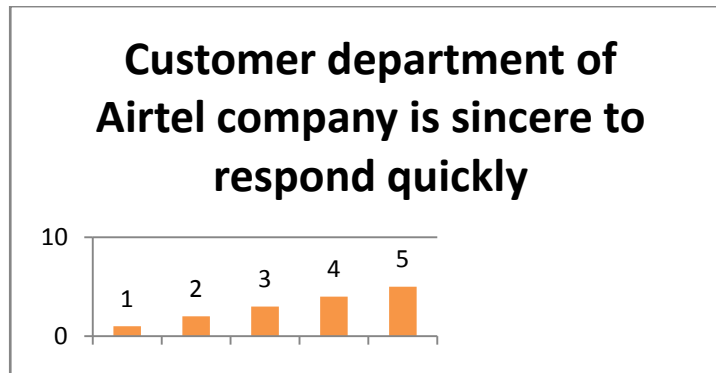


Depending on the customer's participation on my question wither you are Satisfied with our door to door promotion or not. 4 respondents are highly disagree on this statement 6 are disagree, 5 shows neutral opinion and 9 customers are agree others 20

respondents are highly agree on this statement. So it is clear to us that you are Satisfied with our door to door promotion.

c) *Public Relation*

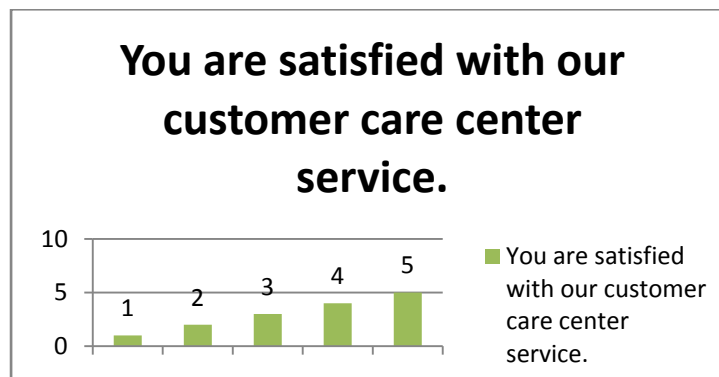
Statement 1 : Customer department of Airtel Company is sincere to respond quickly.



Depending on the customer's participation on my question wither Customer department of Airtel Company is sincere to respond quickly or not. 5 respondents are highly disagree on this statement 6 are disagree, 4 shows neutral opinion and 9 customers

are agree others 20 respondents are highly agree on this statement. So it is clear to us that Customer department of Airtel Company is sincere to respond quickly.

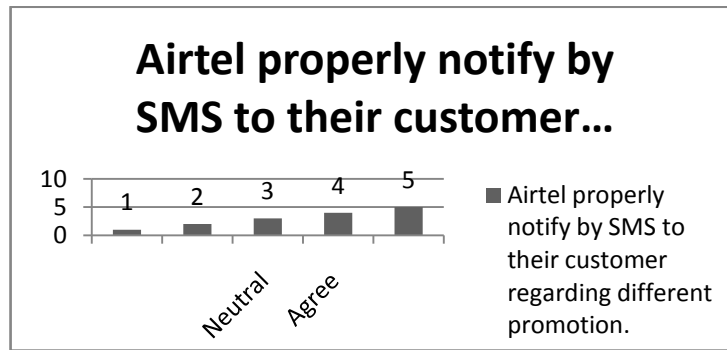
Statement 2 : You are satisfied with our customer care center service.



Depending on the customer's participation on my question wither you are satisfied with our customer care center service or not. 7 respondents are highly disagree on this statement 5 are disagree, 9 shows neutral opinion and 4 customers are agree others 19 respondents are highly agree on this statement. So it is

clear to us that you are satisfied with our customer care center service.

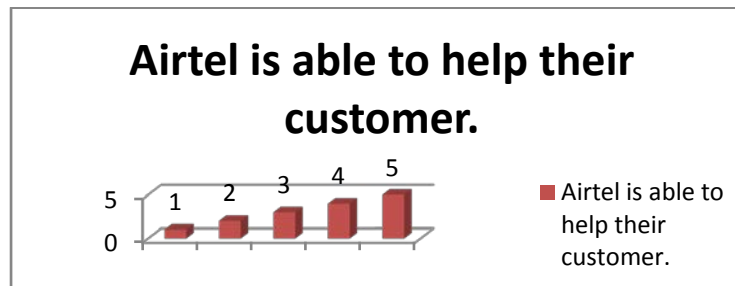
Statement 3 : Airtel properly notify by SMS to their customer regarding different promotion.



