



FACTORS AFFECTING BANGLADESHI HOME APPLIANCE RETAILERS PURCHASE DECISION

**A DISSERTATION SUBMITTED TO THE UNIVERSITY OF
DHAKA FOR THE AWARD OF THE DEGREE OF**

DOCTOR OF BUSINESS ADMINISTRATION

BY

MOHAMMAD NAVEED AHMED

REGISTRATION NUMBER: 26/2014-15

DATE OF JOINING: 26-10-2014

INSTITUTE OF BUSINESS ADMINISTRATION

UNIVERSITY OF DHAKA

UNDER THE SUPERVISION OF

DR. MUHAMMAD ZIAULHAQ MAMUN, PROFESSOR, IBA

FEBRUARY 2019

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DEDICATION

To

Nameera, Keeyan, Nayla

I close my eyes and I am seeing you everywhere

&

All the Mothers

Who makes the home a great place

&

All the Fathers

Who strives hard for the family

ACKNOWLEDGEMENT

In the first place, I am indebted to IBA, University of Dhaka, who has accepted me for DBA program and provided me with an excellent opportunity to carry out the present research project. Considering my doctoral studies with “Adventure” metaphor, it has got many known and unknown challenges. In the adventure, I offer my sincere gratitude to my Research Supervisor Dr. Mohammad Ziaulhaq Mamun, Professor, IBA whose constant guidance has helped me to conduct this journey in the right track. It will not be justified on my part if I fail to offer my heart-filled thanks to all other faculty members and staffs of IBA for their continuous suggestions and effort in every step of this adventure.

In this journey, the motivating factors were my parents and my wife Kanya Hemman was the lifesaver. I also like to mention my three kids Nameera, Keeyan and Nayla, who have lived with me through the adventure and shown great understanding and love, especially when it was needed. Besides, I thank all my family members, well-wishers and representatives from industry and academics who have directly or indirectly contributed to my research.

Mohammad Naveed Ahmed

DECLARATION OF ORIGINALITY

I declare that the thesis entitled “Factors Affecting Bangladeshi Home Appliance Retailers’ Purchase Decision” under the supervision of Dr. Mohammad Ziaulhaq Mamun, Professor, IBA for the Award of Doctor of Business Administration Degree under Institute of Business Administration, University of Dhaka is my original work and has not formed the basis for the award of any degree, fellowship or any other similar titles.

Mohammad Naveed Ahmed

Registration Number: 26/2014-15

Date of Joining: 26-10-2014

CERTIFICATE

This is to certify that the thesis entitled “Factors Affecting Bangladeshi Home Appliance Retailers’ Purchase Decision” is an original research work submitted by Mr. Mohammad Naveed Ahmed for the award of Doctor of Business Administration at the Institute of Business Administration, University of Dhaka under my guidance and supervision.

The results embodied in this thesis have not been submitted to any other University or Institute for the award of any degree or diploma.

Dr. Muhammad Ziaulhaq Mamun, Professor, IBA
Chairperson, DBA Program, IBA
University of Dhaka

Abbreviations

ANOVA	Analysis of Variance
BCG	Boston Consulting Group
BOI	Board of Investment
BPDB	Bangladesh Power Development Board
EFA	Exploratory Factor Analysis
EKB	Engel, Kollat and Blackwell
GDP	Gross Domestic Product
KMO	Kaiser-Meyer-Olkin
MAC	Middle and Affluent class
SPSS	Statistical Package for Social Sciences
WDI	World Development Indicators

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ABSTRACT

Bangladesh's steady economic growth with improved living standard, rise of middle and affluent class (MAC) population (34 Million by year 2025), growth in urbanization (34.3% in 2015 from 26.8% in 2005), increase in household expenditure have made Bangladeshi consumer electronics market to experience a current value CAGR of 14% over 2009-2013 to reach USD 1.9 billion in 2014. This is also contributed by the growth of nuclear families and the number of working couples. This scenario has influenced the demand of usages of electronic home appliances in Bangladesh. Such increase in demand has opened up a new sector for the entrepreneurs to invest and market home appliance goods in Bangladesh market where many local and foreign marketers are in competition at present to get their share in this relatively new market. These marketers sell their products through retailers and it is very important for them to be able to convince the retailers to buy their goods. That is why, for successful marketing of a new product, marketers must know the factors that influence retailers' preference to buy products.

The objective of this study is to identify the factors influencing purchase decisions of the electronic home appliance retailers while acquiring goods for their facilities, such as shops or showroom, in Bangladesh. Based on this scenario, this study primarily focuses on the fact that lack of understanding about the purchase decision factors that impact the retailers purchase decisions is leading to not identifying them as strategically important tools to improve their market share in the small electronic home appliances industry of Bangladesh.

Literature review helped to identify the 50 variables and further, qualitative and quantitative analysis (descriptive, analysis of variance, factor analysis and regression analysis) was conducted based on a survey on 387 retailers from 8 divisions of Bangladesh to identify the 13 factors influencing their purchase decisions. Among the 13 factors the following 7 factors are the prominent ones: Brand Image and After Sales, Product Portfolio, Customer Satisfaction, Country of Origin, Financial Position, Social Media Presence and Compliance.

Major outcome of this study has been to identify the most important variables which home appliance marketers can use to create their promotional strategies. The 50 identified variables are again subdivided into 4 segments: primary, secondary, support and minor attributes based on their importance in retailers' preferences. The study has also identified the retailers' preferences while purchasing their goods based on their locations, job status and educational background so that marketers are able to do better target marketing.

Key Words: Purchase Decision, Bangladesh Appliance Market, Home Appliance, Retailers' Decisions, Electronic Appliance

1.0 INTRODUCTION

1.1 Background

Home appliances refer to the household appliances or machines that to improve people's living quality. The tasks that home appliances or machines accomplish include some routine housekeeping chores such as cleaning, cooking, ironing, blending, dusting, food preservation or preparation. Nowadays, modern families use various electronic home appliances to make their household chores easy and less time consuming (Janaki, P and Shanthi, P, 2013). This kind of appliances generally uses electricity to run.

Statista (2018) mentioned that home appliance industry is projected to grow in response to the high demand for electrical devices needed in the household. The global consumption of household appliances amounted to USD 420 billion in 2013, which is forecasted to reach 589 billion by 2020. Over the last 10 years, sales of global major domestic appliances have shown a steady upward trend. In 2018, about 550 million appliances are estimated to be sold worldwide. Bangladesh is also experiencing this sector's growth in similar way.

According to Euromonitor International (2014), Bangladeshi consumer electronics market had seen a current value CAGR of 14% over 2009-2013 to reach USD 1.9 billion in 2014. This growth of consumer electronics sales is contributed by the growth of the middle-class population, introduction of new products and improved customer sophistication. Thus the local brands of electronic home appliance products are also becoming popular along with the available international brands in Bangladesh. In fact, the electrical and electronic sector is one of the rapidly growing sectors in Bangladesh. Statistics show that there are more than 3,000 electrical and electronic enterprises in operation across this country, combining all types of industries and engaging over a million people. The Industrial Policy 2016 included electronic sector as a sub sector of energy savings in which there are a number of other sectors, such as LED, tube light, electrical plugs. A number of electronic and electrical manufacturing industries have been established in the country with the increase in standard of living and per capita income.

Television, refrigerator and air conditioner manufacturing factories are among the country's fastest growing home electronic sectors.

As Bangladesh's economy is experiencing steady growth in its GDP with improved living standard (Masud, 2018), the electronic home appliance market is also making rapid progress as well. In a recent survey report published by Business Initiative Leading Development (BUILD), it was mentioned that the Bangladeshi electronic home appliances, assembling and manufacturing sector has achieved an investment around BDT 5.0 billion in the recent years where television, refrigerators and air conditioners are the major products of the electronics home appliance industry (Begum, F.A., Zami T., 2018).

In earlier year, the electronics industry was dominated by imported foreign brands in the recent past, but the situation has changed entirely. The first transition to local value addition was through introduction of assembling plants. Walton, Butterfly, Rangs and some others moved to assembling electronic goods locally. However, as the market grew rapidly, local companies as well as foreign ones realized the potential in the market. As a result, local assemblers began to develop their manufacturing facilities, produce components locally while importing a few technical components from abroad. The international brands also became keen to expand their foothold in the Bangladeshi market. A number of Korean brands have recently formed joint ventures with local counterparts to establish factories for assembling/manufacturing of electronic goods. Bangladesh mostly assembles consumer electronics items such as televisions, DVD and CD players, radios, refrigerators, air conditioners, ovens, electronic fans, blenders to a large extent. The key challenge of this industry is to ensure technical assistance and updated technology orientation to maintain the performance reliability in this industry. Another key challenge of this industry is to develop significant capacity and skill in assembling and manufacturing different types of electronic components and parts.

Considering Bangladesh's economy, mass people do not buy small home appliances whenever they want. They buy the product when they have little savings or when they

really need it. So, in the home appliance sector, the consumer becomes very choosy when it comes to the purchasing decision. Whereas, in developed nations this purchasing decision might differ as they buy the home appliance as it is a basic need to lead their daily life (Appendix 8). Bangladeshi lower and middle-income consumers usually buy electronic products for long time usage. In general, a family may be able to afford three to four refrigerators during its lifetime (BBS, 2007). Several Bangladeshi firms have used the cost leadership strategy successfully to popularize electrical goods like air conditioners and other products to the middle-income and lower-income segments. So, for Bangladesh market, competitive advantage of a home appliance marketer does not only mean giving better or nicer product than the competitors, but also identifying the wants and expectations of the customers and profitably meeting or exceeding those expectations. For example, Euromonitor International Report (2014) identifies that many customers complain about few electronic marketers that they are giving poor service, but again their sales is increasing for their attractive warranty¹ offers or for some other factors.

In addition, industry experts opine that when people think of buying an electronic appliance, they prefer to buy from the pool of imported brands such as Sharp, Panasonic, Siemens, Whirlpool and many other brands as such. However, in most of the cases the mass people end up buying a local brand or may be a counterfeited imported brand (Triandewil, E. & Tjiptono, F., 2013) due to the purchasing ability of the buyers. Nevertheless, this situation varies based on the level of income of the consumers. The primary decision of buying imported brand goods becomes the final decision for the people belonging to the group with higher income. On the other hand, the mass people tend to go back home with the product of local brands, such as Walton, Miyako, Vision, Transtek, Noka, Nova or Novena. In addition, it is noticeable that there is a presence of foreign brands only in the urban areas of Bangladesh, but local brands are dominating the mass market of Bangladesh. Salman (2009) opined that the price of consumer electronics remains the deciding factor in Bangladesh.

The scenario mentioned above does emphasize the fact that Bangladesh is a potential market for both local and international home appliance marketers. According to the Board of Investment of the Prime Minister's Office (2016), the high skill, low cost labor resource of the electronics sector in Bangladesh offers companies great returns on investment. Whilst the global market for semiconductors is worth in excess of \$200 billion and is dominated by the Asian economies, Bangladesh has significant financial and economic factors in its favor that makes it the best choice for many companies. The highlights of this sector are:

- Semiconductors Manufacturing could be established as a separate industry;
- Bangladesh is one of the largest cell-phone markets in South Asia;
- Bangladesh is experiencing a rapid growth in electronic home appliance market;
- The labor-intensive nature of the electronic industry matches the ability of Bangladesh to provide a high skilled labor source.

In recent years, it is observed that, many Bangladeshi firms have established technical collaboration with their European and Asian electronic firms to provide electronic goods at competitive prices which is leading to great potential for expansion of electronic appliance market. Bangladesh's main advantage of electronic industry is its skilled, trainable and low-cost human resources. Moreover, for the investors, the key attractive issue is the growing domestic demand and opportunity of international market access. For Asian economies like Malaysia, Singapore, Korea and Thailand, a major portion of the GDP is complemented by the electronics industry. Not long ago, Bangladesh was totally dependent on imported electrical and electronics goods. But at present, due to infrastructural development and entrepreneurs' efforts, few of the electrical and electronic items are produced in Bangladesh and in few cases; the assemblers and producers are considering export of these products. While export diversification is one of the challenges for Bangladesh to reduce dependency on a single product, this industry can be a new area to add to the export basket if proper policies are formulated carefully.

The growth of appliance businesses in Bangladesh makes the appliance marketers to develop sales channels which include producers, consumers or users and the various

middlemen like wholesalers, selling agents and retailers or dealers who mediate between the producers and consumers. Thus, the channel serves to connect the gap between the point of production and the point of consumption (Alma, A., Duman, T., 2013). In general, the consumers or the end users, buy the appliance goods from the appliance showroom or retailers (Sun, 2007). So, the appliance marketers need to focus on making the retailers display their (marketers) products. The appliance marketers' goods are actually shelved or racked based on the final decision of the retailer. The retail buying process, and those involved, play an important role in the marketers' sales figure and profitability as they ultimately determine which products and brands are made available to the consumer. The role of retail buying decision is not only involved with making decision on which products to buy and which suppliers to buy from, but also the retail buying process is involved with how these purchases will generate revenue. Now the retail buyer is also involved in activities previously which were undertaken by the commercial, operational and sales functions. Now the retailers sometimes are involved with functions like product development, market analysis, sales forecasting and range, assortment, and brand management. Home appliance marketers need to understand how each activity (from manufacturing to end user) of them is helping their customers to buy the product. By determining these roles, home appliance marketers can understand the strategic advantages or disadvantages of their activities.

The nature, organization and implementation of the buying process of the appliance retailers are influenced by a range of internal and external factors including the scale of the organization, the product categories they deal with, and the business's market position within the competitive environment in which it operates. In addition, the responsibilities of, and activities undertaken by, a retail buyer or buying unit will reflect the company's corporate culture, resource base, and organizational structure. Even though there are common approaches to retail buying, there are a number of factors which determine the actual implementation of the buying process. The underlying principle of doing this research is to find out the factors affecting home appliance retailers' purchase decision regarding acquiring products for their showroom, and the outcome of this research will

primarily facilitate the appliance marketers to develop their marketing strategy focusing on the retailers' requirements.

1.2 Issues and Problems

Bangladesh has been gradually progressing as a middle-income nation due to its improvement in several macroeconomic factors, such as increasing trade liberalization, apparel and remittance driven growth and growing domestic middle-income population (Bhattacharya, D. and Khan, S. S., 2018). Based on a recent study by BCG (2015), it is expected that by 2025 the Middle and Affluent Class (MAC) population of Bangladesh will be around 34 million. MAC population refers to those whose monthly household income is more than USD 400 and these groups have higher demand for consumer durables and other items.

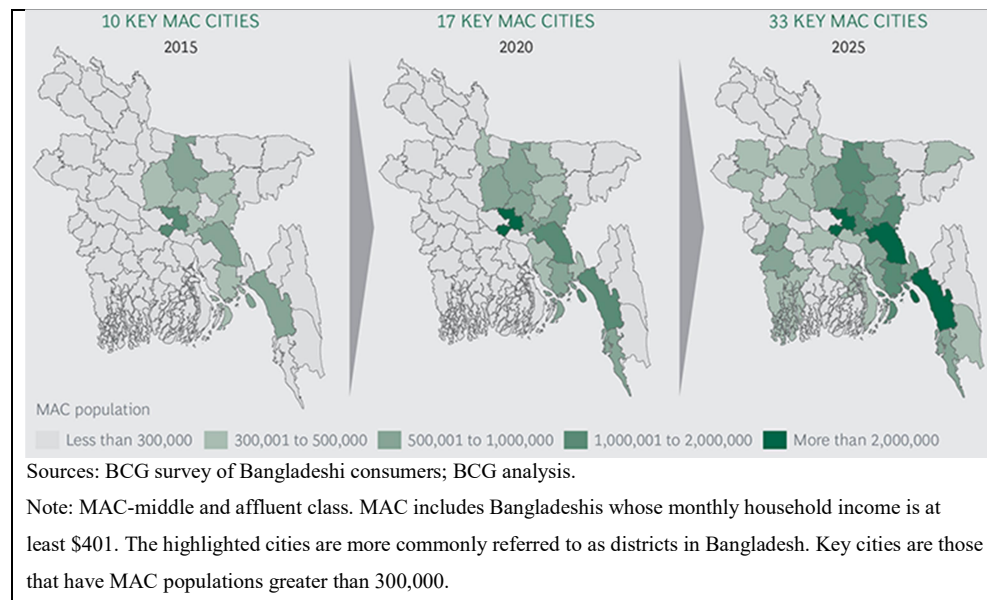
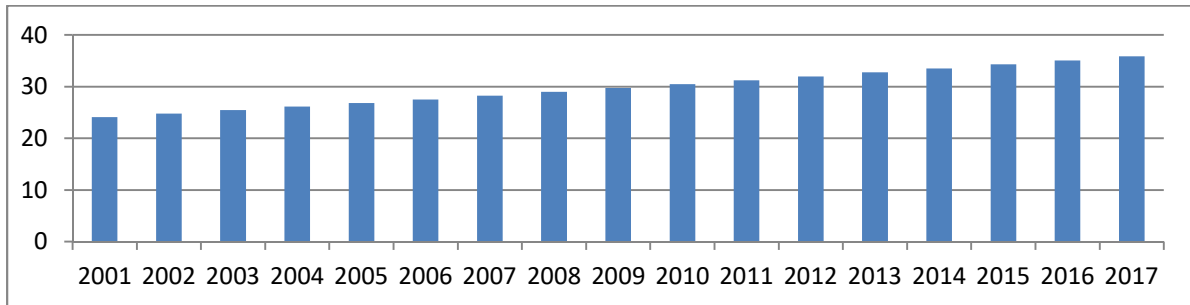


Figure 1: Growth of Key MAC Cities of Bangladesh

(Adopted from BCG Analysis)

This consumer class has the intention to buy (demand) and also the capacity (affordability) to buy the goods, and the major target for the marketers of the consumer

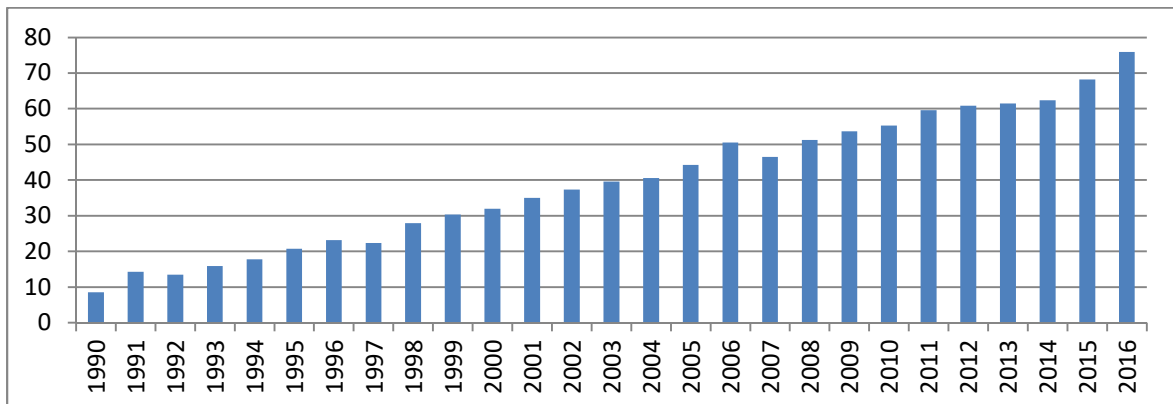
durables. In 2015, MAC population was 11.7 million constituting 7% of the total population and expecting to be triple by 2025 based on the BCG report.



Source: World Bank WDI Data set

Figure 2: Growth of Urban Population (% of Total)

Even though the majority of the Bangladeshi population lives in the rural areas, the total population living in the urban areas has increased to 34.3% in 2015 from 26.8% in 2005. Urban areas also have an increased number of nuclear families² and the number of working couples has increased as well. This scenario has influenced the demand of usages of electronic home appliances in Bangladesh.



