Online ISSN : 2249-4588
Print ISSN : 0975-5853
DOI : 10.17406/GJMBR

Global Journal

of Management and Business Research: E

Marketing

Travel from Traditional Marketing

Service Quality of Islamic Banking

Highlights

Empirical Study of Working Females

Conceptual Study of Mystery Shopping

Discovering Thoughts, Inventing Future

VOLUME 16 ISSUE 2 VERSION 1.0

Global Journal of Management and Business Research: E
Marketing

Global Journal of Management and Business Research: E
Marketing

Volume 16 Issue 2 (Ver. 1.0)

Open Association of Research Society

Incorporation No.: 0423089
License No.: 42125/022010/1186
Registration No.: 430374
Import-Export Code: 1109007027
Employer Identification Number (EIN):
USA Tax ID: 98-0673427

Global Journals Inc.

*(A Delaware USA Incorporation with "Good Standing"; **Reg. Number: 0423089**)*

Sponsors: *Open Association of Research Society*
Open Scientific Standards

Publisher's Headquarters office

Global Journals® Headquarters
945th Concord Streets,
Framingham Massachusetts Pin: 01701,
United States of America
USA Toll Free: +001-888-839-7392
USA Toll Free Fax: +001-888-839-7392

Offset Typesetting

Global Journals Incorporated
2nd, Lansdowne, Lansdowne Rd., Croydon-Surrey,
Pin: CR9 2ER, United Kingdom

Packaging & Continental Dispatching

Global Journals
E-3130 Sudama Nagar, Near Gopur Square,
Indore, M.P., Pin:452009, India

Find a correspondence nodal officer near you

To find nodal officer of your country, please email us at *local@globaljournals.org*

eContacts

Press Inquiries: *press@globaljournals.org*
Investor Inquiries: *investors@globaljournals.org*
Technical Support: *technology@globaljournals.org*
Media & Releases: *media@globaljournals.org*

Pricing (Including by Air Parcel Charges):

For Authors:
22 USD (B/W) & 50 USD (Color)
Yearly Subscription (Personal & Institutional):
200 USD (B/W) & 250 USD (Color)

Integrated Editorial Board
(Computer Science, Engineering, Medical, Management, Natural Science, Social Science)

Dr. Bart Lambrecht
Director of Research in Accounting and Finance Professor of Finance
Lancaster University Management School
BA (Antwerp); MPhil, MA, PhD (Cambridge)

Dr. Carlos García Pont
Associate Professor of Marketing
IESE Business School, University of Navarra
Doctor of Philosophy (Management), Massachusetts Institute of Technology (MIT)
Master in Business Administration, IESE, University of Navarra
Degree in Industrial Engineering, Universitat Politècnica de Catalunya

Dr. Fotini Labropulu
Mathematics - Luther College
University of Regina Ph.D., M.Sc. in Mathematics
B.A. (Honors) in Mathematics
University of Windso

Dr. Lynn Lim
Reader in Business and Marketing
Roehampton University, London
BCom, PGDip, MBA (Distinction), PhD, FHEA

Dr. Mihaly Mezei
ASSOCIATE PROFESSOR
Department of Structural and Chemical Biology, Mount Sinai School of Medical Center
Ph.D., Etvs Lornd University
Postdoctoral Training,
New York University

Dr. Söhnke M. Bartram
Department of Accounting and
Finance Lancaster University Management School Ph.D. (WHU Koblenz)
MBA/BBA (University of Saarbrücken)

Dr. Miguel Angel Ariño
Professor of Decision Sciences
IESE Business School
Barcelona, Spain (Universidad de Navarra)
CEIBS (China Europe International Business School).
Beijing, Shanghai and Shenzhen
Ph.D. in Mathematics
University of Barcelona
BA in Mathematics (Licenciatura)
University of Barcelona

Philip G. Moscoso
Technology and Operations Management
IESE Business School, University of Navarra
Ph.D in Industrial Engineering and Management, ETH Zurich
M.Sc. in Chemical Engineering, ETH Zurich

Dr. Sanjay Dixit, M.D.
Director, EP Laboratories, Philadelphia VA Medical Center
Cardiovascular Medicine - Cardiac Arrhythmia
Univ of Penn School of Medicine

Dr. Han-Xiang Deng
MD., Ph.D
Associate Professor and Research
Department Division of Neuromuscular Medicine
Davee Department of Neurology and Clinical Neuroscience Northwestern University
Feinberg School of Medicine

Contents of the Issue

i. Copyright Notice
ii. Editorial Board Members
iii. Chief Author and Dean
iv. Contents of the Issue

1. Elixir of the Service Quality of Islamic Banking Sector in Bangladesh. *1-10*
2. "A Conceptual Study of Mystery Shopping as an Ancillary Method for Customer Surveys". *11-17*
3. Investigating the Factors Leading towards the Purchase of a Perfume Brand; An Empirical Study of Working Females in Karachi. *19-28*
4. Understanding the Tractor Market: An Exploratory Study in Haryana (India). *29-34*
5. Travel from Traditional Marketing to Digital Marketing. *35-40*
6. Is Advertisement a Valid Tool to Increase Sales: A Study of Indian Manufacturing Companies. *41-48*

v. Fellows
vi. Auxiliary Memberships
vii. Process of Submission of Research Paper
viii. Preferred Author Guidelines
ix. Index

Global Journal of Management and Business Research: E Marketing
Volume 16 Issue 2 Version 1.0 Year 2016
Type: Double Blind Peer Reviewed International Research Journal
Publisher: Global Journals Inc. (USA)
Online ISSN: 2249-4588 & Print ISSN: 0975-5853

Elixir of the Service Quality of Islamic Banking Sector in Bangladesh

By Dr. Hossain Shahid Shohrowardhy, Md. Alauddin & Mohd. Yasin Sharif

International Islamic University, Bangladesh

Abstract- Islamic Banking Sector (IBS) is the most influential domain in the economic development of Bangladesh. In the 21st century, IBS has passed thirty years glorious journey creating huge competition considering its service quality and achieved a remarkable growth. Service Quality (SQ) is the most significant affecting factor for remarkable growth of IBS in Bangladesh from 1983 to 2013. Thus, this research work attempts to determine the elixir of the service quality of Islamic Banks existed in Bangladesh as Islamic Banking Sector using Structural Equation Modelling (SEM). This research uses modified CARTER model (Compliance of Islamic Shariah, Reliability, Assurance, Tangibility, Empathy and Responsiveness) consisting of 34 (thirty four) dimensions with 6 (six) constructs. A total of 396 samples have been used from 6 (six) full pledged Islamic banks in Bangladesh. This study reveals that 20 (twenty) factors have found as the elixir of service quality of Islamic banks in Bangladesh where assurance is the most significant construct followed by reliability, tangibility, empathy, responsiveness and tensely compliance of Islamic Shariah.

Keywords: islamic banking sector (IBS), elixir, service quality (SQ), carter, and vision-21.

GJMBR - E Classification : JEL Code : M10

ELIXIROFTHESERVICEQUALITYOFISLAMICBANKINGSECTORINBANGLADESH

Strictly as per the compliance and regulations of:

Elixir of the Service Quality of Islamic Banking Sector in Bangladesh

Dr. Hossain Shahid Shohrowardhy [α], Md. Alauddin [σ] & Mohd. Yasin Sharif [ρ]

Abstract- Islamic Banking Sector (IBS) is the most influential domain in the economic development of Bangladesh. In the 21st century, IBS has passed thirty years glorious journey creating huge competition considering its service quality and achieved a remarkable growth. Service Quality (SQ) is the most significant affecting factor for remarkable growth of IBS in Bangladesh from 1983 to 2013. Thus, this research work attempts to determine the elixir of the service quality of Islamic Banks existed in Bangladesh as Islamic Banking Sector using Structural Equation Modelling (SEM). This research uses modified CARTER model (Compliance of Islamic Shariah, Reliability, Assurance, Tangibility, Empathy and Responsiveness) consisting of 34 (thirty four) dimensions with 6 (six) constructs. A total of 396 samples have been used from 6 (six) full pledged Islamic banks in Bangladesh. This study reveals that 20 (twenty) factors have found as the elixir of service quality of Islamic banks in Bangladesh where assurance is the most significant construct followed by reliability, tangibility, empathy, responsiveness and tensely compliance of Islamic Shariah. This finding therefore, may be supportive for the policy makers of concern authority (Islamic Banks and Bangladesh Bank) who have been making endeavor to the sustained growth of IBS as transparent banking industrialization in Bangladesh stated in the goals for Vision-21, the golden jubilee of Bangladesh independence.

Keywords: islamic banking sector (IBS), elixir, service quality (SQ), carter, and vision-21.

I. Introduction

Customers are the mainframe of banking industry; therefore, customer satisfaction is the principle account of any bank through delivering quality service. Service quality is a judgment of expectations from providing service performed by the banks which are required to meet customer's needs and desires. For sustainability of performance, creation of modified, improved or developed service quality is required since competitive gain is depends on the nature of service quality (Nicholls, 1998). From the inception, Islami banks perform better than conventional banks in Bangladesh. Islamic banking system have passed thirty-year (1983-2013) glorious journey and achieved substantial growth in Bangladesh (Shohrowardhy, 2015). At present, Bangladesh has 2.03% market share [8 out of 385 (GDR, 2012)] in the Islamic banking world and 25 banks are incorporated in the Islamic Banking Sector of Bangladesh that are performed Islamic banking in full-fledged, branching and window form of Islamic banking (DIB Report, 2015).

Author α: Associate professor, Department of Marketing University of Chittagong. e-mail: hssmanik786@gmail.com
Author σ: Lecturer in Marketing Department of Business Administration International Islamic University Chittagong.
e-mail: mdalauddin89@yahoo.com
Author ρ: Associate professor, Department of English Language and Literature International Islamic University Chittagong.
e-mail: sharifmy@gmail.com

II. Literature Review

Service quality is needed for creating customer satisfaction and service quality is connected to customer perceptions and customer expectations (Kabir, 2010). Service quality is described as the comparative result from customer expectations about the services provided by the banks (Oliver, 1994). And service quality is depended on the perception of customer towards the organizational service providing dimensions (Parasuraman, et.al., 1998; Othman and Owen, 2001). Customers are the driver of organizational loyalty by which a systematic design has been developed to deliver quality services for corresponding to the market demand. System loyalty is highly moderated factor of sustaining operational performance of Islamic banks (Uddin, 2015). Therefore, standard benchmark of service quality of Islamic banks is required to make loyalty in favor of Islamic Banks in Bangladesh for sustaining their operational performance.

A number of devoted scholars contribute a lot in the different aspects of Islamic banking i.e. philosophy and economic explanation (Chopra, 1985), service quality (Haron, 2010), indication of growth (Munawar, 2005), CARTER dimensions in KFH model (Othman and Owen, 2001), factorial impact of service quality on business performance between IBS and CBS (Hasan, 2009), SERVQUAL model; applying in the Islamic banking using structural equation modeling (Khafafa, 2013) etc.

From 1974, Bangladeshi scholars also drew their contribution to the establishment and development of Islamic banking in Bangladesh (Ahmed, 1978) i.e. accounting practice in Islamic banking (Mohiuddin & Rashid, 1993), religious impact on the performance of Islamic banks (Mohiuddin, 2001), Poverty alleviation and RDS of IBBL (Hawladar, 2004), RATER Model applied in the Islamic banking (Shafie, 2004), comparative performance analysis between IBS and CBS (Misir, 2005), behavioral impact on the performance of Islamic banks impact (Rashid and

Hassan, 2008), Compliance of Islamic Shariah (Rashid, 2008), Selection criteria of Islamic Banks (Rashid, 2008); Khan, 2008), technological advancement by Islamic banks in Bangladesh (Jahiruddin & Haque, 2009), Customer perception on Islamic Banking (Rashid, 2010), Islamic banking as the moderate variable of customer loyalty legal system (Uddin, 2015), Elixir of growth of Islamic banking system (Shohrowardhy, 2015) etc.

In Bangladesh, no empirical research has ever addressed the issue of sustainability of Islamic Banking System. However, there are some fragmented literatures regarding individual institution's reflection of Islamic banks i.e. comparative analysis about products/ services, riba and interest etc. performance analysis, perception, customer preference and satisfaction have been explained but there is a scarcity of structural studies of ever all Islamic Banking System. Moreover, 30-year-experience (1983-2013) is enough to evaluate the service quality of Islamic Banking Sector for its sustainability in Bangladesh.

III. Problem of the Statement

Problem of the statement has been developed on the basis of real scenario and status of the growth indicators of Islamic Banking Sector (IBS) in Bangladesh. Table-1 expresses the real scenario of banking industry of Bangladesh in 21^{st} century where 44.64% visible market share is achieved by Islamic Banking Sector.

Table-1 : Banking Industry of Bangladesh

	No. of Banks	% of Share	No. of branch	% of Share
Conventional Banking Sector	48	85.71%	5313	84.70%
Full Fledged Islamic	8	14.29%	916	14.60%
Branching Islamic	9	16.07%	19	0.30%
Windows Islamic	8	14.29%	25	0.40%
Islamic Banking Sector	25	44.64%	960	15.30%
Overall Banking Industry	56		6273	

Source: DIBB Report, 2015

From the inception in 1983, Islamic banks have shown better performance (IBBL, 2014) and growth is substantial (Shohrowardhy. 2015) and remarkable (BBR, 2014). Table -2 explores the comparative growth position of Islamic Banking Sector considering the overall performance from FY2005-06 to FY 2013-14.

Table-2 : Growth of Islamic Banking Sector in Bangladesh

Growth Indicators	Islamic Banking Sector	Overall Banking Sector
Deposits	18.00%	82.00%
Investment	21.00%	79.00%
Classified Investment	4.20%	8.90%
Equity	15.00%	85.00%
Classified Equity	39.90%	59.30%
Asset	17.00%	83.00%
Remittance	28.00%	72.00%
Import	21.00%	79.00%
Export	24.00%	76.00%
Capital Adequacy Rate	12.16%	11.50%

Source: DIBB Report, 2015

The above table explains the growth of IBS considering 10 (Ten) growth indicators suggested by Bangladesh Bank, the central bank of Bangladesh where every indicators show the better performance than overall banking sector during the 30-years experiences.

Service quality and business performances are correlated and co-integrated (Ahmed, 2009; Haron, 2010, khafafa, 2013; Shohrowardhy, 2015). Therefore, the specific question has been raised that what influencing factors are attached behind the growth Islamic Banking Sector in Bangladesh? Thus, this study attempts to examine factors (Elixir) that effect define as philosopher stone regarding the growth of Islamic banking sector in Bangladesh.

IV. Conceptual Framework

a) *Elixir*

The term 'Elixir' usually used in the medical science as combination of ingredients of medicine

(Products) for solution of specific disease. It is an ancient term not used frequently in the academic purpose. Elixir is originated from the Arabic word 'Al-Eksar' where 'Al' mean 'the' and 'Eksar' means xerion (Greek Word), the powder for drying wounds. Another way, it is defined as 'sweet-flavored liquid used for medical purpose' (The Oxford Dictionary), 'A sweetened aromatic solution' (The American Heritage® Dictionary), 'Philosopher's Stone' (The US Dictionary), 'Solid used to convert metal into gold' (The GNU Webster 1913, Word Net 3.0). In 1995, for the first time, Minford, P., Riley, J., and Newell, E. used the term 'The Elixir' in academic purpose to explore the integrating factor involved in the trade, non-trade product and development in European counties. The study is used the term 'Elixir' as combined driven forces, dimensions of service quality that enhances growing operational performance of Islamic Banking Sector in Bangladesh. In this study, 34 dimensions with 6 construct of CARTER Model (Othman and Owen, 2001) are considered as the proposed elixir of the service quality of Islamic Banking Sector in Bangladesh.

b) CARTER Model

The CARTER is an instrument that might be used to define and measure the service quality of Islamic Banking System. Othman and Owen (2001) has been developed CARTER model to measure service quality of Islamic Banking System. They noted that Islamic banks had to adopt service quality program to their customers and to cope with well-built competition from conventional banks both existing and new arrivals to the financial market. CARTER model is quality assessment tools compelled with six dimensions i.e. compliance-Islamic Shariah (COM)-4 dimensions, assurance (ASU)-5 dimensions, reliability (REL)-4 dimensions, tangibility (TAN)-4 dimensions, empathy (EMP)-4 dimensions, and responsiveness (RES)-4 dimensions.

c) Vision-21

Bangladesh started itself as independent country from 1971. Yet, after 40 years of independence, Bangladesh remains a low-income country (LIC), almost two third of population remains below poverty line (Buru, 2013). For improving the situation and recognizing the long-term development challenges, the present Government has been adopted the Vision 2021. The Vision 2021 calls for Bangladeshi socio-economic environment to be transformed from a low income economy to the first stages of a middle-income country by the year 2021 which also marks as the 50th anniversary of Bangladesh independence called golden jubilee of the nation. Moreover, Vision 2021 lays down a development scenario where citizens will have a higher standard of living, better educated, will have a more equitable socio-economic environment, and the sustainability of development in all respects will be ensured through better protection from climate change and disasters both materialistic and non-materialistic. There sustainability of the progress in every economic aspect is basic issue in modern time. Finally, the vision-21 is formed for reaching the country as a middle-income country (MIC) replete with the sign of economic progress (GED, 2012). Islamic banking sector is the most influential factor of economic progress and top most successive micro-financer in Bangladesh (UNDP, 2012). Experimentally, IBS have passed crucial time in Bangladesh, but question is its sustainability in the financial market in Bangladesh.

V. Theoretical Framework and Methods

In this study, a theoretical framework has been developed on the basis of evidence available in the above-mentioned literature. The dependent variable is service quality and the independent variables are compliance of Islamic Shariah, assurance, reliability, tangibility, empathy and responsiveness on the basis of CARTER Model (Othman and Owen, 2001) expressed by the function and equation:

$$SQ = f\,(COM, ASU, REL, TAN, EMP, RES)$$

And equation under restricted model is

$$SQ = \beta_1 COM_+ \beta_2 ASU_+ \beta_3 REL_+ \beta_4 TAN_+ \beta_5 EMP_+ \beta_6 RES_+ \varepsilon$$

Where, SQ expresses the service quality of Islamic banking sector in Bangladesh, $\beta_{n\to1}{}^{n=6}$ express the standard weight, the explanatory power of the variables and ε notes the standard error of the respective model.

VI. Objectives of the Study

The broad objective of this study is to identify the dimensions of service quality that drives the growth of Islamic Banking Sector in Bangladesh. The more specific objectives in this regards are as follows:

1. To determine the relationship among the dimensions of CARTER with its constructs in Bangladesh perspective.
2. To measure the effect of CARTER constructs with service quality of islamic banking sector of Bangladesh, and
3. To construct the integrated factors (ELIXIR) that drive the growth Islamic Banking sector in Bangladesh.

VII. Data Collection Method

For this study, data was collected via a self administrative questionnaire, which consisted of three major sections. The first section has been designed to collect the information about the respondents regarding their demographic and socio-economic characteristic along with some other factors such as name, address, gender, religion, marital status, living status, age, education, profession, income levels, while second section consists of some specific information regarding the respondents attachment with Islamic banking system, namely name of the bank, use of banking system, customer status (depositor or investor), length of relationship with the Islamic bank and opinion regarding satisfaction in a dichotomic form and finally third section consists of 34 dimensional questions of service quality with six constructs. The responses of the respondents were collected by using the Likerts non-comparative five-point scale of the range of attitude; from 1-strongly disagree to 5-strongly agree.

VIII. Sampling

A total of 500 questionnaires were distributed of which only 396 questionnaires were received from six full fledged Islamic banks i.e. Islami Bank Bangladesh Limited (IBBL), Al-Arafah Islami Bank Bangladesh limited (AAIBL), Export-Import Bank Bangladesh Limited (EXIM), First Security Islami Bank Limited (FSIBL), Shahjalal Islami Bank limited (SJIBL), and Social investment bank Limited (SIBL) where 77% response rate is calculated. Specifically, questionnaires were distributed to every customer considering the working hour of the respective banks (Usually from 9 AM to 5 PM) or their convenience time. However the data were collected from two cosmopolitan city of the country, namely Dhaka and Chittagong. The principal premise in this regard is that the sample will bear the representative characteristic of the population. Besides, Islamic Banking system provided equal services irrespective of location.

IX. Statistical Tools used in the Study for Analyzing

The statistical techniques employed in this study are as follows: descriptive and frequency analyses were conducted to represent the respondents' demographic and socio-economic characteristic. In addition, a reliability test to check for the "internal consistency" of the questionnaire by applying Cronbach's Alpha test and Mahalanobis Distance coefficient is used to test the individual consistency of the respondent's responses. Normality distribution was tested using Skewness and kurtosis finally, structural equation modeling (SEM) is used to determine the relationship between dimensions and constructs. The researcher then performed the confirmatory factor analysis (CFA) to test the measurement model specifying the posited relations of the observed variables to the underlying construct.

X. Respondents' Demographic and Socio-Economic Profile

Table-3 shows that the majority of respondents' characteristics are males (72.22%), Muslim (84.85%), aged between 31 to 40 years old (34.34%), with SSC and below SSC (31.31%). The majority of the respondents are service oriented (51.51%) with 24.49% of respondents having an income up to 20,000 BDT and 55.06% of respondents are married. It also mentioned that 55.05% respondents are from urban and 5 or less year's respondents are dominants (40.15%) to maintain relationship with Islamic banks in Bangladesh.

Table-3 : Demography and Socio-Economic Nature of the Respondents' responses (Sample Size, n=396

	Frequency	Percent		Frequency	Percent
Gender			**Permanent Resident**		
Male	286	72.22%	Urban	231	58.33%
Female	110	27.78%	Rural	165	41.67%
Religion			**Banking Relationship**		
Muslim	336	84.85%	IBS	237	59.85%
Others	60	15.15%	Both	159	40.15%
Marital Status			**Average Monthly Income (BDT, 000)**		
Married	218	55.05%	0-20	97	24.49%
Unmarried	152	38.38%	21-30	82	20.71%
Others(D/W/S)	26	6.57%	31-40	67	16.92%
Age of the Respondent			41-50	44	11.43%
			51-60	41	10.35%
Up to 30 Years	160	40.40%	61-70	12	3.03%
31-40 Years	136	34.34%	71-80	13	3.28%
41-50 Years	54	13.64%	81-90	10	2.53%
			91-100	14	3.54%
Above 50 Years	46	11.62%	101-500	15	3.79%

Education			**Length of Relationship with Islamic Banks (Years)**		
Below SSC	124	31.31%	5 or less Years	159	40.15%
SSC	47	11.87%	5-10 Years	77	19.44%
HSC	71	17.93%	10-15 Years	62	15.66%
Graduate	74	18.69%	15-20 Years	52	13.13%
Post Graduate	57	14.39%	Over 20 Years	46	11.62%
Others (Religious)	23	5.81%			
Occupation			**Typology of the Customers**		
Agriculture	102	25.76%	Deposit	154	38.89%
Business	36	9.09%	Investment	91	22.98%
Service	200	50.51%	Both	125	31.57%
Others	58	14.65%			

Source: Calculated by Researcher

XI. Customer's Perception and Reliability Test

In this research work, we have composed the respondents' responses to find their patterns of usage the services provided by Islamic banks. The demography and socio-economic information shows the justification of respondent's responses involved in this study. For instrumental experiment, we used a modified CARTER model (Othman and Owen, 2001) consisting of 34 dimensions with six constructs using 5-points non-comparative scale and found average mean scores ranging from 2.62 to 4.28. The standard deviation of these mean scores is comprised in the interval 0.750 to 1.189. The skewness does not show extreme value ±3 (-1.650 to 0.629) and kurtosis is 0.231 to 2.514, not exceeding the rule of thumb of kurtosis ±8. The descriptive statistics express the normal distribution nature of the responses of the respondents.

Reliability test of the administrative questionnaire is varied to measure the impact of the respondents' perception on service quality of Islamic banks in Bangladesh (Wei and Nair, 2006). Cronbach's Alpha Coefficient of six constructs i.e. compliance of Islamic Shariah, assurance, reliability, tangibility, empathy and responsiveness are 0.790(4), 0.649(5), 0.593(4), 0.597(6), 0.687(9) and 0.719(6) respectively. The overall coefficient of Cronbach's Alpha of 34 dimensions is 0.847(34). This statistics show the accepted reliability nature of the customer perception on service quality of Islamic banks in Bangladesh (Finn and Lamb, 1991).

XII. Test of the Consistency of Respondent's Responses using Mahalanobis Distance Coefficient

In this study, we incorporate 41variables (34 observed and 7 constructed unobserved variables). The sample size of study stances to 396 indicates optimum level in SEM. A set of standard normally distributed random variables is required for SEM. Mahalanobis d-squire coefficient is used in this study to test of the consistency of 396 respondent's responses. The P_1 shows the assuming normality, the probability of individuals and the P_2 shows, still assuming normality. Small value for P_1 and P_2 are to be expected. It is indicated that the observations are incredibly far from the centroid under the hypothesis of normality (Bollen, 1987). It is evident that the highest value of Mahalanobis Distance Coefficient is $d^2_{HV} = 83.948$ ($P_1 = 0$, $P_2 = 0$) and the lowest value is $d^2_{LV} = 25.558$ ($P_1 = 0.181$, $P_2 = 0.000$). Considering the coefficient of d^2 of respondent's responses it can be concluded that the requirement of random normality of consistency of respondent's responses is satisfied.

XIII. Analysis

Basically, the research work is designed to find out the influencing factors on the growth Islamic banking sector in Bangladesh. We use Structural Equation Modeling (SEM) on SPSS-AMOS version 21.0 to determine the relationship between observed variables (Responses of the respondents on 34 dimensions) and unobserved variables (CARTER constructs with service quality –SQ of Islamic Banking Sector). To analysis these factors, 1st Order Conformity Factor Analysis (CFA) and 2nd Order CFA were run and dimensions were tested.

a) *First Order Conformity Factor Analysis (CFA) of Service Quality*

1st order CFA is used to determine the correlation among the factors and appropriateness of variables to the model through deduction or Factor Loading (Kline, 2011). Factor loading is defined as the regression weights in standardized format that indicate the hidden power (strength) and direction of factors on measured variables (Fabrigar, 1999; Kline, 2004; Byrne, 2010). Figure-1 expresses the factor loading of 20 dimensions that are competent for 2nd Order CFA (Fornell and Larcker, 1981; Byrne, 2010).