Depending on the customer's participation on my question wither Airtel properly notify by SMS to their customer regarding different promotion or not. 10 respondents are highly disagree on this statement 5 are disagree, 5 shows neutral opinion and 10 customers

are agree others 14 respondents are highly agree on this statement. So it is clear to us that Airtel properly notify by SMS to their customer regarding different promotion.

Statement 4 : Airtel is able to help their customer.



Depending on the customer's participation on my question wither Airtel is able to help their customer or not. 8 respondents are highly disagree on this statement 8 are disagree, 4 shows neutral opinion and 10 customers are agree others 14 respondents are highly agree on this statement. So it is clear to us that Airtel is able to help their customer.

5. Airtel is not active participant of charity events to establish a good corporate image.
6. Airtel offers bonus talk time or SMS to the prepaid and postpaid customers for short time period. But it is expired before we use this offer.
7. The network system of Airtel is not so good. We find that when we talk to others then the phone call is disconnected all of a sudden.
8. The publication of Airtel is not so good.
9. Airtel gives us eight FNF which helps us to talk to others with less call rate. Among eight FNF one is super FNF.
10. The SIM price of Airtel is so cheap. So the people can easily buy Airtel SIM.

V. SUMMARY OF FINDINGS, RECOMMENDATIONS AND CONCLUSIONS

a) Summary of Findings

1. Internet Service of Airtel is not so good. For example; when we use Airtel internet then we find that internet connection is disconnected suddenly.
2. Airtel sends many unnecessary SMS to the subscribers. It makes customers boring. When an unnecessary SMS is received during working hours then it makes them annoyed.
3. Advertisements of Airtel are not so good. Because this are not so attractive than those of others like Grammenphone, Banglalink and Robi. If it offers the lower priced packages, the middle Income level customers may be increased.
4. Airtel does not offer handset bundle package.

b) Recommendations

The recommendation part of the project is prepared based on the research findings. By following those recommendations, Airtel can decrease the dissatisfactions of the customers and thus earn a sustainable, distinct competitive advantage to achieve more market share.

- Airtel must upgrade the network coverage as early as possible. Since, the network up gradation has not been finished yet Airtel should offer Miscal Alert service for free. Customers understand that network

improvement cannot be done overnight. But if miscall alert service is offered at free of cost the existing customers may compromise with the current situation and new customers may also wish to join Airtel. Thus, dissatisfaction may reduce regarding network problem.

- Airtel should not send unnecessary SMS to the subscribers. It makes the customers annoyed when a SMS is received during working hours. SMS can be sent on weekend, holidays, or in off-peak hour so that it does not make the customers dissatisfied.
- Internet is now an integral part of our life. Airtel internet service must be developed reasonably so that people can use more of it.
- Airtel must use advanced technology to improve the phone call quality.
- The tariffs of the value added service (VAS) can be reduced so that more people can use VAS to enrich their moments.
- Airtel offers enormous bonus talk time or SMS to the prepaid and postpaid customers usable for short time period. Customers get dissatisfied when they find that validity of using bonus offer expires before it is consumed. Therefore, Airtel should increase the validity date for the bonus talk time and SMS to enhance the satisfaction level.
- Airtel can offer attractive handset bundle package with low price so that low income people can afford to buy an airtel connection with handset.
- Airtel must not only be sponsor of recreational programs at TV channels but they should be an active participant of charity events to establish a good corporate image.

c) Conclusion

Airtel is one of the leading telecom service providing company where customer satisfaction is the in main goal and marketing tool. Today's customers in the telecom industry, where lots of offers are available, are harder to satisfy. They are smarter, more price conscious, more demanding, less forgiving and they are approached by many more companies with equal or better offers. The challenge is not only to produce satisfied customers but also to produce loyal and delighted customer. This is competitive and customer driven market. It is high time for Airtel to satisfy and retain its existing customers. As the mobile connection price, call charge, even the price of the handset have been reduced due to technological advancement people of all income level are started using cell phone. Nowadays, most of the students and the low income people are deeply relying on Airtel because of the cheap cost. Hence, it has become inevitable for Airtel to expand the network coverage soon for a sustainable future.

d) Limitation of the study

Despite our sincere effort to keep flawless in our survey, some limitations cannot be ruled out like, it is not possible to verify to what extent samples are representative. And if someone might have not expressed his/her heartfelt opinion, the same is also beyond scrutiny. However, we have made our sincere most endeavor to select in a neutral and proper way.