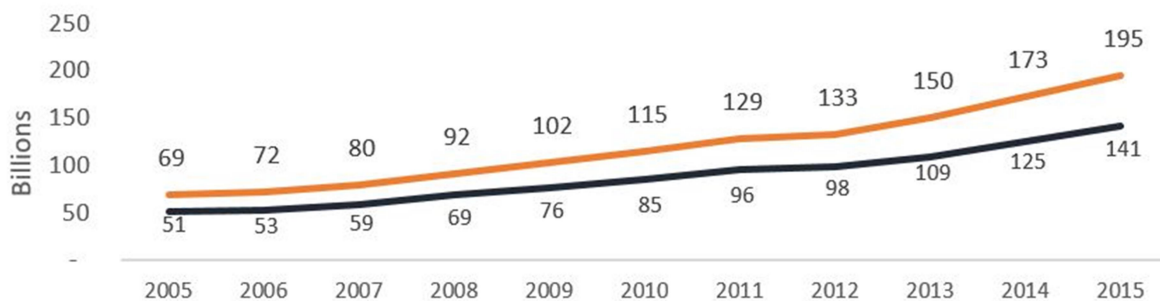
Source: Power Development Board Bangladesh and WDI, World Bank Data Set

Figure 3: Growth of Access to Electricity (Access to Electricity % of population)

Figure 3 shows that access to electricity has improved from 9% in 1990 to 60% in 2010 along with being the world's largest and most successful base of solar home systems by installing 4.5 million off-grid residences. Since 2009, 7000 MW of electricity was added

to the national grid and Bangladesh government's power system master plan targets to provide uninterrupted power supply while increasing capacity to 34,000 Megawatts by 2030. The improvement of the electricity availability rate throughout Bangladesh has also improved the demand of electronic home appliances in the rural market. This situation motivates the local entrepreneurs to launch local home appliances brand to enter into electronics market, where the majority of the population still prefers the international brands over the local ones due to the perceived quality considerations. However, the consumers with low income are considered as price sensitive and are willing to purchase local brands with affordable pricing.

The figure 4 shows an upward trend in household consumption expenditure in Bangladesh. The disposable income in comparison with the upward trend of household expenditure indicates the emerging capacity of the spending of the overall household. As the household expenditure increases, the demand for improved quality life will be required. And electronic appliances will play a role in making life easier and more comfortable.



Source: World Bank WDI Dataset, adopted from BCG report

Figure 4: GDP Vs. Household Consumption Expenditure

In Bangladeshi market, there is the presence of international brands that have become stronger but also costlier as well. Few Bangladeshi manufacturers target the lower middle income group with attractive price and after sales services. Bangladesh's market also has other cheap Chinese brands, but consumers in general, prefer investing in good quality products from top local and international manufacturers.

As this home appliance segment is a relatively new and growing segment for Bangladesh, many local entrepreneurs are investing in this segment and trying to promote their products in the market. Based on the industry experts' opinions, the traditional point of sales for the consumers to buy the electronic home appliances are the home appliance retailers. The research of the study can affirm from his personal experience that retailers buy goods or services from the appliance marketers by looking at what the marketers offered them in their goods or services. In competitive appliance business, traders will not adhere to do sourcing from a single firm; rather, they tend to switch for better offering. Therefore, marketers must understand few things such as what the retailers want in the goods or services and how their actions are impacting their purchase decision and the value propositions. This case can be explained better through the below hypothetical dialogue between the marketer and retailer:

<p>Marketer: We do not have dealer in your <u>area</u>, are you interested?</p> <p>Retailer: What is the <u>brand</u> of your appliance item?</p> <p>Marketer: Miyako.</p> <p>Retailer: <u>Original</u>? What is the <u>country of origin</u>?</p> <p>Marketer: We manufacture them in different countries and some are assembled here. <u>Good Quality</u> is maintained and we have got <u>good customer reviews</u>.</p> <p>Retailer: Do they have <u>warranty</u>? How about <u>after sales support</u>? And what is the <u>price</u>?</p> <p>Marketer: Yes, for some products, we offer <u>service only warranty</u> and for some <u>full replacement warranty</u>. All are mentioned in the <u>package</u> of the goods. The packages are <u>well designed</u> and <u>attractive</u>. All <u>spare parts</u> are available in our <u>service center</u>. <u>Price</u> is <u>good, competitive</u>; and good quality needs to come in good price, HaHa.</p> <p>Retailer: Hmm. What is my <u>commission</u>? Who pay for the <u>logistics</u>³ or you will <u>deliver</u> it.</p> <p>Marketer: yea.... These things can be negotiated... let me talk to my supervisor!</p>

(Hypothetical Dialogue From Researcher's own Experience)

So, from the above situation, it can be easily identified that retailers' have many issues when they do their retail buying for their stores, thus these issues are required to be known by the appliance marketers so that they can promote their appliance goods better in the market than their competitors. There are so many options available to consumers today, as well as resources for researching and comparing businesses side by side. With so much competition, marketers are constantly challenged with creating a name for their

company. When a consumer buys the goods from the retailer, the retailer apparently still gets to choose which items they want buy from the wholesalers⁴, distributors⁵ or manufacturers and display for sale. Based on this scenario, the problem statement of this research can be as the following:

Appliance marketers need to understand the factors affecting the appliance retailers purchase decision regarding acquiring goods and learning more on these factors would enlighten the marketers to use them as key tools to increase their sales in electronic home appliances industry.

1.3 Research Question

According to the electric consumption data of Bangladesh (Appendix 7), it can be identified that dependence on electric appliances is increasing in every household. Due to this reason, Bangladesh has seen the increase in the number of traders, marketers, and manufacturers of electronic home appliance sector in the past few years. Considering the country's small home appliance industry, it is a relatively new sector, where a gap of research on the retailers' buying behavior is observed. This study aims not only to bridge the gap of knowledge on appliance retailers' buying behavior but also to find out the factors that contribute to the successful buying decision of the home appliance retailers.

The major focus of this paper lies on to the following research question: *How does a home appliance retailer makes a purchase decision when he / she acquire goods for his / her store or showroom?*

In order to answer this research question, different elements of their decision making process needs to be analyzed. Underlying the main question, several working questions exist, such as:

1. Which factors influence retailers' purchase decision when they acquire goods?

2. Do logistics related factors influence their purchase decision as they need to transport the received goods to their facility from the appliance marketers' facility?
3. Do appliance marketers' marketing and sales related factors affect their purchase decision?
4. Do after sales issues influence their (retailers') purchase decision?
5. Does the marketer's company image impact their purchase decision?
6. Do the retailers only consider their profit when they acquire goods?
7. Where should the home appliance marketers focus on when they promote their goods to the retailers?

1.4 Research Objectives

1.4.1 Broad Objective

To find out the factors which affect Bangladeshi home appliance retailers' purchase decisions when they acquire goods for their store or showroom

1.4.2 Specific objectives

1. To get an overall idea on Bangladeshi appliance retailers demographic facts and preferences.
2. To find out the specific factors that influence retailers' purchase decision when they acquire goods.
3. To find out the logistics related factors that have an impact on their purchase decision.
4. To find out the marketing and sales related activities that have impact on their purchase decision.
5. To find out how the after sales service related issues provoke appliance retailers purchase decision.
6. To find out the Appliance Company's image related factors that impact their purchase decision.

7. To formulate a regression model of the retailers' purchase decision that can be used by the appliance marketers.

1.5 Hypothesis

On the basis of the objectives, the following hypotheses are developed:

H1: There is no significant relationship between organization functions and retailers' purchase decision.

H2: There is no significant differences among logistics related organization functions based on retailer's store location, job status and educational background.

H3: There are no significant differences among marketing related organization functions based on retailer's store location, job status and educational background.

H4: There are no significant differences among after sales service related organization functions based on retailer's store location, job status and educational background.

H5: There are no significant differences among company image related organization functions based on retailer's store location, job status and educational background.

1.6 Rationale

To understand the rationale of this research, one must understand the possibility of appliance the growing appliance industry of Bangladesh which is complemented by the following economic factors:

Rise in Disposable Income: Increase in per capita income as a direct influence of increased GDP growth will lead to more disposable income and increasing trend of working women will drive demand for home appliances such as cooker, iron, washing machine and other products.

Growing Demand in Rural Markets: The rural market in Bangladesh constitutes approximately 70% of the households and with the penetration of electricity and increase in income, the demand for consumer durables also increased in the rural and semi-urban areas.

Increasing Affordability of Products: Many consumer durables, which were once regarded as high-end luxury products, have now become common household necessities. This has become more possible for the availability of instalment facility or for bank's offering 0% interest loans through different credit cards.

Replacement Cycle of Appliance Products: Ernst & Young (2015) mentioned in their study that, for Indian market, the replacement cycle of appliance goods have been reduced to 4-5 years from 9-10 years in this sector. For Bangladesh it is expected to be similar as they are neighbouring countries and share similar norms in some aspects.

Urbanization: The urban population is projected to increase from 34% in 2015 to 40% of the total population by 2021 (World Bank) in Bangladesh.

This research primarily studies the appliance retailers purchase decision factors as to capacitate the increased demand of the household appliances by the end users, organised retail stores will raise in number throughout the country. Growing demand in both urban and rural markets will increase store numbers in the centre as well as in the outskirts. At this point, there is a need for contribution in the existing literature for the marketers to sell their goods to the retailers. How the household electric appliance marketers may attract the retailers to purchase their products still lack sufficient research. Therefore, identifying the important factors influencing retailer's purchase intention is necessary. The research is required to link the marketers' understanding with the retailer's understanding, more precisely how marketers' actions are influencing the retailers' purchase decisions. This body of knowledge will enrich marketers' understanding of these factors as a profit generating tool and contribute in their increase of sales. Furthermore, as competition is increasing in the appliance industry, which means firms need to offer unique products to be sustain in the market. With a better understanding of customers' purchase behaviour, marketers can take actions. This research will also contribute in the existing literature by adding a regression model on appliance retailers purchase decision model which marketers can use to check where they can focus on making themselves different from all other existing home appliance companies of the country.

1.7 Scopes and Limitations

Electronic appliances are limited to several divisions such as white goods, handheld gadgets, home appliances and many other products. This study will be limited to the home / kitchen appliances retailers only as per the definition of Cambridge dictionary. Based on this definition, home appliances refer to the kitchen appliances like blender, oven, electric iron, rice cooker, gas cookers, microwave oven, electric oven, toasters and refrigerators.

As per the definition of Cambridge dictionary, a retailer refers to a person or business that sells goods to the public in relatively small quantities for use or consumption rather than for resale. Considering the idea of dominance of local brands in the mass market, the major focus of this research will be limited to local branded electronic home appliance retailers only. This retailer can be a merchant or occasionally an agent or a business enterprise, whose main business is selling directly to ultimate consumers for non-business use. This individual or firm performs many marketing activities such as buying, selling, grading, risk-trading, and developing information about customer's wants. A retailer may sell infrequently to industrial users which are recognized as wholesale transactions. So, the working definition of this research is if the 50% amount of volume of business comes from the sales to ultimate consumers, the firm or individual is classified as a retailer.

The study intends to find out the factors which impacts retailer's purchase decision, for which the scope is limited to the independent home appliance retail stores only. For example: RFL Best Buy or Walton Plaza are not considered for this research, but RFL or Walton brand dealer is considered as RFL best buy or Walton Plaza purchase is dependent on the management's decisions, but the RFL or Walton brand dealer can choose the goods which he or she can sell on their store. Retail chain stores like Agora and Swapno are also not considered in the scope of this research even though they do retail sales of appliance goods as their purchase is based on the full company management. Moreover, the researcher has considered appliance retail stores that solely manage their retail purchases and are independent from the from appliance marketers in

terms of stocking and making purchase decisions. An example of such retail appliance store can be the electronic appliance stores around Dhaka Stadium Market who sell either single branded appliance items or multi branded appliance items.

The limitation for this research is the secondary data because very limited research has been done as it is relatively new sector in Bangladesh context. So survey and interviews were employed to find out why retailers are buying the products.

The major limitations of this study which were not within the hands of the researcher are listed below:

1. The study is conducted on the major divisions of Bangladesh based on stratified sampling where some rural places may not be considered. So the result may contain more perceptions from the retailers from the divisional headquarters of each district.
2. The limitations of statistical methods applied for analysis would also apply to this study. The data and information furnished by the respondents are based on their perception in this field, so the research must rely on this data.
3. Doctoral dissertations are often constrained in their scope by a lack of resources, time, or funding (Sekaran & Bougie, 2009). This research is especially constrained by the lack of time. DBA thesis needs to be completed in 24 months after the completion of 24 months of coursework. So time limitation is inevitable for this research.
4. The whole purchase decision process includes four stages: Problem recognition, searching for information, evaluation of alternatives⁶, purchase decision. However in some actual buying processes, buyers may skip or reverse some stages (Blackwell, Souza, et al.; Quester et al., 2011). This thesis does not examine such issue.
5. Bangladesh appliance products pricing depends on customs taxation and duties. So the mentioned issue impacts a lot in pricing which at the end impacts the purchase decision.

Furthermore, some grey economic⁷ issues like under invoicing, low value implementation in customs declaration has also impact on the product pricing and attributes which are not considered in this research.

6. The review of the literature showed that the relative importance of various attributes varies based on the choice calculus. The outcomes of this research pertain to the Bangladesh appliance market, indicating the outcomes of this research cannot be generalized to all the appliance market around the globe.

7. The inherent limitation of secondary data should be taken into consideration as the inherited limitation.

1.8 Conceptual Framework on Appliance Retailers Purchase Decision Making Process

This research provides a detailed information resource covering most of factors influencing appliance retailers' purchasing decisions in the Bangladeshi Home Appliance industry. The factors that are believed to affect appliance retailers' purchasing decisions are considered and adopted. The attributes are categorized into four segments identified from various literatures. The conceptual framework, as framed in figure 5, is developed from the literature review on purchase intention, purchase decision model, buyer's behavior, industrial buying behavior, retail buying behavior and porter's value chain model, which are presented in chapter three.

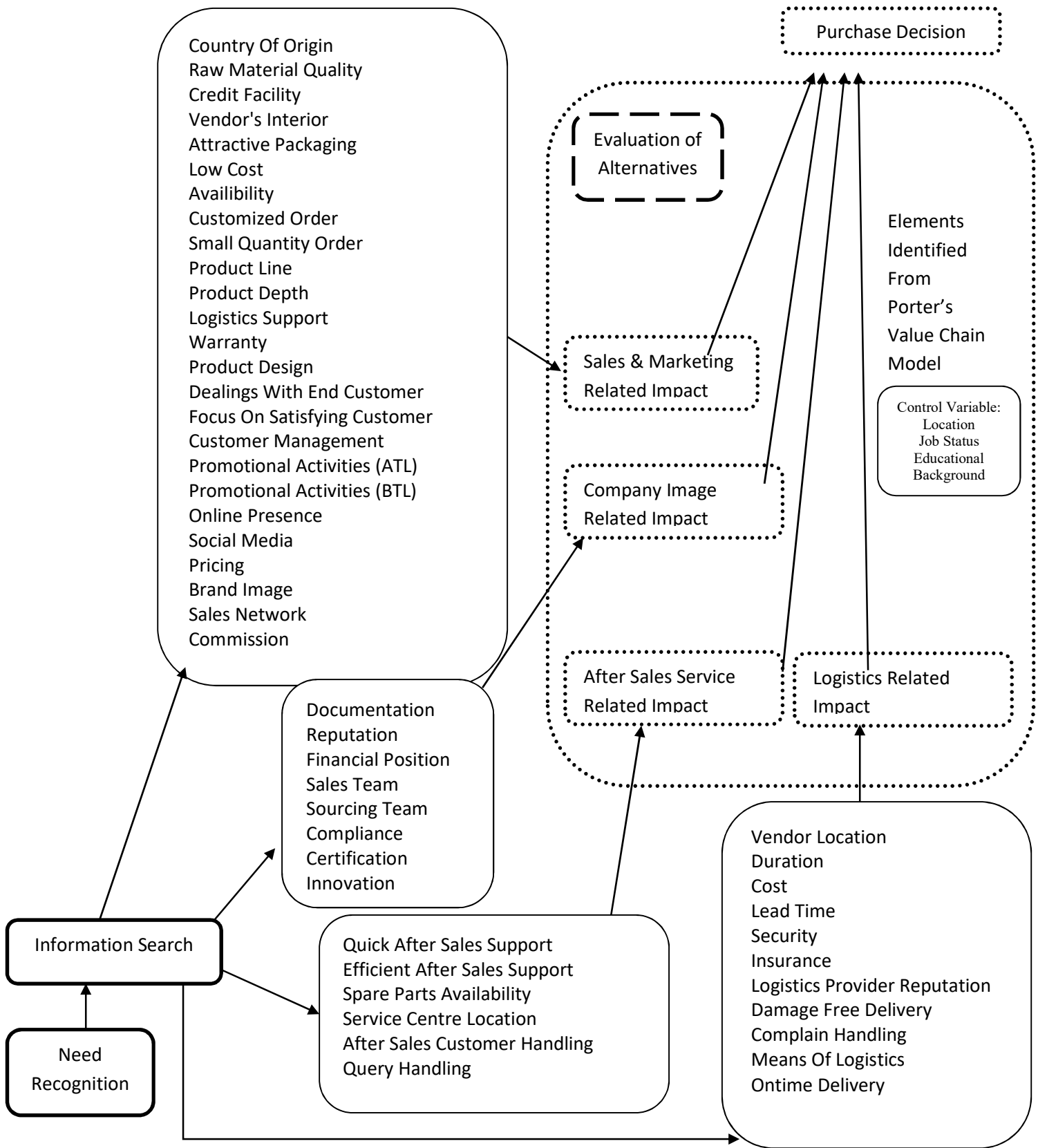


Figure 5: Conceptual Framework on Appliance Retailers Purchase Decision Making Process

2.0 METHODOLOGY

Sellitz, Jahoda, Deutsch and Cook (1965 p.50) define research design as the arrangement of conditions necessary to collect and analyze data in a way that aims to combine relevance to research objective with economy in procedure. The major objective is to plan and structure the research project in a way that increases the validity of the study (Mouton & Marais, 1996). It includes study type, settings, time horizon and unit of analysis. It is a way to systemically solve the research problem considering the logic behind the used methods which makes it capable of being evaluated.

Before moving to data collection and analysis of the empirical data, it is important to understand which philosophy should be used for the research purpose. Saunders et al. (2012) stated that a researcher is able to comprehend the main goal if the individual is guided by a research philosophy. Basically it helps the researcher to interpret the data. Mkansi and Acheampong (2012) also mentioned that positivism and interpretivism are the well-practiced research philosophies in business studies. While interpretivism tries to understand something in order to make interpretations of the gathered materials, whereas positivism refers to the laws that create society and seeks to find the evidence rather than understanding (Bryman & Bell, 2015). Since this study aimed at finding the factors that affect retailers' purchase behavior, it actually intends to find evidence that show retailers' purchasing activities. Thus the philosophy of this study matches the characteristics of positivism.

This is an explanatory study because it focuses on identifying the factors more clearly which influence retailer's purchase decisions while sourcing or acquiring goods for their store or facility. The objective of an explanatory study is to explain the characteristics of various aspects, such as the relationships between factors and, demographics of the purchaser (Kotler & Gary Armstrong, 2011). It is not used to provide conclusive evidence but used to understand the problem more efficiently.

The research will use both qualitative and quantitative research technique as it will assess the appliance retailers' preferences to understand the impact from various factors from the literature and from three focused group discussions of appliance marketers which took place in December 2016. In addition, the applicability of these variables was confirmed by conducting in-depth interview of three appliance marketers. This chapter describes the research methodology, the target population, sample size, data collection instruments as well as strategies used to ensure the ethical standards, reliability and validity of the study.