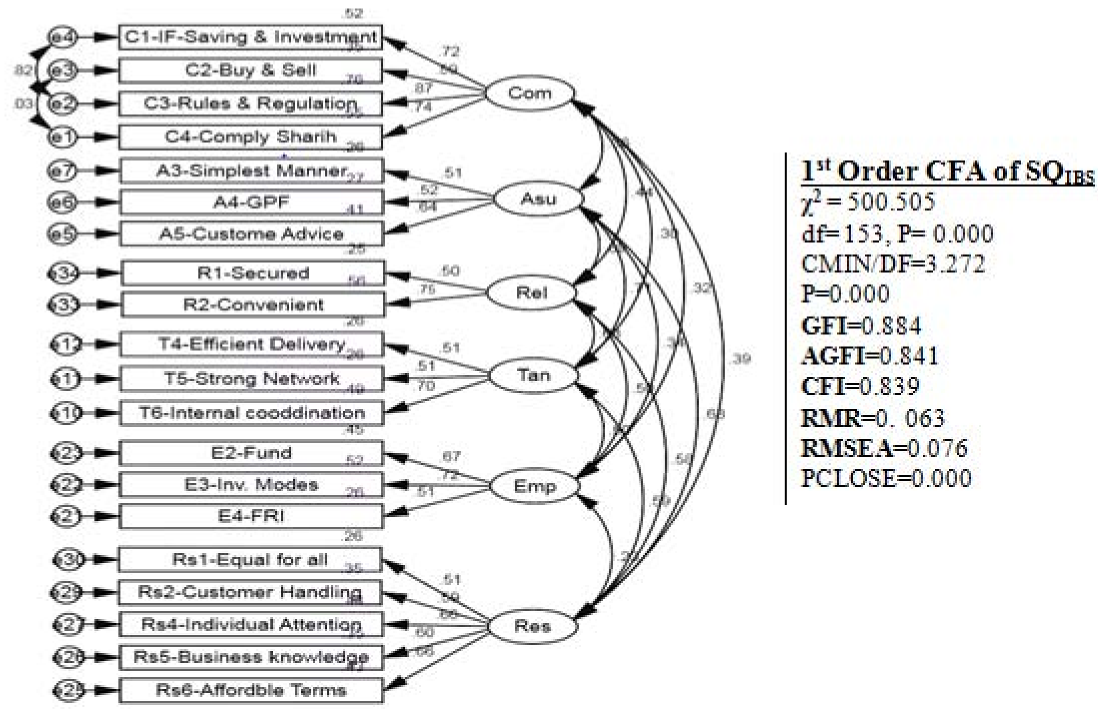


Figure-2 : First Order CFA of Service Quality of Islamic Banking Sector in Bangladesh

Source: Generated by Authors

Considering the results of 1st Order CFA, fourteen (14) dimensions have been deducted through low factor loading (Anderson and Gerbing, 1988) expressed in the table-4.

Table-4 : Deducting Factors from 1st Order CFA

Assurance		**Empathy**	
ASU5	Cognitive Knowledge	EMP20	Qualified Mgt Team
ASU6	Trustee	EMP24	Attractive Location
Reliability		EMP25	Confidentiality Maintenance
REL12	More service in Pick time	EMP26	Profitability Trends
REL13	Reasonable Waiting Time	EMP27	Parking Facility
Tangibility		EMP28	Min Charge
TAN14	Team Work	**Responsiveness**	
TAN15	Modern Technological Equipment	RES31	Service Demo
TAN16	Flexible Operation Time		

Source: Generated by Authors

b) *Correlation*

From the result of 1st order CFA, correlation among the constructs has been found. Correlation usually explores the degree of association of defined constructs and expresses the linear relationship between two constructs considering direct causation or statistical change (Ferdousi, 2009). Table-5 indicates the results of correlation among constructs used in this study and found that correlations of reliability, tangibility and responsiveness with assurance are more powerful than others respective of Islamic banking sector in Bangladesh. .

Table-5 : Correlation

Estimate			
Com	<-->	Asu	0.360
Com	<-->	Tan	0.300
Com	<-->	Emp	0.325
Com	<-->	Res	0.392
Com	<-->	Rel	0.437
Asu	<-->	Tan	0.712

Asu	<-->	Emp	0.344
Asu	<-->	Res	0.679
Asu	<-->	Rel	0.889

c) Second Order CFA of service quality

2nd Order CFA is used to determining the dependency of constructed variables through standardized regression weights. Chi-squire test, CMIN/DF, RMR, GFI, AGFI, CFI and RMSEA are most significant parameters in SEM (Joreskong and Sorbom, 1996; Byrne, 2010). This model is too sensitive model due to incorporate more than 15 cases (Stevan, 1996) and too large sample size more than 200 (Hair, 1995). Thus absolute values of the parameters of this model are not desired. But, the goodness of-fit of the structural equation model is RMSEA= 0.076 is in an accepted form (Browne and Cudeck, 1993). The base line indicator, CFI=0.827, p=0.000, RMR=0.068, GFI=0.876, AGFI= 0.839. All measurements of SEM showed that the data successfully fit the model with a Chi-square of 535.661 with 162 degrees of freedom, clearly meeting the requirements (Byrne, 2010; Bagozzi and Yi, 1988). Model modification was not necessary, as the structural equation model had model fit indices that were more than satisfactory. Finally, figure-2 explores the influential dimensions of service quality of Islamic banking sector called elixir of service quality that have been drive the substantial growth from 1983 to 2013.

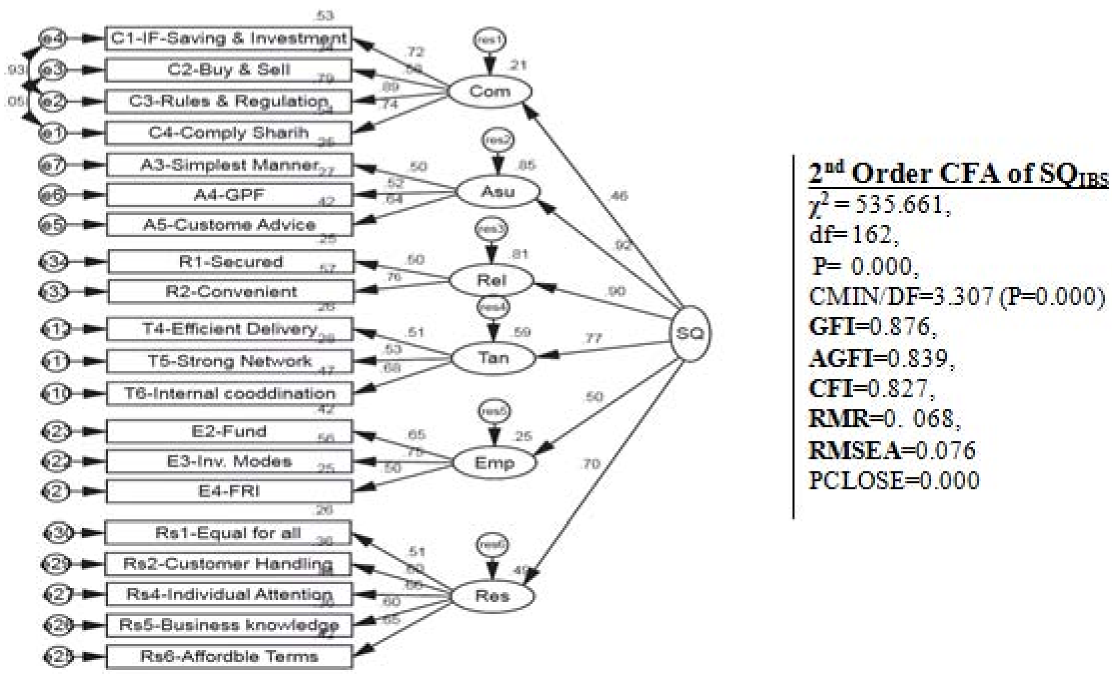


Figure-3 : Second Order CFA of Service Quality of Islamic Banking Sector in Bangladesh

Source: Generated by authors

d) Finding

Structural Equation Modeling (SEM) based proposed model with these 34 items examined and identify 20 items that were significantly attached as the elixir of service quality of Islamic Banking Sector in Bangladesh. These 20 factors with 6 dimensions are defined as the Elixir of the service quality of Islamic Banking Sector in Bangladesh and have been arranged orderly on the basis of their relative standard weights (β) expressed in the table-6:

Table-6 : Elixir of Service Quality of Islamic Banking System in Bangladesh

		Factor Loading from 1st Order CFA	Standard Weight (β) from 2nd Order CFA	Rank
Assurance SQ= ƒ(Asu) where β_{ASU}= 0.922[1]				
ASU9	Custom Advice	0.639	0.644	1
ASU8	Gentle, Polite & friendly	0.523	0.523	2
ASU7	Simplest Manner	0.506	0.499	3

Reliability SQ= ƒ(Rel) where β_{REL}= 0.901[2]				
REL11	Convenient	0.748	0.758	4
REL10	Secured	0.502	0.495	5
Tangibility SQ= ƒ(Tan) where β_{TAN}= 0.768[3]				
TAN19	interior decoration	0.699	0.684	6
TAN18	Strong Network	0.513	0.526	7
TAN17	Effective Delivery	0.512	0.515	8
Responsiveness SQ= ƒ(Res) where β_{RES}= 0.699[4]				
RES32	Individual Attention	0.661	0.664	9
RES34	Affordable terms	0.658	0.645	10
RES30	Customer Handling	0.589	0.600	11
RES33	Business Knowledge	0.596	0.597	12
RES29	Equal for All	0.508	0.509	13
Empathy SQ= ƒ(Emp) where β_{EMP}= 0.495[5]				
EMP22	Investment Modes	0.723	0.747	14
EMP21	Available Fund	0.668	0.652	15
EMP23	Reputation & Image	0.509	0.496	16
Compliance of Islamic Shariah, SQ= ƒ(Com) where β_{COM}= 0.458[6]				
Com3	Rules & Regulations	0.874	0.891	17
Com4	Complaisance Shariah	0.745	0.735	18
Com1	IF-Saving & Investment	0.722	0.725	19
Com2	Trade-Buy & Sell	0.592	0.583	20

Source: Generated by Authors

To determine the elixir of service quality of Islamic Banking Sector, 20 dimensions of CARTER model are jurisdicted and 14 dimensions are deducted due to inconstancy of respondents' responses (Low factor loading, below 0.50). Top influential construct of the elixir of service quality of Islamic banking sector in Bangladesh is Assurance (β_{ASU}= 0.922) consisting of three factors, followed by reliability (β_{REL}= 0.901) with two, tangibility (β_{TAN}= 0.768) with three, responsiveness (β_{RES}= 0.699) with five factors, empathy (β_{EMP}= 0.495) with three factors and finally compliance of Islamic Shariah (β_{COM}= 0.458) compelled with four factors.

XIV. Conclusion

The study has exposed the combined driven forces of service quality of Islamic banking sector in Bangladesh which is introduced as the elixir of service quality. It is worth mentioning here that compliance of Islamic Shariah, assurance, reliability, tangibility, empathy and responsiveness are significantly correlated in Bangladesh perspective. The results of this study also found that the assurance is the most influential construct of service quality followed by reliability, tangibility, responsiveness, empathy and compliance of Islamic Shariah. For suitability of the Islamic Banking Sector in Bangladesh, the devoted authorities should concentrate themselves to construct the Islamic banking system loyalty ensuring more accountability of complying Shariah principle in all scope of Islamic banking operation in Bangladesh. It should mention here that some specific factors are not loaded by respondents' responses i.e. cognitive knowledge, trustee on customer transaction, corporate service, team work, parking facility, charge against service, networking location that too important for optimum level of the service quality of Islamic banking in Bangladesh. .

XV. Limitation of the Study

In this study, as organizational sample, six full-fledged Islamic banks have been considered as Islamic banking sector in Bangladesh. And data have been collected from two cosmopolitan cities as assuming that equal services are provided for all customers by Islamic banks.

XVI. Scope of Further Research

This study may have a few limitations to explore the scope of further research i.e. as organizational sample considering all banks practicing Islamic banking in branching or window form, reconstructing sampling design considering the rural and urban area.

References Références Referencias

1. Ahmad, A. (2009). A Comparative Study of Islamic Banking in Pakistan: Proposing and Testing a Model. Department of Management Sciences. Iqra University. Islamabad. Pakistan.
2. Ahmed, M.U. (1978), "Privatization in Bangladesh", A Conference on 'Privatization in South Asia' reflected in the country's First Five Year Plan (1973-1978) sponsored by Government of Bangladesh.

3. Anderson, E.W. et.al (1993), “The Antecedents and Consequences of Customer Satisfaction for Firms”, *International Journal of Marketing Science*, Vol.-2(2), 125–143.
4. BBR (2013), “Bangladesh Bank Annual Report-(2013”, Published by Bangladesh, the central bank of Bangladesh.
5. Bollen, K. A. (1987), “Total, Direct, and Indirect Effects in Structural Equation Models.” Sociological *Methodology*, Vol-17, 37-69.
6. Buru (2013), “Annual Report 2012-2013” published by BURU Bangladesh, registered NGO under department of social welfare of Bangladesh government.
7. Byrne, B. M. (2010). Structural Equation Modeling With AMOS: Basic Concepts, Application and Programming. 2nd Edition, Taylor & Francis Group Publication, New York, USA.
8. Chapra, M. U. (2000), “The Future of Economics: An Islamic Perspective”, The Islamic Foundation, Leicester.
9. Chapra, M.D. (1985), “Towards a Just Monetary System”, published by the Islamic Foundation, Leicester, UK.
10. Fabrigar, R.; Wegener, T., MacCallum, C., Strahan, J. (1999). Evaluating the use of exploratory factor analysis in psychological research. *Psychological Methods*. 4(3), 272–299.
11. Ferdousi S. A. (2009), “Interest Rates and Investment Spending Relationship in Bangladesh”, *Journal of Asian Affairs*, Vol.- 31(2), 5-20.
12. Finn, D.W. and Lamb, C.W., (1991), “Service Quality Determinants and effectiveness in the Real Estate Brokerage Industry” *The Journal of Real Estate research,* Vol-3, 21-36.
13. Fornell, C. and Larcker, D. (1981). Evaluating Structural Equation Models and Unobservable Variables and Measurement Error. *Journal of Marketing Research*. 18, 39-50.
14. GED (2012), “Perspective Plan of Bangladesh 2010-2021-Making Vision 2021; A Reality”, General Economics Division (GED), Planning Commission (PC), Government of the People’s Republic of Bangladesh.
15. Gritti, P. & Foss, N. J. (2007). Customer Satisfaction and Competencies: An Econometric Study of an Italian Bank. SMG Working Paper No. 10.
16. Hair, J.F., Anderson, R.E., Tatham, R.L. & Black, W. C. (1995), “Multivariate Data Analysis with Reading”, 4th edition, Englewood Cliffs, NJ: Prentice Hall. USA.
17. Haron S, and Ahmad N (2000), “The Effects of Conventional Interest Rates and Rate of Profit on funds deposited with Islamic banking system in Malaysia”, *International Journal of Islamic Financial Service* Vol.-3(4), 1-7.
18. Hassan, A. (2009), “Corporate Social Responsibility of Islamic Financial Institutions and Businesses: Optimizing Charity Value”, *Journal of Humanomics*, Vol. -25(3), 177-188.
19. Hassan, M. (2007). Banking Behavior of Islamic Bank Customers in Bangladesh”. *Journal of Islamic Economics Banking and Finance*, 3(2), 160-194.
20. Howlader, H. R. (2008), “Rural Development Scheme of Islami Bank Bangladesh Limited (IBBL): An Appraisal towards Poverty Eradication in Bangladesh, Journal of Business Administration, Vol- 19, 72-84.
21. IBBL (2014), “Annual report-2014” Published by Islami Bank Bangladesh Limited, 40, Dilkusa, Dhaka, Bangladesh.
22. IBDR (2015), “Islamic Banking Development Report-2015”, A quarterly publication of Bangladesh Bank.
23. Jahiruddin, A., & Haque, R. (2009), “Bank Selection Criteria of Retail Customers in Bangladesh: A Study on Khulna City” *Journal of Business and Management*, Vol-15(2), 159-169
24. Joreskog, K.G. & Sorbom, D. (1996), “LISREL-8 users Guidelin”, Chicago: Scientific Software.
25. Kabir, H. (2010), “Service Quality-Expectations, perceptions and satisfaction about Service Quality at Destination Gotland- A case study”, Master Thesis of Gotland University.
26. Khafafa, A.J. (2013), “Measuring the Perceive Service Quality and Customer Satisfaction in Islamic Bank window in Libya based on Structural Equation Modeling (SEM), *Afro Eurasian Studies*, Vol.-2(2), 56-71.
27. Khan F. (2010), “How ‘Islamic’ is Islamic Banking”, *Journal of Economic Behavior & organization,* Vol.-76, 805-820.
28. Khan S.U. & Mohiuddin K.M.G., (2013) “ Green Banking in Bangladesh: Issues and Challenges”, Paper presented on the seminar on Business and environmental challenges, Organized by HEQEP CP-140, Department of accounting and Information System, University of Chittagong, Bangladesh 21-35.
29. Kline, R. (2011), “Principles and Practice of Structural Equation Modeling”, 3rd Edition, the Guilford Press, Inc. 72 Spring Street, New York, NY 10012.
30. Kline, R. B. (2005), “Principles and Practice of Structural Equation Modeling”, 2nd ed., New York: Guilford Press.
31. Kotler, P. and Armstrong, G., (2006) “Principles of Marketing”, 11th Edition. Upper Saddle River: New Jersey: Prentice-Hall.
32. Minford, P., Riley, J., and Newell, E. (1995), “The Elixir of Growth: Trade, Non- trade goods and Development”, *Discussion paper no-1165*, London

Center for Economic Policy Research (CERR), London.
33. Misir, M.A. & Huq, I.A (1998), "Shariah Based Banking and Economic Development: A Comparative Study", *the Chittagong University Journal of Commerce*, Vol.-14, 122-135
34. Muhiuddin, K.M.G et.al. (1993), "Investment Management of Interest-free Banking System: A Study of Islami Bank Bangladesh Limited", *Journal of Chittagong University Studies (Commerce)*, Vol.-9(1), 18-32.
35. Munawar I. and Molynex P.(2005), ´Thirty Years of Islamic Banking: History, Performance and Prospects", Pilgrave Macmillan, New York, USA.
36. Nicholls, J. A. F., Gilbert, G. R. and Roslow, S. (1998), "Parsimonious Measurement of Customer Satisfaction with Personal Service and the Service Setting", *Journal of Consumer Marketing*, 15(3), 239-253.
37. Oliver, R. L. (1994), "Service Quality: Insights and Managerial Implications from the Frontier in Service Quality", New Directions in Theory and Practice. 1-20.
38. Othman, A and Owen, L. (2001), "The Multidimensionality of CARTER model in Measure Customer Service Quality (SQ) in Islamic Banking Industry: A study on Kuwait Finance House", *International Journal of Islamic Financial Services,* Vol.-3(4).
39. Parasuraman, A., Zeithmal, V. A. and Berry, L. L. (1988), "SERVQUAL: A Multiple-Item Scale for Measuring Consumer Perceptions of Service Quality", *Journal of Retailing*, 64(1), 12-40.
40. Parveen, J.A. and Huq, I.A. (1997), "Performance and Limitation of an Interest-Based and Interest-free Banks in Bangladesh: A Comparative Studies", *Journal of Chittagong University Studies (Commerce)*, Vol.-13.
41. Rashid M., Hassan M. K., Ahmed A. (2008), "Quality Perception of the Customers towards the Domestic Islamic Banks in Bangladesh", *Journal of Islamic Economics, Banking and Finance,* Vol.-5, 110-131.
42. Rashid, H. and Muhiuddin, G.M. (1993), "Accounting Practices of Interest- free Banking-A Case Study of Islami Bank Bangladesh Limited" *Journal of Chittagong University Studies (Commerce)* Vol.-9.
43. Rashid, M. (2010), "Quality Perception of the customers Towards the Domestic Islamic Banks in Bangladesh", *Journal Islamic Economics, Banking and Finance*, Vol.-5(1), 109-131.
44. Rashid, M. et,al. (2011), "Performance Analysis of Islamic Bank Micro Credit Scheme in Bangladesh" *Prosiding Perkem,* Vol-6(1), 61-72, ISSN: 2231-962X.
45. Shafie, (2004) "Bank Selection Criteria and Service Quality of Islamic Banking: A Comparison Between Muslim and non-Muslim Students and its Effect on Student's Satisfaction"
46. Sharma, A. and Mehta, V., (2005), "Service Quality Perceptions in Financial Services - A Case Study of Banking Service", *Journal of services research*, 4(2), 205-223.
47. Shohrowardhy, H.S. (2015), "Elixir of Growth of Islamic Banking System; A Study on Bangladesh", A Ph.D. Thesis of Finance & Banking Department, University of Chittagong, under Supervision of Professor Dr. Nesarul Karim, Professor and Degree Rewarded on March 13, 2015.
48. Stevens, J. (1996), "Applied multivariate statistics for the social sciences" Mahwah, NJ: Lawrence Erlbaum Publishers.
49. Uddin, N. M. (2015), "Determinants of Service Quality in the Banking Sector of Bangladesh" , A Ph.D. Thesis of Finance & Banking Department, University of Chittagong, under Supervision of Prof. Dr. Shamim Uddin Khan and Degree Rewarded on March 13, 2015.
50. UNDP (2012),"Scaling up Islamic Microfinance in Bangladesh through the Private Sector: Experience of Islami Bank Bangladesh Limited (IBBL)", One United Nations Plaza • New York, NY 10017 USA, November 2012, Available from www.undp.org/poverty.
51. Yi, Y. J. and La, S. N. (2004), "What Influences the Relationship Between Customer Satisfaction and Repurchase Intention? Investigating the Effect of Adjusted Expectations and Customer Loyalty", *Psychology and Marketing*, 21(5), 351–373.

Global Journal of Management and Business Research: E Marketing
Volume 16 Issue 2 Version 1.0 Year 2016
Type: Double Blind Peer Reviewed International Research Journal
Publisher: Global Journals Inc. (USA)
Online ISSN: 2249-4588 & Print ISSN: 0975-5853

"A Conceptual Study of Mystery Shopping as an Ancillary Method for Customer Surveys"

By S. Suneetha Devi & Prof. A. Vidhyadhara Reddy

Padala Rama Reddi College of Commerce and Management, India

Abstract- This paper specifies proposition of mystery shopping as a complimentary method along with customer surveys. It focuses on the antecedent of mystery shopping- observational methods. This paper addresses the gap in the existing research on mystery shopping. It covers customer surveys and observational methods of research. It also covers the existing academic research on mystery shopping and the application of mystery shopping by corporates. Subsequently, drawing on the existing literature, it discusses the validation of mystery shopping. It also outlines the implications of this research for future research and practice.

Keywords: mystery shopping, customer surveys, observational methods.

GJMBR - E Classification : JEL Code : M31

ACONCEPTUALSTUDYOFMYSTERYSHOPPINGASANANCILLARYMETHODFORCUSTOMERSURVEYS

Strictly as per the compliance and regulations of:

"A Conceptual Study of Mystery Shopping as an Ancillary Method for Customer Surveys"

S. Suneetha Devi [α] & Prof. A. Vidhyadhara Reddy [σ]

Abstract- This paper specifies proposition of mystery shopping as a complimentary method along with customer surveys. It focuses on the antecedent of mystery shopping- observational methods. This paper addresses the gap in the existing research on mystery shopping. It covers customer surveys and observational methods of research. It also covers the existing academic research on mystery shopping and the application of mystery shopping by corporates. Subsequently, drawing on the existing literature, it discusses the validation of mystery shopping. It also outlines the implications of this research for future research and practice.

Keywords: mystery shopping, customer surveys, observational methods.

I. Introduction

For long 'Service Quality' and 'Customer Satisfaction' has been a favored area in academic as well as corporate research. However, most of the research has been done in developed economies. With rapid growth and innumerable opportunities, customer satisfaction and service quality has now become the core concern of every service institution in India. The motive can be due to apparent competition among institutions offering the same service (Goodsell, C. T., 1981).

It is well known that it is very difficult to evaluate service quality and customer satisfaction and most famous method of the classical approach is the inquisition which uses a questionnaire to investigate after the event (Yang, 2002). Questionnaires are simply survey instruments designed specifically to help companies measure what customers think about their services and how satisfied (or dissatisfied) customers are with their service. Nevertheless, getting customers to take the time to share their opinions isn't as easy as it sounds. Today's consumers are very busy, and they aren't necessarily going to take time out of their busy schedules to provide company with information. In one such study by Hesselink et al, 2003, it was found that 45% of customers, who experience a problem with a service, don't complain and 45% of those never return.

To overcome the shortcomings of customer surveys, companies started using Mystery Shopping as a complementary method. Mystery shopping originated as a technique used by private investigators to identify and prevent employee theft and subsequently has been adapted by the marketing department to measure their customer service processes. Over a period of time, businesses stopped hiring individuals to evaluate their businesses and instead turned to market research companies for the service. Market research companies began cornering the market in terms of mystery shopping.

Today mystery shoppers provide customer service information for restaurants, retail stores, fast food chains, banks, gyms, movie theaters and even car dealerships. There are some instances where market research companies are hired to provide mystery shoppers to evaluate housing services, churches, as well as government-run organizations such as law enforcement facilities, park services and hospitals. Mystery shopper's research in the business field has been already broadly applied however; rarely this subject has been deliberated on the academic front.

Economic Times states that in India, the mystery shopping business is in its infancy but quickly picking up speed. The industry is estimated to be worth around 700 million and employs over 0.2 million people on a part-time basis. The world market of mystery shopping's service is estimated to be about 2 billion dollars.

This paper examines the concept of mystery shopping along with customer surveys and observational methods. While existing research has focused mostly on mystery shopping practices but nothing much has been written on the antecedents of mystery shopping. This paper addresses this gap in the existing research on mystery shopping. It first compares mystery shopping with customer surveys. It then digs into the rudiments of mystery shopping i.e. observational methods of research. Next it reviews the existing academic research on mystery shopping. It then reviews the adoption and application of mystery shopping by corporates. Subsequently, drawing on the existing literature, it discusses the validation of mystery shopping. Finally, it describes the limitations of this paper and its implications for future research and practice.

II. Literature Review

The Market Research Society ("MRS") defines mystery shopping or 'mystery customer research' as:

Author α: Associate Professor Padala Rama Reddi College of Commerce & Management Hyderabad, Telangana – 500089.
e-mail: sistla.suneetha@gmail.com
Author σ: Professor, Department of Business Management Osmania University Hyderabad, Telangana – 500007.
e-mail: prof.avreddy@gmail.com

Global Journal of Management and Business Research (E) Volume XVI Issue II Version I Year 2016

"The use of individuals trained to experience and measure any customer service process, by acting as potential customers and in some way reporting back on their experience in a detailed and objective way."

According to Wilson, A. M., and Gutmann.J (1998), Mystery shopping is the art of obtaining information on customer service, it is designed to capture the experience of customers and staff, and measure their satisfaction level and performance. It helps to gain insights into their experience at various points of interaction in a particular service environment.

According to Dawes, John G. and Byron Sharp (2000), the importance of providing acceptable levels of customer service have doubtless been appreciated by businesspeople for as long as trading has occurred. Managers can monitor the levels of service quality in several ways, by surveying customer subjective perceptions of service quality or by using trained research personnel to pose as shoppers and objectively score various aspects of the service experience as objectively as possible. This method is often referred to as "mystery shopping".

Poisant (2002) suggests that an approach "to analyze customer, or citizen experiences, an organization must put itself in citizens shoes and ask questions about how they are greeted, the appearance of frontline staff, and the aesthetics of the office place", is usually achieved by "Mystery Shopping". Mystery shopper, or secret shopper, is an independent contractor who visits your establishment unannounced, interacting as a customer to provide objective quantitative and qualitative feedback about the experience.

Activities similar to that of Mystery shopping can be found in history, famous being that of Emperor Akbar, who used to disguise as commoner and used to move around his kingdom during nights to know the real status of subjects. However, the term "Mystery Shopping" was coined in the 1940s by WilMark (Zikmund & Babin, 2010). Mystery shopping originated as a technique used by private investigators to identify and prevent employee theft—primarily at banks and retail stores. By posing as workers, mystery employees could become part of the organization and observe the operation and employee behavior, including identifying opportunities for theft and workers that might be stealing.