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Quality in Services Conference, University of Karlstad, Karlstad. - See more at: <http://www.emeraldgroupublishing.com/authors/guides/write/harvard.htm?part=2#sthash.4Kisg5c9.dpuf>

Appendix:

Questionnaire of Airtel Bangladesh Limited

Dear Respondent:

We are the faculty members of the World University of Bangladesh. We are conducting a survey based on the topic **Promotional Strategies of Telecommunication Industries and Customers Perception: A Study on Airtel Bangladesh Limited.**

This note is to inform you that your information will be kept confidential and will be used for this research only, and the information that will be collected on the research will be used collectively and no individual's information will be given out to any third party. I heartily thank you for your cooperation.

Section A

Your Airtel Number (optional):

Male Female Age: Duration of Usage:
.....Year/Month.

a) Do you use any other SIM a part from Airtel: ☐ Yes ☐ No

b) I use Airtel because of (You can choose multiple options for this agreement)

☐ Brand image ☐ Cheap rate ☐ Low on-net tariff ☐ Highest FnF

☐ Value added Services ☐ Network availability ☐ Voice quality

c) Which of the following services of Airtel do you use? (You can choose multiple options for this agreement)

☐ Caller Tunes ☐ Misscall Alert ☐ Call Block Service ☐ Edge/GPRS

☐ Other ☐ I'm not using any services

Section B

For the following questions, Please **circle** the number according to the degree of your agreement.

Statements	Highly disagree	Disagree	Neutral	Agree	Highly agree
Advertising					
Our advertisement are easy to understand.	1	2	3	4	5
Our advertising quality is good.	1	2	3	4	5
Our advertising is standard.	1	2	3	4	5
Our advertising is much clear & meaning full.	1	2	3	4	5
Our advertising maintains Bangladesh social and cultural values.	1	2	3	4	5
Publicity					
Our publicity system is appropriate.	1	2	3	4	5
Aggressive publicity is helpful for you.	1	2	3	4	5
Airtel gives some unusual publicity.	1	2	3	4	5
Sales Promotion					
The price of prepaid and postpaid connection is affordable.	1	2	3	4	5
Our call rate is agreeable.	1	2	3	4	5
Our network is strong.	1	2	3	4	5
Our service is standard.	1	2	3	4	5
Airtel recharge stores are located at convenient places, therefore, I can easily top up my credit whenever I need.	1	2	3	4	5

Online Promotion					
You are Happy with our online promotional activities system.	1	2	3	4	5
Promotional activities by SMS are helpful for you.	1	2	3	4	5
You are Happy with our e-portal services.	1	2	3	4	5
Airtel internet service is standard.	1	2	3	4	5
You are Satisfied with our door to door promotion.	1	2	3	4	5
Public Relation					
Customer department of Airtel company is sincere to respond quickly.	1	2	3	4	5
You are satisfied with our customer care center service.	1	2	3	4	5
Airtel properly notify by SMS to their customer regarding different promotion.	1	2	3	4	5
Airtel is able to help their customer.	1	2	3	4	5

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

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

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

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

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

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

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

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



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

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

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

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

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

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

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

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

INFORMAL GUIDELINES OF RESEARCH PAPER WRITING

Key points to remember:

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

Final Points:

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

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



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

General style:

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

To make a paper clear

- Adhere to recommended page limits

Mistakes to evade

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

In every sections of your document

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

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

Approach:

- Single section, and succinct
- As a outline of job done, it is always written in past tense
- A conceptual should situate on its own, and not submit to any other part of the paper such as a form or table
- Center on shortening results - bound background information to a verdict or two, if completely necessary
- What you account in an conceptual must be regular with what you reported in the manuscript
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- Present a justification. Status your particular theory (es) or aim(s), and describe the logic that led you to choose them.
- Very for a short time explain the tentative propose and how it skilled the declared objectives.

Approach:

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



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

Materials:

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

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

Approach:

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

What to keep away from

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

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

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



Content

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

What to stay away from

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

Approach

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

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- If you put figures and tables at the end of the details, make certain that they are visibly distinguished from any attach appendix materials, such as raw facts
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- You may propose future guidelines, such as how the experiment might be personalized to accomplish a new idea.
- Give details all of your remarks as much as possible, focus on mechanisms.
- Make a decision if the tentative design sufficiently addressed the theory, and whether or not it was correctly restricted.
- Try to present substitute explanations if sensible alternatives be present.
- One research will not counter an overall question, so maintain the large picture in mind, where do you go next? The best studies unlock new avenues of study. What questions remain?
- Recommendations for detailed papers will offer supplementary suggestions.

Approach:

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



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<i>References</i>	Complete and correct format, well organized	Beside the point, Incomplete	Wrong format and structuring



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