Figure 6 shows the methodological framework in brief which suggests that there are four complex variables (Marketing & Sales, Logistics, After Sales & Services and Company Image) in the main model, that are organization functions related and they may affect the retailers' purchase decisions. This model also shows the intention to check how each of the four complex variables are influencing the retailers' decisions, furthermore, the study intend to find how the overall organizational functions influences the purchase decisions. The framework aims to investigate the relationship between the 50 independent variables and the 5 dependent variable (Logistics, Marketing & Sales, After Sales & Services, Company Image, and Overall) – appliance purchase decisions of the retailers. Few demographics related control variables (Location, Educational Background and Job Status) are added in the research which is shown in the conceptual framework mentioned in figure 5.

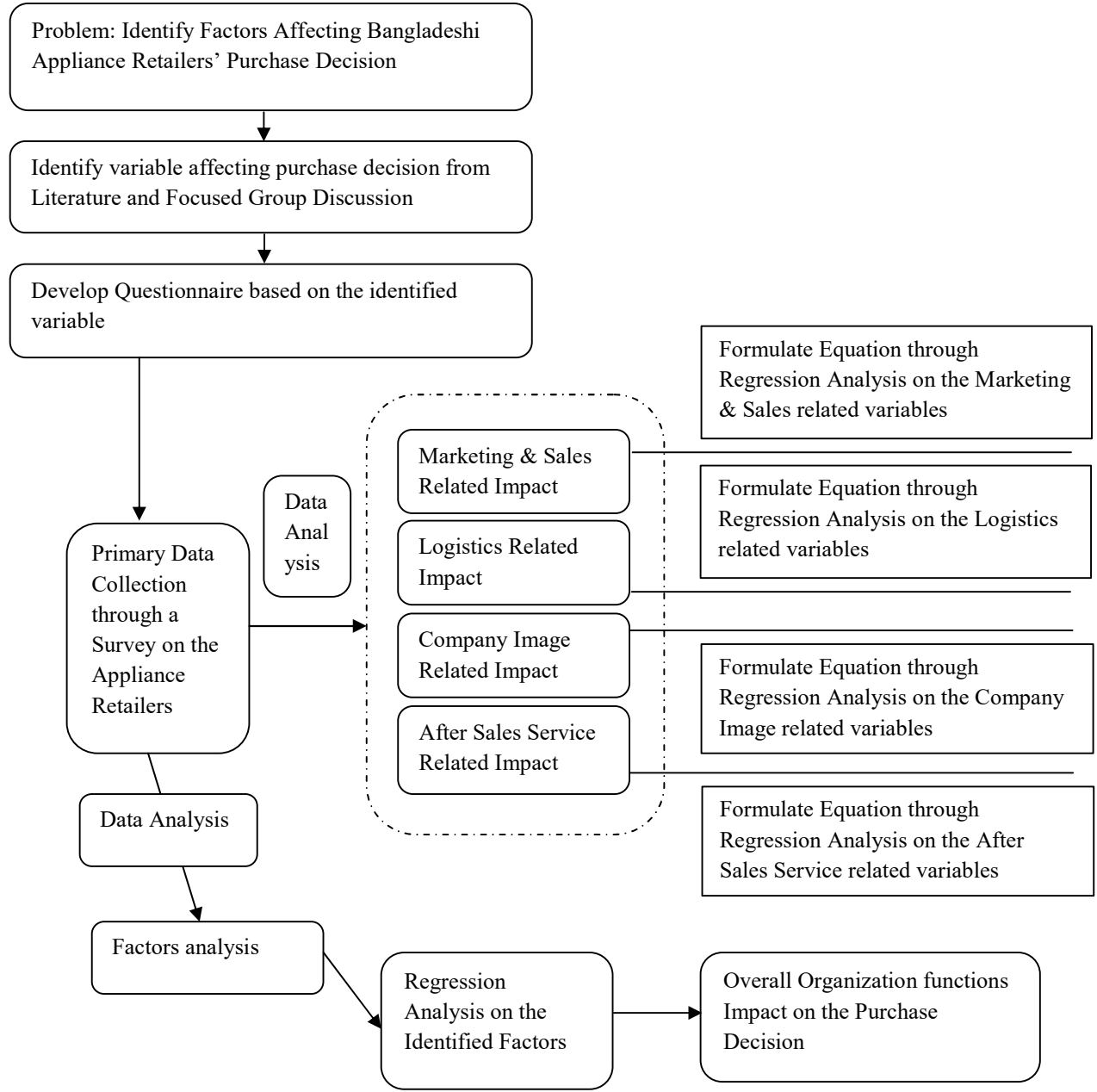


Figure 6: Research Methodology Framework

2.1 Data Collection

Ghauri et al. (1995) stated that when using a special technique for collecting data, the data can be either primary or secondary. Bryman and Bell (2007) add on by saying that primary data is the information that the researcher gathers on his own, for instance by using interviews, questionnaires and tests. On the other hand, secondary data refers to the data such as literature, documents and articles that are collected by other researchers and institutions (Bryman & Bell, 2007). In this study, both primary and secondary data were collected by the researcher.

2.1.1 Primary data

Primary data of a study are collected from the field under the control and supervision of the researcher either through experiment or survey. Such data can also be collected by one or more of the ways like by observation, personal interview, questionnaire, focused group discussion schedule, telephonic interview and in various other ways. For this research, the primary data is collected by mostly close-ended questionnaires and few open ended questionnaire surveys from different appliance retailers of Bangladesh.

Sekaran and Bougie (2009) depicted that a questionnaire is a set of pre-formulated written set of questions to collect primary data with maximum reliability. To be able to achieve a deeper understanding regarding appliance industry of Bangladesh, it has been considered necessary to do the survey in the respondents' natural setting such as their working environment. This approach is declared by Bryman and Bell (2007) as interpretivism which means that the researcher studies the object in its natural environment in order to achieve an understandable view of the theory. In this case, the researcher tried to understand the factors affecting retailers' purchase decisions while obtaining products for their showroom or for future trading. To reach further understanding regarding the factors, some of the appliance industry professionals of Bangladesh were interviewed as well.

Focus group discussion is frequently used as a qualitative approach to gain understanding of business issues (Freitas, H., Oliveira, M., Jenkins, M., Popjoy, O., 1998). The method aims to obtain data from a group of individuals selected through purposive sampling technique, rather than from a statistically representative sample of a broader population. The participants of the focused group discussions were appliance marketers of Bangladesh. To identify the variables for this research 3 focused group discussions were conducted in December 2016. Focused group discussions were handled in author's own office.

Table 1: Focused Group Discussion Schedule

Date and Time	Number of Participants
December 2 nd , 2016 3.00 PM	8
December 9 th , 2016 3.00 PM	8
December 17 th , 2016 3.00 PM	9

From the focused group discussions, the major outcome was from marketers' point of view what the retailers may want while choosing their products. Many variables came up during the discussions. However, they were again validated by the literature review mentioned in chapter three. Again, these variables must be checked with experienced marketers to understand whether these are truly applicable for Bangladesh or not. For this reason, face to face interview was carried out to cross check these variables.

Face to face interview is a form of direct communication between the interviewee and the interviewer to accumulate the information related to a specific issue (Zikmund et al., 2010). Here the interviewer can control and direct the situation towards his or her desired target on a specific idea. Here the interviewer can also gather more clarification on a specific idea if required. But this setting is very time consuming and expensive and suitable for a small-scale research. Based on this reason, 3 appliance marketers are interviewed to validate the applicability of the variables found from literature review and focused group discussions. The appliance marketers were selected based on the criterion that the individual must have at least 5 years experiences in appliance marketing business

in Bangladesh. Second criterion is that the appliance marketers must be linked with the product sourcing decision making as well.

Table 2: Appliance Marketers' Interview Schedule

	Appliance Marketing Business Experience	Educational Qualification	Interview Date
Interviewee 1	More than 20 years	Postgraduate	January 25, 2017
Interviewee 2	7 Years	Postgraduate	January 27, 2017
Interviewee 3	5 years	Graduate	January 27, 2017

The main focus of these interviews was to check if the identified variables from literature review and focused group discussions are applicable in Bangladesh or not. Based on these industry experts' comments, the list variables were amended by adding and cancelling some variables. In this way, all the simple variables for this study were generated.

The primary data were collected from the Bangladeshi appliance retailers based on the scope mentioned earlier from the month of August 2017 to April 2018.

2.1.2 Secondary data

The secondary data of the study were gathered from the previously published resources. The secondary data collection involves less cost, time and effort, and yet tend to be more accurate. A reason for these data to be precise is that they have been tested already for their reliability and validity by other researchers. The literature reviews helped to identify the variables for this study as well. The internal sources and external sources are considered as the major two ways of collecting secondary data (Salkind, 2010). Internal sources of secondary data are sales records, marketing activity, cost information, distributor reports/feedback and customer feedback which in many cases have confidentiality issues involved. Various external sources of secondary data are government publications, foreign government publications, journals, publications of trade

associations, books which are available for public (Tripathy, 2013). The secondary data were critically evaluated and collected from books, scientific articles, company reports and internet sources, in order to obtain a better insight of the situation of home appliance industry of Bangladesh and to support the theoretical as well as methodological base of the study.

2.2 Population and Sample Frame

All Bangladeshi Home Appliances Retailer are the population for this research, hence any Bangladeshi appliance retailers can be included in the sample frame. Here, the retailer refers to the appliance retail store proprietors, managers or the employees of an appliance retail store. The participants were asked to fill the questionnaires (self-administered survey) through personal contacts and visits at their natural workplaces during working hours.

Furthermore, another criterion was that the retailer should not be controlled or owned by the marketer's company. For instance, a company's showroom is not included in the sample as a company's showroom employees do not have any control over the purchase decision making on the product. But the appliance retailers who are recognized as dealers or distributors are included in the sample as they can decide which products to sell and which not to sell independently.

2.3 Sample size

A research population is the collection of individuals or objects that have similar characteristics (Castillo, 2009). The population of the current study includes the electronic home appliance retailers of Bangladesh. Sampling is considered as the selection of a group of individuals from a statistical population to draw the characteristics of that entire population (Parasuranaman et al., 2004). A conclusion resulting from the sample about the population could be able to achieve the research objective (Saunders et al., 2007). David (2005) refers sampling as a "process of selecting sample cases or subset

of sample cases from a population giving all the sampling units equal chances of being included. Simple random sampling may be done by drawing of lots or with the use of table of random digits”. Likewise, Gill and Johnson (2002) do not provide a direct meaning but say that simple random sampling “involved the complete random selection of population members so that each member has an equal chance of being included in the sample”.

On the other hand, David (2005) recommends using the following formula and example recommended for the population more than 10000, the sample size could be as follows:

$$n = z^2 pq/d^2$$

Where:

n= the desired sample size

Z= the standard normal deviate, usually set at 1.96 which corresponds to the 95 percent level of confidence

p= the proportion in the target population estimated to have a particular characteristic. If there is no reasonable estimate, then use 50 percent (0.50)

$$q= 1.0 - p$$

d = Margin of error (here 5% has been taken as margin of error)

Where, z = 1.96; value of z at 95 percent confidence level;

$$\text{So, } n = (1.96)^2 \times 0.5 \times 0.5 / (0.05)^2 = 385.$$

Based on the given formula, it can be said that the required sample size can be 385 representatives for the research.

According to Hair (2006), to ensure the research’s reliability, the required sample size is $n \geq 100$ and $n \geq 5k$ where k: number of variables. Since the study has the sample size of 385 ($\geq 5 \times 50$ variable = 250), it can be considered as reasonably good sample size. Gorsuch (1983) and Hatcher (1994) suggested a minimum ratio of subject and variable to be at least 5:1 in EFA, the higher ratios would be more appropriated. For the study, the number of variables is supposed to be 50, so the sample size of 385 gives the approximate ratio of 10:1. Moreover, Comfrey and Lee (1992) recommended that “the adequacy of sample size might be evaluated very roughly on the following scale: 50- very

poor; 100-poor; 200-fair; 300-good". Therefore, the size of 385 participants is assumed to be suitable for this study.

2.4 Sampling Technique

It is the method or process of selecting representative part of the population for the study. The study is expected to include the appliance retailers of Bangladesh, so the sample size of 385 should represent 8 divisions of Bangladesh. For this fact, quota sampling which is a form of non-probability sampling technique is used to make data representation of all the divisions of Bangladesh. Each division's number of respondents quota is decided based on the total population of Bangladesh. According to 2011 Population and Housing Census population data, the final sample size / quota for this study will be as per the table below:

Table 3: Quota Sampling for Each Division

Division	Population (2011)	Ratio	Quota Based on Sample Size 385	Number of Respondents / Quota
Barisal Division	8325666	0.053562	20.62131	21
Chittagong Division	29145000	0.1875	72.18738	72
Dhaka Division	46729000	0.300624	115.7401	116
Khulna Division	15687759	0.100925	38.856	39
Mymensingh Division	11370000	0.073147	28.16162	28
Rajshahi Division	18484858	0.118919	45.78396	46
Rangpur Division	15787758	0.101568	39.10368	39
Sylhet Division	9910219	0.063756	24.54599	25
Totals	155440260		385	386

Source: 2011 Population and Housing Census conducted by the Bangladesh Bureau of Statistics

Within the quota, the researcher has reached the respondents based on convenience due to time and resource constraints. The convenience sampling technique refers to selection of sample which is at ease to access (Cohen, Manion & Morrison, 2007). The sample of 386 respondents was established and it was assumed that the suggested sample would represent the population.

2.5 Coordination Schema

Coordination schema is adopted for establishing linkages between each objective under a particular study. It is used to describe a system of arrangement of topic variables or factors of a study in a database so that anyone can understand it easily. Considering “Retailers’ purchase decision” as the main parameter for this study, four complex variables have been identified and fifty simple variables have been organized to develop the coordination schema mentioned in appendix 1.

2.6 Questionnaire Development

A questionnaire is designed to collect the data from the participants of a study. Closed-ended questions are used where users could decide to rate the situation in along the scale continuum. The questionnaire is finalized after pre-testing. There are 3 parts in the questionnaire adopted for this study that consists of the following:

Part A: Trading Related Questions

Trading related general questions are asked in this part of the questionnaire to get some overview of the nature of the business that the respondents are involved in.

Part B: Retailers’ Agreement on Statements Related to Factors Impacting Their Purchase Decision Regarding Acquiring Products

To develop this part, interview of 3 Bangladeshi home appliance marketers who are involved with have at least for 5 years’ experience, 3 focused group discussions of appliance marketers and relevant literature review have been done. From these interviews, FGD and literature review, the author has identified 50 attributes which may impact retailers’ purchase decisions when they acquire goods for their facilities. The Likert scale is applied to measure the strength of each of these attributes. The Likert scale, with reference to Cooper et al. (2006), is the most frequently used tool for summing rating scale of opinions of the participants. Scale-response questions are closed questions that limit the possible answers by providing the respondents with options from which to select

a response. They use numbers assigned to identify categories or rank order, or to identify equidistant points on a scale. Scaled-response questions measure opinions of responders directly by using scales (Neuman, 2010). On such rating scale, respondents are asked to rate the agreement among 5 statements expressing either a favorable or an unfavorable attitude towards the object of interest, which are: Strongly Agree (+2), Agree (+1), Neutral (0), Disagree (-1) and Strongly Disagree (-2). This part consists of 55 statements; however 50 independent variables and 5 dependent variables are established through these 55 statements.

Part C: Classification Data based on Retailers' Demographic Information

Four questions are asked in this part to get retailers' demographic information.

2.6.1 Pretesting

A pretest refers to a trial administration of an instrument to identify its flaws. When a questionnaire is used as a data gathering instrument, it is necessary to determine whether questions and directions are clear to participants and whether they understand what is required from them. Saunders et al. (2000), Donald R. et al. (2006) and Malhotra et al. (2007) agreed that to check reliability and validity, questionnaires should be pre-tested before final administration. Fink (2003) suggested that the minimum of 10 members for pre-testing is adequate (as cited in Saunders et al., 2007).

The researcher of the study conducted a pretest prior to administering the final questionnaire. There were 15 retailers from Dhaka city who were approached to answer the questions and give comments about the quality of the questionnaire. Everyone was informed of the purpose of the questionnaire. Most of the respondents reported that they had no difficulties in answering the questions, while some of them pointed out some lack of information. All the problems that were found during the pretest were amended. This procedure was carried out throughout the month of March 2017. The pretesting took place in author's own work office for convenience. On completing of pretesting the final step of administering the questionnaire was carried out.

2.6.2 Data collection administration

The researcher used a quantitative, descriptive survey design. Questionnaires were administered by the researcher himself and also by a research assistant to collect the data from a convenient sample of 387 appliance retailers across Bangladesh. Consent was obtained from the participants themselves verbally. The privacy and confidentiality of the participants was strictly maintained during data collection, and participants were not forced to respond any question. Respondents' business cards or contact information was collected during the survey to validate the collected data. However, few respondents were unwilling to share their contact information. In such cases, their retail store addresses were collected by the surveyor to ensure the validity of the data collection.

2.7 Statistical Tools Used

Before moving to Data Analysis, the researcher aimed at checking the Chronbach's Alpha value of the selected variables from the questionnaire survey data to find out the degree of internal consistency and reliability of the data. It is expected that Coefficient alpha value must exceed the minimum standard of 0.70 level to provide good estimates for retaining the items (Nunnally & Bernstein 1994). Bonett (2010) mentioned this value above 0.5 is also acceptable but poor. This study's questionnaire had a Chronbach's Alpha measuring 0.943 showing a very reliable data.

2.7.1 Descriptive statistics analysis

Mean, Standard deviation and significance of this study's data were checked based on the 5% confidence interval to identify the preferences of the appliance retailers at the time of their purchase decision of sourcing their goods for their retail outlet or store. Based on the retailers agreement, the mean is analyzed and again sub grouped into five segments: primary attributes ($\mu \geq 0.75$), secondary attributes ($0.75 > \mu \geq 0.50$), support attributes ($0.50 > \mu \geq 0.25$), minor attributes ($0.25 > \mu \geq 0$) and negative attributes ($\mu < 0$) with which marketers may check which are relevant for them to design new marketing activities to

boost up their sales. Based on convenience and judgmental view, the study has considered 0.25 as each groups range interval; which is close to half of all 50 variables mean and median (mean $0.5262 / 2 = 0.2631$, median $0.5207 / 2 = 0.2603$).

2.7.2 One way ANOVA

One way ANOVA test was conducted to check the differences of the preferences based on the control variables like Location, Educational Background and Job Status of the appliance retailers. From descriptive analysis, the preferred attributes are identified, but are the mean statistically different or not based on the control variables, can be checked with analysis of variance (ANOVA).

2.7.3 Exploratory factor analysis (EFA)

Exploratory Factor analysis explains and compares the way each respondent think of the suggestion that particular items are involved in specific factors (Cavana et al, 2001). For the study, this technique is applied to identify critical factors determining retailers' purchase decisions regarding acquiring products.

Moreover, in analysis process, two other factors must be taken into considerations which are Barlett's test of Sphericity and Kaiser-Meyer-Olkin (KMO) and Factor loading. Firstly, KMO measurement was adopted to determine the appropriateness of the data. If the value of KMO ranges between 0.6 and 1.0, it is assumed to be appropriate (Field, 2009). Otherwise, KMO below 0.6 might not be appropriate. This research has a KMO value of 0.901 which will be further discussed in data analysis section of this research.

So, based on the literature review, around 50 variables are identified and EFA was used to identify the factors which were affecting the purchase decisions of home appliance retailers.

2.7.4 Linear regression analysis

Multiple linear regressions are a statistic method used to describe relationship between a dependent variable and independent variables by fitting a linear equation to the data. Consequently, regression analysis could simply involve one dependent variable and one independent variable or multiple involving one dependent variable and two or more independent variables. Thus, it was applied to indicate how much of the variance in preferences is explained by the set of its dimensions. In this study, multiple regression analysis has been used because there is more than one independent variable. To know how good the estimated regression equation is, R^2 has been calculated, which is simply equal to the square of correlation coefficient. This measure is also called the coefficient of determination of a regression equation and it takes the value between 0 and 1 (both values inclusive). It indicates the exploratory power of the regression model.