In 70's, electronic goods manufacturers like Sony, Philips, Panasonic and Bose started using Mystery shoppers to appraise the level of sales personnel's technical and functional knowledge of the electronic products. Mystery shoppers helped the companies to identify the inadequacies and thus helped in improving the technical skills of their sales personnel. As the industry grew into the 80's and 90's, fuelled by the internet, the mystery shopping industry experienced rapid growth and acceptance. Today, there are more than one million mystery shoppers in the USA and this service is provided by more than 500 special agencies. Region associations of Mystery Shopping providers, like Europe Mystery Shopping Providers Association (MSPA Europe); North America Mystery Shopping Providers Association (MSPA North America), have been formed in Europe, Latin America, Asia and the USA.

III. Mystery Shopping and Customer Survey

Customer survey and mystery shopping are two methods by which a company can gather information about the way its products and services are delivered to its customers. "What gets measured gets done." A phrase heard so often these days it has almost become cliché. However, at face value, it has particular meaning to the topic of this research.

Mystery shopping is different from customer satisfaction surveys in that it explores the actual customer experience at a snapshot in time (rather asking customers for their views retrospectively) and records specific details of that particular experience. As such, it can be a very powerful tool for service managers and help to highlight clear action points for improving service delivery.

Customer feedback programs gather data in the form of recalled impression. For instance a questionnaire is designed based upon specific data points companies want to gather. After receiving the service or product, the customer is asked a number of questions, typically around satisfaction levels. When enough samples have been gathered, analyses are required to ferret out the meaning and validity of the results which will result in giving an understanding of how customers view a particular product or service. Unlike customer satisfaction research that measures what customers perceives or remembers, mystery shopping captures information at a moment in time when the employee is serving the consumer. It takes into account customers and potential customers. It profiles the customer-employee interaction and tells whether it is consistent and of a nature that adheres to standards.

Mystery shopping programs gather data in the form of participative observation. A questionnaire is designed based upon specific data points, and observers, trained on those specifics, pose as customers to gather the information. The parameters are tightly controlled and can include measurements such as timings, product knowledge, specific product quality, service standards, and environmental attributes (such as cleanliness or store maintenance). Typically, a shop report is given out for each visit. These reports can be used to create on-the-spot performance improvements, which are valuable in and of them. If enough visits are completed, the data can be compiled and analyzed for trends, performance drivers, regional discrepancies, and so on. In combination with other datasets, such as sales volumes, correlations can be discovered and it becomes a powerful tool for business improvement.

a) Rudiments of Mystery Shopping

Technically, Mystery shopping is an observational method to collect research data. Observing usually means watching and listening, although it may entail just watching or listening. Marshall and Rossman (1989) define observation as "the systematic description of events, behaviors, and artifacts in the social setting chosen for study" (p.79). Various techniques adapted by the mystery shoppers are in fact observational research methods. Wilson (1998) opines Mystery shopping as a form of participant observation in which researchers act as customers or potential customers to monitor the processes and procedures used in the delivery of a service.

Observational research can be classified by the nature of study undertaken i.e. qualitative studies or quantitative studies. In quantitative research (deductive, objective), the researcher is ideally an objective observer who neither participates in nor influences what is being studied. In qualitative research (inductive, subjective), however, the researcher can learn the most by participating and/or being immersed in a research situation.

Observational research can also be classified as structured and unstructured. The SAGE Dictionary of Social Research Methods defines structured observation as "a systematic method of data collection, where there is considerable pre-coding and the observation takes the form of recording when, how often, or for how long the preceded behaviors occur". By contrast, informal or casual observation is unstructured, and may form the basis of future structured observation. Informal or casual observation methods are sometimes seen as fewer objectives than structured observation, because the observer may be focusing on behaviours without a clear theoretical framework, and may not be coding the behaviours in a reliable, that is, repeatable way.

Another classification of Observational research based on researcher's participation is Participant and Direct (Non Participant) Observation. Guest et.al. (2013) opine that direct observation is primarily a quantitative technique in which the observer explicitly counts the frequency and/or intensity of specific behaviours or events. On the contrary, Participant observation is one type of data collection method typically done in the qualitative research. Macionis & Plummer (2005) explain Participant observation as a form of sociological research methodology in which the researcher takes on a role in the social situation under observation and the aim of the researcher is to experience events in the manner in which the subjects under study also experience these events. According to John Whiting "An observer is under the bed. A participant observer is in it."(Guest et all. 2013, p.78).

Observational research can also be classified based on the disclosure of the observation to the subject as Overt observation and Covert observation. Macionis & Plummer (2005) describe that Overt observation involves the researcher being open about the reason for his/her presence in the field of study and the researcher is given permission by the group to conduct his/her research whereas Covert observation involves the researcher observing the members of the social group without informing of the reasons for his/her presence and the research is carried out secretly or covertly.

Mystery shopping uses a trained observer posing as a client or customer to contact agency offering service. The technique focuses on "activities and procedures that do or do not occur rather than gathering opinions about the service experience". In addition to this fundamental training, the nature of mystery shopping requires shoppers who are "objective, smart, and able to think on their feet". The validity of the mystery shopper technique hinges on the employee believing that the observer is in fact a real customer, not an "undercover" evaluator. Figure 1 shows the similarities of mystery shopping methods with that of observational methods.

Mystery shopping uses participant observers to monitor and report on a service experience (Wilson, 1998). Mystery shopping utilizes "complete participants", with the researcher masking the true reason for the interaction and being the only participant in the interaction with knowledge of the truth (Gold, 1958, p. 219). When the mystery shopper poses as a guest, they become a primary researcher, concerned with first hand involvement in the situation, "allowed to hear, to see, and to begin to experience reality" as guests do (Marshall & Rossman, 2006, p. 100). Mystery shopping uses covert participant observers, deceiving the subjects as to the intention of the visit (Wilson, 2001).

Participant observation is a research method requiring the researcher, in this case the mystery shopper, to become an active participant in the activity being studied (Becker, 1958). Mystery shopping utilizes "complete participants", with the researcher masking the true reason for the interaction and being the only participant in the interaction with knowledge of the truth (Gold, 1958, p. 219). Mystery shoppers mimic the actions of ordinary participants, normally posing as guests or customers of the organization.

b) Mystery Shopping In Academia

Schultz, 1997 used mystery shopping programme to improvise the service quality for the benefit of a corporate owner of several budget hotel

Global Journal of Management and Business Research (E) Volume XVI Issue II Version I Year 2016

properties. In this research a mystery shopping instrument was developed and weights were assigned to items based on the operational goals of the company under study. Individual items or need of the company were analyzed in order to determine exactly where training was needed in each of the categories, providing a highly specific and targeted analysis. Finally, items were put into SERVQUAL categories and analyzed in order to determine in which dimensions the company were performing well and where improvements could be made.

According to (Finn A & Kayande U 1999), mystery shopping is best suited when assessing objective characteristics of outlet operations, such as the store environment (e.g. were the aisles kept clear? Were all point-of-purchase signs in place?). At the same time, it can act as a supplementary source for subjective quality ratings on services.

Hudson et al. (2001) used mystery shopper to test travel agent recommendations. Thirty six actual visits and one hundred twenty telephone calls were used to get an insight into what happens when potential holiday makers call or walk into a travel agent to book a holiday.

In the study conducted by Adam Finn, 2001, mystery shopping is quiet cost effective in benchmarking the store environment of individual retail stores. It is also a reasonable approach for benchmarking the personal selling experienced at retail stores, although the number of visits necessary for a reliable result is about twice as many as it is for the store environment. The results of the study clearly confirmed that mystery shoppers can provide viable alternative to consumer survey methods for benchmarking retail performance.

Chen et al. (2007) in their research used a Semi-Mystery shopper to observe and reflex the quality of frontline clinical staff's performance. In their research, they could not let the mystery shopper pose as a patient due to fear of being detected by the medical staff. Hence the mystery shopper posed as the patient's family and they termed him semi-mystery shopper.

Morgan & McCabe (2012) used experiential project for their consumer behaviour course. Students were charged with designing their own research including observational research (mystery shopping), evaluate a retailer and deliver a written and oral report which included results and recommendations for the retailer.

Adam Finn, 2007, conducted a study that uses test-retest mystery shopping data to investigate the variance due to the main and interaction effects of test occasions and the consequences of ignoring them for different managerial decisions.

Steve Charters et, al., 2008, used a modified mystery shopping approach which consisted of a short open ended questionnaire on the SERVPERF technique of measuring service performance and a trained focus group that revisited the questions covered in the questionnaire in more detail.

The purpose of mystery shopper is to understand the frontline staff's personal performance, a diagnosis tool to confirm lose efficacy and fall point of organization in service process [Dawson & Hillier, 1995]. It is also a reward measure tool which can encourage employee and provide the organization with the service to value the competition to others [Grove & Fisk, 1992].

Mystery Shopping has become increasingly popular to companies for addressing today's business issues. The early programs had, as their goal, to evaluate retail conditions—what products were available, whether one product was recommended over others, or how prominently a product was displayed and where. These early programs were deemed "observational" because the program objective was to have the shopper observe and record what he or she saw.

Mystery shopping became much more useful when mystery shoppers posing as customers or potential customers—based their evaluations not only on observations but also upon actual retail transactions—for example, purchasing a product from a sales clerk at a department store, opening an account at a bank or buying gas.

Mystery shopping is used for a variety of purposes, including the monitoring of an organisation's own customer service, the levels of service offered by competitors, and evaluating if and how resellers are promoting a supplier's goods (Wilson, 1998a, 1998b). Mystery shopping is widely used both in the private sector, as well as the public sector. Even institutions such as hospitals use mystery shopping, sending researchers into the facility posing as a patient requiring treatment (Millstead, 1999).

c) Mystery Shopping In India

Mystery shopping adds value and mystery shopping is emerging as an important tool for retailers to get an 'outside-in' view of their stores. Fashion retailers and department stores state they conduct mystery shopping studies at least half-yearly. This is done both store-wise and region-wise.

The mystery shoppers supplement the 'Voice of Customers' gathered through feedback in-store, online or SMS, visitor book comments and through social networks like Facebook and Twitter. A measure that most retailers are planning to institutionalise these days is mystery shopping which is evident by the fact that 88% of retailers have created and formalized processes to obtain feedback on their stores via these initiatives (TCS study on retail, 2013 report).

Fabindia has Mystery Shopper Program to gauge the customer satisfaction level. Mystery shoppers posing as normal customers perform specific tasks such as purchasing a product, asking questions, registering complaints and then provide detailed reports or feedback on their shopping experiences to the management. Marico's Kaya Skin Clinic gets mystery shoppers to visit its 43 clinics once a month, and depending on the reports of these shoppers, employees either get a bonus or suffer salary cuts. Pramod Kulkarni, group general manager at The Fern Hotels & Resorts, says mystery shoppers have helped his group identify flaws and improve service standards. Chief operating officer at PVR Cinemas, says the theatre conducts at least 12 mystery audits per cinema per year. The audits have helped improve upon the standards of maintenance of the washrooms. Ford India Pvt. Ltd, Samsung Electronics Co. Ltd and Citibank NA, businesses are using mystery audits across different points of sales to track consumer experience. Ford claims to have got tangible results from mystery shopping audits in the last two years. Global e-commerce company Amazon.com Inc. is said to be engaged in a mystery audit for an intensive market survey to study the e-commerce market in the country. TOI reported that many brands such as Titan, Arrow, McDonalds, Reliance, Tata, Blue dart, Kimaya Fashions, Samsung, Shoppers Stop, ICICI and Axis Bank among a mounting list of other Indian brands that are hiring mystery shopping services as a feedback and strategy development mechanism.

Apart from large companies that recruit mystery shoppers directly, there are several service providers like Shaw, Red quanta, Channel Play, We mark India, MRSS India, Floor walk, RAMMS, HS Brands, SGS India, IMRB and many more who recruit mystery shoppers and send them to various clients. Apart from hotels, airlines, retail companies, banks and even educational institutions have begun to conduct mystery audits.

IV. Discussion

This paper has covered four aspects of mystery shopping i.e. comparison of mystery shopping method with customer survey method, foundations of mystery shopping method being from observational method, academic research on mystery shopping and existing practices of mystery shopping in India.

First, the paper focused on the short comings of customer surveys and found that mystery shopping can help in overcoming those shortfalls. The shortcomings being that customer surveys rely on the respondent's memory of previous service encounters and customer perceptions are by definition subjective i.e. two customers can perceive the experience of the same level of service in different ways. Second, the paper concentrated on relationship between mystery shopping and observational method of research. The study found that the foundations of mystery shopping lie with observational methods of research, thus validating the mystery shopping method. Third, the paper discussed the existing academic research on mystery shopping. The study found that even though some research has been done on mystery shopping but hardly anyone has concentrated on the reliability and validity of mystery shopping method except for the research by Finn and Kayande. Finally, the paper covered the adoption and application of mystery shopping by Indian corporates. The study found that many corporates have institutionalized mystery shopping and there are many companies who are providing mystery shopping services. However the study found that the corporates have not disclosed the procedures of mystery shopping.

The discussion in this paper suggests certain directions for future research. First, future research can carry out empirical studies to examine empirical support for the propositions specified in this paper. For instance an empirical study can be done for comparison between mystery shopping data and customer survey data. Similarly, studies can be done on the performance of mystery shopping audits i.e. whether there is any change in footfalls or sales after implementation of mystery shopping audits. Further empirical studies can be done to assess the reliability and validity of mystery shopping method.

Proposition specified in this paper also have some implications for practice. The propositions specified in this paper, if proven in empirically, can provide guidelines on how to improve service quality and customer satisfaction. This implication for practice highlights the possibility of predicting and controlling customer defection.

V. Conclusions

The Indian retail scenario is witnessing a noticeable shift with modern retails formats slowly replacing traditional forms of retailing. Competition is increasing with various Indian and International marketers fighting for a share of wallet of the Indian shopper. With growth in retail, the concept of Mystery Shopping is growing in India and very little has been written on how mystery shopping is undertaken and the steps taken by users and providers to ensure that a true measure of service performance is obtained. This paper points out propositions which may provide a comprehensive solution for understanding consumer behavior.

References Références Referencias

1. Bateson, J.E.G. (1992), Managing Services Marketing, 2nd ed., Dryden Press, Orlando, FL.
2. Becker, H. S. (1958). Problems of inference and proof in participant observation. American Sociological Review, 23(6), 652-660.

3. Berry, L.L. Parasuraman, A. and Zeithaml, V. (1988), "The service-quality puzzle", Business Horizons, September/October, pp. 35-43.
4. Chen, H. Z. [2005]. The Application of Mystery Shopper in Measuring the Service Quality of Hotel Telephone Reservation - A case Study of a Resort Hotel, Unpublished Master theses, National Dong Hwa University, Taipei.
5. Chen, L. M. [2003]. "A Study on Satisfaction of Emergency-Room Patients in one Regional Teaching Hospitals", Show Chwan Medical Journal, vol.4, no.2, pp.93-99, Apr.
6. Chen, W. K., Chung Y. T., Cheng, Y. C. & Ng, K. C. [2003]. "The Completeness of Patient Satisfaction Questionnaires of Emergency Departments: A Literature Review Approach", Mid-Taiwan Journal of Medicine, vol.8, Commemorative, pp.283-292, Dec.
7. Dawes, John G. and Byron Sharp (2000), "The Reliability and Validity of Objective Measures of Customer Service: "Mystery Shopping"," Australasian Journal of Market Research, 8 (No. 1 January), 29-46.
8. Dawson, J. & Hillier, J. [1995]. "Competitor Mystery Shopping: Methodological Considerations and Implications for MRS Code of Conduct", Journal of the Market Research Society, vol.37, no.4, pp.417-427, Oct.
9. Finn A., (2001), Mystery shopper benchmarking of durable-goods chains and stores, Journal of Service Research, 3(4), 310-320.
10. Finn, A. & Kayande, U. [1999]. "Unmasking a Phantom: A Psychometric Assessment of Mystery Shopping", Journal of Retailing, vol.75, no.2, pp195-217, Summer.
11. Fountain, J E. (2001) Paradoxes of public sector customer service. Governance 14, no.1: 55-73.
12. Gold, R. L. (1958). Roles in sociological field observations. Social Forces, 36(3), 217-223. Grönroos, C. (1983), "Innovative marketing strategies and organisation structures for service firms", in Berry, L.L., Shostack, G.L. and Upah, G.D. (Eds), Emerging Perspectives in Services Marketing, American Marketing Association, Chicago, IL.
13. Goodsell, C. T. (1981) The public encounter. Bloomington: Indiana University Press.
14. Grove, S. J., Fisk R., (1992) Observational data collection methods for services marketing: An overview. Journal of the Academy of Marketing Science.
15. Grove, S. J., Fisk R., (1992) Observational data collection methods for services marketing: An overview. Journal of the Academy of Marketing Science 20: 217-24.
16. Guest Greg, Namey Emily E., Mitchell Marilyn L., (2013) Collecting Qualitative Data, Sage Publications.
17. Hair, J.F., Bush, R.P. & Ortinau, D.J. (2003). Marketing Research: Within a Changing Information Environment (2nd ed.). Boston, McGraw-Hill Irwin.
18. Hesselink M., Wiele A. van der and Boselie P., (2002), the importance of customer satisfaction in organisational transformation: a case of a Dutch temporary employment agency, ERIM Report Series Research in Management, ERS-2002-60-ORG.
19. Hesselink, M.; Wiele, T. van der (2003). Mystery Shopping: In-Depth Measurement of Customer Satisfaction. Erasmus Report Series Research in Management, ERS-2003-020- ORG.
20. Lovelock, C.H. (1988), Managing Services, Prentice-Hall, Englewood Cliffs, NJ.
21. Macionis, John J & Plummer, Kenneth (2005).Sociology: a global introduction (3rd ed). Pearson Prentice Hall, Harlow Management Approach, (2nd ed). Wiley, Chichester.
22. Marshall, Catherine & Rossman, Gretchen B. (1989).Designing qualitative research. Newbury Park, CA: Sage.
23. Morgan & McCabe, Learning Why We Buy: An Experiential Project for the Consumer Behavior Course Journal of Marketing Education August 1, 2012 34: 140-155.
24. Poisant, J. (2002) Creating and sustaining a superior customer service organization. Westport, CT.
25. Rouleau J. (2007) Selling New Homes the Easy Way, Sage. London. page 17.
26. Schultz L. Robyn (1997) Mystery shopping as a service quality improvement tool: Developing a comprehensive program for an economy motel chain thesis.
27. Service Intelligence, www.serviceintelligence.com/pdf/mysteryshopping-vs-customer feedback.com.
28. Services Context: An Empirical Examination," International Journal of Service Industry Management, 8 (5), 414-434.
29. Spradley, J. P. (1980). Participant observation. Orlando: Harcourt Brace College Publisher.
30. Steve charters, Joanna Fountain and Nicola fish. "You felt like lingering…" Experiencing "real" service at the winery tasting room, Journal of travel research, Dec 2008, SAGE publications.
31. Thompson, D. A., Yarnold, P. R., Williams, D. R. & Adams, S. L. [1996]. "Effects of Actual Waiting Time, Perceived Waiting Time, Information Delivery, and Expressive Quality on Patient Satisfaction in the Emergency Department", Annals of Emergency Medicine,vol.28, no.6, pp.657-665, Dec.
32. Wilson, A. M. (1998). The role of mystery shopping in the measurement of service performance. Managing Service Quality, 8(6), 414-420.
33. Wilson, A. M. (2001). Mystery shopping: Using deception to measure service performance. Psychology & Marketing, 18(7), 721-734.

Global Journal of Management and Business Research (E) Volume XVI Issue II Version I Year 2016

34. Wilson, A. M., and Gutmann.J (1998) Public Transport: The role of mystery in investment decisions. Journal of the Market Research Society 40, no. 4: 285-93.
35. Wilson, A. M., and Gutmann.J (1998) Public Transport: The role of mystery in investment decisions. Journal of the Market Research Society 40, no. 4: 285-93.
36. Yang, C. C. [2002], Customer Needs and Satisfaction Survey, SGS Taiwan Limited, Taipei.
37. Zeithaml V.A., Parasuraman A., Berry L.L., Delivering quality service; balancing customer perceptions and expectations, The Free Press, New York, 1990.
38. Zikmund, W. G., Babin, B. J., Carr, J. C., & Griffin, M. (2010). Business researched methods (8th ed.). Canada: South-Western Cengage Learning.

This page is intentionally left blank

Global Journal of Management and Business Research: E Marketing
Volume 16 Issue 2 Version 1.0 Year 2016
Type: Double Blind Peer Reviewed International Research Journal
Publisher: Global Journals Inc. (USA)
Online ISSN: 2249-4588 & Print ISSN: 0975-5853

Investigating the Factors Leading towards the Purchase of a Perfume Brand; An Empirical Study of Working Females in Karachi

By Hudaibia Jamali, Maleeha J. Muslim, Zainab Agha & Zohaib Sufyan
Shaheed Zulfikar Ali Bhutto Institute of Science and Technology, Pakistan

Abstract- Nowadays, in an increasingly more evident manner, perfumes assume the role of indications of individuality and ascetic orientation of those who wear them. In this regard, role of advertising is quite evident to persuade working females in choosing the best fragrance and at the same time, understanding number of factors is also a key consideration for marketers. Therefore, the purpose of this research paper is to examine the number of reasons a working women keeps in mind when purchasing a particular perfume brand. This is a quantitative research and based on a philosophy of post positivist, with a deductive research approach. Survey questionnaire has been used as an instrument to collect the data which was adopted from the literature. The sample size is 384 and probability random sampling technique has been used. Data was analyzed through SPSS software and applied both the descriptive and inferential statistics.

Keywords: purchase decision, perfume brand, advertisement.

GJMBR - E Classification : *JEL Code : M37*

INVESTIGATINGTHEFACTORSLEADINGTOWARDSTHEPURCHASEOFAPERFUMEBRANDANEMPIRICALSTUDYOFWORKINGFEMALESINKARACHI

Strictly as per the compliance and regulations of:

Investigating the Factors Leading towards the Purchase of a Perfume Brand; An Empirical Study of Working Females in Karachi

Hudaibia Jamali [α], Maleeha J. Muslim [σ], Zainab Agha [ρ] & ZohaibSufyan [Ѡ]

Abstract- Nowadays, in an increasingly more evident manner, perfumes assume the role of indications of individuality and ascetic orientation of those who wear them. In this regard, role of advertising is quite evident to persuade working females in choosing the best fragrance and at the same time, understanding number of factors is also a key consideration for marketers. Therefore, the purpose of this research paper is to examine the number of reasons a working women keeps in mind when purchasing a particular perfume brand. This is a quantitative research and based on a philosophy of post positivist, with a deductive research approach. Survey questionnaire has been used as an instrument to collect the data which was adopted from the literature. The sample size is 384 and probability random sampling technique has been used. Data was analyzed through SPSS software and applied both the descriptive and inferential statistics. Findings reveal that, there is a significantly weak relationship between advertisement, special offer, sales techniques, budget, peer recommendation, availability quality, fragrance, packaging, brand and price towards purchase decision. However, fragrance, availability quality and advertisement of a perfume brand have a strong influence towards purchase decision. This means that, the stated factors do impact the working female's decision when purchasing a perfume brand and this may help the marketers to work closely on these constructs to improve its brands offering. This research will be instrumental for current perfume brands along with prospect entrants, enabling them to work on the highlighted elements to develop a strong brand presence and share of mind.

Keywords: purchase decision, perfume brand, advertisement.

I. Introduction

Due to globalization and liberalization, it has been resulting in increased demand for cosmetic and fashionable products for women of all ages. Females set and followed fads, fashionable trends and style, which were more inclined towards perfumes to represent their unique image. The population of females aged above 23 has been considered as a potential market to use perfumes. (Borgave & J.S., 2010, pp. 1-8).

The female population of Taiwan was a part of a market segment, which had a high level of involvement respond to their purchasing behavior, there were certain similarities as well as differences in the consumption patterns of luxury products of female in Taiwan and UK. (Wu, Chen, & Nguy, Luxury brand purchases and the extended self, 2015, pp. 153 - 173).

There were various factors that influence a female individual's fragrance decision. Moreover, there were certain factors that actually influence consumers buying behavior but psychological factors, social influence and the purchase situation were the factors due to which the purchasing behavior differs in US and French Cosmetic markets. (Markham & Cangelosi, 1999, pp. 387 - 401)

In today's market, the females were very particular about the things they wear and how they appear on special occasions like Valentine's Day, birthdays, Mothers Day, weddings, anniversaries etc. In comparison to other countries Pakistanis spent more money on perfumes than Indians due to high consumer spending habits. There were many factors that derive the consumer preference when they opt for particular perfume when heading out the door. Due to this consumer preference we aimed to focus our efforts and study how certain factors influenced consumer preference of working females of Karachi when they bought perfume brands. (Daily Times, 2015)

II. Research Objectives

1. Ascertain the relationship and impact of price, packaging, brand and fragrance towards purchase of perfume brand.
2. Determine the influences and relationship of quality, availability and peer recommendations towards purchase of a perfume brand.
3. Study the effect and relationship of budget, sales technique, special offer and advertisement towards purchase of a perfume brand.

III. Literature Review

The relationship of price knowledge with the economic scenarios suggests that consumers are more aware of economic knowledge and they expected the fair prices with respect to the economic conditions. (Kenning, Evanschitzky, Vogel, & Ahlert, 2007, pp. 97 - 119) The consumers, who rely more on price knowledge, tend to get and perceive prices more accurately. (Rosa-Díaz, 2004, pp. 406 - 428). It is the

Author α σ ρ: BBA Students at SZABIST Karachi.
e-mail: zainabaghaa@gmail.com
Author Ѡ: BBA Thesis Research Supervisor at SZABIST Karachi.

self-accomplishment and satisfied visibility and symbolic values that consumers were even more satisfied with the counterfeit luxury brands as well. (Phau, Teah, & Lee, 2009, pp. 3 - 15)

Brands that existed within the same category are driven by the same motivations purchase decision involvement. Different levels of involvement occurred at category level rather than brand level. (McWilliam, 1997, pp. 60 - 70) Successful branding strategy was required that used local names to develop national identity. (Ranchhodi, Gur u, & Marandi, 2011, pp. 353 - 365) In order to build equity the core dimensions of brand image were looked upon and analyzed. (Toldos-Romero & Orozco-Gómez, 2015, pp. 462 - 476) Price and brand had significant moderate effect on buyers' perception on quality. (Dodds, Monroe, & Grewal, 1991, pp. 307 - 319)

At each stage, various demands needed to be fulfilled as there are many factors influencing the final packaging of a product. (Rundh, 2009, pp. 988 - 1002) Changing consumer behavior is one of the most important factor, which impacted packaging demand, and for this. (Rundh, 2013, pp. 1547 - 1563) Colors, typography; graphical forms and images of alternative packaging were combined in different ways to convey a preferred perception of consumers' mind on the basis of seven product positioning strategies. (Vila, 2006, pp. 100 - 112)Some consumers were very particular about their health and nutrition which allowed them to make a higher involvement decision on the basis of delivered label information considered it to be more credible, visual elements influence choice more in low involvement purchase decision. (Speece, 2004, pp. 607 - 628).

The factors that helped consumers in deciding which perfume to buy, were based on the recommendation of reference people and sample smelling test. (Yoh, 2006, pp. 396 - 406) To increase fragrance sales, companies tilt towards a new marketing concept of unisex and same name fragrance. This led researchers to believe that the male-dominant products influenced females purchase decision. (Cangelosi, 1999, pp. 387 - 401) Young girls start to use any form of fragrance from the age of 5 to 10. Eventually they bought perfumes on their friends' recommendation or simply by looking an advertisement. (Ali, 2011) Factors like, brand of the perfume, its packaging, and bottle design were the most important attributes that a consumer takes into consideration when making an informed purchase decision. (Raza, Nas, & Anwer, 2013, pp. 189 - 204)

Quality definition is related to 8 dimensions of product quality. It turned out that there was a significant link between 5 definitions of quality and the 8 dimensions of quality. Most quality managers defined quality that closely represented user-based definition. (Tamim, 2002, pp. 442 - 453) There were 10 dimensions in total that consumers referred to when shaping expectations and perceptions about service. Moreover, there were 4 gaps that affected service quality perceived by the customer. (Parasuraman, Zeithaml, & L., 1985) To close the gap between perceived quality and value required marketer to view quality the same way as the consumer. Moreover, consumers intrinsic and extrinsic factors should be evaluated from the consumers' environment that triggered perceived quality. (Zeithaml, Consumer Perceptions of Price, Quality, and Value: A Means-End Model and Synthesis of Evidence, 1988, pp. 2 - 22) In an attempt to maintain a reputation for high quality, firms were encouraged to focus their efforts to increase product quality in order to stand out more than its rivals. Market structures like oligopolistic markets can easily sustain a reputation for high quality. (Dana Jr. & Fong, 2011, pp. 1059 - 1076)

Consumers tend to switch from one brand to another if they couldn't find what was required and they would also switch retail stores and never visit back. (Gruen, 2003, pp. 605 - 617) Furthermore, in order to resolve the problem of stock out, training programs for retailers must be executed so that to understand the ordering of the products from the warehouse needed to be done before the stock ends and to improve the quality of orders. (Consulting, 1996).

Findings revealed that, the perceived quality, satisfaction, and brand trust had a positive direct relationship over recommendation. While on the other hand, brand image had a positive direct effect on recommendation. (Vigripat & Chan , 2007). According to the (Childers & Rao, 1992, pp. 198 - 211) study, People who had high credibility and better knowledge of a particular product had more influence on the individual and the private luxury items tend to have higher peer influence because these products were important and discretionary purchased.

According to the (Soman, 2001, pp. 460 - 474) study, Budget was one of the key factors while making purchase decision. Another research has found that customers who allocates certain budget to a particular product category, tends to limit themselves under the allocated budget. (Heath & Soll, 1996, pp. 40 - 52). Moreover according to the (Scheer, Shehryar, & Wood, 2010, pp. 225-232) study, the knowledge of budget gives a better understanding of an individual's purchase decision.

According to (Brock, 1965, pp. 650 - 654) study, a product's similarity was more important than an experienced sales person to persuade a consumer to buy a lower or high priced product. Moreover Evan's findings were based on the theory that the similarities produced by the attractiveness of the sales person and customer lead to positive outcome when making purchase decision. (Evans, 1963). Whereas the characteristics of sale person like power, attractiveness and credibility caused three types of influences on the consumer: conformity, recognition, and internalization. (Kelman, 1961, pp. 57 - 78)

One of the most important factors to gain market share was consumer promotion of different product categories. (Blattberg, Eppen, & Lieb, 1981, pp. 116-129). A finding suggests that the anticipation of promotion can also increase the purchase decision of a consumer for that product category and that promotion had direct impact on the purchase behavior of the consumer. (Liao, Shen, & Chu, 2009, pp. 274 – 284). Consumers usually made a decision to buy a product depending on how quick they will receive the reward from promotional activities. The quicker the reward, the more value perception and liability they have on purchasing the product. (Zeithaml, 1988, pp. 2 - 22).

The female consumers are more interested and usually plan, before going to purchase perfume than the male consumers in Malaysia. According to this study, advertising appeal is consisted of 3 main elements Recognizing, Rational and Emotional appeal. (Fah, Foon, & Osman, 2011, pp. 202 -208). Moreover, by using the famous celebrities to market a perfume brand, marketers can enhance the brand image, attract more consumers and improve the recall rate. (Tantiseneepong, Gorton, & White, 2012, pp. 57 - 69) According to the (Srivastava, 2010, pp. 102 - 113) study, marketers' uses global advertisements especially for luxury products, cosmetics, perfumes and watches. And as per the (Todd, 1990) study, the advertisement that used to appeal professional females should emphasize on the need for safety and self-sufficiency.

According to the (Williams & Slama, 1995, pp. 4 - 21) study, there are many factors that come under consideration while making the final purchase decision. The past experience along with the selection of store plays an important part while making the purchase decision. (Rao, 1969, pp. 321-329). Thai consumers take two main Components under consideration while making purchase decision; one was price and second was the brand. (Thanasuta , 2015, pp. 102-121)

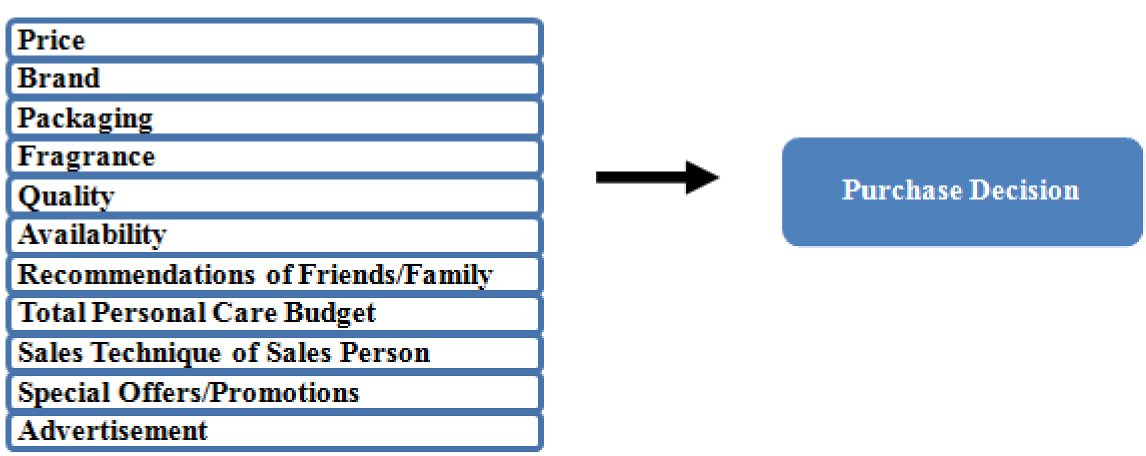
IV. Research Methodology

The population for this study was working females residing in Karachi and aged 23–46 and above. The reason why we have chosen this sample size is because their responses for our research were more relevant due to which we received an authentic set of data. Keeping in view the nature of research, non-probability convenience sampling has been employed, with 95% confidence level and 5% margin of error. Sample size for this research was 384 as per the sampling table (Uma Sekaran, 2006). Explanatory and Quantitative research methodology was adapted to study several variables influencing buying. Moreover, the research approach was deductive and close-ended survey questionnaire was used which was further adapted from the base study. Furthermore, data had been collected on cross sectional basis and analyzed accordingly.

- Reliability was tested through pilot study from 50 participants
- Five points Likert scale was used in survey questionnaire

The purpose of this study is to ascertain the relationship and impact of price, packaging, brand and fragrance towards purchase of perfume brand. Moreover, in order to determine the influences and relationship of quality, availability and peer recommendations towards purchase of a perfume brand we have conducted this research. Lastly, we have to study the effect and relationship of budget, sales technique, special offer and advertisement towards purchase of a perfume brand.

V. Theoretical Framework



(Adopted form Hamid et al, 2013)

VI. Demographic Profiling

6.1 : Age

Age	Respondents
23-28	231
29-45	90
36-45	45
46+	17

6.2 : Marital statu

Single	237
Married	147
Single	237
Married	147

6.3 : Area of Residence

Area	Respondents
Clifton	91
Defence	100
Gulshan	61
North Nazimabad	26
PECHS	47
Other	59

6.4 : Monthly Income

Income	Respondents
10,000 - 25,000	109
25,000-40,000	133
40,000 - 65,000	80
65,000 - 100,000	34
100,000 +	26

6.5 : Educations

Bachelors	199
Masters	173
PhD	11

6.6 : Profession

Profession	Respondents
Academician	105
Professional	230
Self Employeed	48

6.7 : Spend on Perfume

Spend	Respondents
3,000 - 5,000	200
5,000 - 10,000	110
10,000 - 15,000	54
15,000 - 25,000	12
25,000 +	7

6.8 : Purchase

Month	Respondents
Every Month	50
Every Third Month	140
Semi Annually	104
Once a Year	41
Special Occasion only	45

VII. Demographic Profiling

Cornbach Alpha	Number of Items
.915	40

Figure 7.2

From figure 7.2, it is evident that, constructs reliability is very good except fragrance, which is also in an acceptable range. Moreover, the overall reliability is excellent that is 0.915. It shows that, research instrument used in this research was highly reliable.

VIII. Descriptive Analysis

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Price	384	1.00	5.00	3.3708	.94807
Brand1	384	1.00	5.00	3.1187	.85345
Packaging1	384	1.00	5.00	3.0016	.92092
Fragnance1	384	1.00	5.00	3.6422	.78221
Quality1	384	1.00	5.00	3.9809	.94108
Availability1	384	1.00	5.00	3.0560	.86370
PeerRecommendation1	384	1.00	5.00	3.3464	.91127
Budget1	384	1.00	5.00	3.4526	.95354
SalesTechniques1	384	1.00	5.00	2.8872	.97726
SpecialOffer1	384	1.00	5.00	3.1640	.96384
Advertisement1	384	1.00	5.00	2.8619	.97596
PurchaseDecison1	384	1.00	5.00	3.4722	.85356
Valid N (list wise)	366				

Figure 7.3

As specified in figure 7.3, constructs of price, brand, packaging, fragrance, quality, availability, peer recommendations, budget and special offer, all the stated constructs have a mean above 3 which means that respondents are agreeing to all the statements in the constructs. However, the mean value of sales techniques and advertisement are 2 and below 3. This means that, respondents are not agreeing to all the statements in these constructs.

IX. Correlation Analysis

		price1	Brand1	Packaging1	Fragnance1	Quality1	Availability1	PeerRecommendation1	Budget1	SalesTechniques1	SpecialOffer1	Advertisement1	PurchaseDecison1
price1	Pearson Correlation	1	.449**	.248**	.419**	.418**	.207**	.209**	.443**	.124*	.196**	.162**	.362**
	Sig. (2-tailed)		.000	.000	.000	.000	.000	.000	.000	.015	.000	.002	.000
	N	383	381	380	377	383	381	383	382	383	381	381	383
Brand1	Pearson Correlation	.449**	1	.434**	.204**	.244**	.264**	.325**	.304**	.197**	.329**	.303**	.307**
	Sig. (2-tailed)	.000		.000	.000	.000	.000	.000	.000	.000	.000	.000	.000
	N	381	382	379	376	382	379	382	381	382	380	380	382
Packaging1	Pearson Correlation	.248**	.434**	1	.144**	.118*	.302**	.274**	.335**	.322**	.387**	.387**	.207**
	Sig. (2-tailed)	.000	.000		.005	.021	.000	.000	.000	.000	.000	.000	.000
	N	380	379	381	375	381	378	381	380	381	379	379	381
Fragnance1	Pearson Correlation	.419**	.204**	.144**	1	.570**	.177**	.300**	.373**	.068	.164**	.081	.419**
	Sig. (2-tailed)	.000	.000	.005		.000	.001	.000	.000	.189	.001	.119	.000
	N	377	376	375	378	378	375	378	377	378	376	376	378
Quality1	Pearson Correlation	.418**	.244**	.118*	.570**	1	.213**	.298**	.389**	.045	.189**	.074	.480**
	Sig. (2-tailed)	.000	.000	.021	.000		.000	.000	.000	.376	.000	.150	.000
	N	383	382	381	378	384	381	384	383	384	382	382	384
Availability1	Pearson Correlation	.207**	.264**	.302**	.177**	.213**	1	.388**	.296**	.336**	.377**	.304**	.339**
	Sig. (2-tailed)	.000	.000	.000	.001	.000		.000	.000	.000	.000	.000	.000
	N	381	379	378	375	381	381	381	381	381	379	379	381
PeerRecommendation1	Pearson Correlation	.209**	.325**	.274**	.300**	.298**	.388**	1	.370**	.334**	.355**	.300**	.294**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000		.000	.000	.000	.000	.000
	N	383	382	381	378	384	381	384	383	384	382	382	384
Budget1	Pearson Correlation	.443**	.304**	.335**	.373**	.389**	.296**	.370**	1	.259**	.479**	.264**	.342**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000		.000	.000	.000	.000
	N	382	381	380	377	383	381	383	383	383	381	381	383
SalesTechniques1	Pearson Correlation	.124*	.197**	.322**	.068	.045	.336**	.334**	.259**	1	.496**	.341**	.167**
	Sig. (2-tailed)	.015	.000	.000	.189	.376	.000	.000	.000		.000	.000	.001
	N	383	382	381	378	384	381	384	383	384	382	382	384
SpecialOffer1	Pearson Correlation	.196**	.329**	.387**	.164**	.189**	.377**	.355**	.479**	.496**	1	.437**	.281**
	Sig. (2-tailed)	.000	.000	.000	.001	.000	.000	.000	.000	.000		.000	.000
	N	381	380	379	376	382	379	382	381	382	382	380	382
Advertisement1	Pearson Correlation	.162**	.303**	.387**	.081	.074	.304**	.300**	.264**	.341**	.437**	1	.258**
	Sig. (2-tailed)	.002	.000	.000	.119	.150	.000	.000	.000	.000	.000		.000
	N	381	380	379	376	382	379	382	381	382	380	382	382
PurchaseDecison1	Pearson Correlation	.362**	.307**	.207**	.419**	.480**	.339**	.294**	.342**	.167**	.281**	.258**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	.001	.000	.000	
	N	383	382	381	378	384	381	384	383	384	382	382	384

**. Correlation is significant at the 0.01 level (2-tailed).

*. Correlation is significant at the 0.05 level (2-tailed).

Correlation analysis is completed to test the hypothesis of the relationship of independent variables (price, brand, packaging, fragrance, quality, availability, peer recommendations, budget, sales techniques, special offer, and advertisement) with the dependent variable purchase decision. Pearson Correlation test is used to analyze the relationship among the stated variables with purchase decision of a perfume brand. The results suggests that there is a significant and weak relationship exist between all the variables with purchase decision and significant at the 0.01 level (2-tailed) as shown in table 10. Therefore, we reject the null hypothesis and accept the alternate hypothesis stating that, price, brand, packaging, fragrance, quality, availability, peer recommendations, budget, sales techniques, special offer, and advertisement are significantly but weakly correlated with purchase decision.

X. Regression Analysis

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.587[a]	.345	.324	.70277

a. Predictors: (Constant), Advertisement1, Quality1, SalesTechniques1, Brand1, Availability1, Budget1, PeerRecommendation1, Packaging1, price1, Fragnance1, SpecialOffer1

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	91.963	11	8.360	16.927	.000[b]
	Residual	174.837	354	.494		
	Total	266.800	365			

a. Dependent Variable: PurchaseDecison1

b. Predictors: (Constant), Advertisement1, Quality1, SalesTechniques1, Brand1, Availability1, Budget1, PeerRecommendation1, Packaging1, price1, Fragnance1, SpecialOffer1

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.474	.234		2.021	.044
	price1	.077	.050	.085	1.539	.125
	Brand1	.081	.053	.081	1.510	.132
	Packaging1	-.021	.048	-.022	-.429	.669
	Fragnance1	.175	.060	.161	2.921	.004
	Quality1	.239	.050	.266	4.765	.000
	Availability1	.155	.050	.157	3.112	.002
	PeerRecommendation1	.011	.049	.012	.231	.817
	Budget1	.023	.051	.026	.455	.649
	SalesTechniques1	.000	.045	.000	-.006	.995
	SpecialOffer1	.038	.052	.043	.728	.467
	Advertisement1	.088	.045	.100	1.965	.050

a. Dependent Variable: PurchaseDecison1

Multiple regression analysis was used to analyze the impact of various factors leading towards purchase decision of a perfume brand. The results are shown in table 11. The results in table 11 is indicating the strength of fragrance (β =0.175; $P<0.05$), quality (β =0.239; $P<0.05$) and availability (β =0.155; $P<0.05$) predicting the impact of stated variables over purchase decision of a perfume brand.

Moreover, price (β =.077; $P>0.05$) brand (β =.081; $P>0.05$) packaging (β =-.021; $P>0.05$) peer recommendation (β =.011; $P>0.05$) budget (β =.023; $P>0.05$) sales technique (β =.000; $P>0.05$) special offer (β =.038; $P>0.05$) and advertisement (β =.088; $P>0.05$) have no impact over purchase decision.

In addition to that, table 11 also explains the value of R2. The Rvalue is .587 or 58.7%, which indicates that the model is a good fit. This shows that it is a good value to predict the dependent variable i.e. purchase decision. The R2 value tells us the variance in dependent variable explained by independent variables. In table 11, the independent variables explain .345 or 34.5% of variance in dependent variable. Moreover, adjusted R square value measure the impact of independent variables on dependent variable with a value of .324 or 32.4%.

XI. Discussion

Data was collected from working females employed in different organizations like banks, call centers, telecom customer service centers, schools, universities and marketing agencies etc. Total 390 respondents were targeted from which response was received from 384respondents accounting for 98% response rate, which is quite good and reliable. Research findings indicates that, there is a positive impact of availability, fragrance, availabilty and quality when making a purchase decision for any perfume brand for the first time, on the other hand all the other variables have no impact on purchase decision.

As per the findings in the correlation table, fragrance was the only independent variable that had a positive relationship and impact towards the dependent variable of purchase decision of a particular perfume brand. On the other hand, the remaining three independent variables of price, packaging and brand had a weak relationship evident in Pearson correlation and no impact according to multiple regressions. The reason for this can be, that an individual may consider fragrance as the vital component of a perfume since most people consider fragrance as the major factor when buying any perfume brand.

As per our findings, price, packaging and brand are not as important as compared to fragrance. Reason being, since it's a luxurious and a high involvement product, consumers do consider price but they are not conscious when it comes to price decisions. With packaging, consumers consider this element as a secondary importance when buying perfumes. Consumers choose luxurious brands as they shape quality perception and the willingness to buy. Moreover, brand has no impact on the purchase decision when buying perfumes. Quality and availability seems to have a significant impact on the dependent variable of purchase decision while peer recommendation seems to have no impact on purchase decision. Therefore consumers consider quality as an important attribute when buying a perfume. Furthermore, availability is another variable that consumer take into account because they tend to switch from one brand to another if they are unable to find what they were looking for. On the other hand, peer recommendation is an unimportant factor.

Budget, sales technique, special offer and advertisement can be analyzed that none of these variables have a significant impact and relationship on the dependent variable. Also the respondents do not agree to all the statements stated in the questionnaire appearing under sales technique and advertisement. Sales technique employed by sales people does not influence the decision of consumers. When considering special offer, it is of secondary importance. When it comes to perfumes, advertisement is not the driving factor since it disseminates knowledge, introduces the product into the market, but it does not have a physical presence therefore it does not help the consumer make the final decision.

XII. Conclusion

The in-depth insights of the responses collected from the questionnaires concluded which core factors related to perfume brands had a greater impact and relationship on the dependent variable. According to the multiple regression analysis that we conducted for our study, fragrance with P Value 0.004, quality with P value 0 and availability with P value 0.002 and advertisement with P value 0.05 had a stronger impact while making a purchase decision of perfume brand. However, the rest of the independent variables that are price, brand, packaging, peer recommendation, budget, sales technique and special offer had no impact on the dependent variable.

A person may take into account fragrance as the most important component of a perfume since most people consider fragrance as the vital factor when buying any perfume brand. One of the key purposes of a perfume is to disseminate fragrance around an individual's environment that they consider as a key attribute. When buying perfumes consumers smell the fragrance before making an informed decision. Furthermore, fragrances' role is to form an identity, image and develop an individual's personality.\Finally, advertisement is a marketing tool that engages the customer to purchase a product through various mediums like television, newspaper, magazines and social media. When it comes to perfumes, advertisement is not the influential factor since it disseminates knowledge, introduces the product into the market, but it does not have a physical presence therefore it does not help the consumer make the final purchase decision. Additionally, availability is another attribute that consumer take into consideration because they incline to switch from one brand to another if they are unable to find what they were searching for. Consumers take into account quality as a vital factor when purchasing a perfume since it is one of the driving factors when making any informed purchase decision. Finally, when it comes to perfumes, advertisement which is a marketing tool that engages the customer to purchase a product through various mediums like television, newspaper, magazines and social media, it is also the influential factor since it disseminates knowledge and introduces the product into the market; therefore it does not help the consumer make the final purchase decision.

Alternatively, peer recommendation is an insignificant factor because perfume is merchandise that individuals prefer as per their own taste and choice, it is not something that can be bought on the basis of others' recommendations. Budget, sales technique and special offer are of secondary importance in minds of the consumers. Also the respondents do not agree to all the statements specified in the questionnaire falling under sales technique and advertisement as specified in descriptive analysis. When it comes to personal care budget, perfume is merchandise that is not bought everyday as it is known as a luxurious product. Conversely, sales technique used by sales people does not impact the decision of consumers because they do not purchase perfumes based on other peoples input. Rather, the sales people sometimes complicate the customer' decision thereby slowing their decision process hence they choose to make their own decisions. When taking into account special offer or promotion, it is a promotional tool that some consumers consider but in our research it is of secondary importance because stall activities and gift pack promotions do not determine the customers purchasing pattern.

This research helped us to identify the important variables that consumer take into consideration when purchasing a particular perfume brand for the first time and it is a value addition in the literature of purchase decision and other marketing factors.

XIII. Recommendations

- Marketers should focus more on conducting test sampling of fragrance.
- The brand custodians of the perfumes should ensure that their products are available at every possible retail outlet.
- The brand custodians' responsibility should be to focus their efforts on the quality of their product by promoting the long lasting attribute of the perfume and its overall reliability.
- Retailers should focus on the authenticity of a perfume brand to build trust and maintain a long-term relationship to retain a first time consumers.
- Marketers can have a better understanding of working females purchase behavior so that they can determine and execute the right and effective marketing strategies for future reference.

XIV. Areas of Further Research

Study can be conducted on metropolitan cities of Pakistan like, Islamabad, Lahore, Rawalpindi, Faisalabad, etc. Research can be done on the basis of comparative analysis, region wise and an analysis of two to more cities. For further research different occupations can be targeted like housewives, bankers, entrepreneurs, students etc. Later on this study could also be conducted on psychological factors like lifestyle, status, consumer perception, etc. Lastly, consumer experiences along with marketers experience can also be gauged through qualitative analysis.

References Références Referencias

1. Ali, N. S. (2011) Teenagers and Fragrances. Retrieved March 3, 2016, from Website: http://www.fragrantica.com/news/Teenagers-and-Fragrances-2397.html
2. Ampuero, O., & Vila, N. (2006).Consumer perceptions of product packaging. Journal of consumer marketing, 23(2), 100-112.
3. Blattberg, R. C., Eppen, G. D., & Lieberman, J. (1981). A theoretical and empirical evaluation of price deals for consumer nondurables. The Journal of Marketing, 116-129.
4. Borgave, S., & Chaudhari, J. S. (2010). Adolescents' Preferences and attitudes towards Perfumes in India. Journal of Policy and Organisational Management, 1(2), 1.
5. Brock, T. C. (1965). Communicator-recipient similarity and decision change. Journal of Personality and Social Psychology, 1(6), 650.
6. Childers, T. L., & Rao, A. R. (1992). The influence of familial and peer-based reference groups on consumer decisions. Journal of Consumer research, 198-211.
7. Consulting, A. (1996). Where to Look for Incremental Sales Gains: The Retail Problem of Out-Of-Stock Merchandise. The Coca-Cola Retailing Research Council, Atlanta, GA.
8. Corsten, D., & Gruen, T. (2003). Desperately seeking shelf availability: an examination of the extent, the causes, and the efforts to address retail out-of-stocks. International Journal of Retail & Distribution Management, 31(12), 605-617.
9. Dana Jr, J. D., & Fong, Y. F. (2011). Product quality, reputation, and market structure*.International Economic Review, 52(4), 1059-1076.
10. Dodds, W. B., Monroe, K. B., & Grewal, D. (1991).Effects of price, brand, and store information on buyers' product evaluations. Journal of marketing research, 307-319.
11. Evans, F. B. (1963). Selling as a dyadic relationship-A new approach. The American Behavioral Scientist, 6(9), 76.
12. Fah, B. C. Y., Foon, Y. S., & Osman, S. (2011). An exploratory study of the relationships between advertising appeals, spending tendency, perceived social status and materialism on perfume purchasing behavior. International Journal of Business and Social Science, 2(10).
13. Heath, C., &Soll, J. B. (1996). Mental budgeting and consumer decisions. Journal of Consumer Research, 40-52.
14. Kelman, H. C. (1961). Processes of opinion change. Public opinion quarterly, 25(1), 57-78.
15. Kenning, P., Evanschitzky, H., Vogel, V., & Ahlert, D. (2007).Consumer price knowledge in the market for apparel. International Journal of Retail & Distribution Management, 35(2), 97-119.
16. Kotler, P. (1994). Marketing management, analysis, planning, implementation, and control, Philip Kotler.
17. Liao, S. L., Shen, Y. C., & Chu, C. H. (2009). The effects of sales promotion strategy, product appeal and consumer traits on reminder impulse buying behaviour. International Journal of Consumer Studies, 33(3), 274-284.
18. María Rosa-Díaz, I. (2004). Price knowledge: effects of consumers' attitudes towards prices, demographics, and socio-cultural characteristics. Journal of Product & Brand Management, 13(6), 406-428.
19. Markham, S., & Cangelosi, J. (1999). An international study of unisex and “same-name” fragrance brands. Journal of product & brand management, 8(5), 387-401.
20. McWilliam, G. (1997). Low involvement brands: is the brand manager to blame?.Marketing Intelligence & Planning, 15(2), 60-70.
21. Parasuraman, A., Zeithaml, V. A., & Berry, L. L. (1985). A conceptual model of service quality and its implications for future research the Journal of Marketing, 41-50.
22. Phau, I., Teah, M., & Lee, A. (2009). Targeting buyers of counterfeits of luxury brands: A study on attitudes of Singaporean consumers. Journal of Targeting, Measurement and Analysis for Marketing, 17(1), 3-15.
23. Ranchhod, A., Gurau, C., & Marandi, E. (2011). Brand names and global positioning. Marketing Intelligence & Planning, 29 (4), 353-365.
24. Rao, T. R. (1969). Consumer's purchase decision process: stochastic models. Journal of Marketing Research, 321-329.
25. Raza, H. A., Nas, Z., & Anwer, K. J. (2013). Factors considered by consumers for purchase of perfumes/fragrances: a case study of consumers in the twin cities of Islamabad & Rawalpindi. Asian journal of management sciences & education, 2(3), 189-204.