The factors identified from the above step were used to do regression analysis to determine to what extent they had affected the purchase decisions where the dependent variable was retailers' purchase decision. However, the researcher has aimed at finding and evaluating 5 linear regressions based on the following idea:

Regression Analysis 1: Dependent Variable was how overall organization functions have impact on retailers' purchase decision and independent variable will be the selected factors from 50 variables through EFA analysis.

Regression Analysis 2: Dependent Variable was logistics related organizational functions influencing purchase decisions and independent variable will be 11 logistics related variables from identified literature review.

Regression Analysis 3: Dependent Variable was sales and marketing related organizational functions affecting purchase decisions and independent variable will be 25 sales and marketing related variables identified from literature review.

Regression Analysis 4: Dependent Variable was after sales service related organizational functions affecting purchase decisions and independent variable will be 6 after sales service related variables from identified literature review.

Regression Analysis 5: Dependent Variable was company image related organizational functions influencing purchase decisions and independent variable will be 8 variables identified from literature review.

3.0 LITERATURE REVIEW

The purpose of this chapter is to review the relevant literature in order to identify gaps, thus enabling the researcher to build a conceptual model for testing and identifying the factors influencing appliance retailer's purchase intention when buying or sourcing appliance products for their store or showroom. The chapter is organized into seven sections as shown in Figure 8. In section 3.1, the concept and background of purchase intention is briefly reviewed. Section 3.2 overviewed the purchase behavior and related models. The next section 3.3 discusses the issues related to retail buying. Porter's value chain model is discussed in section 3.4. Followed by this section, section 3.5 identifies the variables related to retail buying decision based on firm's activities. Bangladeshi home appliance sector is briefly overviewed in section 3.6 and research gap is discussed in section 3.7.

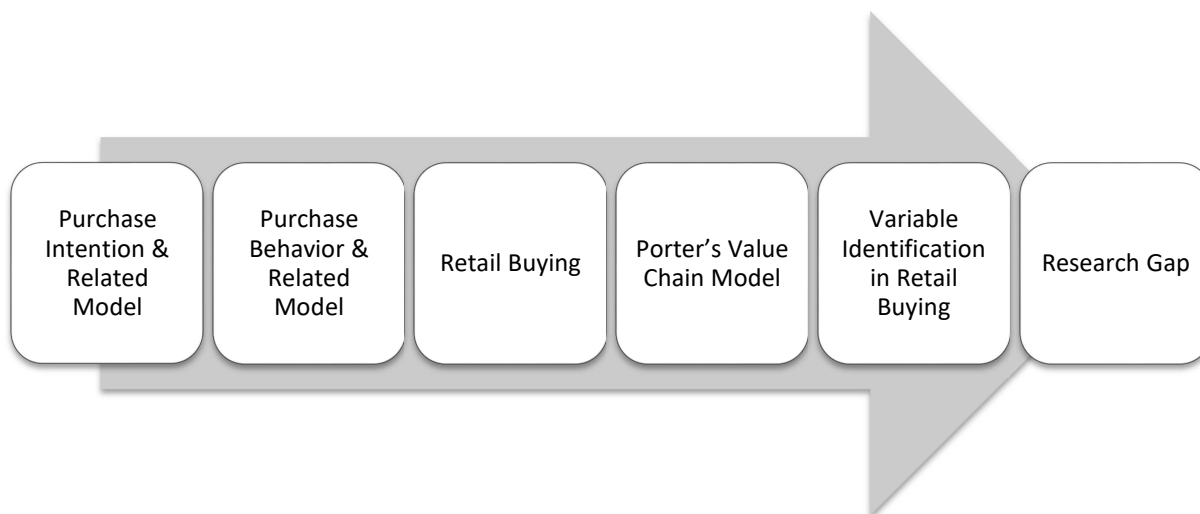


Figure 7: Literature Review Framework

3.1 Purchase Intention

3.1.1 Definition

Buyers' buying decision is very complex as it is impacted and controlled by various variables. Keller (2001) mentioned that usually buyers' behavior, perceptions and attitudes contribute to the purchasing intention. And in purchase behavior, intention is an

important key point for buyers during taking into consideration and evaluating certain product. Ghosh (1990) stated that purchasing intention is one of the key elements of the purchasing process. In the decision-making process, intention drives the consumers to purchase the product in certain store. However, purchase intention may be altered due to the influence of price, quality observation and value perception (Zeithaml, 1988 and Grewal et al, 1998). In addition, purchasers are provoked by internal impulse and external environment during purchasing process. In general, customers' behaviors will be altered or driven by the physiological drive that stimulates their actions which brings them to the store to fulfill their need (Kim and Jin, 2001).

Kotler (2000) mentioned that in a buying process, consumers evaluate from a pool of alternatives before coming to a final purchase decision and this purchase decision depends on the value created by the primary and support activities. Miller and Layton (2000) define a Buying-decision process as the series of logical stages that prospective purchasers go through when faced with a buying problem and it differs for consumers and organizations. So, a firm must understand what a customer / consumer wants, identify who is the consumer and how that may differ between the user of the product or service and the person who makes the buying decision and who makes the economic sacrifice of paying for the item.

The literature on purchase intention can be summarized with the following diagram:

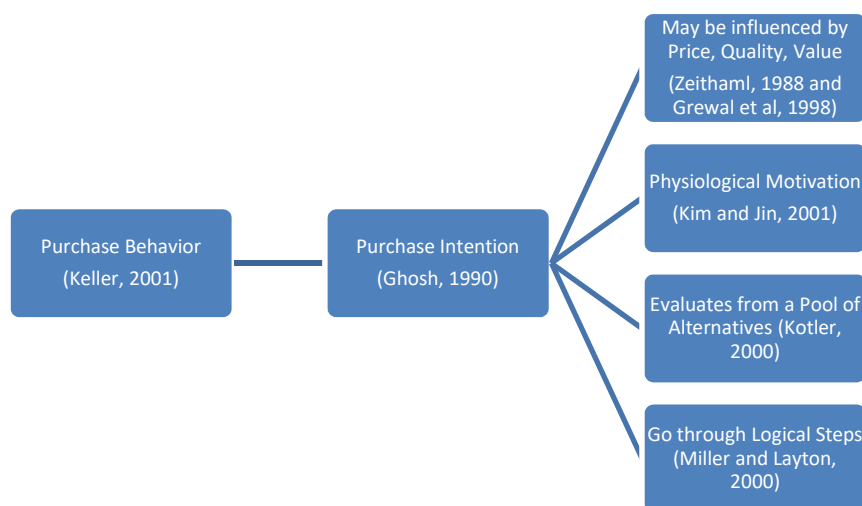


Figure 8: Purchase Behavior Framework

Decision making process of buying a good may differ depending on various factors involving the buyers, sellers, and also the surrounding circumstances. Different types of literature have been established to define the purchase intention of retailers. A selection of them is discussed in this chapter.

3.1.2 Theory of reasoned action (TRA)

Martin Fishbein (1975) in his Theory of Reasoned Action (TRA) mentions the conscious behavior to identify the relationship between attitude and behavior based on social psychology. The basic assumption of this theory is that human mind's thinking process is systematic under the control of the will and a person's behavior is rational whether it is the systematic use of gained information. Based on this theory, there are three major constructs which are Behavioral Intention (BI), Attitude (A) and Subjective Norm (SN). A Behavioral Intention (BI) is the outcome of Attitude and subjective norm for which it could be stated as $(BI) = (A) + (SN)$.

Fishbein (1975) indicates that the weightage of attitudes and subjective norms are not equal for every individual, rather it changes and varies based on individuals and related circumstances. In this regard, Ajzen (1991) mentions subjective norms as the perceived social pressure to perform or not to perform an action and Bamberg (2003)'s has shown a positive relation between subjective norm and intention. It can be the customer's pressure felt from the perception of circumstances of what other people want them to do (Peter, J.P. and Olson, J.C., 2008). It can be justified based on an example that we predict someone's behavior on relevant situations based on his attitudes or his subjective norms which may not always be the same. Purchase attitudes are mainly constructed by the cognitive belief structure (Lee & Green, 1991) which means that the attitude formation is one of the effective processes in buyer's decision making. Various behavioral models suggest links from attitude to actual purchase behavior through intention, implying the importance of knowing the factors towards the final behavior.

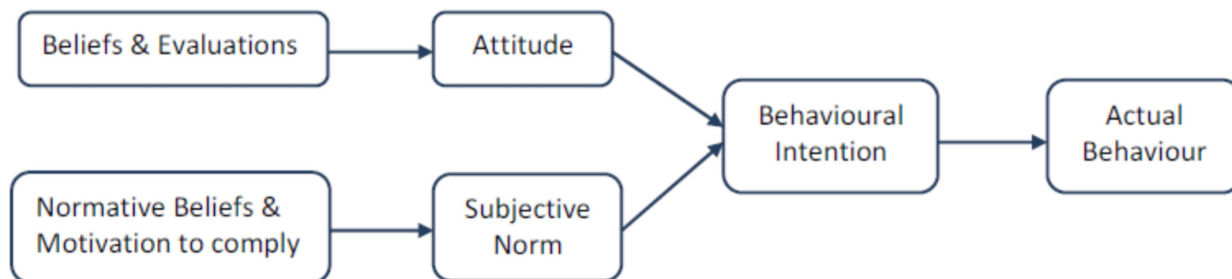


Figure 9: Theory of Reasoned Action (adopted from Fishbein & Ajzen, 1975)

Ajzen and Fishbein (1980) believe that an individual's behavioral intention determines the actual behavior and that intention is created by the individual's attitude and subjectivity. The theory has also identified that the attitude towards a behavior is the individual's perception of implementing the positive or negative feelings towards the target, whereas the subjective norm is the in-built view of others to exercise that behavior. Throughout a purchase decision making process, purchasers' beliefs and evaluation create the attitude towards behaviors. The external environment also affects individuals' personal attitudes, beliefs, and personal behaviors.

3.1.3 Theory of planned behavior (TPB)

Theory of planned behavior (TPB) is developed based on the theory of reasoned action (TRA) by Ajzen (1985) which is used to explain and predict the intention in particular situations (Ajzen, 2005). The theory is the extended version of Theory of Reason Action (TRA) to accommodate that individuals may not have complete control over their behavior (Safavi, 2007; Leelayouthayotin, 2004). To accommodate this issue, a variable called perceived behavioral control is added to the model. Leelayouthayotin (2004) states that based on this model, the intention is affected by personal factor (attitude), social influence factor (subjective norm) and control factor (perceived behavioral control). Buyer's evaluation of product's multiple attributes would directly or indirectly affect purchase intention and behavioral beliefs will link the behavior of interest to the expected outcomes. A behavioral belief is the subjective probability that the behavior will produce a given outcome. For instance, perceptions on retailers' buying behavior can be that the

individuals may only think of profit maximization as a regular business, but it may vary based on individual's behavior. A retailer may not only focus on profit but can also consider reputation, branding and many other aspects. Although a person may hold many behavioral beliefs with respect to any particular behavior, only a few are readily accessible at a given moment.

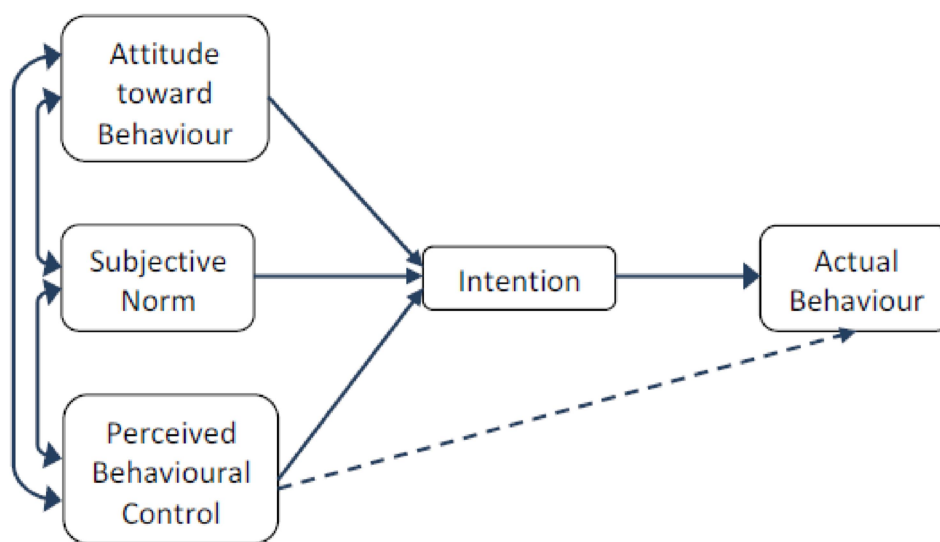


Figure 10: Theory of Planned Behavior (adopted from Ajzen 1985)

Several purchase intention literature has used this model as the base framework. The study of Sutanita and Waritthar (2009) indicates that behavioral control and attitude are the strongest originators of intention. Purchase intention can also be figured by measuring the intention of a buyer's willingness to purchase a product (Melissa D. Dodd, and Dustin; 2011). The purchase intention can be affected by many factors. Siu and Wong (2002) have identified that price, packaging, promotion, salesperson, and store distribution of cosmetic products have impact on the purchase decision in Hong Kong. On the other hand, Nuntasaree and Barry (2008) have mentioned that a positive belief in product attribute have a positive effect on the attitude and purchase intention. In this regard, Liang Lu (2008) states that the packaging of the product not only has its functional value but also acts as the means to communicate information of the products and brands. In fact, household appliances' main duty is to give comfort to people's life by facilitating individual's works so that the retailers can choose them to sell to the showrooms.

3.2 Buyer Behavior

3.2.1 Definition

Numerous scholarly literatures have defined buyer behavior in various ways. Based on business dictionary, it is the study of how an individual or a group of customers select and analyze a product or service. The primary idea is that it attempts to understand the decision-making process of a customer while selecting a product or service out of all the alternatives available in the market. It also analyzes the purchasing habits of individuals and / or groups. Few relevant studies on buyer's buying behavior model are discussed in this section.

3.2.2 Review on Engel Kollat Blackwell model (EKB model) on buyer behavior

Engel Kollat Blackwell (EKB) model points out that the decision making process among the consumers such as retailers of Bangladesh show significant changes when there is an alternative good available in the market simultaneously with their desired goods. EKB model highlighted the importance of the environment under which the buyers tend to behave differently which affects their decision to choose the products they like to buy from the market (Mihart, 2012).

Engel Kollat Blackwell model has different stages under which information are collected and scrutinized before the customers as retailers of Bangladesh makes their decisions.

At the first stage, the current problems in the market are identified and examined. As opined by Muruganantham, & Bhakat (2013), the underlying problems in the market often cause the customers to alter their decisions regarding the purchase of a good from the market. As a result of which, it is seen that the customers often search for the next best options regarding the goods available in the market. In such cases, customers often use information regarding the identification of goods of their preference. According to

Sheth (2011), there are two kinds of information available to the customers, namely, external and internal.

External information is available from the environment that surrounds the present market from which the customers are purchasing goods and services. There are various sources from which the external information can be available. For example, there are certain professionals available in the market who informs the customers regarding an available item in the market in exchange for a price. Apart from that, the customers also get information regarding goods of their preference from other individuals' those who have purchased similar kind of goods from the market in the past. With the help of this collected information, customers decide on their consumption preferences.

Similarly, internal information is available to the consumer base such as retailers from their past experiences or memories from where they have bought goods of the similar kind.

The next stage helps buyers to evaluate the quality of the alternate goods those are available in the market. As opined by Kollat *et al.* (1970), customers such as appliance retailers of Bangladesh generally set their tastes and preferences about buying a certain kind of good based on the quality of the goods as well as the quality of alternate goods available in the market. At this stage, the buyers purchase their desired goods after tallying the available quality in the market and in the next phase, the buyers usually evaluate the good that they have purchased from the market. This phase is also called post-buying evaluation phase.

Variables in Each Stage of EKB Model

There are several variables in each stage of EKB model which are discussed below:

Identification: The identification stage involves all kinds of factors to which consumers such as retailers of Bangladesh are exposed to in the market and those instigate buyers to

trigger a specific behavior. The external factors those triggers a certain kind of response from customers base can be of two types; the marketing type such as advertisements regarding a good, publicity of a good, store display alongside non-marketing types such as peers, family and friends. Therefore, such factors draw the attention of the customers towards a product available in the market and help to trigger the decision-making process.

Information process: Identification plays a very important role in the second stage of the customers' decision-making process. In this stage, the factors that helped in identification of desired goods are those that are available in the market is being processed in the memory of the customers. This, in turn, gives rise to the long-term targets. The information that is processed in the memory of a purchaser, forces that person to come to a decision.

Decision process: Processing of information in the memory of customers, such as appliance retailers of Bangladesh, stimulates the decision-making process. The decision-making process can be further subdivided into five stages; recognition of a problem, searching, evaluation of the next best goods available, making choices and outcome of the choice made. There are lots of factors that can alter the decision-making process of an individual such as quality of the alternatives available in the market, attitude towards the good that is available in the market, lifestyle and motives behind the selection of certain goods. Liao, Shen and Chu (2009) mentioned that product appeal and marketer's sales promotion strategies also generate impulse buying decisions.

Internal and External factors: External factors generally include the environment that surrounds the customer base. As for example culture of the society, social influence plays a vital role in the decision-making process regarding the purchase of a good from the market. People usually get influenced by the purchase decisions taken by their family members and friends circle. Another external factor that influences a buyer's decision to purchase certain goods is the trend in the present market. Individual influences are again considered to act on purchase decisions. Situation can be considered as an environmental

influence, while some other realistic factors like time pressure or financial limitation are not clearly defined in this model (Vantonder, 2003).

Review

This model examines many factors that can affect a buyers' behavior. There are certain advantages and disadvantages associated with the Engel Blackwell Kollat (EKB) model:

Advantages

It highlights the inter-relationships and link-ups between various stages of the decision-making process of purchasers such as Bangladeshi appliance retailers with the help of various variables such as different internal and external factors that surrounds the individuals in an environment. It is a relatively simple model where probable factors and variables in day to day environment are considered (Peter, 2008). The link between various factors and stages are very precisely done in this model.

Disadvantages

The EKB model also has some demerits such as not being able to establish in what exact manner does a different variable such as demographics, emotions affect a purchaser's decision-making process (Bagozzi, Gurhan-Canli et al. 2002). Apart from that, there are other criticisms regarding EKB model that the model uses many variables such as sub-culture, perception, which are not described in a proper manner. As a result, it makes EKB model complex to understand and makes it questionable in the context of purchase decision making process of appliance retailers.

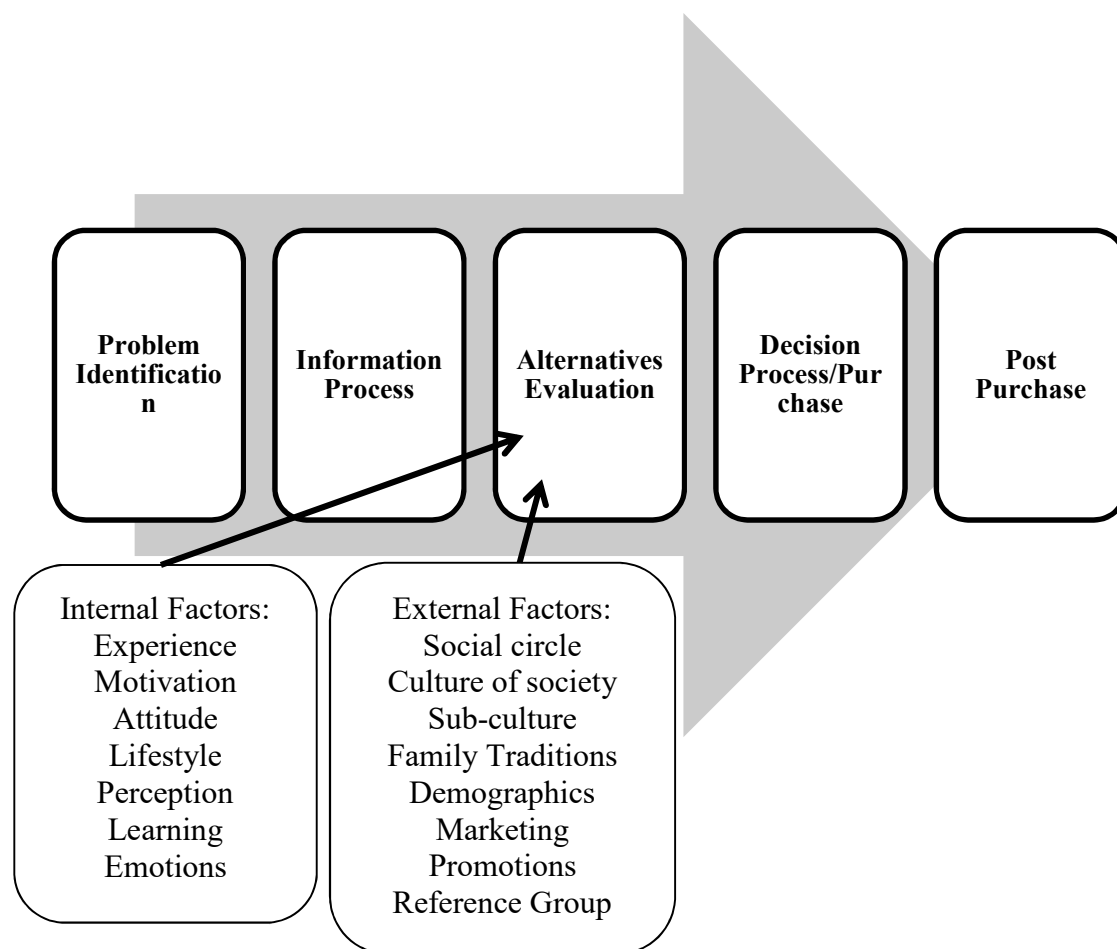


Figure 11: Impact Point on the Retailers' Purchase Decision (Adopted from EKB Model)

3.2.3 Howard Sheth model of buyer behavior

Howard Sheth model of customer behavior signifies the rationale behind the choice made by the consumer base such as retailers of Bangladesh regarding a certain kind of product from the market where the information available in the market about that product is significantly less and incomplete.

As opined by Arora *et al.* (2017), Howard Sheth model provides a clear depiction that is empirically testable about consumers of decisions regarding the purchase of goods from

the market. The model clearly differentiates the consumer base such as retailers of Bangladesh decision making scenarios in case of the situations where limited information is available and the situations where the retail buyers give an automatic response.

According to Sheth (2011), there are three different stages of the retail buyers' decision making:

Problem-solving in an extensive way: A stage of decision making where the information about a good is not clearly available to the customer base. As mentioned by Parvatiyar & Sheth (2001), the extensive problem-solving stage is usually considered as the early phase of consumer's decision making. At this stage, the consumers such as retailers of Bangladesh are not sure about the product that they want to buy from the market.

Problem-solving in a limited scenario: This stage is usually considered as the more advanced stage where the criteria that set consumers such as retailers of Bangladesh to make choices are clear but retail buyers still cannot come to a conclusion about which products to buy from the market. As mentioned by Sheth (2011), at this stage retail buyers are not certain about their choices and the products that they like to purchase from the market.

Automated response: In this phase, the consumers such as retailers of Bangladesh decision has strong knowledge regarding the product that they would like to buy from the market and their choices are absolute. According to Sheth & Parvatiyar (2002), an automated response scenario and less amount of confusion exist in the minds of the consumer base. In such cases, consumers such as retailers of Bangladesh do not tend to look for the alternative goods available in the market.

Stages

As opined by Sheth (2011), Howard Sheth model consists of four major stages which are stimulus input or input variables, hypothetical construct, response output or output variable along with exogenous variables.

Input Variables or Stimulus Inputs: Input variables describe the environment surrounding goods that are available in the market. Input variable is often considered as the information regarding the service offered in the market such as the price of the product available in the market, quality of the product that is available in the market along with its distinctiveness and availability. Input variables can be symbolic or in other words commercial in nature that is controlled by marketers. It can also be social facts which are non-commercial in nature or not controlled by the marketer or reference groups. It can be bold based on the circumstances as well, like a phenomena in market that product A grinds well Bangladeshi turmeric than other grinders. These types of phenomena or word of mouth become bold and uncontrollable by the marketers.

These three types of stimuli highlight the inputs that the consumers such as retailers of Bangladesh are concerned about regarding a brand or product available in the market.

Descriptions of various input stimuli:

1. **Significant Stimuli:** It usually deals with the information that is available to the customer base regarding a product or brand that is available in the market. As opined by Arora *et al.* (2017), significant stimuli usually refer to the characteristics of the brand available in the market.
2. **Symbolic Stimuli:** A symbolic stimulus refers to the psychological part with which a buyer evaluates a product that is available in the market. It is perpetual in nature and depends largely on the promotional and the advertisement efforts of the marketers.
3. **Social Stimuli:** This form of input stimuli is received from the environment with which the consumer base is surrounded. It usually involves the family members, social circle and culture of the society at large. This kind of input stimuli cannot be controlled by a marketer

Hypothetical Construct: Hypothetical construct is considered as a significant part of Howard Sheth model that mainly deals with different psychological variables that are significant in terms of consumers' decision-making process. Hypothetical constructs are further subdivided into two parts, which are: learning construct and perceptual construct.

1. **Learning Construct:** Learning construct refers to the formation of opinions and attitudes, purchase learning and decisions. Learning constructs are divided into seven categories which range from customers' motives behind the purchase of materials from market to their satisfaction regarding the final purchase from the market which interconnects the constructs that lead to the formation of output. The motive of the customers can be described as the urge of the customer base to fulfill the goals that they set for themselves by purchasing certain materials from the present market. With the amount of knowledge and information gathered by the customer base from the market regarding a good that is available in the market, customers usually prepare set of preference list in their minds. At the time of buying goods from the market, the customer base uses their learning construct to evaluate the quality of the item that is available in the market and takes decisions.
2. **Perceptual Construct:** Perceptual construct deals with the process through which the retail buyers obtain and deal with the information they have gathered from various input variables. Customers with the knowledge on the goods available in the market develop an urge to buy those goods from the market. The information those are processed in the minds of the customers are selective in nature and they are known as stimulus ambiguity. This state of mind occurs in the mind of the retail buyers if the amount of knowledge available in the market about certain goods is not specific. This can lead to biases for which the consumers' desired utility level will not be maximized.

Response Outputs: Response outputs can be described as the consumers' actions in response to the input stimulus. There are five stages of response output process in

Howard's Sheth model which are: attention, comprehension, attitude, intention and purchase. The stages are described below:

1. Attention: Attention can be signified as the specific level of knowledge that customers tend to intake when they are exposed to a stimulus.
2. Comprehension: Comprehension is the quantity of knowledge that retail buyers want to process regarding a product or a brand that is available in the market.
3. Attitude: Attitude signifies the certain set of response that is shown by the retail buyers base towards certain goods based on their set of preferences and evaluation of the product based on quality.
4. Intention: Intention refers to the willingness of the consumer base such as retailers of Bangladesh to buy certain goods of a specific type from the market.
5. Purchase or buying behavior: Buying behavior usually refers to how customers take the action of actual buying of goods from the market based on their decisions.

Exogenous Variables: Exogenous variables in Howard Sheth model can be described as the external agents present in the environment or the inhibitors that can restrain retail buyers from purchasing the desired brand. Such environmental agents can be financial status, price, and importance of the item in the current market.

Review

Howard Sheth model of the buyers' buying behavior has certain advantages and constraints:

Advantages:

- Howard Sheth model of buyers' decision making precisely links and connects various different variables to form a stable relation between each other.
- In this model, it is clearly highlighted that buyer decision making process is a complex process and it is dependent on various factors and variables. The factors and variables in this model are identified in an accurate manner.

- Factors and variables used in Howard Sheth buyer buying model are utilized effectively to bring out the causes that affects the buyer's decision making.

Disadvantages:

- Different variables such as perceptual bias, stimulus ambiguity that are used in the model are not distinctly clear that can create confusion while understanding the model (Peter, 2008).
- Certain variables such as exogenous variables like price, quality, and uniqueness are found to be similar to other variables under different stimuli such as between being significant and symbolic stimuli (Jacoby, 2002).
- The model is complex in nature that makes it difficult to understand and comprehend.

3.2.4 Howard Sheth Model of Industrial Buying Behavior

Howard Sheth model of industrial or organizational buying behavior attempts to explain the process of decision making when it is taken by individuals numbered in two or more in a joint manner. As opined by Sheth & Sharma (2008), this model focuses on psychological factors of decision making among individuals in case of industrial purchase. There are three components in Howard Sheth organizational behavior model in which expectations of individual organizational buyers are treated as component 1 which is affected by various factors such as perceptual distortions, knowledge available on goods that are available in the market. Component 2 of Howard Sheth organizational behavioral model is the purchase decisions. As per Howard Sheth model of an organizational model, purchase decisions can be made jointly or in an autonomous way. According to Wind *et al.* (2014), the decision-making process in any organization depends on the size of that organization. The larger organization usually tends to make purchase decisions in a joint manner. Problem-solving is considered as the third and the final component in the Howard Sheth model of the organizational consumer such as retailers of Bangladesh behavior. Problem-solving in industries and organizations are usually done in a joint manner as per Howard Sheth model of organizational buying behavior. As opined by Sheth (2011), decision making on problem-solving can be affected by the financial condition of the organization and environment surrounding it, labor problems, acquisitions as well as the merger.

Stages

As opined by Sheth & Sharma (2008), Howard Sheth industrial buying behavior model can be broadly divided into three different perspectives. The first one is psychological perspective, where the individuals associated with a firm takes part in the decision-making process regarding the purchase of goods from the market. Next perspective regarding the industrial buying behavior is a decision-making process in a joint process. The third stage in the Howard Sheth industrial buying model comprises of conflict among individuals while purchasing a good as well as making decisions jointly and resolving that conflict.

Psychological aspect: The psychological aspect of the Howard Sheth organizational decision-making model clearly states that psychology plays a significant part in the decision making process among individuals of an organization. Psychological conflict or agreement can be seen in case of decision making while purchasing a good from the market or arriving jointly to a decision. As opined by Wind *et al.* (2014), psychological factor comes into effect due to expectations about the various goods and services available in the market. Expectation can be created because of five different reasons among which the primary reasons are knowledge gathered on the various goods available in the market, individuals' backgrounds, sources of information, perceptual distortion, active search and satisfaction based on past purchases.

1. Individuals' backgrounds: The individuals who work in different firms and organizations come from various educational and cultural backgrounds which compels them to choose goods from the market in a distinct method. Therefore, the lifestyle of the individuals, organizational buyers' decision-making process can be assessed with the help of psychographic scale that can sum up individual values.
2. Perceptual Distortions: Perceptual distortions can be also termed as selective distortions of information available in the market. It can also be seen as the different approach of promoting and imparting knowledge about a good available in the market based on a firm's strategy.
3. Active search: Active search plays an important role in the psychological build up in an individual's mind regarding the good available in the market. Lack of information, biased information regarding the goods available in the market often forces the organizations and firms to hire professionals who understand the market well.
4. Purchase satisfaction: One of the most significant factors in terms of psychological perspectives and expectation build up is the satisfaction obtained from purchasing a good from the market. Exploration of alternative goods in the market is done by

various organizations and firms alike mainly to obtain maximum utility form goods and services purchased from the market.

Decision-making process: As mentioned by Wind *et al.* (2014), decision making plays one of the most significant roles in the organizations and firms alike in case of purchase of various goods from the market. Decision-making process regarding an organization or an industry can be individually based or made jointly. Joint decisions are taken in case of large organizations or firms and the aspects of decision making can be based on certain factors:

1. Product-related factors: As opined by Sheth & Sharma (2008), buying products from the market imposes risk in terms of decisions taken. Buying products from the market can be based on their significant factors in terms of industries and organizations. The first factor is about making decision about the purchase of a product from the market. Decision making plays a very important role in identifying the desired goods that the management of a particular firm is willing to purchase from the market. The second factor that is the type of the product that the management of the firm is willing to purchase and the third factor is the pressure associated with buying a product from the market such as an emergency requirement of a particular product, refilling of company stocks.
2. Firm-related factors: Firm related factors are basically based on the size of an organization or a firm, orientation and culture of an organization and centralization degree. Cultural or orientation factors are based on the type of firm such as if a firm or an organization is technology-based industry, its decision-making factors will evolve around the technologies that are available in the market and if the firm is production based, decisions based on the purchase of goods from the market. The decision-making process in the organizations and firms are taken individually or jointly based on the size of the firm. Large firms tend to have management or board

looking after its smooth running. The decisions made in case of large firms are usually done in a joint venture.

The degree of centralization in large organization and firms is less that makes joint venture decisions an important process in the smooth running of the firm.

Review

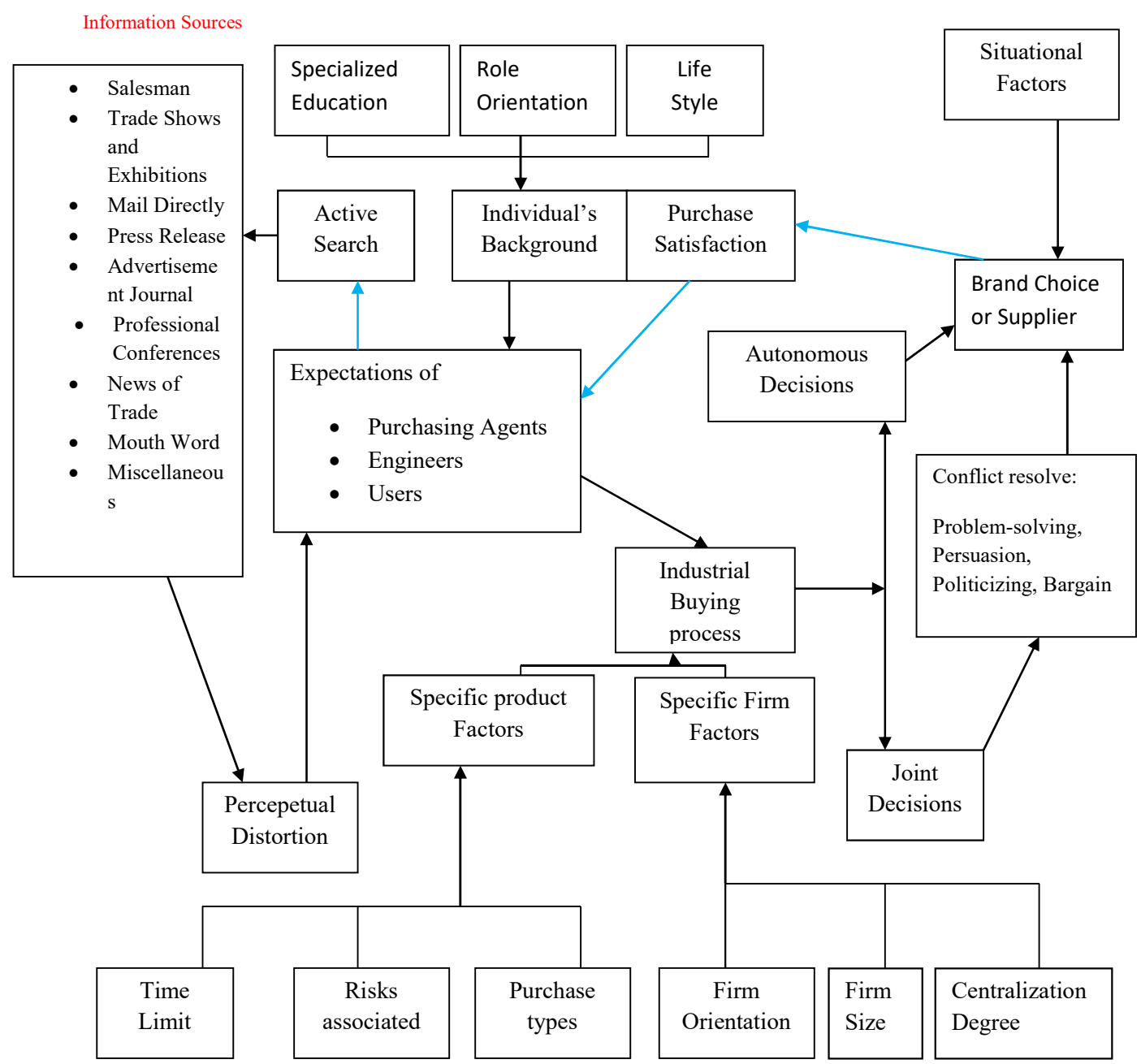
There are certain advantages as well as disadvantages related to Howard Sheth organizational buying model:

Advantages:

- Howard Sheth model of organizational buying pictures the entire process that takes place in the market on day to day basis in a most organized way.
- Precise coverage of vast number of stimuli such as different kinds of decision-making process, conflict resolving process are associated in the market, given in Howard Sheth model that helps in decision-making process.

Disadvantages

- The model is large and complex containing many variables such as situational factors, industrial buying process, conflict resolving which makes the model difficult to understand and comprehend, thus making it complicated.
- The theory cannot be tested realistically.
- Variables used in this model such as perceptual distortion, degree of centralization are not very precise, making them difficult to understand (Jacoby, 2002).



Keys \longrightarrow : Organizational purchase method
 \longrightarrow : Individual Decision

Figure 13: Authors review on Howard Sheth Industrial Buying Model

3.3 Retailing

3.3.1 Background

In the course of time, the scope, organization and implementation of retail buying have changed and increasingly dynamic and relationship-based environment have demanded a change into the common static traditional model. Retail buying model is always considered as a part of organizational procurement department and thus related to the industrial buying behavior model. The first conceptual model of retail buying is developed by Sheth (1981) based on an assumption that retailers have a choice, and based on that they take rational decisions on buying a product from the pool of alternatives. It can also be stated in a way that retailers have an organizational goal which is the requirement of the products to be shelved in their stores and with that they also have the alternative means of meeting these goals denoting availability of alternative products and suppliers. They also have constraints and criteria of selecting these means. The model assumed that knowledge on the alternatives and evaluations should be known to make decisions. Nilsson & Hølst (1987) depict that resellers have a broad pool of choices and these choices have an impact on their buying decision. Banting & Blenkhorn (1988) identified that retailers categorize their decision criteria while making the decision. Johansson (2001) questioned the applicability of traditional retail models in modern grocery store retailing. These literatures implicate that the inherently complicated retail model has become more complicated in the modern day business. It is also argued that some retail buying influences are already omitted by several literatures on the traditional models (Hanson & Skytte, 1998). Varley (2001) has suggested that as retailing is becoming a market-oriented approach, the implication of retail buying has been largely overlooked. This section discusses different stages a retailer crosses while making their final purchase decision.

3.3.2 Retail buying behavior model

Retail buying behavior can be described as the function of the requirement in merchandising area, accessibility of the supplier, choice calculus that helps to select the

best supplier. However, in reality, the actual choice may vary based on various environmental factors such as disturbance in market, negotiation in business venture, nature of the market, financial position of the company. As opined by Stampfl & Hirschman (2011), the merchandise behavior theory signifies the macro-level orientation rather than retailers' decision-making behavior at individual level.