26. Rundh, B. (2009). Packaging design: creating competitive advantage with product packaging. British Food Journal, 111(9), 988-1002.
27. Rundh, B. (2013). Linking packaging to marketing: how packaging is influencing the marketing strategy. British Food Journal, 115(11), 1547-1563.
28. Scheer, L. K., Shehryar, O., & Wood, C. M. (2010). How budget constraints impact consumers' response to discount presentation formats. Journal of Product & Brand Management, 19(3), 225-232.
29. Soman, D. (2001). Effects of payment mechanism on spending behavior: The role of rehearsal and immediacy of payments. Journal of Consumer Research, 27(4), 460-474.
30. Sebastianelli, R., & Tamimi, N. (2002). How product quality dimensions relate to defining quality. International Journal of Quality & Reliability Management, 19(4), 442-453.
31. Silayoi, P., & Speece, M. (2004). Packaging and purchase decisions: An exploratory study on the impact of involvement level and time pressure. British food journal, 106(8), 607-628.
32. Srivastava, R. K. (2010). Effectiveness of global advertisement on culture of India: an emerging market. International Journal of Emerging Markets, 5(1), 102-113.
33. Tantiseneepong, N., Gorton, M., & White, J. (2012).Evaluating responses to celebrity endorsements using projective techniques. Qualitative Market Research: An International Journal, 15(1), 57-69.
34. Thanasuta, K. (2015). Thai consumers' purchase decisions and private label brands. International Journal of Emerging Markets, 10(1), 102-121.
35. Todd, V. (1990). Content Analysis of Motivational Need Appeals in Perfume Advertisements IinMademoisselle (Doctoral dissertation, Texas Tech University).
36. Toldos-Romero, M. D. L. P., & Orozco-Gómez, M. M. (2015). Brand personality and purchase intention. European Business Review, 27(5), 462-476.
37. Vigripat, T., & Chan, P. (2007). An Empirical Investigation of the Relationship between Service Quality, Brand Image, Trust, Customer Satisfaction, Repurchase Intention and Recommendation to Others. International DSI/Asia and Pacific DSI.
38. Williams, T. G., & Slama, M. E. (1995). Market mavens' purchase decision evaluative criteria: implications for brand and store promotion efforts. Journal of Consumer Marketing, 12(3), 4-21.
39. Wu, M. S. S., Chen, C. H. S., & Nguyen, B. (2015). Luxury brand purchases and the extended self: A cross-cultural comparison of young female consumers in Taiwan and the UK. Asia-Pacific Journal of Business Administration, 7(3), 153-173.
40. Yoh, E. A. (2006). Perfume consumption behaviors and fragrance sensibility attitude according to perfume involvement levels. Journal of the Korean Society of Clothing and Textiles, 30(3), 396-406.
41. Zeithaml, V.A. (1988) Consumer perceptions of price, quality and value: a means-end model and synthesis of evidence. Journal of Marketing, 52, 2-22.

Global Journal of Management and Business Research: E Marketing
Volume 16 Issue 2 Version 1.0 Year 2016
Type: Double Blind Peer Reviewed International Research Journal
Publisher: Global Journals Inc. (USA)
Online ISSN: 2249-4588 & Print ISSN: 0975-5853

Understanding the Tractor Market: An Exploratory Study in Haryana (India)

By Bajrang Lal & Dr. Ajmer Singh
CRSU Jind Haryana, India

Introduction- The success and the failure of any business depend upon the behavior of customers in a specific market. Hence the centre of all marketing activities is the customer. It is always difficult to understand and to predict consumers' behavior in urban and rural areas *(Kashyap, Pardeep & Siddhartha)*. India is a highly populated country. Its population is approximately 15% of the whole world. It has a population about 1.21 billion (*census 2011*). About 68.84% of total population live in 6, 40,867 villages and rest of population live in urban areas. India has 2.4% 0f world geographical areas, 4% water resources and about 15% of live stock and all this require more production to feed increasing population and livestock. Now starts the role of agriculture and that depends upon farm mechanization and farmers. Penetration of tractor in agriculture is imperative. Tractor is a mean of production, cultivation, transport, construction, electricity generation, and is also used for non agricultural purposes. India is an agricultural country with 68.86% rural population where 48.16% people get employment. Thus, agriculture directly impact Indian economy. Indian rural market includes more than 740 millions consumers and it adds about one million new consumers in market every year. Thus its potentials are very important and very lucrative for the marketers.

GJMBR - E Classification : JEL Code : M39

UNDERSTANDINGTHETRACTORMARKETANEXPLORATORYSTUDYINHARYANAINDIA

Strictly as per the compliance and regulations of:

Understanding the Tractor Market: An Exploratory Study in Haryana (India)

Bajrang Lal [α] & Dr. Ajmer Singh [σ]

I. Introduction

The success and the failure of any business depend upon the behavior of customers in a specific market. Hence the centre of all marketing activities is the customer. It is always difficult to understand and to predict consumers' behavior in urban and rural areas *(Kashyap, Pardeep & Siddhartha)*. India is a highly populated country. Its population is approximately 15% of the whole world. It has a population about 1.21 billion (*census 2011*). About 68.84% of total population live in 6, 40,867 villages and rest of population live in urban areas. India has 2.4% 0f world geographical areas, 4% water resources and about 15% of live stock and all this require more production to feed increasing population and livestock. Now starts the role of agriculture and that depends upon farm mechanization and farmers. Penetration of tractor in agriculture is imperative. Tractor is a mean of production, cultivation, transport, construction, electricity generation, and is also used for non agricultural purposes. India is an agricultural country with 68.86% rural population where 48.16% people get employment. Thus, agriculture directly impact Indian economy. Indian rural market includes more than 740 millions consumers and it adds about one million new consumers in market every year .Thus its potentials are very important and very lucrative for the marketers. Rashami Chawla states that during the worst time of global recession, it was rural market of India that escaped Indian economy from the bad impact of global recession. In India, companies adopted rural marketing strategy to avoid recession impacts (*Rashami Chawla, 2008*). Reviewing all above stated, this paper strives to understand the consumer behavior in tractor market because this aspect directly influences the agri-production and rural consumption which in turn Indian economy.

a) Rural Market

Census of India defines rural as any location or any habitation with a population density of less than 400 per sq. km and where at least 75% of the male working force is engaged in agriculture and where there is no municipality or board. Reserve Bank of India defines as any location with population up to 10,000 will be considered as rural and 10,000 to 1, 00,000 as semi-urban. FMCGs and agri- inputs companies define as a place with a population of up to 20,000 and durable goods companies consider any location with a population below 50,000 as a rural market. NABARD defines rural market as a locations except of villages or towns, up to a population of 10,000 is considered as rural (*Kashyap and Raut 2010*). Collins co Build dictionary (2001) states the anyplace which is away from towns &cities is called rural. Population of Haryana is about 2.53 Cr which is about 2.09% of Indian population. The Haryana has four divisions, 62 sub-division, 83 tehsils, 47 sub-tehsils and 6841 villages. In Haryana Urban populations is 34.79% and rural population is 65.21%, whereas literacy level of urban areas in Haryana is 83.83% &in rural area, literacy level is 72.74% (*esaharyana.gov.in/)*. It means more demand for consumption items, cloth, textiles, automobiles, various electrical household- appliances, education health-facilities, hotels, transportation and agro-based products. This gives marketers an obvious understanding and insights to reach the rural.

b) Some Important Highlights of Rural Marketing in India

- 49% motor cycles are purchased in rural India.
- 59% cigarettes are consumed in rural India.
- 53% of Fast Moving Consumer Goods are consumed in rural market.
- 59% durables are bought in rural India
- Of 20 millions who have signed up for rediffmail,60% are from rural India
- More than 50% LIC policies have been sold in rural areas (*Journal rural marketing 2012)*.
- The FMCG company get 50% of total sales from rural India Emami gets 40-45% of its sale form rural markets. Dabur gets (50%) and Marico (30%). Monsoons play vital role in consumption of FMCG .Good monsoons lead to good agricultural production which in turn leads to high disposable income and which in turn leads high consumption *(reports.dionglobal.in).*
- FMCG consumption is expected to cross $20 billions by 2018 and $100 billion by 2025(ibef.org)

Author α: Research Scholar, CRSU, Jind, Haryana, India.
e-mail: bajijangra@gmail.com
Author σ: Faculty, Department of Management, CRSU, Jind, Haryana, India. e-mail: singhajmer@rediffmail.com

Table No. 1.0

Estimated Annual Size of Rural Market in India

FMCG	INR= 65000crore
Durables	INR =5000 crore
Agric-inputs(including tractors)	INR=45000 crore
Two/ four wheelers	INR=8000 crore
Total	INK=1,23,000 crore

Source (Francis kanoig 2002)

These immense potentials of rural market can be realized if marketers understand the rural consumer. The future of rural market has been emphasized by McKinsey's (2007) GOLDEN BIRD REPORT on Indian market that rural market, in next 20 years, will be larger than total consumer markets of countries like South Korea or Canada at present and its size will be four times more than today's Indian urban market and it will account for USA$ 577 billion. Thus it can be concluded that at present as well as in future, rural market will be very attractive. About 3/4th of Indian population lives in rural areas and majority of them depend on agriculture. In Indian GDP, agriculture's contribution is near about 24.7% and it contributes 13.1% in total export of country. Agriculture sector provides employment to 48.9% of Indian work force. So, it can be said that development of India depends upon development and prosperity of rural population and that in turn depends on growth of agriculture (*Ahmed, 2013*). In Haryana more than 65% population depends on agriculture for livelihood. In state's GDP, contribution of agriculture is about 15.6 %(2013).Total arable area in Haryana was 45.99 lakh hectares in 1966-67 and 62.43 lakh hectares in 2013-14. Likewise, total agricultural production was 47.71 lakh tones in 1970-71 and it reached up to 176.41 lakh tones in 2013-14.Wheat and rice are the major contributors in state's total agricultural outputs. In 1970-71, rice production was 4.60 lakh tones and 39.98 lakh tones in 2013-14.Similarly, wheat production in 1970-71 was 23.42 lakh tones and 123.30 lakh tones in 2013-14(*Gupta R, 2016)*. Thus, it can be concluded that there have been agricultural inputs of improved quality and tractor has been playing a pivot role in agricultural productivity and production.

In Haryana, agriculture and manufacturing industry have been growing at sustainable growth rate since 1970s. About 86 %(3.8 million hectare) geographical area of Haryana is arable out of total geographical area (4.42million hectares) which is 1.4% of India After analyzing this, it can be said that demand of agricultural-inputs like tractors and others will be high and lucrative for the marketers *(Doon vikas,2016)*. Haryana is economically a very rich state in India and during 2012-2013, the state had the second highest per capita income in India at Rs 1, 191, 58(us$1800) and during 2013-2014, it was Rs1, 33,427 (us$1900) and this includes a large number of millionaires in India (*esaharyana.gov.in/).*

India occupies 2.4% of world geographical area 4% water resources, but feeds to 17% world population as well as 15% of livestock. Approximately 92% farmers have an average of less than four hectare land in India .Today higher farm production is required to feed increasing population. *Sunil Duggal*, ceo, Dabur India, said about the budget (2016) that farmers and people of rural will be on prime focus, and millions of farmers will be benefited and this will boost their confidence as well as process of consumerism in rural India (*ruralmarketing.in*). Rural development is the process of increasing level of per capita income in rural areas as well as standard of living of people which is ensured with nutrition level, health, literacy and security. In India's production of food grain and milk, contribution of Haryana is very good. With passage of time, concept of rural development has got changed. Traditionally, it was fixed with maximum utilization of land intensive natural resources but now it states –overall holistic development of area, environment and its people. In fact, rural development depends on growth of farmers, rural artisans, shop-keepers, micro and small entrepreneurs and all other concerned with rural phenomena *(Akoijam Sunildro L.S, 2012)*.In sum, real rural development process starts with farmers. So, facilities like credit, subsidies, IT training and new agric-inputs should be made available to them. Because when agricultural-activities run successfully, then the process of rural development can be actualized in real sense *(Akoijam SunildroL.S, 2012)*.

c) Tractor Industry In India

Tractors have been playing a significant role in increasing agricultural production and productivity since 1961 when tractor production started in India. Production started with five native manufacturers. Eicher, Gujarat Tractors, Tafe, Escorts, M. & M are major manufacturers. This industry is biggest industry in the world and accounts for 1/3 of total global tractors. Tractor industry has grown at an annual growth rate of 10% during the last four decades. Indian tractor manufacturers' association estimated that industry would stabilize at about 3, 50,000 tractors per year with 60,000 tractors for export by 2010. In Indian tractor industry, duration of 2001-2003 was not good and tractor industry took right track in mid 2004 and after that has been growing at a CAGR of 19.5%. Proper and timely monsoons, bank-credit facilities including govt. as well as private banks impact this industry directly *(Srivastav Nitin & Kokra Ajay, 2009)*.In Indian tractor industry, Utter Pradesh contributes about 19% of total sales and this is the largest in India. UP. is followed by Andhra Pradesh (10.7%), Rajasthan (8.4%), Maharashtra (8.3%), Punjab (7.6%), and Haryana (7.5%) and so on *(Srivastav Nitin & Kokra Ajay, 2009)*.

In Haryana, there are 27.82% cultivators and 17.14% agricultural labors of total rural population .Financial assistance plays a vital role in the total sale of tractors. It accounts for almost 90% of total tractors sale, sold to farmers .Farmers seek longer duration of loan and smaller installments .And farmers prefer six monthly installment because it with their six month crop cycle *(Srivastav Nitin and Kokra Ajay, 2009).*

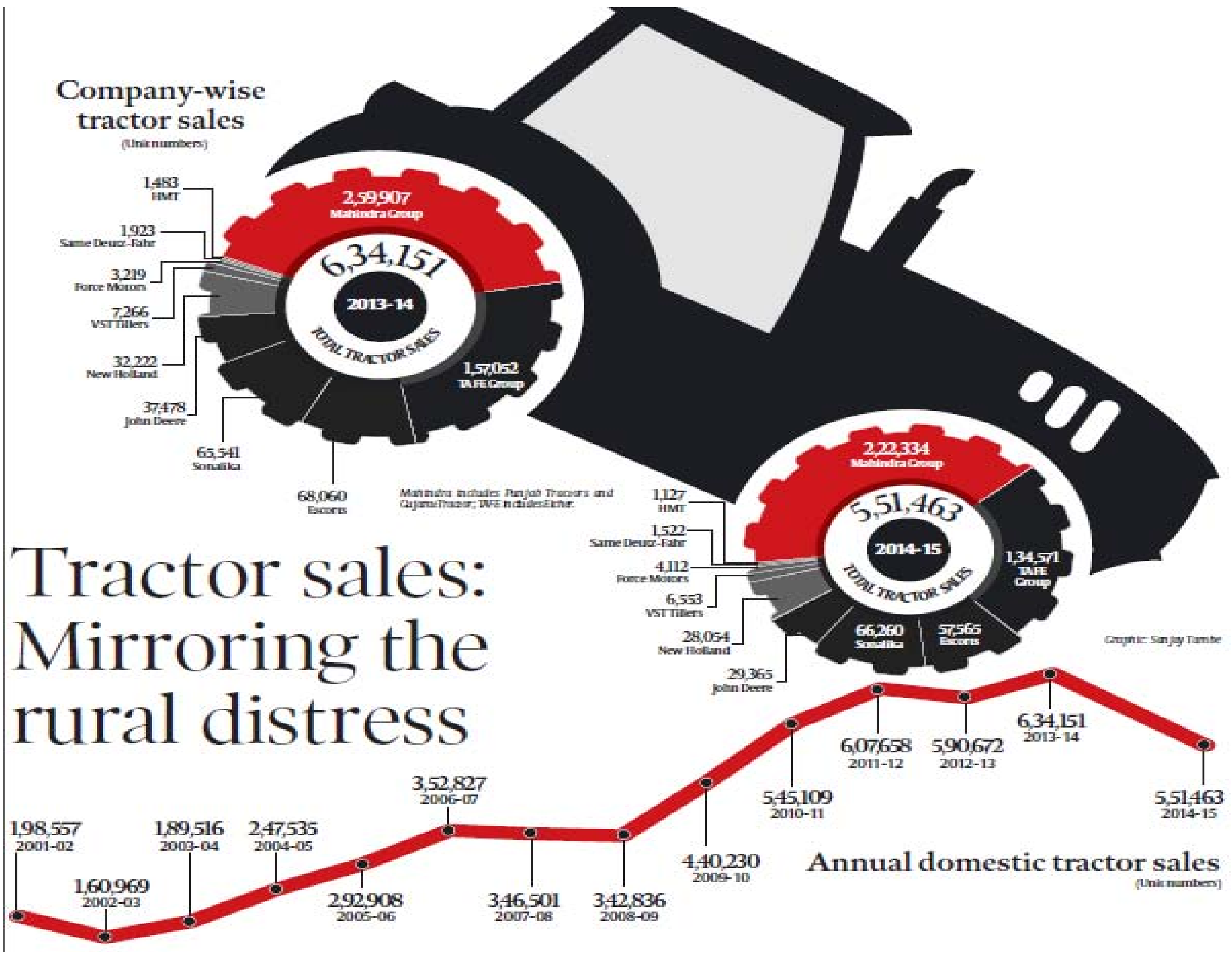


Figure 1.0 : Tractor sales since 2001-2002 to 2014-15

During 2003-04 and 2013-14, domestic tractor sale increased from 1.9 lakh to over 6.3lakh units. The reasons were increasing farm income and better crop price. But these were not the basic reasons to increase sale of tractors. But actual reasons were raising rural incomes, and shortage of labour for agriculture. According to Ashok Gulati, former chairman of commission for agricultural costs and prices-during last decade overall growth in Indian economy was the prime reason for increased sale of tractors. Between 2004 and 2011-12, an estimated 37 million people were drawn out from agriculture and such had never happened in Indian history earlier. This led to labour shortage in agriculture and consequently, more demand for tractors (*mirroring the rural distress)*. Interest on tractors cost-it affects sale of tractors but is not a deciding factor .In this way, prime factors are a long duration of time, favorable installment system, and interest rate *(Srivastav Nitin & Kokra Ajay, 2009)*. Tractor is an integral part of agricultural-machine industry. Initially, tractors were imported but manufacturing process started in India, in 1961-1962. Although, Indian tractor industry is a novice but it is the largest in the world wild. There are 14 players in this industry .M&M is the biggest player in industry *(researchandmarkets.com/reports/607322)*.

Agriculture contribution in Indian GDP is approximately 25% .Agriculture is the means of livelihood of about 2/3 of Indian workforce and it employs about 62% of Indian population. Agriculture's contribution in total employment is given below;

Table No. 1.1

SECTOR	1999-2000	2004-2005	2011-2012
Agriculture &allied	59.9%	58.5%	48.9%
Manufacturing	16.4%	18.2%	24.3%
Service	23.7%	23.3%	26.9%

(Source: Rangrajan, C.Seema & E.M, & E.M Vibeesh (2014)

Indian Tractor Industry is the largest in the world and accounts for one third of world tractor production .While automobile industry is facing recession ,the tractor industry is growing at 9% .Near about 20% of global production of tractors is done in India .Tractors with HP between 31-40 dominate Indian market. States like Punjab, Haryana & Uttar Pradesh is dominating states so far as demand of tractor is concerned. Because in these states, there is plenty of alluvial soil and does not require deep tilling. The tractor industry has an overturn of 10,000 crore and total investment is 8,000 crore .It provides employment to 28,000 people directly and 15,000 people indirectly *(researchand markets.com/reports/607322/)*.

Table 1.3 : Tractor Market In India (2013)

Description	Units	World Total/Average	India	Rank
Arable land	Million Hectare	1444	170	2
Irrigated land	Million Hectare	249.6	45.8	2
Tractors in use	Tractors per 1000/ Hectares	28	10.5	8

(Source-Mandal.kr.Subrata (2013)

A major part of tractor industry is concerned only with 12 states and 93% tractors are sold in these states namely Uttar Pradesh Punjab Haryana Karnataka Madhya Pradesh Orissa Gujarat Andhra Pradesh Bihar and Maharashtra (*Mandal Kr.Subrata,* 2013).Market capitalization of tractor industry is about RS 6000 crore with an average of 40000 tractors are produced and sale is 260000(*indianmirror.com*).

Table 1.4 : (Population and Number of Villages)

Population	No. of villages	Percentage of total villages
Less than 200	114,267	17.9%
200-499	155,123	24.3%
500-999	159,400	25.0%
1,000-1,999	127,758	19.7%
2,000-4,999	69,135	10.8%
5,000-9,999	11,618	1.8%
10,000-&above	3,064	0.5%
TOTAL	636,365	100%

(Source: Government Of India 2001(37)

In India, there are 27.4% million rural middle class households and this is very close to 29.5% urban middle class households. During 1980-2001, rural literacy has increased from 36% to 59%, no. of puce houses has doubled (22% to41%) as well as no. of poverty houses declined(50% to46%).Thus it can be said that rural marketing is very attractive not only at present but also in future. Government has planned to intervene in farm and non-farm sectors to double income of farmers by 2022. For agriculture and farmers' development, government of India announced a budget of RS. 35,984 crore .This is Pradhan Mantri Krishi Sinchai Yojana- to strength it. There will be implementation of 89 irrigation projects on fast track. About nine thousand crore has been announced for farmers credits and for Pradhan Mantri Fasal Bima Yojana RS. 5,500 crore has been announced. (*ibef.org/news/*). Thus, it can be concluded that farm security and income is going to increase and demand for tractors is likely to increase.

Table No. 1.5 : No. of Tractors in Haryana

Year	Number of Tractors
1966-67	4,803
1970-71	12,312
1980-81	52,689
1985-86	83,120
1990-91	1,30,246
1995-96	1,62,030
2000-01	2,09,613
2005-06	2,46,914
2010-11	2,62,236
2012-13	2,70,238
2013-14	2,71,729

Source: (esaharyana.gov.in)

The no. of tractors is increasing in Haryana year by year but during 2013-14, increase in no. of tractors is low comparing to earlier years. But Tractor market of Haryana is still progressive. Tractor maker sonalika aims to enhance market share in Haryana from 20.9% in 2014- 15 to 21.5% in 2015-16. During 2014-15 company sold 12,000 tractors in Haryana and Punjab. And this made the company one of the fastest growing tractor market not only in region but also in country *(Auto.economictimes.indiantimes.com/)*. Sales of tractors increased by 20% during 2013-14, with units' sales of 6, 33,656. Indian tractor industry is expected to grow in range of 10-12% CAGR in next five years. Financial year 2014 was very good for Indian tractor industry with sales of six lakh tractors, additional one lakh units over 2013(*indianmirror.com/indianindustry in 2015*).

d) Factors affecting demand of tractors in India

Cropping intensity (area), real price of tractor, demand in previous year and area of high yield productivity are the major factors which influence the Indian tractor industry. It is not the farm work which is core for the buying of a tractor but there are non-agricultural works also which propel purchase of tractors (*Gandhi and Patel, 1997).* The most mechanised states like Punjab, Haryana, and Utter Pradesh are facing transformation in landholding patters in last three decades with splitting of families and land, but requirement of tractors is steady increasing due to new crops system and increasing farm income *(Singh, 2004)*. Role of monsoons cannot be ignored in this context. Approximately, 54% of Indian farmers depend upon rain for agriculture and this brings uncertainty. The low and weak monsoons badly impacts farm productivity and production. However, we are hopeful that new crop insurance scheme named-Pradhan Mantri Fasal Bima Yojana announced by central government will help to protect farmers from uncertainty of nature and will reduce their risk at large-extent(*rural-marketing.in)*. Thus, it can be concluded that rains, farmers' income, and price for crops directly influence the sale of tractors. But in Haryana, role of monsoons is not of much importance as in other states because 50% of irrigation work is done with tubules, 48% by canals and rest of 2% by other means and Haryana state has the second highest per capita income during 2012-13 and 2013-14 in India. Therefore, it can be stated that better crop price, higher income, improved terms of trade for farmers enabled the farmers to purchase the tractors in Haryana.

II. CONCLUSION

The paper reviews the tractor industry scenario in Haryana as well as in India. It has been found that many factors influence the demand for tractors. In the recent time, tractors have been used for agricultural operational as well as for non-agricultural purposes. About 20% usage of tractors is for non-agricultural purposes. Thus, demand of tractors is derived from agriculture as well as from non-agricultural activities. Although, tractor industry in India is comparatively novice at international level but this is the biggest in the world. In India, tractors' demand is greatly influenced by monsoons and it accounts for 54% sales of tractors in India. But in Haryana, role of monsoons is not as much impressive as in other states of India to influence the demand of tractors. Other factors like availability of credit, period of repayment, farm size and productivity, government subsidies, price of tractors, demand in previous year and government plans in regard of exports-imports of food grains equally influences tractors demand in Haryana as well as in other states. A few factors like fuel efficiency of engine, after sale service, brand image, and maintenance are getting importance. Government should strive to establish tractor testing centres and to enhance the exports of agricultural commodities so that farmers can be incentivized and this will lead an increment in incomes of farmers. At present, tractor testing facility is available in India only at C.F.M.T.T.I., Budni. There is need to promote the developments related to the tractor technology to bring about improvements in efficiency of tractors and to motivate the industry , to develop new designs with native technology, rather than looking for foreign collaboration. Size of tractor depends upon the utility and price of tractor. The tractors with 31-40 HP dominate the Indian market but recently, tractors with high HP are getting penetration in market. Cost of tractor is very huge and this makes credit an important determent for sale of tractors. About 80-90% tractors are bought on bank credits. So provisions for timely availability of credit should be made because tractor is a mean for transport, tillaging, cultivation, generation of electricity, haulage, construction and for non-agricultural purposes and in this way directly influence the process of development. In fact, tractor is a hidden driver of Indian economy. It directly influences the lives of rural people, rural consumption and process of rural development. Rural development process starts with farmer because they are directly attached with agriculture and which in turn depends upon farm mechanization for productivity and production. Shorly, we can conclude that tractor market is having huge potentials for marketers and there is need to understand the behaviour of consumers, and their problems to avail these potentials.