The theory explains the buying behavior of the retail organization as a whole, therefore, the factors that affect the consumers' decisions such as life style, perceptions, learning, values and demographics are exempted out of the theory of merchandise behavior. The theory of merchandise buying behavior considers an organization psychographics along with firm demographics as the important variable for sorting out the differences in the behavioral pattern of different organizations.

Stages

There are following stages in the merchandise buying behavior that explains the model in a proper manner. They are: merchandise requirement, supplier accessibility, choice calculus, choice of the product of ideal supplier and the product choice of the real supplier.

Merchandise requirements:

A Merchandise requirement in an organization signifies the motives behind the purchase decision of a good or service from the market (Insch et al. 2011). Merchandise requirements can be further subdivided in to two categories; nonfunctional and functional merchandising requirements. According to Bahng & Kincade (2014), functional merchandising requirements refer to what the customers want and need from the retail outlet. It is the duty of the retailers to identify the needs of the customers and follow the marketing trend in order to handle the merchandising requirements which can directly affect the business growth in the short as well as in the long run. Nonfunctional,

merchandising requirements refer to the requirements as well as the wants of the market as per the requirement of the business based on the marketing trends at the present market. There are certain factors that can be usually seen to affect nonfunctional merchandising requirements that directly affects the business mechanism of a certain firm in market such as traditions and culture if an organization, values of a retail individual or particular retail organization and reciprocity as per the arrangement requirements with suppliers and other marketing factors that affect an organization in terms of business venture. It is seen in many cases that nonfunctional requirements in the merchandise buying results in significant losses of the organization and this kind of marketing trend is usually seen in case of the small organization and start-ups as they are prone to the marketing indecisions due to lack of professionals and experience in the business venture. Their merchandising requirements are varied in different organizations which usually depend on the position and the size of the organizations those are in operation in a market.

There are various factors upon which the marketing decisions based on the merchandising requirement depend which create differences between the requirement of the various organizations and their strategies. These factors are basically the characteristics various organizations such as the size of an organization, position of an organization in the market, type of the organization such as departmental store and discount store of retail establishments, locations of various business organizations, nature of the management team of an organization such as the management those are solely focused on the financial aspect of the business. The next factor is based on the management group of certain retail organizations those who have merchandising goals and objectives and lastly the culture of a retail organization based on the outlook of that organization such as local, global or regional. Therefore, these external factors cause differentiation in various retail organizations that help the suppliers in segmentation.

There are various types of merchandise requirements in the market that varies from one retail firm to another retail firm which is based on the market segmentation and requirement of the various types of products from the market. Intra organizational distinctiveness can also be seen in the market-based o this merchandize theory. These

intra-organizational differences can be based on following factors: quality of the merchandize good such as brown good and dry goods, merchandising decisions such as first time decision or repetitive decisions, product segmentation such as regional brand and national brand and lastly regulatory restrictions such as FDA, FTC. Retail organizations have significant differences among themselves, based on the wants and needs and the position and size they have in the market. Therefore, super-catalogs as well as superstores offer greater intra-organizational merchandise difference in terms of retailer's motives, needs and criteria of purchase.

Supplier accessibility:

Supplier accessibility refers to the number of choices that are available to the retailers to satisfy the requirements for merchandise. There are usually few retailers those who supply certain products at lower price to few selected suppliers. As opined by Sheth (2011), market mechanism allows suppliers to gain access to experienced retailers because of low entry barriers. This in turn limits the choices available to the retailers that ultimately lead to reduction in competition. There are different factors that are responsible for the accessibility of the retailers in the market. Among them, the first factor that affects the retailer's accessibility in the market is competitive nature of the supplier market. In the case of the engineered goods and other white goods those are manufactured by the large scale industry, the retailers usually do not face problem while purchasing those goods from the market. This is because those goods are available from one supplier in the market and they are usually sold in a virtual monopolistic process.

It is also noticeable that retailers get confused in decision making in case of buying the goods from a competitive market as it has many suppliers of the same product in the market. This kind of situation is seen in the case of dry goods or in clothing industry. However, the number of suppliers can be limited if the product is a supplier exclusive product. In those cases, the retailers do not have to face dilemmas in the decision-making process as the goods are available to limited suppliers in the market.

The next factor based on which the suppliers' accessibility can be determined in the market is marketing effort. It signifies the marketing strategy that suppliers usually supply in the market that is in case of selling for supplying of goods. It can be seen in some cases that suppliers sell the goods in a more aggressive way than the other goods. In such cases the retailers usually favor buying products from the suppliers who sell their products in an aggressive way.

The next factor that affects the suppliers' accessibility in the market is the image of the supplier in the market and the type of the goods that is being supplied in the market. A somewhat corporate image plays a very significant part for the retailers to identify the ideal suppliers in the market. Corporate image of the suppliers is a more significant factor than the marketing strategy applied by the respective suppliers in the case of attracting the retailers in the market.

International brands those which are manufactured in a technologically advanced country attracts a retailer lot more than a similar product that is manufactured locally. This is because the good that is manufactured in the economically advanced countries gets the nod due to the technological advancement in those countries that improves the quality of the manufactured goods. Retailers usually prefer to buy those brands that have good market value and can attract a large number of consumer when sold in the market.

Choice of the product / ideal supplier:

Choice of the product from the ideal supplier depends on the type of merchandise products that is being sold in the market by the suppliers in the market. As opined by Stampfl & Hirschman (2011), retailers choose their ideal suppliers from the market based on the criteria set by them depending on merchandising requirements of the market.

The criteria that the retailers usually set are based on the rational decision-making method that represents the ideal choice of the demand of the retailers from the suppliers of particular merchandise in the market. Retailers normally use a normative standard in

comparing the various suppliers of the similar merchandising products in the market before arriving to a particular decision that involves purchase of that good from the market. Discrepancy between the choice between the ideal suppliers in the market and the actual available suppliers of a good in the market often causes potential scope for profitability for retailers in the market.

Choice calculus:

It signifies the choice of the different retailers based on the requirement of the merchandising products from the market and supplier accessibility in the market. According to Bahng & Kincade (2014), the merchandising behavior depends on choice criteria of the retailers that are based on certain rules of merchandising requirements and supplier availability.

The first choice of calculus that is followed by the retailer in a market is the choice of trade-off. With the help of choice calculus based on trade-offs, the retailers can compare various products made available by different suppliers in the market. These products' characteristics often vary in terms of packaging, price and delivery. Therefore, the suppliers who merchandise products that have nominal price but have costly delivery system as well as overpriced packaging method are considered as an option. Similarly, there are also some suppliers who sale the products that have certain price ranges but the price of the packaging as well as the delivery charge is nominal and less than the price of the product.

In such cases, those sellers are also considered as another choice of options available in the market. Therefore, the trade-off criteria implicate the variables that can be compensated based on the choice criteria of the different retailers. The choice criterion of maximum retailers' in the market depends on the efficient of the suppliers operating in the market.

The second criteria of the choice calculus are also known as the dominant choice criterion. Based on the dominant choice criterion, the retailers operating in the market bases their decision-making regarding purchase focusing on the packaging, quality, price and delivery process of the merchandising goods. The dominant choice calculus depends on the quality of products sold by different suppliers operating in the market. Therefore, the suppliers those meet the minimum criteria set by the retailers operating in the market are selected by the retailers for purchase of the merchandising goods from the market. Among the selected group of suppliers, the best supplier is being sorted out by the retailers and is usually preferred for purchasing of goods from the market.

The third element of choice calculus helps the retailers to select the suppliers and purchase goods from the market is known as sequential choice criterion.

A retailer operating in the market has different criteria those are based on the type of business in which the retailer is being involved with. In such cases, the retailer operating in the market can utilize all their criteria of pricing to make purchase decisions based on the satisfaction level based on the product available. The suppliers present in the market who do not meet the minimum standard that is set by the retailers are not selected for doing business. In such cases, it is usually observed that the suppliers often have a very good delivery and packaging system but they are eliminated from the business dealings based on the choice calculus set by the different retailers. Among the selected lot of suppliers, the suppliers who supply the merchandised products at a minimal price in the market are selected by the retailers.

Apart from these, there are various other choice calculi that the retailers use to sort out the suppliers of the merchandising products in the market, there are several other choice criteria. The choice calculus of the retailers in the market is dependent on the consumption pattern and the demographics of the market. These types of choice criteria make the retailer operating in the market more specific and confident about their choice of merchandising products and the type of suppliers they want in the market.

Actual supplier/ Choice of the product:

The actual choice or the real choice signifies the choice of the retailers who operate in a market based on the suppliers selling a specific set of products that the retailers ask for. The choice of the retailers in choosing the type of merchandising product they want from the market highlights the influence that the supplier has on the decision-making process of the retailer. In other words, the products that are to be sold by the suppliers in the market are the reflection of the ideal needs and requirements of the retailers.

In some cases, there are some ad hoc situations that often intervenes the choice of the retailers while they are deciding the type of the products that they require from the market. In those scenarios, the retailers often choose different set of suppliers other than their preferred suppliers from which they normally buy merchandised goods from the market. These ad hoc factors can be grouped into four different categories in which there are climate factor regarding business process, financial position of a company, disturbances in the present market and business negotiation.

As opined by Sheth (2011), business climate highlights the environment in which the trends in the market such as the market rates, interest rates, inflation, recession and unemployment prevails. These factors have a significant effect on the retailers operating in a market. In the period of recession, the retailers tend to choose the suppliers those who have set the price of the merchandised goods in the satisfactory level with the criteria set by the retailers. In those periods, retailers operating in the market tend to lean towards suppliers who are willing to sell their products a smaller quantity. The retailers usually prefer to buy goods from the suppliers who sell their products on consignment over outright sale.

But in most cases, it can be seen that volatility of the market plays a major part in the deciding the business climate. Negotiation in business venture refers to the seller and buyer interaction method (Insch et al., 2011). Business negotiation is often comprised of shrewd tactics applied in case of procurement of goods from the market as well, as

handling the contract situations. In reality, the supplier of a particular product can be often seen to deviate from the ideal standpoint of negotiation because of the failure to comply with the terms and conditions of retailers. This happens in those situations where the retailers have set their business decisions on particular criteria based on the price, quality and availability of alternate goods in the market.

The third ad hoc factor that can alter or change a retailer's decision regarding procurement of a particular good from the market is market disturbances. As opined by Bahng & Kincade (2014), market disturbances are unexpected in nature which can cause disruptions as well as loss in profitability of a company in the market. Among the most common market disturbances, events such as natural disasters, political turbulence and economic constraints are significant in case of affecting a business operation in the market. These events can alter the purchase decisions of particular goods from the market, made by the retailers operating in the market. Due to these events, the retailers who have particular needs in the market which are based on location, price and quality are compelled to explore different aspects of the market and search for the ideal alternative.

An organization's financial condition highlights the position of the retailer in terms of liquidity and profitability. It is a volatile and uncertain factor that cannot be used to forecast the merchandise buying behavior of the retailers in the market. The level of profitability and the financial position of an organization in the market affects the decisions of retailers in case of identifying the particular type of merchandising good from the market. In many cases, the retailers, who do not have enough liquidity, lean towards the suppliers who supply the product at a price that can be paid through a long-term contract. In another word, retailers who prefer to choose suppliers who can provide credit facility. In most of the cases, it can be highlighted that the retailers usually prefers to deal with the suppliers those who provides the goods at nominal price that matches the criteria of the retailers. On other scenarios, it can be seen that, retailers who have access to sufficient liquidity but do not possess enough profitability margin tend to lean towards suppliers who sell large quantity of goods at stable price change.

The ad hoc factors are different from choice determinants as they cannot be predicated beforehand. In such scenarios, the decisions of retailers are based on the contingency-based outcomes similar to the ideal situations where the decisions of the retailers are based on stable analysis. However, the discrepancy between the actual and the ideal condition can be reduced significantly if the approaches of the retailers are methodical and deterministic in nature.

Review

There are certain advantages and disadvantages associated with the merchandise buying behavior of the retailer:

Advantages:

1. The theory gives an insight to how retailers that operate in the market decide on buying certain goods from supplier in the market on day to day basis.
2. This theory identifies all the possible factors that can affect the retailers' buying decision of merchandise from market such as choice calculus and ad hoc factors.

Disadvantages:

1. Retail buying behavior model does not show the accurate responses of the retailers in case of the ad hoc conditions and fluctuations in the market as the ad hoc situation in the market cannot be predicted in advance.
2. Retail buying behavior model shows accurate results for the ideal market conditions only. It does not show the real-life responses of retailer in the market and the impact decisions taken by them at the present market.

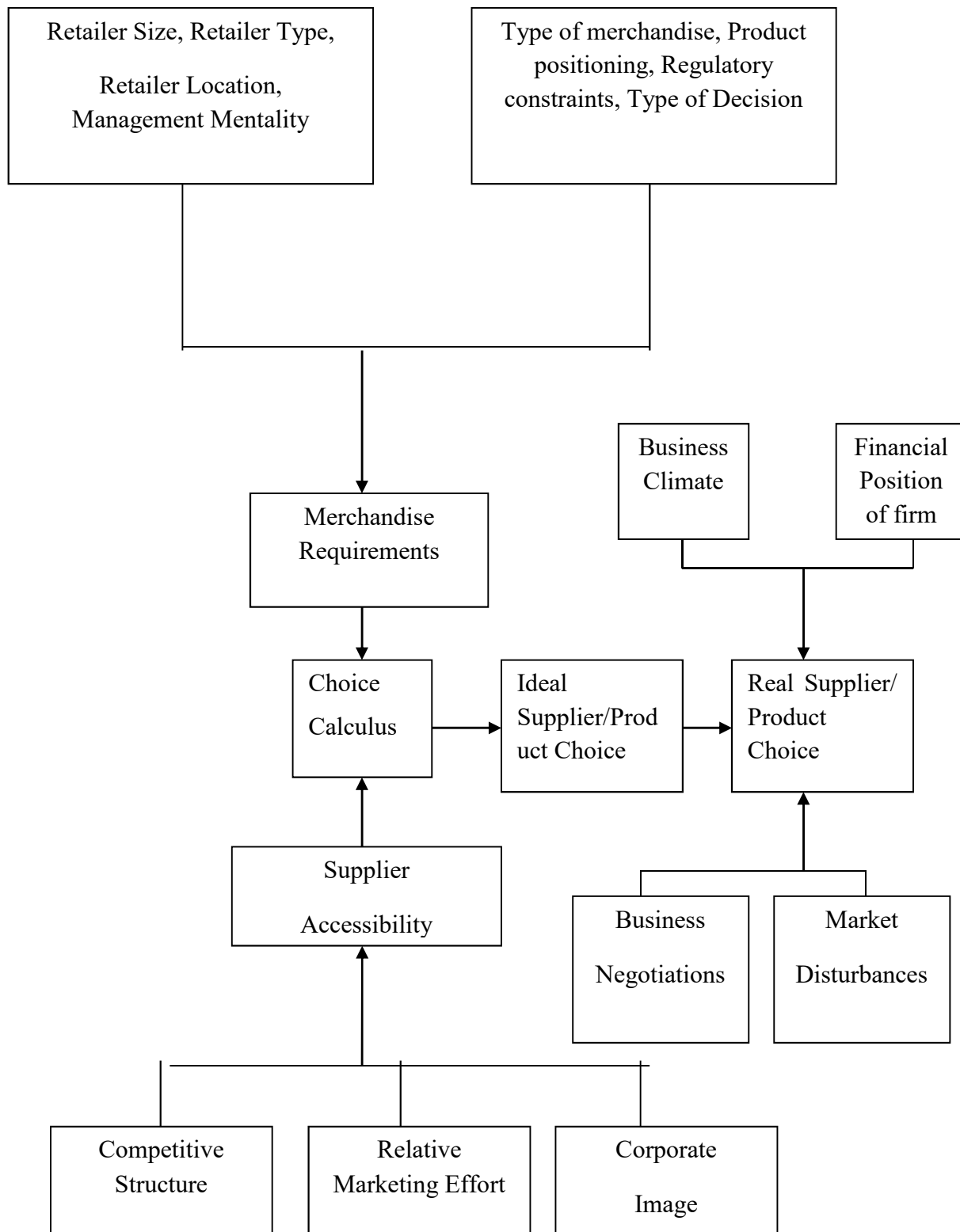


Figure 14: Authors Review on Merchandise buying behavior

3.4 Porter's Value Chain Model

3.4.1 Definition

Kippenberger (1991) mentioned in his study that the idea of competitive advantage can be identified by analyzing internal activities of the firm since 1980 with McKinsey's Business Systems Concept (Kippenberger 1991). Based on this concept, firms can look at their own activity pool and compare them with the performances of their competitors. This comparison may identify the competitive advantage of the firm. With the influence of this study, Michael Porter has created the Value Chain concept in 1985 (Porter 1998) which has been used in various academic fields like: strategic management (Johnson et al., 2005), marketing (Webster 1988), and customer loyalty (Parasuraman, 2000). The concept was an aid to identify the sources of competitive advantage based on a framework (Porter, 1998). According to Porter's earlier studies, differentiation can be achieved by having price advantage or by creating some form of differentiation offering (Porter, 1998).

Johnson et al. (2005) stated that the idea of value chain concept can be used to determine where the company creates or loses values in its activities, and proper improvement in these activities can gain competitive advantage. Strategically relevant activities can be cost savers or can be a source of differentiation (Porter, 1998). The literature argues that competitive advantage is created if these relevant activities are carried out more efficiently and better or cheaper than competitors (Parasuraman, 2000). All firms' activities can be broken down into two categories (Kippenberger, 1991) - primary and support. Primary activities deal with the creation and delivery of the products (Johnson et al. 2005) and support activities provide the resources like technology, human resources and infrastructure (Kippenberger, 1991). Primary activities are always stated as value-added activities which customers perceive as adding utility to the goods or services they purchase (Lanen et al., 2008, cited in Baum, 2012). The value system comprises all these activities in a single pool.

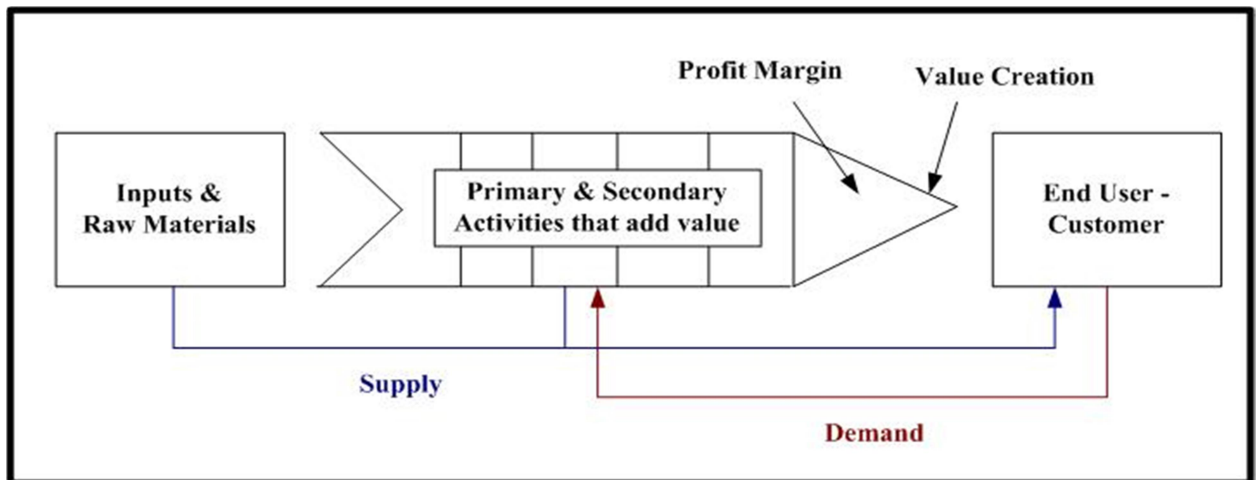


Figure 15: A Company's Value Chain - A Simplistic Representation

(Adopted from Michail, 2011)

Porter has described the value chain as the internal processes or activities a company perform “to design, produce, market, deliver and support its product.” He has also mentioned that every firm’s value chain and the way it performs individual activities reflect its history, its strategy, and its approach to implement its strategy, and the underlying economics of themselves. Porter has identified two major activities which are primary activities and the support activities in the value chain process. On this note, John Shank and V. Govindarajan (1993) mentioned that the industry value chain starts with the value creating processes of suppliers, who provide the basic raw materials and components. It continues with the value creating processes of different classes of buyers or consumers, and concludes with the disposal or recycling of the materials.

In order to be competitive, a firm must meet 2 criteria – first, a firm must supply what customers want and second, they have to survive the competition. A firm’s overall competitive advantage comes from the difference between the value it offers to customers and its cost of creating that customer value. This competitive advantage may come by achieving differentiation advantage or by having a low-cost advantage (Shank and Govindarajan, 1993). A business performs many different activities to create its own products or services which it intends to sell to make a profit. The traditional value chain is a way for the strategists to look at the business to see how activities can be improved to:

reduce the costs of the necessary activities; or to improve the performance of the activities in ways that create extra value for the customer, differentiate the business and encourage the customer to pay a higher price for the products and services on offer. Assael (1995) suggests manufacturers can overcome that value barrier in two ways. The first is using technology to reduce the price. The second is to communicate value attributes (to potential consumers) that they have not been made aware of or have not identified for themselves.

Ilyas *et al.* (2005) define value chain in a way that it should start from the very basic stage of conceptions, process through different stages of production, delivery to end users, and then disposing of the items after use. It can also be described as the set of activities for converting the raw materials to goods and services, transporting them and managing the waste created by the usage of them by the end users (Lane and Probert, 2007). Furthermore, Mowen and Hansen (2011) mention the value chain as “the set of activities required to design, develop, produce, market, deliver and provide post-sales service for the product and services sold to the customer”. Mowen and Hansen (2011) also keep pressure to the fact that a value chain can have internal value chain, and competitive advantage can be created from those internal value chains as well. Porter’s method permits the firm to recognize which parts of its operation generate value and which do not (Ketchen and Hult, 2007). The idea is to cut the entire supply chain into pieces and analyze them. Armistead & Clark (1993) and Ketchen & Hult (2007) have mentioned that this model was introduced and implemented in the production industry. Hergert and Morris (1989) stated that the value chain analysis is to confirm how a product gains value while it passes through various steps within the firm; and profit is generated if this created value exceeds the costs.

The value chain analysis suggests the connections from buyers to the producers. As it is done, the gaps are identified and actions can be taken to fulfill the gaps. Managers can also prioritize their actions focusing on bridging those gaps based on their strategic goals. The major implication of value chain analysis is focusing on the linkages where the firm can play the role to be more competitive. Therefore, it is an attempt to look how the

different activities inside a business contribute to the value perceived by the consumers. By examining, coordinating and optimizing the linkages in the value chain, cost advantage can be identified and better performance can be achieved by individual companies (Donelan and Kaplan, 1998). This tool can also be used to identify bottleneck activities and management can prioritize to manage the bottlenecks based on their strategic goal of maximizing the value creation and minimizing costs.

Drury (2008) argues that coordinating individual parts of the chain will create an atmosphere of improving customer satisfaction, mainly in terms of cost efficiency, quality and delivery, thus a competitive advantage will be gained.

3.4.2 Forms of value chain

The Company Internal Value Chain

All the physical and technological activities which add value to the goods or services within the firm are considered as the company's internal value chain. The key idea is to evaluate the internal value chain is to understand the company's activities in better way and to determine the competitive advantage. From different literature, it is found that, this analysis can be done in four steps:

- i. Identify the value chain activities,
- ii. Determine which activities are strategic,
- iii. Trace costs of activities and
- iv. Improve management of value chain activities.

While doing it, the analysts must look for discrete activities which create value in different ways. This means reducing a company's cost while enlarging performance, thus the competitive advantage (Shanks and Weiss, 2007). But this does not confirm that all costs need to be reduced, it means costs that do not adversely influence the competitive advantage can and should be reduced.

The Industry Value Chain

The industry value chain starts with the raw materials manufacturers and ends with the delivery of the final product to the customer. The reason for analyzing the industry value chain is to understand company's comparative strength within the industry. In the industry value chain, there are upstream links and downstream links representing economically viable segment of the industry. Donelan and Kaplan (1998) state that after determining the industry value, a company should examine the relative strength of its position. A company's position within the industry link can be analyzed by industry margins, return on assets, benchmarking and capital budgeting. When a company finds its own deficiencies in relative industry strength, it can go back to the internal chain activities to improve its standing and gain a competitive advantage (Donelan and Kaplan, 1998).

3.4.3 Empirical research on relating value chain to profit margin

Cooper and Lybrand (1996) conducted a study on 213 companies in Pakistan to examine the impact of value chain analysis on the profit margin of firms. The findings indicated a correlation co-efficient of 0.74 (i.e. 74%) of the relationship between value chain analysis and profit margin of the firm. This implies that increases in the adoption of value chain analysis by companies will bring about 74% increase in profit. The study also confirms that 57% of the respondents agreed that the value chain analysis is a useful technique in minimizing the operational cost of a business which gives the firm the opportunity of cost leadership position in the industry thereby resulting to superior performance. However, Cooper and Lybrand (1996) did not consider the industry value chain performance measurements like market share of the firms. Resaeacher Urbig (2003) conducted a pilot study to investigate the implications of the value chain for firm and industry analysis, among selected companies in Berlin. The study revealed that the value chain analysis enables companies' executives to control cost drivers better than the competitors and thus creating above average performance in operational efficiency, profitability, market share, customers' satisfaction, innovations⁸, quality, and assets utilization. Likewise, Schiebel

(2005) in her Ph.D dissertation on value chain analysis and competitive advantage in telecommunication firms in the United Kingdom, administered a total of one thousand three hundred and sixteen (1316) copies of questionnaire on staff of marketing department of telecommunication companies to elicit their responses on the relevance of value chain analysis in gaining competitive advantage. The data of her study, which were analyzed using the mean scores, indicated that the value chain analysis does not only reveal cost advantages but also brings attention to several sources of differentiation advantage relative to competitors. It equally identifies those activities that are critical to buyer satisfaction and market success. This enables the firm to achieve above-average customer satisfaction (i.e. customer loyalty), market share, and profit, margin.

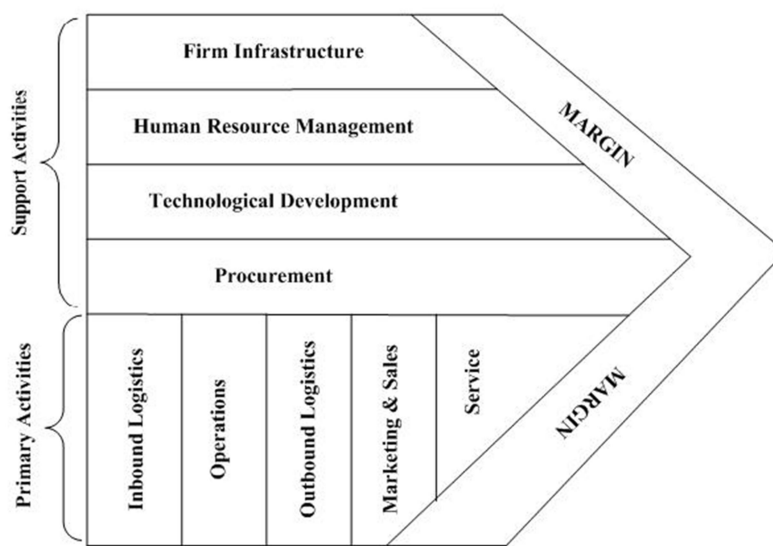


Figure 16: Porter's Value Chain Model

According to Donelan and Kaplan (1998), it can be difficult to find accurate return on sales and return on asset data to determine the value chain. However, rough estimates can be used to give some insight into the value chain. Lastly, not only do estimates make the value chain difficult to determine, but many industries have very complex value chains. Even though there are a few challenges to a value chain approach, it can be a very effective Strategic Management Accounting tool (Puolamaki, 2006). When competition is fierce, companies must precisely manage their activities and costs to sustain their competitive advantage.

From the literature of empirical findings, it can be summarized that various studies are conducted by doing value chain analysis, company's performance and profitability is improved but there is a gap in the literature that how value chain drivers are affecting the traders' purchase decisions.

3.5 Identification of Variables in Retail Buying Decision

3.5.1 Inbound & outbound logistics

According to Investopedia, logistics is the general management of how resources are acquired, stored and transported to their final destination from the point of origin in order to meet customers' requirements. Johnson and Wood (as cited in Tilanus, 1997) mentioned that logistics describes the entire process of materials and products moving into, through, and out of firm. Inbound logistics covers the movement of materials received from the suppliers. Outbound logistics refers to the movement of goods outward from the end of the assembly line or from the warehouse to the customer. Recent development of logistics definitions point out that logistics is the process of anticipating customer needs and wants and optimizing the goods or service producing network to fulfill customer requests in a timely manner (Tilanus, 1997). Combining all the literature, the researcher can argue that outbound logistics is a customer-oriented operation management.

Factors in inbound & outbound logistics

The efficiency and effectiveness of the outbound logistics operation has a considerable influence not only on the business performance of the marketer but also on the customer's perception of the quality of the products and services provided by the marketer. The uncertainty of the flows of finished goods to the customer may create dissatisfaction to the firm's customer base. Accordingly, logistics is strategically important in achieving competitive advantage (Bowersox, Closs & Cooper, 2010).

Logistics services comprise of two things—physical activities and nonphysical activities. Physical activities refer to the activities like transport, storage other similar activities and non-physical activities include aspects such as supply chain design, selection of contractors, freight negotiations. Most activities of logistics services are considered as bi-directional movement. Tracking and tracing is also an important element of logistics that provides essential data in each step of the interaction among logistics services and the target destinations. Infrastructure comprises human resources, financial resources, packaging materials, warehouses, transport and communications.

The role of logistics system or method is more complex than carrying goods for the proprietors. Its complexity can only be confirmed by high quality management. With well-handled transport system, goods could be sent to the right place at right time in order to satisfy customers' demands. It brings efficacy, and also it builds a bridge between producers and consumers. Therefore, transportation or logistics method is the base of efficiency and economy in business logistics and expands other functions of logistics system (Yung-yu, Wen Long & Michael, 2005). In addition, a good transport system performing in logistics activities brings benefits not only to service quality but also to company's competitiveness.

Typically firms outsource a range of activities in order to be competitive. Reducing costs (Aimi, 2007; Jiang, Frazier, & Prater, 2006; Lau & Zhang, 2006) is an important issue to outsource activities. Other reasons to outsource logistics related activities are to improve product quality (Bardhan, Whitaker, & Mithas, 2006), gain flexibility in decision making (Lau & Zhang, 2006), develop market coverage (Skjoett-Larsen, 2002), or to gain additional capacity (Linder, 2004; Mason, Cole, Ulrey, & Yan, 2002). Elliott (2006) argued that in most cases the objective of outsourcing is a targeted 20% cost reduction. Most of the studies show how outsourcing the outbound logistics is successful, but there is still a gap of how the factors associated with the logistics are influencing the purchase decisions.

Customer service in logistics is the process of providing goods, information and services to customers in order to create satisfaction in cost-effective manner (Sadler 2007). Specifically, it talks about how the logistics provider handles the queries on “creation of time” and “place utility” (Christopher, 2011). Products will not have value unless they have positioned to the right place when it is needed (Christopher, 2011). But the required service elements should be developed by customers themselves (Christopher, 2011).

Takele (2014) suggests outbound logistics provokes the customer’s choice mainly in 3 aspects: availability, reliability, and flexibility. Cortese (2003) mentioned all the logistics service providers’ goal is to deliver the goods in damage free condition. Many providers offer insured service and confirm the security. Anderson, Frank & Donavon (1997) mentioned one of the major principles in supply chain management is strategically reducing the total cost of owning materials and services and developing a supply chain-wide technology strategy that supports multiple levels of decision making and gives a clear view of the flow of products, services, and information. Ahmed (2017) studied 490 home appliance traders from Chittagong, Bangladesh and have identified that their purchase decisions were influenced by the method of logistics, security, cost and responsiveness of the logistics provider to a large extent.

Table 4: List of Logistics Related Variables Adopted from Various Literature

Indicators	Authors				
Distance	Skjoett-Larsen, 2002				
Cost	Aimi, 2007	Elliott (2006, p. 22)	Jiang, Frazier, & Prater, 2006	Lau & Zhang, 2006	David L. Anderson, Frank F. Britt, and Donavon J. Favre (1997)
	Ahmed (2017)				
Duration	Christopher 2011				
Quick	Christopher 2011				
Security	Lou Cortese (2003)		Ahmed (2017)		
Insurance	Lou Cortese (2003)				
Reputation	Takele (2014)				
Damage	Lou Cortese (2003)				
Responsive	Sadler	Tilanus,	Christopher 2011	David L. Anderson, Frank F.	

	2007	1997		Britt, and Donavon J. Favre (1997)
	Ahmed (2017)			
Logistics Means	Yung-yu T, Wen Long Y, Michael A.P.T. (2005)			Ahmed (2017)
On Time	Christopher 2011	David L. Anderson, Frank F. Britt, and Donavon J. Favre (1997)		

3.5.2 Marketing & sales

Marketing, sales, promotion and other elements of marketing and sales are emphasized as front end activities of value chain by Porter. Companies consistently review current promotional techniques and look for opportunities for improvements. For long term success, retaining customer is the key, thus reviewing existing marketing activities is vital for sustainable growth.

Factors in marketing & sales

There are various literatures on how marketing and sales are creating value to the consumers in various ways such as, increases revenue, customer satisfaction, loyalty (Buttle, 2004). It is also argued that marketing mainly focuses on improving customer service, customer targeting, and order personalization (Chen and Popovich, 2003). Several other literatures also suggest that at present, marketing focuses on aspects beyond the traditional scope of marketing. Croteau and Li (2003) mentioned that customization of products and services, trader-customer's "one-to-one" experience improve sales force efficiency and effectiveness, thus creates value to the organizations and to the customers.

Marketing and sales team need to be creative on their offering to their customers. Eggert, Ulaga, and Schultz (2006) point out the fact that order personalization increases supply chain efficiency and improves support for product development. Even though it creates complication in the production management, literature advices that customization of services and product offerings enhances ability to create long-term partnerships (Jones, Brown, Zoltners, and Weitz, 2005). Jones, Stevens, and Chonko (2005) identifies that

competitive intelligence can be achieved by coordinating communication. It has been accepted widely that company's sales figure is greatly contributed by the company's fan pages (Poyry, Parvinen & Malmivaara, 2013). So, it can be considered that purchase decision is influenced by the communications on social media by the brands, especially interactions that occurred on the Facebook Page of companies (Hutter, Hautz, Dennhardt & Fuller, 2013).

Again, marketing and sales activities also make the marketers' offering distinguishable in the market. Park and Kim (2003) argue that marketing and promotional activities simplify customer support by reducing cost-to-serve and by improving product differentiation. However, this differentiation sometimes creates bias positively or negatively. Reinartz, Krafft and Hoyer (2004) mentioned that marketing activities improve pricing by enabling segmentation based on economic value of customers and by allocating right resources for the right activities. Rigby, Reichheld and Schefter (2002) argue that promotional activities enhance ability to offer right products and services to right customer. Improvement of pricing can be achieved by sales effectiveness and by reducing administrative duties (Rivers and Dart, 1999).

Resellers or retailers may consider product availability and presence in the media when they choose their goods which to resell. Tekele (2014) confirms that resellers always require confirmed inventory availability not to miss out sales and prefer product mix. Allon & Bassamboo (2011) emphasize that customers always make decisions based on available information through all types of channels, like ATL⁹ and BTL¹⁰ activities. Furthermore, online presence and social media marketing becomes important along with these traditional media. Darley et al. (2010) also generated an integrated framework showing the presence of online can impact the purchase decision. Ashraf et al. (2014) argues that sales promotion strategies not only influence the customers' decisions but also creates brand awareness¹¹. This brand awareness in return will create future buyers and repeat purchases (Macdonald and Sharp, 2000). On this note, Sabri (2003) put emphasis on personalized products and services by arguing that it improves sales and force efficiency in enhancing product development.

There are many other variables which may impact the customers' purchase decision. Sheth, Sisodia and Sharma (2000) identify customization of marketing efforts to individual customers enhances ability to understand costs. Financial efficiency of marketing efforts enhances decision making, improves supply chain planning, customer segmentation, valuation (Sheth & Sharma, 2001; Spekman and Carraway, 2006). Anderson, Britt & Favre (1997) mentioned cost of owing, in another word product mix facilitates a purchasers buying power. Ballo (1997) mentioned that logistics support can be a part of marketing department as it is also used as a provoking tool for customers to make purchase decisions. These types of services can be the situational factors for buying decision as discussed by Badgaiyan and Verma (2015). Chien (2007) highlighted that the warranty becomes a marketing issue where the focal purpose is to provide services to the client when a product fails to meet its projected achievement during a certain period.

Present days marketers consider retaining the customers rather than focusing on one time buy-sell only. Verhoef (2003) mentions proper customer relationship management as a marketing activity that can improve customer commitment, satisfaction and loyalty. Accordingly, providing support to enhance the relationship strategically improves the competitive advantage (Bowersox, Closs, & Cooper, 2010). Again, Zikmund, McLeod and Gilbert (2003) identify marketing activities improves customer focus, increases share of customer, enhances long-term profitability, personalizes services and enhances satisfaction to the customer.

Table 5: List of Marketing and Sales Related Variables Adopted from Various Literature

Indicators	Authors			
Revenue	Buttle, 2004	Zikmund, McLeod, and Gilbert (2003)		
Customer Satisfaction	Buttle, 2004	Verhoef (2003)	Zikmund, McLeod, and Gilbert (2003)	
Loyalty	Buttle, 2004	Verhoef (2003)		
Customer Service	Chen and Popovich, 2003			
Customization	Chen and Popovich, 2003	Croteau and Li (2003)	Eggert, Ulaga, and Schultz	Zoltners, and Weitz,

			(2006)	2005).
	Rigby, Reichheld and Schefter (2002)	Sabri (2003)	Sheth, Sisodia and Sharma (2000)	
Product Development	Eggert, Ulaga, and Schultz (2006)			
Communication	Jones, Stevens, and Chonko (2005)			
Product Differentiation	Park and Kim (2003)			
Pricing	Reinartz, Krafft and Hoyer (2004)		Rivers and Dart, 1999).	
Financial Management	Sheth & Sharma, 2001,		Spekman and Carraway, 2006	
Inventory	Takele (2014)	David L. Anderson, Frank F. Britt, and Donavon J. Favre (1997)		
Loyal Customer	Armistead and Clark (1990)	Rigopoulou et al. (2008)	Carrete Lucero et al., 2008	
Flexibility	Rosen and Surprenant, 1998			
Source Of Profitability	Ehinlanwo and Zairi (1996)	Oliva and Kallenberg, 2003	Cronin and Morris, 1989;	Innis and La Londe, 1994
	Anderson et al., 1994).			
Inventory Management	Tan KC, Kannan VR, Handfield RB, 1998			
Product Mix	Takele (2014)	David L. Anderson, Frank F. Britt, and Donavon J. Favre (1997)		
Support	Bowersox, Closs, & Cooper, 2010			

3.5.3 After sales service

In order to operate profitably, a company must create customer value that exceeds the costs of providing this value. Researchers Bowman and Ambrosini (2000), use the term perceived use value, which is defined as “a price that a customer is prepared to pay for the product if there is only a single source of supply”. In value chain framework, depicted by Porter (1985), business needs to identify each sector where it can generate value, and service is also one of them. The concept of service driver basically includes all the activities required to keep the product or service working effectively for the buyer after it is sold and delivered. More specifically, it deals with the value creation from after sales

support and personal interactions between supplier and customer firms (Flint & Mentzer, 2000; Ulaga, 2003).