References Références Referencias

1. Akoijan, S. L. (2012), " Rural credit: a source of sustainable livelihood of rural india", *International Journal Of Social Economics* , 40 Iss.pp. 83-97.
2. Ashfaque, A. (2013), "Rural Marketing strategies for selling products and services: issues and challenge", *Journal of Business Management and Social Science,* Vol. 2 No. 1.
3. Chawla, R. (2008). Did India suffer so little in great recession that laid low the biggest economics of the west ?
4. CII-Mckinsey and Company. (1997), " *Modernizing Indian food chain and agriculture integrated action plan",* New Delhi: CII maCII-Mckinsey and Company.
5. Dogra, B. S. (2010), " *marketing Management and Rural Marketing", ed.1.* New Delhi: Commonwealth publishers.
6. Doon, V. (2015), " *General Knowledge of Haryana".* New Delhi: Diamond power Learning.
7. kakra, N. S. (2009), Farm machnization in India: a status paper, *IARI-PUSA,New Delhi* , 3-5 Dec.
8. Kashyap, P. (2010), *The Rural Marketing Book,* New Delhi: Biztanra.
9. Mackinsey. (2007), "*The Bird of Gold": the rise of Indian consumer market"* , USA: Mckinsey global institute.
10. Mandal, S. K., & Maity, A. (2013), *Applied Sscience Report 3(2), 2013: 132-139.* PSCI Publications.
11. Manish, S. S. (2011), " Consumer behaviour in rural marketing- a new paradigm", *Asian Journ al of Technology and Management Research* , Vol. 01 Iss. 01,Jan.
12. NCAER, R. S. (2010), " How India earns, spends and saves - unmasking the rural India", *sage,New Delhi* .
13. P., K. K. (2009), *Marketing Management: a south Indian perspective.13 ed.,* New Delhi. Pearson Education.
14. Rural Marketing: The Wall Street Journal, (June,15,2012), *Business Insight Column*.
15. Rangarajan, C. S., & E., M. V. (2014), "Developments in the workforcebetween 2009-10 and 2011-12", *Economic and Political Weekly* , p. Vol. XLIX (23).
16. Singh, G. (2004), " *Agricultural machinery industry in India(manufacturing, marketing and mechanizational promotion),* Bhopal: Central Institute of Agricultural Enginneering.
17. Srivastava, N., & Kakra, A. (2009, 3-5 Dec), Farm mechanzation in India: a status paper,. PUSSA, New Delhi: IARI.
18. www.census of India 2011.org , 2016. Retrieved 4, 9, 2016, from http:/www.indianmirror.com/Indian-industries/tractor.htm.
19. www.censusindia.gov.in Retrieved on 11th March, 2016.
20. http://www.isme.in/consumer-behaviour-rural-vs-urban-customer Retrieved on 21st April, 2016.
21. http://www.icra.in/files/ticker/SH-2015-Q2-1-ICRA-tractor-pdf Retrieved 22nd April, 2016.
22. http://www.iimahd.ernet.in/users/webrequest/files/cmareport/3agricultural machineryindustry pdf. (n.d.). Retrieved on 22nd April, 2016.
23. http://www.content.icici direct.com/mailings/ Idirect farm machanistion.thematic report. Pdf Retrieved 4 21,, 2016.
24. www.ruralmarketing.in Retrieved 1st April, 2016.
25. www.ibef.org March, 2016.
26. Census of India 2011.org . Retrieved on 10th March, 2016.
27. www.researchandmarkets.com/reports/607322tractor mkt in India. Retrieved on 9th April, 2016.
28. http://www.indianmirror.com/indian-industries/tracror.htm(16th Retrieved on 16th April, 2016.
29. www.ibef.org/news/budget-2016-17 presented retri-eved on 20th April, 2016.
30. www.indianmirror.com/Indian-industries/tractor.htm (n.d.). Retrieved on 9thApril, 2016.
31. www.researchmarkets.com/reports/607322-tractor mkt-in India-an analysis.pdf. retrieved April 9, 2016.
32. www.indianmirror.com/Indian-industries/tractor.htm/ Retrieved on 7th April, 2016.

Global Journal of Management and Business Research: E Marketing
Volume 16 Issue 2 Version 1.0 Year 2016
Type: Double Blind Peer Reviewed International Research Journal
Publisher: Global Journals Inc. (USA)
Online ISSN: 2249-4588 & Print ISSN: 0975-5853

Travel from Traditional Marketing to Digital Marketing

By Yakup Durmaz & Ibrahim Halil Efendioglu
Hasan Kalyoncu University, Turkey

Abstract- Lately, with the information technology improvements and broad band internet service spreading, speed of access to shopping sites get high. Because of these changes, companies unavoidably entered to digital environment. Thus, while communication rules change, field and definition of marketing changes too. With the development of IT technologies, traditional marketing methods leave sits place to digital day by day. Companies which follow technology can easily communicate with customers interactively while providing products or services. Like in the traditional marketing, in digital marketing, building well communication with customers, deter mining their needs and requests are crucial. While companies using digital marketing make difference with dual communication, others who don't get involved in this race, become distanced from competition gradually. The biggest advantage of digital marketing is reaching the target audience in right way with using social media and search engines. This study tries to explain digital marketing periods and advantages, experienced transition and difference between traditional and digital marketing.

Keywords: digital marketing, search engine marketing, social marketing, online marketing, pay per click, search engine optimization, SEO, SEM, PPC.

GJMBR - E Classification : JEL Code : M39

TRAVELFROMTRADITIONALMARKETINGTODIGITALMARKETING

Strictly as per the compliance and regulations of:

Travel from Traditional Marketing to Digital Marketing

Yakup Durmaz [α] & Ibrahim Halil Efendioglu [σ]

Abstract- Lately, with the information technology improvements and broad band internet service spreading, speed of access to shopping sites get high. Because of these changes, companies unavoidably entered to digital environment. Thus, while communication rules change, field and definition of marketing changes too. With the development of IT technologies, traditional marketing methods leave sits place to digital day by day. Companies which follow technology can easily communicate with customers interactively while providing products or services. Like in the traditional marketing, in digital marketing, building well communication with customers, deter mining their needs and requests are crucial. While companies using digital marketing make difference with dual communication, others who don't get involved in this race, become distanced from competition gradually. The biggest advantage of digital marketing is reaching the target audience in right way with using social media and search engines. This study tries to explain digital marketing periods and advantages, experienced transition and difference between traditional and digital marketing.

Keywords: digital marketing, search engine marketing, social marketing, online marketing, pay per click, search engine optimization, SEO, SEM, PPC .

I. Introduction

In the past century, companies have made a great effort to leave their rivals behind throughout the process of globalization and branding. Companies follow various strategies in order to adopt to the competition and make a difference. Additionally, meeting and satisfying customer needs have become much more difficult since customer demands have increased. Moreover, since the beginning of the 21st century, technology have been improving drastically, causing changes in each and every part of our lives. Companies have inevitably been affected by these changes and have started to use information and communication technologies more and more in the market.

One of the advantages the Internet provides is that daily problems can be solved easily and quickly. In addition to this, consumer awareness takes a different shape with the advances in technology. Consumers now can find various products and services and make a comparison between them, especially with the help of social media. Furthermore, companies are able to analyze the behaviors and habits of consumers better with the help of social media. Companies which are properly and constantly making editions and optimizations on their web pages are one step ahead in digital marketing. It has become crucial to know the type of search engines consumers use and whether they are able to find certain companies on search engine maps. Advertisements, which were once famous on newspapers, have been replaced with the ones on the web.

In this study, you will be given conceptual information about the stages of digital marketing in the beginning. Then the digital marketing advertisements and the traditional ads will be compared in terms of measurability. Finally, advantages of interactive media will be evaluated.

II. Traditional Marketing

In consequence of two world wars, countries strived to revive their economies. However, in this transition process product and service demands couldn't meet the needs of consumers. Since the production was limited, companies were able to sell every piece of their products. After some years, welfare level escalated and astability was reached in economics. Then, with the entrance of TV in western societies, the world has got a brand new perspective about everything. Since the balance of power has shifted from suppliers to consumers due to the changes in market share, suppliers begun to use various promises in an effort of attracting and persuading customers. This situation caused customers to question a product or a service before buying it (Karahasan, 2013:15). Fiercely increasing conditions of competition added to the popularity of the concepts ''brand'' and ''advertisement'' while introducing new concepts. And this was when the concept of marketing was introduced. Products of mass production have become widespread. With this new understanding of marketing, companies had to change their point of view and put consumers in the center to meet their needs in maximum.

Companies which adopt the understanding of traditional marketing cared more about customers rather than their own structure and tried to satisfy customers' needs (İslamoğlu, 2013:18). The value of marketing program from the viewpoint of customers can be seen in the positive difference between the benefit provided by customers when they consume products and the

Author α: Assist. Prof., Dr. Hasan Kalyoncu University, Department of Marketing. e-mails: yakupdu@hotmail.com, yakup.durmaz@hku.edu.tr
Author σ: Instructor, Gaziantep University, Department of Informatics. e-mail: efendioglu@gantep.edu.tr

difficulties they face in the meantime. This gave a way to the emergence of consumer satisfaction (Aksoy, 2006:81).

The aim of traditional marketing is to provide time, place and possession utility. Therefore, the essence of marketing consists of creating a value for customers and motivate them to buy it. In other words, the purpose is to change the perception of customers.

III. Digital Marketing

Companies have been through a lot of changes in a very short period of time since the beginning of the 21st century thanks to the opportunities provided by the advances in technology. The usage of information and communication technologies have increased day by day by companies for the purpose of introducing their products and getting to know their customers. This increase was linear throughout the years (Tan et al., 2004:83). Moreover, companies have been using IT in the trade with other companies. In this system which is called ''business to business'' (B2B) electronic infrastructure is used (İnan, 2002:124).

In order leave their rivals behind, companies use electronic trade and digital marketing actively (Bulut et al., 2006). In this way, a two-sided connection is established between the customers and the companies. Digital marketing, in fact, is very much different from the traditional marketing (Varnalı, 2012:39). Since the conditions of digital marketing is different, brands which cannot be rivals under normal conditions can be rivals to one another. Digital marketing aims to serve customers as quickly as possible and expects guidance from customers instead of trying to change their perception like traditional marketing.

Through digital marketing, customers can easily and quickly reach products and services and have an opinion about them by comparing similar products, and therefore, speed up the purchasing process. Also, the time spent while shopping is normally seen as a big problem, but now with the online shopping this problem seems to be out of the way (Cop &Oyan, 2010:100). The main objective of online marketing is to use existing infrastructure to make profit. Development, pricing, promotion and distribution of goods are also done online. The benefits that digital marketing provides can be considered as a revolution for the marketing world (Karaca, 2012:40).

IV. Stages of Digital Marketing

a) *Acquiring Customers*

The first thing to do at this stage is to attract customers and followers to the web site. There are a lot of techniques to acquire customers (Hoffman and Novak, 2000). Some of the most used techniques are: search engine optimizations, search engine ads, e-mail marketing, social network marketing, mobile marketing, viral marketing and revenue partnership.

The purpose of Search Engine Optimization (SEO) is to bring together the target audience and the web page through search engines. In other words, it has to do with the being on top of the list of search results. The majority of the search engine income is met via SEO in online advertisement sector. Investments in optimization provides companies with quick profitability. In short, SEO helps listing search engine results and attaining the position on the top of the list (Xing and Ain, 2006:3).

In a type of search engine advertising system known as Pay Per Click (PPC), users pay search engines a certain fee. The logic is to pay money per click. Web pages only make the payment when their ads are clicked and the users are directed to their pages. Search engine marketing (SEM) uses PPC (Chen et al., 2011:4545).

E-mail marketing is a type of marketing in which customers are contacted via e-mails to be given information about certain products and services (Korkmaz, 2002:38).The length and the subject of e-mail with the images used are very important in this type of marketing (Chittenden and Rattie, 2003:203).

Social network marketing is the process of attracting customers to related web site s by using social media items. The main purpose of this type of marketing is to make advertisement of the brands, products and services by having the opinions and suggestions of customers (De Vries et al., 2012:84). Recently, social networks have been used as a marketing channel frequently. Marketers are also interested in these networks which involves personal information about users.

Revenue partnership is based on the fact that companies make payment per product or service they sell online (Duffy, 2005:162).

Viral marketing is, on the other hand, sharing information or ideas about products or services with your friends on a volunteer basis via e-mails (Richardson and Domingos, 2002:2).Viral marketing also saves time by affecting purchasing decisions of customers. Viral marketing has been increasing gradually, especially when visuality is in the forefront (Argen and Tokay, 2006:232-233). There are 6 factors to viral marketing that are listed below (Wilson, 2000:1-2):

- Free service
- Easy advertising
- Established network
- Quick transfer
- Intriguing growth
- Other infrastructures

The concept ''mobile'' has also undergone some changes with technological developments. Moblie used to refer to cell phones only in the past; however, now the word ''mobile'' also means smartphones, tablets, smart watches together with other wearable technological devices. Companies and customers who use this hardware are now much closer to digital media thanks to the Internet. Therefore, mobile devices with the Internet connection are preferred today. In this way, marketing strategies in mobile media differs from traditional methods.

Mobile marketing covers all marketing activities that are created by using mobile devices. These are: SMS, MMS, mobile applications, QR codes and location services (Açıkel and Çelikol, 2012:52). Most of the consumers seem to have a bright view of mobile advertising (Bauer et al., 2005:189). Consumers now want to be able to reach the web sites through mobile phones, tablets and PC. In this regard, most of the web pages have mobile applications nowadays.

b) Converting Customers

This process involves the activities done in the purpose of reaching the sales target of a web site. E-trade pages should be designed so that it can attract enough customers (Korkmaz, 2002:37). Advertising is also important in this process (Okumuş et al., 2010:106). Moreover, to make shopping much more easier for customers, different payment choices product search section should be added to the home page of the web site.

c) Measurement and Optimization of the Media

Using proper keywords for the page is of upmost importance. Web pages with a good search engine optimization can take their place among the search result lists without even making any payment (Özmen, 2012). There are a lot of tools for measurement and optimization. By simply making these tools private page traffic can be measurement (Plaza, 2011:477). The purpose of the optimization is to test the performance of the page and assess the results. These analyses help detecting mistakes and comparing the website with others so that weaknesses can be spotted and overcome. With the help of online activities, a test setting can be formed in the site in order to determine the problems. Visitors decide what to do and what not to do in the site very quickly; hence, to increase the conversion rate it is necessary to optimize the homepage.

d) Satisfying Customers

The reason why a customer prefers to use the same website again and again depends mostly on the advantages and benefits with which that certain site provides customers. In this way, customer loyalty is achieved along with the financial profit for the company (Singh and Sirdeshmukh, 2000:150). Most of the profit companies make is provided by regular customers. Primary goal at this stage is to satisfy current customers to make them regular customers.

V. Common Digital Marketing Applications

a) Digital Marketing via Social Media

Social networks are online communities in which members can communicate and share things with each other. Since interaction among members is very easy, social networks are the most popular phenomenon of 21st century. These formations are also very good opportunities for digital marketing (Akar, 2010:119). Through social networks websites may increase the awareness of their brands, decrease communication expanses and form new collaborations. However, these producers occur in stages. Objectives and activities are determined first and then the social media is monitored and measured.

Social relations are also reflected on the social media. People join the groups in which they share common ideas and beliefs. In other words, communities are formed around common interests and needs. Thanks to social networks like Facebook, Google +, Instagram, Twitter and Pinterest, daily lives of members are recorded in the digital world. People now share the things they used to tell their close friends in person via social media (Karahasan, 2013:62-65).

b) Digital Marketing via Search Engines

Some of the world's famous search engines, as you all know, are Google, Yahoo and Bing. Search engines function by indexing web pages. Indexing algorithms run at the background, recording necessary information.

Search engine marketing is a part of digital marketing in which the aim is to provide the top position of the search engine results. Increasing the search engine visibility depends on a proper organization of websites and a good key words analysis (Açıkel and Çelikol, 2012: 27-37).

Search engines first appeared in the 90s and have increased its influence ever since. In the beginning of 2000s, per-per click (PPC) service was initiated. The leader of world search engine marketing is Google at the moment. It is followed by Microsoft (Bing), and Yahoo (Ask.com). Search engine market differs based on language differences. For example, people use Baidu in China, Yandex in Russia and Tımway in Hong Kong. These search engines have a big market share in the local markets. The key feature which separates the search engine market from other marketing techniques is that it really aims to help users sincerely instead of trying to attract their attention of randomly influence them.

c) Digital Marketing via Viral Applications

Since customers' frequency rate of using the internet and e-mails are different from each other, viral marketing has two parts which are called low and high participation strategies. The example for low participation strategy would be customers' usage of the links that are placed below the articles to share them. High participation strategy involves a more proactive approach by using social networks like Facebook of Twitter (Ünal, 2011:75-76). Also known as Word of Mouth Marketing, viral marketing is based on opinion sharing about certain products. Starting point is a wide spreading online message. Furthermore, the cost of this marketing technique is little if any. Also, the fact that customers consult the people they trust about the products speeds up the purchasing process.

VI. Digital Marketing and Measurability

Digital ads have different parameters compared to the ones in traditional marketing. Traditional ads are measured by using methods like Gross Rating Point (GRP). On the other hand, for the ads in digital media, more distinctive methods, such as CPM (Cost Per Mile), CPC (Cost Per Click), are used (Açıkel and Çelikol, 2012:13). With regards to advertising companies, the Internet comes up with realistic values then it comes to measurability.

Advertising gains more importance with every passing day since it is used to reach customers by giving information about the products. Advertisements help form a positive perception about the products and, therefore, gain customers' loyalty and commitment.
Customers, on the other hand, have the opportunity to make healthy decisions thanks to detailed information regarding products and services in ads (Gökaliler and Sabuncuğlu, 2008:1314-17).

In this way, companies get measurable feedbacks in return for the ads in digital media. What's more, it is much more efficient to advertise in digital media in comparison to traditional ads. This leads a way for digital marketing industry to grow in high speed. In accordance with the advances in technology, we may encounter new ways of advertising method each day. The fact that band capacity have enhanced and that the technology is easily affordable nowadays make it easier to reach the target audience with the help of video ads.

VII. Advantages of Digital Media

The biggest advantage of digital marketing is to be able to reach the target audience by using ınteractive media. Certain models have been developed to have the most efficient results from digital marketing. The moment when customer needs and requests are met properly is also the moment when customer satisfaction and the loyalty is achieved (Molla and Licker, 2001:136). Moreover, the researches show that companies efficiently using online marketing cares deeply about mutual communication in an aim of increasing customer loyalty and commitment (Srinivasan et al., 2002). In addition to all these, digital media provides advantage in competition, decreases personnel expanse and advertising cost.

Nowadays, customers have all the information they need about the products or services at their feet thanks to the Internet. As a result of this fact, they can easily compare products and services and therefore reach a quick decision about which ads to purchase. Search engines like Google, Yahoo, Bing and Ask are available 24/7. Online shopping sites have drastically increased in number. Furthermore, basic problems such as distribution, storage, payment and security have been overcome now. Delivery systems have been developed with the infrastructure investments. Shipping and cargo transactions are now being handled smoothly. Banks, financial institutions and retailers together have been developing return policies along with the precautions against payment frauds. Most companies make a great deal of investment in purpose of forming a proper basis for a secure shopping (Karahasan, 2013:62-65).

VIII. Conclusion

With increasing rate of technological developments, tablets, smart phones and other electronic devices have become common everyday items. Correspondingly, people who use social networks and e-mails have been using digital media for shopping. Search engines make web surfing much easier for people. Additionally, the process of decision making in purchasing has become much less difficult for promotional videos and comments about the products help customers decide. The most important difference between digital and traditional marketing is that in digital marketing the data is used properly.

IX. Discussion

SEM and SEO are considered to be the two most important bases for digital marketing. Although establishing SEO infrastructure takes long time, it is more permanent and pays attention to reputation management and brand perception. On the other hand, if companies want to spread in a limited period of time SEM would be what they need in that sense. All the operations in social media are tracked by search engine algorithms. The more active the companies are in the social media, the higher they get on the search engine lists. It is possible to reach large target audiences via digital media. In this regard, companies can measure their advertisement and marketing performances through large target audience.

References Références Referencias

1. Açıkel, E. ve Çelikol, M. (2012). *Dijitoloji*. İstanbul: Kapital Medya Yayıncılık.

2. Akar, E. (2010). Sanal Toplulukların Bir Türü Olarak Sosyal Ağ Siteleri - Bir Pazarlama İletişim Kanalı Olarak İşleyişi. *Anadolu Üniversitesi Sosyal Bilimler Dergisi*, 10 (1), 107- 122.
3. Aksoy, R. (2006). Bir pazarlama değeri olarak güven ve tüketicilerin elektronik pazarlara yönelik güven tutumları. *Uluslararası Yönetim İktisat ve İşletme Dergisi*, 2(4), 79-90.
4. Argan, Metin ve Mehpare Tokay Argan (2006), "Viral Pazarlama veya İnternet Üzerinde Ağızdan Ağıza Reklam: Kuramsal Bir Çerçeve", *Anadolu Üniversitesi Sosyal Bilimler Dergisi*, Sayı:2, ss. 231-250.
5. Bauer H. H., T. Reichardt, S.J. Barnes, andM.M.Neumann, (2005),"Driving Consumer Acceptance of Mobile Marketing: A Theoretical Framework andEmpiricalStudy", *Journal of Electronic Commerce Research*, vol.6 (3), pp. 181–192.
6. Bulut, Z. A., Öngören, B., ve Engin, K. (2006). Kobilerde elektronik ticaretin kullanımı: İstanbul örneği. Doğuş Üniversitesi Dergisi, 7(2), 150-161.
7. Chen, C. Y.,Shih, B. Y., Chen, Z. S., ve Chen, T. H. (2011). Theexploration of internet marketingstrategy by search engine optimization: a critical reviewand comparison. *African Journal of Business Management*, 5(12), 4644-4649.
8. Chittenden, L., & Rettie, R. (2003). An evaluation of e-mail marketing and factor saffecting response. *Journal of Targeting, Measurementand Analysis for Marketing*, 11(3), 203-217.
9. Cop, R. ve Oyan, D. (2010). Küçük Yerleşim Yerlerindeki Tüketicilerin, İnternetten Ürün Satın Alma Davranışları Üzerine Bir Uygulama. *Niğde Üniversitesi İktisadi ve İdari Bilimler Fakültesi Dergisi*, 3(1), 98.
10. De Vries, L.,Gensler, S., & Leeflang, P. S. (2012). Popularity of brandposts on brand fan pages: an investigation of theeffects of social media marketing. *Journal of Interactive Marketing*, 26(2), 83-91.
11. Duffy, D. L. (2005). Affiliate marketing and its impact on e-commerce. *Journal of Consumer Marketing*, 22(3), 161-163.
12. Gökaliler, E., ve Sabuncuoğlu, A. (2008). Bilgi İletişim Teknolojileri İle Reklam Ajanslarının Değişen Yüzü: İnteraktif Ajanslar Avenue A/Razorfish İnteraktif Ajans Örneği. *Journal Of Yaşar University*, 3(10), 1313-1330.
13. Hoffman, D. L., ve Novak, T. P. (2000). How to acquire customers on the web. *Harvard businessreview*, 78(3), 179-188.
14. İnan, H. (2002). Yeni Bir Pazarlama Aracı Olarak İnternet ve Firmalar Arası Pazarlamada İnternet Kullanımını Etkileyen Faktörlerin Sınıflandırılması. *Çukurova Üniversitesi Sosyal Bilimler Enstitüsü Dergisi*, 9(9).
15. İslamoğlu, A. H. (2013). *Pazarlama Yönetimi* (6. Baskı). İstanbul: Beta Basın Yayın Dağıtım AŞ.
16. Karaca, Ş. (2012). İnternette Pazarlama ve Ürün Karar Stratejileri. *Çukurova Üniversitesi İktisadi ve İdari Bilimler Fakültesi Dergisi*, 16(1).
17. Karahasan, F. (2013). *Taşlar Yerinden Oynarken*.İstanbul: DoğanEgmont Yayıncılık
18. Korkmaz, N. (2002). *Sorularla internet ve e-ticaret rehberi*. İstanbul: İstanbul Ticaret Odası.
19. Leskovec, J., Adamic, L. A., & Huberman, B. A. (2007). Thedynamics of viralmarketing. *ACM Transactions on the Web* (TWEB), 1(1), 5.
20. Molla, A., & Licker, P. S. (2001). E-Commerce Systems Success: An Attemptto Extend and Respecify the Delone and MaClean Model of IS Success. *J. Electron. Commerce Res*., 2(4), 131-141.
21. Okumuş, A., Bozbay, Z., ve Dağlı, R. M. (2010). Banka Müşterilerinin İnternet Bankacılığına İlişkin Tutumlarının İncelenmesi. *Erciyes Üniversitesi İktisadi ve İdari Bilimler Fakültesi Dergisi*, (36), 89-111.
22. Özmen, Ş. I. (2012). Sanal Dünyada Başarının Yol Haritası Ve Elektronik Pazarlamanın Boyutları. *Journal of Internet Applications and Management*, 2(1), 37-47.
23. Plaza, B. (2011). Google Analytics formeasuring website performance. *Tourism Management*, 32(3), 477-481
24. Richardson, M.,&Domingos, P. (2002, July). Mining knowledge-sharing sites for viral marketing. *In Proceedings of the eighth ACM SIGKDD international conference on Knowledge discovery and datamining*(pp. 61-70). ACM.
25. Singh, J., & Sirdeshmukh, D. (2000). Agencyand trust mechanisms in consumer satisfaction and loyalty judgments. Journal of the Academy of marketing Science, 28(1), 150-167.
26. Srinivasan, S. S.,Anderson, R., &Ponnavolu, K. (2002). Customer loyalty in e-commerce: an exploration of itsantecedents and consequences. *Journal of retailing*, 78(1), 41-50.
27. Tan, A.,Baydaş, A., ve Aksen, N. (2004). Kahramanmaraş İlindeki İşletmelerin Pazarlama Faaliyetlerinde İnternet'i Kullanma Eğilimleri. *KSÜ. Fen ve Mühendislik Dergisi*, 7 (2), 83-89.
28. Ünal, S. (2011). Viral Pazarlamanın Sosyal Paylaşım Sitelerine Üye Olan Kullanıcılar Üzerindeki Etkisini İnceleyen Pilot Bir Çalışma. *Öneri Dergisi*, 9(36), 73-86.
29. Varnalı, K. (2012). Dijital Tutulma (2. Baskı). İstanbul: Kapital Medya Yayıncılık.
30. Wilson, R. F. (2000). Thesixsimpleprinciples of viralmarketing. *Web Marketing Today*, 70(1), 232

31. Xing, B., ve Lin, Z. (2006, August). The impact of search engine optimization on onlineadvertising market. *In Proceedings of the 8th international conference on Electronic commerce: The new e-commerce: innovations for conquering currentbarriers, obstacles and limitations to conducting successful business on the internet* (pp. 519-529). ACM.

Global Journal of Management and Business Research: E Marketing
Volume 16 Issue 2 Version 1.0 Year 2016
Type: Double Blind Peer Reviewed International Research Journal
Publisher: Global Journals Inc. (USA)
Online ISSN: 2249-4588 & Print ISSN: 0975-5853

Is Advertisement a Valid Tool to Increase Sales: A Study of Indian Manufacturing Companies

By Dr. Sanchita & Dr. Gagan Deep Sharma

GGSIP University, India

Abstract- The paper studies the inter-relationship between advertisement expenditure, sales and profit. Taking ten-year data (2005-06 to 2014-15) of twenty manufacturing companies indexed in NSE's NIFTY, the study applied various models including descriptive study, correlation and regression. The tools used (Regression and Correlation) clearly show that there is a significant relationship between advertisement expenditure, sales and profit. The study concludes that there is a one-sided relationship between advertisements, sales and profit wherein advertisement expenditure positively impacts the sales and profit of the business in case of Indian manufacturing companies.

GJMBR - E Classification : JEL Code : M37

Strictly as per the compliance and regulations of:

Is Advertisement a Valid Tool to Increase Sales: A Study of Indian Manufacturing Companies

Dr. Sanchita [α] & Dr. Gagan Deep Sharma [σ]

Abstract- The paper studies the inter-relationship between advertisement expenditure, sales and profit. Taking ten-year data (2005-06 to 2014-15) of twenty manufacturing companies indexed in NSE's NIFTY, the study applied various models including descriptive study, correlation and regression. The tools used (Regression and Correlation) clearly show that there is a significant relationship between advertisement expenditure, sales and profit. The study concludes that there is a one-sided relationship between advertisements, sales and profit wherein advertisement expenditure positively impacts the sales and profit of the business in case of Indian manufacturing companies.

I. Introduction

The ongoing debate over the competitive effects of advertising is implicitly contesting the issue of economic durability of advertising expenditure (e.g. Ayanian 1975; Comanor and Wilson 1974; Telser 1968, etc. Advertising plays multiple roles in that it is not only used by companies to create awareness among customers for their products and services, but also acts as a tool to build a strong brand image by dramatizing and presenting their products and services in such a way so as to attract customers' attention. The power of advertising in building strong brands has been proposed by both marketing practitioners (e.g. Martin 1989) and academics (e.g. Aaker 1991, 1996).

Though advertising is one of the most potent and effective marketing tools available to marketers for informing and persuading buyers, the efficiency and effectiveness of advertisement spending is of considerable interest both to academicians and practitioners (Xueming and Donthu, 2002).

In general, sales or market response research has made it more difficult to answer a long-standing question: "Is advertising an investment or an expense?" (Mergy and Lade 2001). Many academic researchers have argued that advertising should be treated as an investment because of its role in improving the long-term market performance of a firm (Chauvin and Hirschey 1993; Dean 1966; Dekimpe and Hanssens 1995; Graham and Frankenberger 2000; Hirschey and Weygandt 1985; Hula 1988).

Further, the firms that allocate large amounts of their resources to value advertising expect their expenditures to contribute, ultimately, to the financial performance of the firm. Several studies have focused on the relationship between advertising expenditures and financial performance measures such as stock returns and ROI on advertising, while mainstream advertising effectiveness research in marketing has probed the relationship between advertising and market performance measures in relatively shorter time periods (Hanssens, Parsons, and Shultz, 1990).

There is a strong reason behind companies adopting advertising expenditures to escalate their sales and market share assuming a direct relationship between the two. Companies with a higher amount of sales revenue can afford to spend more on advertisements when compared to the ones with lower sales revenue. Therefore, it can be assumed that the businesses with higher sales in period 1 lead to higher advertising spending in period 2. While some of the researches reveal the presence of long-term equilibrium relationship between advertising and consumption *(Guo,2003*and *Phillip, 2007)*, some others view that advertising expenditure causes sales but sales do not simultaneously cause advertising *(Leach and Reekie, 1996).*

The present study attempts to establish the linkages between advertisement spending, sales and profit in the case of Indian manufacturing companies.

The study is organized as follows. The present section introduces the concept of the study and outlines the need for it; the second section presents the objectives of the study; the third section reviews the literature available; the fourth section describes the methodology for the research; the fifth section presents the results of the study and the sixth section concludes.

II. Objectives of the Study

The study aims to achieve the following objectives:

a. To understand the change patterns in the advertisement, sales and profit in Indian manufacturing companies;
b. To study the inter-relationship between advertisement, sales and profit;
c. To draw policy implications for marketers as to whether increase in advertisements leads to increase in sales.

Author α: University School of Management Studies GGSIP University, New Delhi. e-mail: bansalsanchita@gmail.com

III. Review of Literature

In the past, researchers have attempted to explain some of the confusion regarding the impact and effectiveness of marketing communications, most often focusing on advertising and promotional expenditures. Farris and Buzzell (1979) explained in their study how and why differences in marketing communication intensity (as measured by advertising and promotion expenditures to sales) were related to some basic variables. Therefore, an attempt was made to identify the factors that empirically explain the variations in advertising and promotion to sales. Their study indicated that advertising and promotional expenditures expressed as a proportion of sales vary across industries, across firms within an industry and across time for a given firm.

Balasubramanian and Kumar (1990)also confirmed the same finding. Zinkhan and Cheng (1992) again used the ratio of advertising and promotional expenditures to sales as a proxy for marketing communication intensity. They investigated the variation of communication intensity due to the type of offering (productor service) and the type of market (consumer or manufacturing). They found that, both, the type of offering and the type of market affect the variation of communication intensity. Their results indicated that consumer product firms spend more on advertising than manufacturing product firms.

Simultaneously though, under pressure to produce immediate profits, managers still tend to view advertising as an expense and reduce advertising budgets in times of downturn, even though they recognize that advertising can be treated as an investment (Dean 1966; Hirschey and Weygandt 1985).

Even though this research stream has shed some light on how advertising works or should work, its contributions to our understanding of the role of advertising in a competitive, complicated, and ever-changing market environment have been limited. For example, a group of marketing researchers in this area (Bass and Leone 1983; Clarke 1976; Srinivasan and Weir 1988) who employed market-level data to explore the long-termor carryover effects of advertising found that the duration of advertising effects depended on the data interval under study. Clarke (1976) and Assmus, Farley, and Lehmann (1984) suggested that 90 percent of advertising effects dissipate after three to fifteen months. Leone (1995) argued that the range of advertising effects should be2narrowed to six to nine months based on his study. However, Dekimpe and Hanssens (1995) concluded that the effects of advertising did not disperse within a year. These contradictory findings could be partially attributed to the different sources of data used in the studies (Vakratsas and Ambler 1999).

Empirical researches used different tools to analyze the data about relationship between advertising and sales. Guo(2003) and Leong et al. (1996) applied the cointegration to analyse and evaluate the data. Taylor and Weiserbs (1972)put to use the Houtakker-Taylor model in their research for evaluation purpose. Leach and Reekie (1996) applied the variants of the Koyack Distributed Lag model and Granger's Causality model. Naik and Raman (2003), Pagan et al (2001) used regression analysis and OLS model. Philip (2007) used Dickey-Fuller test, Philips-Peron Test, Cointegration technique and Error Correction Models to examine association between advertising and consumption. In addition to applying the cointegration model, Guo (2003) implemented the unit root test for evaluation. Metwally (1997) implemented the correlation test for the evaluation of the data. Telser (1964), Rundfelt (1973) utilized the correlation test to examine the data.

Leach and Reekie (1996) concluded that advertising expenditure causes sales but sales do not simultaneously cause advertising. Another point to note is that marketing is defined widely in the literature. As outlined by Webster (1992) there are four different aspects of marketing practice:

(1) transactional marketing involves managing the marketing mix to attract and satisfy customers; (2) database marketing uses technology to target and retain customers; (3) interaction marketing involves developing interpersonal relationships between buyers and sellers; and (4) network marketing develops interfirm relationships for mutual benefit. This thesis specially focuses on the relationship between MC (which comes under transactional marketing) and shareholder value.

IV. Research Methodology

In the present study the inter-relationship between advertisement, sales and profit has been studied. The study focuses on the manufacturing sector. The impact of advertisement on sales can be calculated for such companies because unlike the services sector, the sales in units are available for manufacturing companies. Hence, in order to establish the relationship between advertisement and sales, the study selects the sample from manufacturing companies. The paper draws its sample from the NSE's NIFTY index. Twenty manufacturing companies indexed in NIFTY are used as sample for the study. These include Tata Motors, Maruti Suzuki, Reliance, ONGC, Hindustan Uniliver, ITC, Cipla, Sunpharma, Mahindra & Mahindra, Hero Motors, Dr. Reddy, Tata Steel, BHEL, NHPC, Coal India, Lupin, Gail, Bajaj, Asian paints and L&T. These companies are among the most renowned in their respective industries.

The sample period for the study is ten years ranging from 2005-06 to 2014-15.To analyse the cause and effect relationship between sales and advertisement, the ten years data of profit, net sales and selling expenses are taken. The study uses descriptive statistics, correlation and regression for analysing the data.

Following tools are used for data analysis.

The *mean* is a particularly informative measure of the "central tendency" of the variable if it is reported along with its confidence intervals.

$$\text{Mean} = \frac{\sum X_i}{n} \tag{1.1}$$

Usually we are interested in statistics (such as the mean) from our sample only to the extent to which they can infer information about the population. The confidence intervals for the mean give us a range of values around the mean where we expect the "true" (population) mean is located (with a given level of certainty).

$$s = \sqrt{\frac{\sum (x_i - \mu)^2}{\sqrt{N}}} \tag{1.2}$$

where

μ is the population mean and N is the population size

$$s = [S\ (x_i\text{-}m)^2/N]^{1/2} \tag{0.1}$$

The sample estimate of the population *standard deviation* is computed as:

$$s = \sqrt{\frac{\sum \left(x_i - \bar{x}\right)^2}{(n-1)}} \tag{0.2}$$

where

$\bar{x}$ is the sample mean and n is the sample size

The *variance* of a population of values is the square of standard deviation.

Skewness measures the deviation of the distribution from symmetry. If the skewness is clearly different from 0, then that distribution is asymmetrical, while normal distributions are perfectly symmetrical.

$$\text{Skewness} = \frac{nM_3}{(n-1)(n-2)s^3} \tag{1.5}$$

where

M_3 is equal to: $\sum_{i=1}^{m} \left(x_i - \bar{x}\right)^3$

s^3 is the sample standard deviation raised to the third power

n is the valid number of cases.

A line in a two-dimensional or two-variable space is defined by the equation *Y=a+bX*; in full text, the *Y* variable can be expressed in terms of a constant (*a*) and a slope (*b*) times the *X* variable. The constant is also referred to as the intercept, and the slope as the regression coefficient or *B* coefficient. Multiple regression procedures will estimate a linear equation of the form:

$$Y=a+b_1X_1+b_2X_2+\ldots+b_pX_p \tag{1.6}$$

The regression line expresses the best prediction of the dependent variable (*Y*), given the independent variables (*X*). However, nature is rarely (if ever) perfectly predictable, and usually there is substantial variation of the observed points around the fitted regression line.

V. Findings and Discussion

The paper presents the analysis in three parts as discussed in the methodology section above. These include descriptive statistics, correlation and regression. The descriptive statistics present an insight into the variables of advertisement expenses, sales, and profits of the twenty companies under reference. Correlation presents the coefficient of correlation between sales-advertisement expenses, sales-profit and advertisement expenses-profit. The regression part is further divided into two sub-parts. One, sales are regressed by taking advertisement expenses as the independent variable. Two, profit is regressed by taking advertisement expenses and sales as two independent variables.

Table 1 : Descriptive Statistics

Name of Company		Mean	Skewness	Standard Deviation	Variance
	Sales	30516.327	0.040349	12254.91892	150183038
	Advertisement	3780.125	0.036389	1917.558959	3677032.36
Maruti	Profit	2101.73	0.802606	787.6397806	620376.424
	Sales	233563.2	0.118975	112195.9084	1.2588E+10
	Advertisement	17525.4	0.481937	6449.962088	41602010.9
Reliance	Profit	17734	-0.96721	4675.224487	21857724
	Sales	2920.756	2.571337	1795.802264	3224905.77
	Advertisement	1146.736	1.969903	938.3537108	880507.687
Sun Pharma	Profit	692.324	-1.44859	907.6478216	823824.568
	Sales	36185.68	0.640678	9766.769921	95389794.7
	Advertisement	7053.497	-0.51568	2331.922444	5437862.29
Tata Motors	Profit	766.403	-2.56461	2047.994442	4194281.23
	Sales	28905.672	0.239514	9145.744174	83644636.5
	Advertisement	8575.945	0.678051	2833.699002	8029850.03
Tata steel	Profit	5414.049	-0.17665	1139.706456	1298930.81
	Sales	338.489	0.125146	60.71547752	3686.36921
	Advertisement	212.934	1.217516	71.58499054	5124.41087
Coal India	Profit	9139.725	1.629076	7993.903869	63902499.1
	Sales	33146.544	0.438787	16336.15016	266869802
	Advertisement	8863.257	0.438123	5642.241033	31834883.9
Gail	Profit	3155.343	0.157822	748.3660618	560051.762
	Sales	68072.225	-0.04023	12126.31876	147047607
	Advertisement	32979.851	0.366099	10616.018	112699838
ONGC	Profit	18417.509	0.966152	3345.946115	11195355.4
	Sales	54067.20556	-0.13621	16302.6911	265777737
	Advertisement	2988.274444	0.527008	1166.507658	1360740.12
NTPC	Profit	9268.923333	0.325871	2015.608234	4062676.55
	Sales	6290.57	0.366324	3234.685093	10463187.7
	Advertisement	1329.772	0.627092	705.1993503	497306.124
Asian Paints	Profit	725.204	0.028536	404.5734782	163679.699
	Sales	32156.539	-0.07573	11614.9505	134907075
	Advertisement	3907.817	-0.02245	1865.624005	3480552.93
Bhel	Profit	3894.801	0.497653	2027.669929	4111445.34
	Sales	6156.864	0.284038	2232.297961	4983154.18
	Advertisement	1768.381	-0.47628	625.6184556	391398.452
Cipla	Profit	998.588	0.284401	312.0602748	97381.6151

Dr. Reddy	Sales	5767.676	0.47657	2719.915817	7397942.05
	Advertisement	568.899	0.785086	265.008241	70229.3678
	Profit	995.35	0.41922	534.0144225	285171.403
Hero Motors	Sales	17884.872	0.113974	6659.631185	44350687.5
	Advertisement	1853.162	0.500902	680.6017945	463218.803
	Profit	1722.961	-0.42363	628.2864936	394743.918
HUL	Sales	18673.511	0.300382	7017.891662	49250803.4
	Advertisement	2304.829	-0.01061	1108.202714	1228113.26
	Profit	2550.47	0.515596	1093.285392	1195272.95
ITC	Sales	21460.969	0.408185	9074.773995	82351523.1
	Advertisement	4664.019	-0.82492	1508.525663	2275649.68
	Profit	5234.132	0.588564	2636.811471	6952774.73
L&T	Sales	39944.951	-0.25324	16919.77178	286278677
	Advertisement	1746.431	-0.34153	345.7954262	119574.477
	Profit	3632.011	-0.69571	1579.308635	2494215.77
LUPIN	Sales	4819.901	0.69332	2810.33817	7898000.63
	Advertisement	1497.603	0.092359	587.2881236	344907.34
	Profit	959.041	1.21064	799.974896	639959.834
M&M	Sales	23705.373	0.284919	12682.10094	160835684
	Advertisement	2809.069	-0.07641	1242.872309	1544731.58
	Profit	2192.666	-0.03004	1147.253448	1316190.47
Bajaj	Sales	14478.803	0.079178	5051.197622	25514597.4
	Advertisement	1241.55	1.022556	268.5360103	72111.5888
	Profit	2036.726	-0.12005	1151.401047	1325724.37

Table 1 presents the descriptive statistics about sales, advertisement expenses and profit of 20 sample companies for the sample period of ten years. The table presents mean score, skewness, standard deviation and variance for the sample. Basic insights about the data are available in the table. The maximum mean sales of Rs 2,33,563 crore are observed in the case of Reliance Industries. The maximum mean advertisement expenditure of Rs 32,980 crore, however, is incurred by ONGC. ONGC also reported the maximum mean score in respect of profit, amounting to Rs 18,417 crore.

Table 2 : presents the correlation coefficients between the variables under study.

	Sales-Advertisement Expenses		Sales-Profit		Advertisement Expenses-Profit	
	Coefficient of Correlation	Sig (2-tailed)	Coefficient of Correlation	Sig (2-tailed)	Coefficient of Correlation	Sig (2-tailed)
Maruti	.969**	.000	.856**	.002	.841**	.002
Reliance	.884**	.001	.844**	.002	.877**	.001
Sun Pharma	.965**	.000	-.744*	.014	-.653*	.041
Tata Motors	.586	.075	-.042	.908	-.245	.494
Tata steel	.977**	.000	.755*	.012	.658*	.039
Coal India	.241	.502	-.205	.569	.235	.513
GAIL	-.666*	.036	.807**	.005	-.622	.055
ONGC	.960**	.000	.754*	.012	.645*	.044
NTPC	.891**	.001	.900**	.000	.821**	.004
Asian Paints	.993**	.000	.979**	.000	.966**	.000
Bhel	.850**	.002	.878**	.001	.563	.090
Cipla	.868**	.001	.887**	.001	.728*	.017

Dr. Reddy	.982**	.000	.902**	.000	.848**	.002
Hero Motors	.952**	.000	.894**	.000	.850**	.002
HUL	.987**	.000	.981**	.000	.951**	.000
ITC	.905**	.000	.996**	.000	.874**	.001
L&T	.867**	.001	.952**	.000	.763*	.010
Lupin	.973**	.000	.974**	.000	.928**	.000
M&M	.863**	.001	.972**	.000	.908**	.000
Bajaj	.947**	.000	.928**	.000	.939**	.000

In table 2, the cases where correlation is significant are marked with **. The table shows that the correlation between sales and advertisement expenses is significant (at 95% level of confidence) in the case of all companies except for Tata Motors and Coal India. Correlation between sales and advertisement expenses is positive in most of the cases with the exception of GAIL where coefficient of correlation is observed to be -0.666. Correlation between sales and profit is also significant in all the companies except for Tata Motors and Coal India. The correlation between sales and profit is positive in most of the cases with the exception of Sunpharma, Tata Motors, Coal India where coefficient of correlation is observed to be -.744, -.042, -.205. Further, correlation between advertisement expenses and profit is not significant in the case of Tata Motors, Coal India and BHEL, while it is significant in all other cases. The correlation is observed to be positive in most of the cases with the exception of Sunpharma, Tata Motors, GAIL where coefficient of correlation is observed to be -.653, -.245, -.622. Since the correlation between the variables under reference is observed to be significant as well as positive in most of the companies, it makes a case for building a regression model between the variables.

Table 1.3 : Regression – Sales on advertisement expenses

	Sales-Advertisement Expenses		
	R Square	Sig	Beta
Maruti	.944	0.000	.001
Reliance	.803	0.003	.118
Sun Pharma	.953	0.000	.000
Tata Motors	.355	0.216	.091
Tata steel	.976	0.000	.000
Coal India	.131	0.613	.426
Gail	.695	0.016	.349
ONGC	.953	0.000	.000
NTPC	.882	0.001	.080
Asian Paints	.986	0.000	.000
Bhel	.956	0.000	.521
Cipla	.892	0.000	.035
Dr. Reddy	.981	0.000	.000
Hero Motors	.932	0.000	.008
HUL	.992	0.000	.001
ITC	.998	0.000	.006
L&T	.954	0.000	.031
Lupin	.983	0.000	.007
M&M	.947	0.000	.614
Bajaj	.90	0.000	.026

The table exhibits that the coefficient of determination in case of all companies except Coal India and Tata Motors is close to 1. This implies that the model of regressing sales on advertisement expenses is a suitable one. This point is also justified by the significance value, which is observed to be less than 0.05 in all the companies except Tata Motors and Coal India. The table also presents the beta values on the basis of which regression equation can be built.

Table 1.4 : Regression – Profit on sales, advertisement expenses

	Profit-Sales, Advertisement Expenses			
	R Square	Sig	Beta - Advertisement Exp	Beta - Sales
Maruti	.735	0.010	.807	.425
Reliance	.791	0.004	.151	.422
Sun Pharma	.613	0.036	.330	.108
Tata Motors	.076	0.758	.477	.739
Tata steel	.705	0.014	.116	.039
Coal India	.128	0.619	.434	.469
Gail	.663	0.022	.620	.047
ONGC	.649	0.026	.247	.068
NTPC	.813	0.003	.809	.057
Asian Paints	.962	0.000	.000	.000
Bhel	.891	0.000	-.658	1.437
Cipla	.793	0.004	.637	.020
Dr. Reddy	.854	0.001	.209	.038
Hero Motors	.799	0.004	.987	.147
HUL	.971	0.000	.165	.005
ITC	.997	0.000	.015	.000
L&T	.922	0.000	.271	.001
LUPIN	.955	0.000	.330	.007
M&M	.963	0.000	.101	.001
Bajaj	.864	0.000	.012	.000

The table exhibits that the coefficient of determination in case of all companies except Coal India and SunPharma is close to 1. This implies that the model of regressing Profit on advertisement expenses and sales is a suitable one. This point is also justified by the significance value, which is observed to be less than 0.05 in all the companies except Tata Motors and Coal India. The table also presents the beta values on the basis of which regression equation can be built.

VI. Conclusion

The study uses various models including descriptive study, correlation and regression in order to find out the cause and effect relationship between advertisement expenditure, sales and profit. Taking ten-year data of twenty manufacturing companies of India, the study tested whether advertisement expenditure impacts the sales, the profits and vice-versa.

The tools used (Regression and Correlation) clearly show that there is a significant relationship between advertisement expenditure, sales and profit.

Hence, we can logically conclude from the study that there is a one-sided relationship between advertisements, sales and profit wherein advertisement expenditure positively impacts the sales and profit of the business in case of Indian manufacturing companies.

References Références Referencias

1. Aaker, David A., and Jacobson, Robert: The Financial Information Content of Perceived Quality. *Journal of Marketing Research* 31 (May 1994): 191–201.
2. Anselin, L. (1988), *Spatial Econometrics: Methods and Models*, Kluwer Academic, Dordrecht
3. Arellano, M. (2003), *Panel Data Econometrics*, Oxford University Press, Oxford
4. Ayanian (1975, 1983), Bloch (1974), Demsetz (1979), Palda (1964),
5. Brooks, C., Clare, A. D., DalleMolle, J. W. and Persand, G. (2005), 'A Comparison of Extreme Value Approaches for Determining Value at Risk,' *Journal of Empirical Finance* 12, 339—52
6. Brooks, C. (2008), *Introductory Econometrics for Finance*, Cambridge University Press, Oxford, Cambridge
7. Fair, R. C. and Shiller, R. J. (1990), 'Comparing Information in Forecasts from Econo- metric Models', *American Economic Review* 80, 375—89
8. Franses, P. H. and Van Dijk, D. (1996), 'Forecasting Stock Market Volatility Using Non-Linear GARCH Models, '*Journal of Forecasting* 15, 229—35
9. Gilbody, S., Wilson, P., Watt, I. (2005), 'Benefits and harms of direct to consumer advertising: A

Global Journal of Management and Business Research (E) Volume XVI Issue II Version I Year 2016

systematic review', *Quality and Safety in Health Care*, 14, 246_250.
10. Glazer, A. (1981), "Advertising, information and prices: a case study" *Economic Inquiry* 19, 661–71.
11. Guo, Chiquan (2003), 'Cointegration Analysis of Advertising Consumption Relationshi', *Journal of the Academy of Business and Economics, February,* Obtained through the internet: www.find articles.com, [accessed on 3rd February, 2008].
12. Jagpal, Harsharanjeet S. (1981), 'Measuring Joint Advertising Effects in Multiproduct Firms: Use of a Hierarchy-of-Effects Advertising- Sales Mode',, *Journal of Advertising Research,* Vol. 21 (1), pp. 65-75.
13. Kaiser, Ulrich and Julian Wright (2006), Price Structure in Two-Sided Markets: Evidence from the Magazine Industry' *International Journal of Industrial Organization*, 24 (1): 1-28.
14. Leach, F. Daniel and Reekie, W. D. (1996), 'A Natural Experiment of the Effect of Advertising on Sale: The SASOL Case*', Applied Economics*, Vol.28, pp.1081-91.
15. Lee, Chang-Yang (2002), 'Adverting, Its Determinants and Market Structure', *Review of Industrial Organization,* Vol21, pp. 89-101.
16. Leong, S. M., Outiaris, S. and Franke, G. R. (1996), 'Estimating Long Term Effects of Advertising on Sales: A Cointergration Perspective', *Journal of marketing Communication,* Vol.2 (2), pp, 111-22.
17. Metwally, M. M. (1997), 'Determinants of Growth of Advertising Expenditure on Consumer Goods and Services: The Australian Experience', *Journal of International Marketing and Marketing Research*, 22(3), 147-156.
18. Pagan J., Sethi, S. and Soydemir, G.A. (2001), 'The Impact of Promotion/Advertising Expenditures on Citrus Sales', *Applied Economic Letters*, Vol.8 (10), pp.659-63.
19. Philip, P.Abbey (2007), 'The Relationship between Advertising and Consumption in India: An Analysis of Causality'. *International Marketing Conference on Marketing & Society*, 8-10 April, 2007, IIMK, 341-346
20. Rundfelt, Rolf (1973), 'Advertising Cost in Sweden: Structure and Determinants', *Stock: Almqvist ochWiksell.*
21. Shilbury, D. & Berriman, T. (1996), 'Sponsorship awareness: a study of St Kilda Football Club supporter', *Sports Marketing Quarterly,* 5(1), pp. 13–22.
22. Stange, K.C. (2007), 'Doctor-Patient and Drug Company-Patient Communication', *Annals of Family Medicine*, 5(1).
23. Telser, Lester G. (1964), 'Advertising and Competition', *Journal of Political Economy*, Vol 72, pp. 537–562.
24. Taylor, Lester D. and Daniel, Weiserbs (1972), 'Advertising and Aggregate Consumption Function', *American Economic Review*, Vol. LX11 (4), pp.642-55.
25. Theil, H. (1966), *Applied Economic Forecasting*, North-Holland, Amsterdam
26. Yiannaka, Amalia, Konstantinos, Giannakas, &Kien C. Tran (2002), 'Media, Message and advertising Effectiveness in the Greek Processed Meats Industry*', Applied Economics*, 34(14), 1757-1763.
27. Zinkhan, George, and Cheng, C.S. Agnes: Marketing Communication3 Intensity Across Industries. *Decision Sciences* 23 (1992): 758–769.

Global Journals Inc. (US) Guidelines Handbook 2016

www.GlobalJournals.org

FELLOW OF ASSOCIATION OF RESEARCH SOCIETY IN BUSINESS (FARSB)

Global Journals Incorporate (USA) is accredited by Open Association of Research Society (OARS), U.S.A and in turn, awards "FARSB" title to individuals. The 'FARSB' title is accorded to a selected professional after the approval of the Editor-in-Chief/Editorial Board Members/Dean.

- The "FARSB" is a dignified title which is accorded to a person's name viz. Dr. John E. Hall, Ph.D., FARSB or William Walldroff, M.S., FARSB.

FARSB accrediting is an honor. It authenticates your research activities. After recognition as FARSB, you can add 'FARSB' title with your name as you use this recognition as additional suffix to your status. This will definitely enhance and add more value and repute to your name. You may use it on your professional Counseling Materials such as CV, Resume, and Visiting Card etc.

The following benefits can be availed by you only for next three years from the date of certification:

FARSB designated members are entitled to avail a 40% discount while publishing their research papers (of a single author) with Global Journals Incorporation (USA), if the same is accepted by Editorial Board/Peer Reviewers. If you are a main author or co-author in case of multiple authors, you will be entitled to avail discount of 10%.

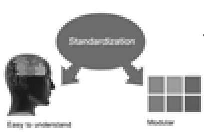
Once FARSB title is accorded, the Fellow is authorized to organize a symposium/seminar/conference on behalf of Global Journal Incorporation (USA).The Fellow can also participate in conference/seminar/symposium organized by another institution as representative of Global Journal. In both the cases, it is mandatory for him to discuss with us and obtain our consent.

You may join as member of the Editorial Board of Global Journals Incorporation (USA) after successful completion of three years as Fellow and as Peer Reviewer. In addition, it is also desirable that you should organize seminar/symposium/conference at least once.

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

The FARSB can go through standards of OARS. You can also play vital role if you have any suggestions so that proper amendment can take place to improve the same for the benefit of entire research community.

As FARSB, you will be given a renowned, secure and free professional email address with 100 GB of space e.g. johnhall@globaljournals.org. This will include Webmail, Spam Assassin, Email Forwarders,Auto-Responders, Email Delivery Route tracing, etc.



The FARSB will be eligible for a free application of standardization of their researches. Standardization of research will be subject to acceptability within stipulated norms as the next step after publishing in a journal. We shall depute a team of specialized research professionals who will render their services for elevating your researches to next higher level, which is worldwide open standardization.

The FARSB member can apply for grading and certification of standards of their educational and Institutional Degrees to Open Association of Research, Society U.S.A. Once you are designated as FARSB, you may send us a scanned copy of all of your credentials. OARS will verify, grade and certify them. This will be based on your academic records, quality of research papers published by you, and some more criteria. After certification of all your credentials by OARS, they will be published on your Fellow Profile link on website https://associationofresearch.org which will be helpful to upgrade the dignity.

The FARSB members can avail the benefits of free research podcasting in Global Research Radio with their research documents. After publishing the work, (including published elsewhere worldwide with proper authorization) you can upload your research paper with your recorded voice or you can utilize chargeable services of our professional RJs to record your paper in their voice on request.

The FARSB member also entitled to get the benefits of free research podcasting of their research documents through video clips. We can also streamline your conference videos and display your slides/ online slides and online research video clips at reasonable charges, on request.

The FARSB is eligible to earn from sales proceeds of his/her researches/reference/review Books or literature, while publishing with Global Journals. The FARSB can decide whether he/she would like to publish his/her research in a closed manner. In this case, whenever readers purchase that individual research paper for reading, maximum 60% of its profit earned as royalty by Global Journals, will be credited to his/her bank account. The entire entitled amount will be credited to his/her bank account exceeding limit of minimum fixed balance. There is no minimum time limit for collection. The FARSC member can decide its price and we can help in making the right decision.

The FARSB member is eligible to join as a paid peer reviewer at Global Journals Incorporation (USA) and can get remuneration of 15% of author fees, taken from the author of a respective paper. After reviewing 5 or more papers you can request to transfer the amount to your bank account.

MEMBER OF ASSOCIATION OF RESEARCH SOCIETY IN BUSINESS (MARSB)

The ' MARSB ' title is accorded to a selected professional after the approval of the Editor-in-Chief / Editorial Board Members/Dean.

The “MARSB” is a dignified ornament which is accorded to a person’s name viz. Dr. John E. Hall, Ph.D., MARSB or William Walldroff, M.S., MARSB.

MARSB accrediting is an honor. It authenticates your research activities. After becoming MARSB, you can add 'MARSB' title with your name as you use this recognition as additional suffix to your status. This will definitely enhance and add more value and repute to your name. You may use it on your professional Counseling Materials such as CV, Resume, Visiting Card and Name Plate etc.

The following benefitscan be availed by you only for next three years from the date of certification.

MARSB designated members are entitled to avail a 25% discount while publishing their research papers (of a single author) in Global Journals Inc., if the same is accepted by our Editorial Board and Peer Reviewers. If you are a main author or co-author of a group of authors, you will get discount of 10%.

As MARSB, you will be given a renowned, secure and free professional email address with 30 GB of space e.g. johnhall@globaljournals.org. This will include Webmail, Spam Assassin, Email Forwarders,Auto-Responders, Email Delivery Route tracing, etc.

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

The MARSB member can apply for approval, grading and certification of standards of their educational and Institutional Degrees to Open Association of Research, Society U.S.A.

Once you are designated as MARSB, you may send us a scanned copy of all of your credentials. OARS will verify, grade and certify them. This will be based on your academic records, quality of research papers published by you, and some more criteria.

It is mandatory to read all terms and conditions carefully.

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

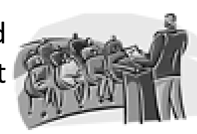
Global Journals Incorporation (USA) is accredited by Open Association of Research Society, U.S.A (OARS) and in turn, affiliates research institutions as "Institutional Fellow of Open Association of Research Society" (IFOARS).

The "FARSC" is a dignified title which is accorded to a person's name viz. Dr. John E. Hall, Ph.D., FARSC or William Walldroff, M.S., FARSC.

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

The Institute will be entitled to following benefits:

The IBOARS can initially review research papers of their institute and recommend them to publish with respective journal of Global Journals. It can also review the papers of other institutions after obtaining our consent. The second review will be done by peer reviewer of Global Journals Incorporation (USA) The Board is at liberty to appoint a peer reviewer with the approval of chairperson after consulting us.
The author fees of such paper may be waived off up to 40%.



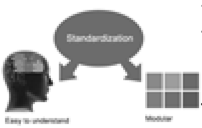
The Global Journals Incorporation (USA) at its discretion can also refer double blind peer reviewed paper at their end to the board for the verification and to get recommendation for final stage of acceptance of publication.

The IBOARS can organize symposium/seminar/conference in their country on behalf of Global Journals Incorporation (USA)-OARS (USA). The terms and conditions can be discussed separately.

The Board can also play vital role by exploring and giving valuable suggestions regarding the Standards of "Open Association of Research Society, U.S.A (OARS)" so that proper amendment can take place for the benefit of entire research community. We shall provide details of particular standard only on receipt of request from the Board.

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

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



After nomination of your institution as "Institutional Fellow" and constantly functioning successfully for one year, we can consider giving recognition to your institute to function as Regional/Zonal office on our behalf.

The board can also take up the additional allied activities for betterment after our consultation.

The following entitlements are applicable to individual Fellows:

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

Global RESEARCH RADIO

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

Disbursement of 40% Royalty earned through Global Journals : Researcher = 50%, Peer Reviewer = 37.50%, Institution = 12.50% E.g. Out of 40%, the 20% benefit should be passed on to researcher, 15 % benefit towards remuneration should be given to a reviewer and remaining 5% is to be retained by the institution.

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

Other:

The individual Fellow and Associate designations accredited by Open Association of Research Society (US) credentials signify guarantees following achievements:

- The professional accredited with Fellow honor, is entitled to various benefits viz. name, fame, honor, regular flow of income, secured bright future, social status etc.

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

Note :

"

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

Process of submission of Research Paper

The Area or field of specialization may or may not be of any category as mentioned in 'Scope of Journal' menu of the GlobalJournals.org website. There are 37 Research Journal categorized with Six parental Journals GJCST, GJMR, GJRE, GJMBR, GJSFR, GJHSS. For Authors should prefer the mentioned categories. There are three widely used systems UDC, DDC and LCC. The details are available as 'Knowledge Abstract' at Home page. The major advantage of this coding is that, the research work will be exposed to and shared with all over the world as we are being abstracted and indexed worldwide.

The paper should be in proper format. The format can be downloaded from first page of 'Author Guideline' Menu. The Author is expected to follow the general rules as mentioned in this menu. The paper should be written in MS-Word Format (*.DOC,*.DOCX).

The Author can submit the paper either online or offline. The authors should prefer online submission.Online Submission: There are three ways to submit your paper:

(A) (I) First, register yourself using top right corner of Home page then Login. If you are already registered, then login using your username and password.

(II) Choose corresponding Journal.

(III) Click 'Submit Manuscript'. Fill required information and Upload the paper.

(B) If you are using Internet Explorer, then Direct Submission through Homepage is also available.

(C) If these two are not convenient, and then email the paper directly to dean@globaljournals.org.

Offline Submission: Author can send the typed form of paper by Post. However, online submission should be preferred.

MANUSCRIPT STYLE INSTRUCTION **(Must be strictly followed)**

Page Size: 8.27" X 11'"

- Left Margin: 0.65
- Right Margin: 0.65
- Top Margin: 0.75
- Bottom Margin: 0.75
- Font type of all text should be Swis 721 Lt BT.
- Paper Title should be of Font Size 24 with one Column section.
- Author Name in Font Size of 11 with one column as of Title.
- Abstract Font size of 9 Bold, “Abstract” word in Italic Bold.
- Main Text: Font size 10 with justified two columns section
- Two Column with Equal Column with of 3.38 and Gaping of .2
- First Character must be three lines Drop capped.
- Paragraph before Spacing of 1 pt and After of 0 pt.
- Line Spacing of 1 pt
- Large Images must be in One Column
- Numbering of First Main Headings (Heading 1) must be in Roman Letters, Capital Letter, and Font Size of 10.
- Numbering of Second Main Headings (Heading 2) must be in Alphabets, Italic, and Font Size of 10.

You can use your own standard format also.
Author Guidelines:

1. General,

2. Ethical Guidelines,

3. Submission of Manuscripts,

4. Manuscript’s Category,

5. Structure and Format of Manuscript,

6. After Acceptance.

1. GENERAL

Before submitting your research paper, one is advised to go through the details as mentioned in following heads. It will be beneficial, while peer reviewer justify your paper for publication.

Scope

The Global Journals Inc. (US) welcome the submission of original paper, review paper, survey article relevant to the all the streams of Philosophy and knowledge. The Global Journals Inc. (US) is parental platform for Global Journal of Computer Science and Technology, Researches in Engineering, Medical Research, Science Frontier Research, Human Social Science, Management, and Business organization. The choice of specific field can be done otherwise as following in Abstracting and Indexing Page on this Website. As the all Global

Journals Inc. (US) are being abstracted and indexed (in process) by most of the reputed organizations. Topics of only narrow interest will not be accepted unless they have wider potential or consequences.

2. ETHICAL GUIDELINES

Authors should follow the ethical guidelines as mentioned below for publication of research paper and research activities.

Papers are accepted on strict understanding that the material in whole or in part has not been, nor is being, considered for publication elsewhere. If the paper once accepted by Global Journals Inc. (US) and Editorial Board, will become the copyright of the Global Journals Inc. (US).

Authorship: The authors and coauthors should have active contribution to conception design, analysis and interpretation of findings. They should critically review the contents and drafting of the paper. All should approve the final version of the paper before submission

The Global Journals Inc. (US) follows the definition of authorship set up by the Global Academy of Research and Development. According to the Global Academy of R&D authorship, criteria must be based on:

1) Substantial contributions to conception and acquisition of data, analysis and interpretation of the findings.

2) Drafting the paper and revising it critically regarding important academic content.

3) Final approval of the version of the paper to be published.

All authors should have been credited according to their appropriate contribution in research activity and preparing paper. Contributors who do not match the criteria as authors may be mentioned under Acknowledgement.

Acknowledgements: Contributors to the research other than authors credited should be mentioned under acknowledgement. The specifications of the source of funding for the research if appropriate can be included. Suppliers of resources may be mentioned along with address.

Appeal of Decision: The Editorial Board's decision on publication of the paper is final and cannot be appealed elsewhere.

Permissions: It is the author's responsibility to have prior permission if all or parts of earlier published illustrations are used in this paper.

Please mention proper reference and appropriate acknowledgements wherever expected.

If all or parts of previously published illustrations are used, permission must be taken from the copyright holder concerned. It is the author's responsibility to take these in writing.

Approval for reproduction/modification of any information (including figures and tables) published elsewhere must be obtained by the authors/copyright holders before submission of the manuscript. Contributors (Authors) are responsible for any copyright fee involved.

3. SUBMISSION OF MANUSCRIPTS

Manuscripts should be uploaded via this online submission page. The online submission is most efficient method for submission of papers, as it enables rapid distribution of manuscripts and consequently speeds up the review procedure. It also enables authors to know the status of their own manuscripts by emailing us. Complete instructions for submitting a paper is available below.

Manuscript submission is a systematic procedure and little preparation is required beyond having all parts of your manuscript in a given format and a computer with an Internet connection and a Web browser. Full help and instructions are provided on-screen. As an author, you will be prompted for login and manuscript details as Field of Paper and then to upload your manuscript file(s) according to the instructions.

To avoid postal delays, all transaction is preferred by e-mail. A finished manuscript submission is confirmed by e-mail immediately and your paper enters the editorial process with no postal delays. When a conclusion is made about the publication of your paper by our Editorial Board, revisions can be submitted online with the same procedure, with an occasion to view and respond to all comments.

Complete support for both authors and co-author is provided.

4. MANUSCRIPT'S CATEGORY

Based on potential and nature, the manuscript can be categorized under the following heads:

Original research paper: Such papers are reports of high-level significant original research work.

Review papers: These are concise, significant but helpful and decisive topics for young researchers.

Research articles: These are handled with small investigation and applications

Research letters: The letters are small and concise comments on previously published matters.

5.STRUCTURE AND FORMAT OF MANUSCRIPT

The recommended size of original research paper is less than seven thousand words, review papers fewer than seven thousands words also.Preparation of research paper or how to write research paper, are major hurdle, while writing manuscript. The research articles and research letters should be fewer than three thousand words, the structure original research paper; sometime review paper should be as follows:

Papers: These are reports of significant research (typically less than 7000 words equivalent, including tables, figures, references), and comprise:

(a)Title should be relevant and commensurate with the theme of the paper.

(b) A brief Summary, "Abstract" (less than 150 words) containing the major results and conclusions.

(c) Up to ten keywords, that precisely identifies the paper's subject, purpose, and focus.

(d) An Introduction, giving necessary background excluding subheadings; objectives must be clearly declared.

(e) Resources and techniques with sufficient complete experimental details (wherever possible by reference) to permit repetition; sources of information must be given and numerical methods must be specified by reference, unless non-standard.

(f) Results should be presented concisely, by well-designed tables and/or figures; the same data may not be used in both; suitable statistical data should be given. All data must be obtained with attention to numerical detail in the planning stage. As reproduced design has been recognized to be important to experiments for a considerable time, the Editor has decided that any paper that appears not to have adequate numerical treatments of the data will be returned un-refereed;

(g) Discussion should cover the implications and consequences, not just recapitulating the results; conclusions should be summarizing.

(h) Brief Acknowledgements.

(i) References in the proper form.

Authors should very cautiously consider the preparation of papers to ensure that they communicate efficiently. Papers are much more likely to be accepted, if they are cautiously designed and laid out, contain few or no errors, are summarizing, and be conventional to the approach and instructions. They will in addition, be published with much less delays than those that require much technical and editorial correction.

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

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

Format

Language: The language of publication is UK English. Authors, for whom English is a second language, must have their manuscript efficiently edited by an English-speaking person before submission to make sure that, the English is of high excellence. It is preferable, that manuscripts should be professionally edited.

Standard Usage, Abbreviations, and Units: Spelling and hyphenation should be conventional to The Concise Oxford English Dictionary. Statistics and measurements should at all times be given in figures, e.g. 16 min, except for when the number begins a sentence. When the number does not refer to a unit of measurement it should be spelt in full unless, it is 160 or greater.

Abbreviations supposed to be used carefully. The abbreviated name or expression is supposed to be cited in full at first usage, followed by the conventional abbreviation in parentheses.

Metric SI units are supposed to generally be used excluding where they conflict with current practice or are confusing. For illustration, 1.4 l rather than 1.4 × 10-3 m3, or 4 mm somewhat than 4 × 10-3 m. Chemical formula and solutions must identify the form used, e.g. anhydrous or hydrated, and the concentration must be in clearly defined units. Common species names should be followed by underlines at the first mention. For following use the generic name should be constricted to a single letter, if it is clear.

Structure

All manuscripts submitted to Global Journals Inc. (US), ought to include:

Title: The title page must carry an instructive title that reflects the content, a running title (less than 45 characters together with spaces), names of the authors and co-authors, and the place(s) wherever the work was carried out. The full postal address in addition with the e-mail address of related author must be given. Up to eleven keywords or very brief phrases have to be given to help data retrieval, mining and indexing.

Abstract, used in Original Papers and Reviews:

Optimizing Abstract for Search Engines

Many researchers searching for information online will use search engines such as Google, Yahoo or similar. By optimizing your paper for search engines, you will amplify the chance of someone finding it. This in turn will make it more likely to be viewed and/or cited in a further work. Global Journals Inc. (US) have compiled these guidelines to facilitate you to maximize the web-friendliness of the most public part of your paper.

Key Words

A major linchpin in research work for the writing research paper is the keyword search, which one will employ to find both library and Internet resources.

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

Search engines for most searches, use Boolean searching, which is somewhat different from Internet searches. The Boolean search uses "operators," words (and, or, not, and near) that enable you to expand or narrow your affords. Tips for research paper while preparing research paper are very helpful guideline of research paper.

Choice of key words is first tool of tips to write research paper. Research paper writing is an art.A few tips for deciding as strategically as possible about keyword search:

- One should start brainstorming lists of possible keywords before even begin searching. Think about the most important concepts related to research work. Ask, "What words would a source have to include to be truly valuable in research paper?" Then consider synonyms for the important words.
- It may take the discovery of only one relevant paper to let steer in the right keyword direction because in most databases, the keywords under which a research paper is abstracted are listed with the paper.
- One should avoid outdated words.

Keywords are the key that opens a door to research work sources. Keyword searching is an art in which researcher's skills are bound to improve with experience and time.

Numerical Methods: Numerical methods used should be clear and, where appropriate, supported by references.

Acknowledgements: Please make these as concise as possible.

References

References follow the Harvard scheme of referencing. References in the text should cite the authors' names followed by the time of their publication, unless there are three or more authors when simply the first author's name is quoted followed by et al. unpublished work has to only be cited where necessary, and only in the text. Copies of references in press in other journals have to be supplied with submitted typescripts. It is necessary that all citations and references be carefully checked before submission, as mistakes or omissions will cause delays.

References to information on the World Wide Web can be given, but only if the information is available without charge to readers on an official site. Wikipedia and Similar websites are not allowed where anyone can change the information. Authors will be asked to make available electronic copies of the cited information for inclusion on the Global Journals Inc. (US) homepage at the judgment of the Editorial Board.

The Editorial Board and Global Journals Inc. (US) recommend that, citation of online-published papers and other material should be done via a DOI (digital object identifier). If an author cites anything, which does not have a DOI, they run the risk of the cited material not being noticeable.

The Editorial Board and Global Journals Inc. (US) recommend the use of a tool such as Reference Manager for reference management and formatting.

Tables, Figures and Figure Legends

Tables: Tables should be few in number, cautiously designed, uncrowned, and include only essential data. Each must have an Arabic number, e.g. Table 4, a self-explanatory caption and be on a separate sheet. Vertical lines should not be used.

Figures: Figures are supposed to be submitted as separate files. Always take in a citation in the text for each figure using Arabic numbers, e.g. Fig. 4. Artwork must be submitted online in electronic form by e-mailing them.

Preparation of Electronic Figures for Publication

Even though low quality images are sufficient for review purposes, print publication requires high quality images to prevent the final product being blurred or fuzzy. Submit (or e-mail) EPS (line art) or TIFF (halftone/photographs) files only. MS PowerPoint and Word Graphics are unsuitable for printed pictures. Do not use pixel-oriented software. Scans (TIFF only) should have a resolution of at least 350 dpi (halftone) or 700 to 1100 dpi (line drawings) in relation to the imitation size. Please give the data for figures in black and white or submit a Color Work Agreement Form. EPS files must be saved with fonts embedded (and with a TIFF preview, if possible).

For scanned images, the scanning resolution (at final image size) ought to be as follows to ensure good reproduction: line art: >650 dpi; halftones (including gel photographs) : >350 dpi; figures containing both halftone and line images: >650 dpi.

Color Charges: It is the rule of the Global Journals Inc. (US) for authors to pay the full cost for the reproduction of their color artwork. Hence, please note that, if there is color artwork in your manuscript when it is accepted for publication, we would require you to complete and return a color work agreement form before your paper can be published.

Figure Legends: Self-explanatory legends of all figures should be incorporated separately under the heading 'Legends to Figures'. In the full-text online edition of the journal, figure legends may possibly be truncated in abbreviated links to the full screen version. Therefore, the first 100 characters of any legend should notify the reader, about the key aspects of the figure.

6. AFTER ACCEPTANCE

Upon approval of a paper for publication, the manuscript will be forwarded to the dean, who is responsible for the publication of the Global Journals Inc. (US).

6.1 Proof Corrections

The corresponding author will receive an e-mail alert containing a link to a website or will be attached. A working e-mail address must therefore be provided for the related author.

Acrobat Reader will be required in order to read this file. This software can be downloaded

(Free of charge) from the following website:

www.adobe.com/products/acrobat/readstep2.html. This will facilitate the file to be opened, read on screen, and printed out in order for any corrections to be added. Further instructions will be sent with the proof.

Proofs must be returned to the dean at dean@globaljournals.org within three days of receipt.

As changes to proofs are costly, we inquire that you only correct typesetting errors. All illustrations are retained by the publisher. Please note that the authors are responsible for all statements made in their work, including changes made by the copy editor.

6.2 Early View of Global Journals Inc. (US) (Publication Prior to Print)

The Global Journals Inc. (US) are enclosed by our publishing's Early View service. Early View articles are complete full-text articles sent in advance of their publication. Early View articles are absolute and final. They have been completely reviewed, revised and edited for publication, and the authors' final corrections have been incorporated. Because they are in final form, no changes can be made after sending them. The nature of Early View articles means that they do not yet have volume, issue or page numbers, so Early View articles cannot be cited in the conventional way.

6.3 Author Services

Online production tracking is available for your article through Author Services. Author Services enables authors to track their article - once it has been accepted - through the production process to publication online and in print. Authors can check the status of their articles online and choose to receive automated e-mails at key stages of production. The authors will receive an e-mail with a unique link that enables them to register and have their article automatically added to the system. Please ensure that a complete e-mail address is provided when submitting the manuscript.

6.4 Author Material Archive Policy

Please note that if not specifically requested, publisher will dispose off hardcopy & electronic information submitted, after the two months of publication. If you require the return of any information submitted, please inform the Editorial Board or dean as soon as possible.

6.5 Offprint and Extra Copies

A PDF offprint of the online-published article will be provided free of charge to the related author, and may be distributed according to the Publisher's terms and conditions. Additional paper offprint may be ordered by emailing us at: editor@globaljournals.org .

You must strictly follow above Author Guidelines before submitting your paper or else we will not at all be responsible for any corrections in future in any of the way.

Before start writing a good quality Computer Science Research Paper, let us first understand what is Computer Science Research Paper? So, Computer Science Research Paper is the paper which is written by professionals or scientists who are associated to Computer Science and Information Technology, or doing research study in these areas. If you are novel to this field then you can consult about this field from your supervisor or guide.

TECHNIQUES FOR WRITING A GOOD QUALITY RESEARCH PAPER:

1. Choosing the topic: In most cases, the topic is searched by the interest of author but it can be also suggested by the guides. You can have several topics and then you can judge that in which topic or subject you are finding yourself most comfortable. This can be done by asking several questions to yourself, like Will I be able to carry our search in this area? Will I find all necessary recourses to accomplish the search? Will I be able to find all information in this field area? If the answer of these types of questions will be "Yes" then you can choose that topic. In most of the cases, you may have to conduct the surveys and have to visit several places because this field is related to Computer Science and Information Technology. Also, you may have to do a lot of work to find all rise and falls regarding the various data of that subject. Sometimes, detailed information plays a vital role, instead of short information.

2. Evaluators are human: First thing to remember that evaluators are also human being. They are not only meant for rejecting a paper. They are here to evaluate your paper. So, present your Best.

3. Think Like Evaluators: If you are in a confusion or getting demotivated that your paper will be accepted by evaluators or not, then think and try to evaluate your paper like an Evaluator. Try to understand that what an evaluator wants in your research paper and automatically you will have your answer.

4. Make blueprints of paper: The outline is the plan or framework that will help you to arrange your thoughts. It will make your paper logical. But remember that all points of your outline must be related to the topic you have chosen.

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

6. Use of computer is recommended: As you are doing research in the field of Computer Science, then this point is quite obvious.

7. Use right software: Always use good quality software packages. If you are not capable to judge good software then you can lose quality of your paper unknowingly. There are various software programs available to help you, which you can get through Internet.

8. Use the Internet for help: An excellent start for your paper can be by using the Google. It is an excellent search engine, where you can have your doubts resolved. You may also read some answers for the frequent question how to write my research paper or find model research paper. From the internet library you can download books. If you have all required books make important reading selecting and analyzing the specified information. Then put together research paper sketch out.

9. Use and get big pictures: Always use encyclopedias, Wikipedia to get pictures so that you can go into the depth.

10. Bookmarks are useful: When you read any book or magazine, you generally use bookmarks, right! It is a good habit, which helps to not to lose your continuity. You should always use bookmarks while searching on Internet also, which will make your search easier.

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

12. Make all efforts: Make all efforts to mention what you are going to write in your paper. That means always have a good start. Try to mention everything in introduction, that what is the need of a particular research paper. Polish your work by good skill of writing and always give an evaluator, what he wants.

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

Informal Guidelines of Research Paper Writing

Key points to remember:

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

Final Points:

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

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

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

General style:

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

To make a paper clear

· Adhere to recommended page limits

Mistakes to evade

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

In every sections of your document

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

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

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

· Align the primary line of each section

· Present your points in sound order

· Use present tense to report well accepted

· Use past tense to describe specific results

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

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

Title Page:

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

Abstract:

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

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

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

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

Approach:

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

Introduction:

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

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

Approach:

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

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

Procedures (Methods and Materials):

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

Materials:

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

Methods:

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

Approach:

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

What to keep away from

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

Results:

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

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

Content

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

What to stay away from

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

Approach

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

Figures and tables

- If you put figures and tables at the end of the details, make certain that they are visibly distinguished from any attach appendix materials, such as raw facts
- Despite of position, each figure must be numbered one after the other and complete with subtitle
- In spite of position, each table must be titled, numbered one after the other and complete with heading
- All figure and table must be adequately complete that it could situate on its own, divide from text

Discussion:

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

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

Approach:

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

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

Segment Draft and Final Research Paper: You have to strictly follow the template of research paper. If it is not done your paper may get rejected.

- The **major constraint** is that you must independently make all content, tables, graphs, and facts that are offered in the paper. You must write each part of the paper wholly on your own. The Peer-reviewers need to identify your own perceptive of the concepts in your own terms. NEVER extract straight from any foundation, and never rephrase someone else's analysis.
- Do not give permission to anyone else to "PROOFREAD" your manuscript.
- Methods to avoid Plagiarism is applied by us on every paper, if found guilty, you will be blacklisted by all of our collaborated research groups, your institution will be informed for this and strict legal actions will be taken immediately.)
- To guard yourself and others from possible illegal use please do not permit anyone right to use to your paper and files.

Criterion for Grading a Research Paper (Compilation) by Global Journals Inc. (US)

Please note that following table is only a Grading of "Paper Compilation" and not on "Performed/Stated Research" whose grading solely depends on Individual Assigned Peer Reviewer and Editorial Board Member. These can be available only on request and after decision of Paper. This report will be the property of Global Journals Inc. (US).

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

Index

C

Cangelosi · 18, 19, 27
Comanor · 40
Cosmopolitan · 4, 8

E

Elixir · 1, 3, 7, 8

F

Fabrigar · 5, 9

M

Mahalanobis · 4, 5

O

Oligopolistic · 19

S

Sabuncuğlu · 37

T

Thanasuta · 20, 27

W

Weygandt · 40, 41

X

Xueming · 40

Z

Zikmund · 12, 17

save our planet

Global Journal of Management and Business Research

Visit us on the Web at www.GlobalJournals.org | www.JournalofBusiness.Org
or email us at helpdesk@globaljournals.org

ISSN 9755853