Factors in after sales service

Companies focus more on providing additional services to gain competitive advantage (Rosen & Surprenant, 1998). These additional services include good communication and flexibility. Armistead and Clark (1990) believe that after sales activities have positive impact on customer satisfaction and it has a strong influence on creating differentiated brands and loyal customers. Many companies also outsource the after sales service based on the argument between value and economy as mentioned by Elliot (2006). And they not only outsource it in domestic regions but also go across the national boundaries.

Zeithaml, Berry, and Parasuraman (1996) prove that service quality is correlated with consumer behavioral intentions and suggested that improved service quality influence the customer behavior positively. Such positive behavior will initiate repeat purchase which is comparable with Ehinlanwo and Zairi (1996) who have concluded that after sales service is a source of profit, customer satisfaction and product differentiation. In the present industry, many goods and services are quite identical and marketers always strive to make their offering different by adding some value like service quality in the identical products or services.

Firms should develop capabilities in repair and maintenance services to differentiate their offering to improve the base of satisfied customers and thus profitability (Oliva and Kallenberg, 2003). Saccani, Songini and Gaiardelli (2006) have shown in their empirical study that after sales service improve company image, customer satisfaction and retention. It is suggested that companies should be strategic in delivering after sales support to be competitive. Rigopoulou et al. (2008) confirm that after sales service has significant and positive impact on customer satisfaction and on consumer buying behavior. They suggest that services marketing managers should understand the impact of after sales service on customer satisfaction and behavioral intentions. End users'

satisfaction with the dealers' after sales support is also important in trading business (Lucero et al., 2008). Marketers are now promoting their goods by standing on the after sales offering of the firm.

Shaharudin et al. (2009) examined the factors of after sales service influencing customer satisfaction in the Malaysian electronic market. In his literature, after sales services was determined through delivery, installation and warranty. Results show that delivery, warranty and installation have significant positive impact on customer satisfaction. It is recommended that companies should focus on improving after sales service management. Moreover, business can implement sophisticated software, safety stock, reduced response time. Business staff should be trained in functional activities to produce high quality products to keep the customer satisfied. Previous studies and literature revealed that a group of satisfied customers is more likely to repurchase, which leads to increased sales and market share (Cronin and Morris, 1989; Innis and La Londe, 1994). As a matter of fact, customer retention is an inherent outcome of customer loyalty, which has been positively linked to financial performance indicators such as profitability and market share (Anderson et al., 1994).

Table 6: List of After Sales Related Variables Adopted from Various Literature

Indicators	Authors			
Good Communication,	Rosen and Surprenant, 1998	Ehinlanwo and Zairi (1996)		
Additional Services	Rosen and Surprenant, 1998			
After Sales Activities	Rosen and Surprenant, 1998	Armistead and Clark (1990)	Ehinlanwo and Zairi (1996)	Shaharudin et al. (2009)
Differentiated Brand	Armistead and Clark (1990)	Ehinlanwo and Zairi (1996)		
Improved Service Quality	Zeithaml, Berry, and Parasuraman (1996)	Shaharudin et al. (2009)		
Customer Retention	Saccani, Songini, and Gaiardelli (2006)		Anderson et al., 1994).	
Satisfaction	Armistead and Clark (1990)	Rigopoulou et al. (2008)	Carrete Lucero et al., 2008	Shaharudin et al. (2009)

3.5.4 Company image related attributes (operations and support activities)

A company's image depends on its operation process and support activities. Their successful operation process processing determines the product or service offering and the support activities are boosting the operational activities. Various processes, employees, equipment, buying and selling activities of the inventory are included in the operation step of value chain. For the operation phase, manufacturers' or marketers' main idea is to deliver the best in lowest possible cost by optimizing the labor and equipment, more specifically the whole manufacturing process. Resellers or traders focus on analyzing their operations to find out the ways to manage the inventory and merchandise more effectively for the buyers, thus creating value for the customers.

Variables in company image related attributes

Existing literature on marketing argues that the importance of customer value is more relevant when firms find that product innovation and quality management alone may no longer provide sufficient competitive advantage (Sharman, 1984; Woodruff, 1997). But a firm should not be misled by considering that innovation is not important. Hult et al. (2007) emphasizes improving company's performance based on knowledge development signifying the importance of innovation and research for sustainable development in every sector. Along with the innovation, firms must consider other strategic issues focusing on the betterment of the customers.

Firms that are able to shift their strategic focus to improve customer value by analyzing appropriate resources and capabilities will achieve superior performance and competitive advantage (Hunt and Morgan, 1995; Jüttner et al., 2007; Sawhney and Piper, 2002; Slater, 1997). Companies may involve getting certifications¹² or recognitions from regulators to be competitive as the customer base can depend on these certification to make their final decisions. The concept of customer value coined in the marketing literature (Slater, 1997; Ulaga, 2003; Woodruff, 1997); however, other researchers are arguing the idea of including operations as a key player in the creation of customer value (Flint & Mentzer,

2000; Sawhney & Piper, 2002). Woodruff (1997) also generalizes that customer value is the way to create competitive advantage. The major idea of including the operation aspect in developing customer value is by believing on the perception that customers are directly linked with the firm's operation. Furthermore, customers can visibly measure the competence of the firm by receiving the services.

Organizational performance means how well an organization achieves its market-oriented goals as well as its financial goals (Yamin S. et. al. , 1999). The short-term objectives of operation are primarily to increase the productivity and reduce inventory and cycle time, while long-term objectives are to increase market share and profits for all members of the value chain (Tan *et. al.*, 1998). Financial measures have served as a tool for comparing organizations and evaluating an organization's behavior over time (Holmberg, 2000).

Product quality can influence a customer's sense of value in multiple ways. Ultimately, consumers or end users will evaluate the value they receive from the use of a product, and will evaluate the cost/benefits associated with the price paid (Bowman & Ambrosini, 2000; Gronroos, 2008). Any organizational initiative, such as operation management, supply chain management, inventory management should ultimately lead to enhanced organizational performance.

Table 7: List of Company Image Related Variables Adopted from Various Literature

Indicators	Authors			
Organizational Performance	Yamin S, Gunasekruan A, Mavondo FT, 1999			
Company Image	Saccani, Songini, and Gaiardelli (2006)			
Operation Management	Flint and Mentzer, 2000		Sawhney and Piper, 2002	
Resource And Capabilities	Hunt and Morgan, 1995;	Jüttner et al., 2007;	Sawhney and Piper, 2002;	Slater, 1997
Product Innovation	Sharman, 1984;	Woodruff, 1997		
Quality Management	Sharman, 1984;	Woodruff, 1997	Bowman and Ambrosini, 2000	Gronroos, 2008
Financial Measurement	Holmberg S., 2000			

Support activities

Along with the variables discussed earlier in this section, there are several activities which are considered as support activities to assist the primary activities to gain competitive advantage. These support activities can be divided into below segments:

1. Procurement: This purchasing activity deals with correct material or services sourcing to facilitate the overall company's process. It adds value by the fact that proper acquisition will lead to proper value to the company as well as to the customers.
2. Technology Management: In today's technology driven environment, proper management of technology is necessary to reduce cost, develop new products, increase customer service facility, and build cost effective process. It supports company's innovation, development and process design.
3. Human Resource Management: Unique conditions in retail environment make it challenging to manage the human resource. Regardless of the technological advancement, retail environment is a labor intensive and resource dependent sector. Experts point out that as retail industry directly deal with the customer service, appropriate skills and training must be arranged.
4. Infrastructure: Planning management, legal framework, financing, accounting, public affairs, quality management and general management are the part of this segment. These supports are necessary for every primary activity like logistics, marketing and sales, after sales and support. These are required to meet the strategic plan and the objectives of a firm.

To form a successful product for an organization it is important to add value in each activity that the product goes through during the life cycle. The best possible value can be achieved in the product development process by adding value in each stage. For that it needs all, or a combination of, value chain activities and a proper synchronization among

all the related activities. A proper organization is required that contains all the required functional departments to perform these activities and a proper communication approach is required to synchronize the activities of these functional units efficiently. And these values act as the factors which influence the buyers' purchase decisions. Buyers have a limited capacity to consider multiple attributes simultaneously and they tend to order product attributes in a mentally hierarchical manner (Lee et al., 2013).

Such a hierarchical relationship builds on the categorization of product attributes into primary (e.g., price and brand) and secondary (e.g., country of origin, ingredients) attributes because secondary attributes merely add to the value that the product delivers (Brechan, 2006). Therefore, in large assortment sizes and larger attribute quantities, buyers may engage in a type of information search trade-off at the expense of attributes that they deem less essential in their decision-making process.

3.6 Home Appliance Industry in Bangladesh

In the case of Bangladesh's home appliance market, TV, Refrigerator and AC are the major home appliance products bought by the consumers. Bangladeshi television industry was highly dependent on imported goods several years back, but now locally manufactured televisions' market share is increasing. Different types of LED televisions are produced in the country by major market players like Walton, Jamuna, Singer and many other companies. The market demand has registered 8.8% growth in 2016-2017 amounting market demand of 1.85 million in 2016-17. Bangladesh home appliance market rise during the festive seasons like Eid Festivals, Pahela Baishakh, World Cup other occasions. Market players also offer promotions based on particular festivals. Even though international brands occupy a significant market share in the TV industry, the local brand Walton singly occupies 37% of the market share. The company targets the middle and lower income group by maintaining an affordable quality.

In refrigerator sector of the home appliance industry, the locally produced fridges are rapidly capturing the market and the demand has risen by 37% in 2016-17. Several

players like Walton, Jamuna, Transtec are operating in these fields. As summer lasts longer in Bangladesh, AC sector of appliance market is also a big key sector for the appliance entrepreneurs. Even though many local players are available in the market of AC with very affordable pricing and after support, the international brands like General, Mitsubishi and others are occupying the market. These notable brands have strong brand equity in the AC market which is the major challenge for the local manufacturers.

And for other home appliance goods like rice cooker, blender, toaster, there are many notable players in the present market like – RFL, Miyako and Kiam. Some of them are maintaining small scale assembly line locally to get tax benefits and some are importing directly from overseas. But Bangladeshi government and the entrepreneurs both are looking forward to having a manufacturing base in the future to attain competitive advantage locally and also for the international market. To do that, the country not only needs the industry base but also the backward and forward linkage industries to feed the parent industry. The industry needs a proper demand-supply analysis due to the fact of limited availability of literature on this field in Bangladesh context.

The term “value” is used in two ways in the marketing literature, firstly, value is what the buyer obtains from the supplier and secondly, it refers to what the supplier obtains from the buyer (Woodall, 2003). Due to this, sometimes misunderstandings can arise concerning the concept of value. However the term “the value of the consumer over the time” is used to define what the supplier obtains from the buyer over a long period of time. Basically, the value chain activities, such as the primary and support activities’ profitably created value help a firm to be competitive and to supply the customers’ demands. Furthermore, a lot of marketing channels are also present inside the firm’s value chain. A firm’s value chain does not only mean the firm and the end user. A firm has different types of customers, such as – the wholesalers, the brokers, the retailers, hyper stores¹³, the end users. The needs and demands of each of them are different. But the firm’s primary and support activities, thus their competitive advantages are the same. The value propositions of the firm towards all types of customers should be analyzed. For instance, the warehouse’s role may not matter at all for the end user but may have a

bigger deal to a broker or retailer, thus the drivers which influences the purchase decision needs to be analyzed.

It is inevitable that the market demand is created by the consumer base, but how the consumers know about the goods, meaning how the demand is created that question's answer lies on various factors. For an example, marketers need various channels to reach the end users or consumers. And retailers are among many of these channels to reach the end users. Mostly, the marketers' activities are visible in the market due to their presence in media or other channels, and end users' buying activities are visible in the market as they make the final purchase to consume. So, only the marketer and end user activities are visible in the market and the role of various intermediaries like wholesaler, distributor or retailer are overlooked.

There are numerous studies available on the factors impacting the consumers' decision making process, but limited studies are available in the context of the factors influencing retailer's purchase decision making process based on the condition of Bangladesh's appliance market. This research is targeted to fulfill the gap by identifying the factors influencing the retailers' purchase decisions in the context of growing home appliance sector of Bangladesh. A conceptual model to identify the factors affecting retailers' purchase decisions is outlined in figure 5.

4.0 RETAILERS' PURCHASE DECISION ATTRIBUTES

This chapter will discuss the data analysis and findings based on a survey on 387 appliance retailers from Bangladesh. It will first describe the participant profile and later will move on to analyze their purchase preferences while choosing the appliance products which they resell to the end users to find out the Purchase Decision Attributes of the Bangladeshi Appliance Retailers.

4.1 Respondents Profile

For this study, primary data was collected through a questionnaire survey among 387 retailers from different locations mentioned in table 8 that are divided into 3 groups based on the researcher's judgment for the purpose of analysis. The first group was comprised of the Dhaka based appliance retailers and it was 30% of the total respondents. The second group represented 18% of the respondents who were conducting their business in the district of Chittagong. The last group was the biggest group that occupied 52% of the respondents and they were from the 6 other divisions of Bangladesh except Dhaka and Chittagong. The researcher's reasoning of arranging grouping the respondents in such way are as follows:

1. Dhaka and Chittagong are the two principle financial centers of Bangladesh, for which they are considered as individual groups and other divisions as a whole is considered a single group.
2. Dhaka and Chittagong have the most number of respondents as mentioned in table 8.

Table 8 represents that respondents' mean experience in appliance business was of around 7 years and most of the appliance retail stores or outlets had 4 to 5 employees. Bangladeshi Appliance business retailers' monthly turnover is Bangladesh Taka 10 Lakh (around USD 12000) and respondents' mean age is 33 years.

With regard to the Educational backgrounds of the appliance retailers, it was found that most of the appliance retailers had passed SSC or HSC and only few of them had passed bachelor or master degree. 14% of the respondents may be below SSC or without having any notable education.

Table 8 depicts that appliance retailers prefer to sell multi-branded appliance items rather than a single brand. From the survey, the study have found out that, Bangladesh appliance retail industry is male centric as there are only 2 female respondents whereas the rest of 385 respondents were male.

Table 8: Key Identification Facts of the respondents

Frequency of the Respondents			Key Facts		
Division	Frequency	Percent	Facts	Mean	
Dhaka	116	30	Experience in Appliance Business	7.0426 Years	
Chittagong	71	18	Number of Employees in Retail Store	4.3773	
Other	Barisal	22	Monthly Turnover	BDT 9.9708 Lakh	
	Khulna	40	Age	33.4522 Years	
	Mymensingh	28	Educational Qualification of the Respondents		
	Rajshahi	46		Frequency	Percent
	Rangpur	39	Below SSC	54	14.0
	Sylhet	25	SSC	113	29.2
Total	387	100	HSC	117	30.2
Job Status of the Respondent in Retail Outlet			Bachelor Degree	67	17.3
Position	Frequency	Percent	Master Degree & Above	36	9.3
Proprietor / Partner	124	32.0	Selling Pattern		
Showroom Manager	136	35.1		Frequency	Percent
Others (Salesperson, Stock Manager, Purchase Manager etc.)	127	32.8	Single Brand	116	30.0
			Multi Brand	255	65.9
			Both	16	4.1

Table 9 shows that most of the retailers (42.6%) considered the brand at the time of their purchase. It also identifies that retailers preferred to arrange their own logistics to transport them to their facility after the purchase of their goods and while arranging their logistics they considered mostly the security and cost factor. However, around 15% of

respondents responded that they neither arranged by themselves nor outsourced the logistic services. While interviewing them, they answered that they preferred the marketer or appliance company provide the delivery services. Furthermore, the table 9 also identifies that if they are required to choose the logistics to transport their goods from the marketer’s facility to their own facility, only 21% of respondents responded that they considered duration while choosing the logistics. And it is understandable based on the researcher’s experience on duration as it is similar for most of the logistics or transportation companies and “security” should be more important factor than the others as it is also depicted by the survey.

Table 9: Retailers’ Preferences

Purchase Preference			Logistics Arrangement			Logistics Factor		
	Frequency	Percent		Frequency	Percent		Frequency	Percent
Price	65	16.8	Self Arranged	220	56.8	Cost	136	35.1
Quality	117	30.2	Outsourced	107	27.6	Duration	83	21.4
Brand	165	42.6	Others	60	15.5	Security	147	38
Credit Facility	18	4.7				Other	21	5.4
Other	22	5.7						

4.2 Bangladeshi Appliance Retailers’ Preferred Attributes

Based on the literature and experts’ opinions, 50 attributes were identified which influence Bangladeshi appliance retailers’ purchase decisions. These 50 attributes were again grouped into four major segments, which were:

- a. Logistics Related Attributes (11)
- b. Marketing & Sales Related Attributes (25)
- c. After Sales Related Attributes (6)
- d. Company Image Related Attributes (8)

The respondents were asked to rate their agreement expressing either a favorable or an unfavorable attitude toward the object of interest. Grading of the agreements is as

follows: Strongly Agree (+2), Agree (+1), Neutral (0), Disagree (-1) and Strongly Disagree (-2).

Based on the retailers agreement, these attributes were again sub grouped into five segments: primary attributes ($\mu \geq 0.75$), secondary attributes ($0.75 > \mu \geq 0.50$), support attributes ($0.50 > \mu \geq 0.25$), minor attributes ($0.25 > \mu \geq 0$) and negative attributes ($\mu < 0$) with which marketers may check which are relevant for them to design new marketing activities to boost their sales. By identifying the attributes and measuring their relative importance in the target market, marketers can determine the most suitable offering for a given market (Hawes and Baker, 1994). Primary attributes are those which are the major requirement of the retailer at the time of their purchase without which retailers may not decide to purchase. Secondary attributes are slightly less important attributes than the primary attributes but have more influence on the purchase decision than the support attributes. Support attributes are those which are required by the retailer when the need of primary and secondary are fulfilled. However marketers can focus on these areas to differentiate themselves. Minor attributes are those where retailers' agreement was close to neutral. Based on the researcher's convenience and judgment, he considered 0.25 as each group's range interval; which is close to half of all 50 variables mean and median (mean $0.5262 / 2 = 0.2631$, median $0.5207 / 2 = 0.2603$).

The detailed analyses of the above groups are given below.

4.2.1 Logistics related attributes

In the case of the home appliance industry, the distributor or the vendor naturally becomes the location of stock holding. And for a retailer maintaining stock is difficult due to their limited amount of spaces and capital. Therefore, the location of stock holding becomes a strategic decision and absolutely critical to the success of this type of supply chain. Furthermore, the lead time of the vendor to deliver the required goods to the logistics company is also important to the retailer as they choose the logistics company

based on when the vendor will be able to deliver the goods as different logistics company's operating time and receiving methods are different.

Table 10 represents the logistics attributes where Lead Time ($\mu=.6667$), Damage Free Delivery ($\mu=.6512$), vendor's location ($\mu=.6434$) and Ontime Delivery ($\mu=.6331$) have the most impact on the retailers' purchase decision. The underlying reason can be that retailers do not stock goods much in their stores as they have very small spaces and by maintaining small inventory they diversify their product portfolio. So, they prefer favorable vendor's location and shorter lead time. In general, a perfect delivery always means less duration, on time and damage free delivery. Also, security of the goods and how the logistics company handle their complaints are very critical in logistics business as their business is not a monopoly and their business is depending on their reputation. However, the respondents gave relatively more importance to being neutral to the Duration ($\mu=.5995$), Complain Handling ($\mu=.5969$), and security ($\mu=.5891$), agreeing that these factors have an impact on their purchase decisions. These seven attributes can be grouped under primary attributes related to logistics on which an appliance marketer can focus.

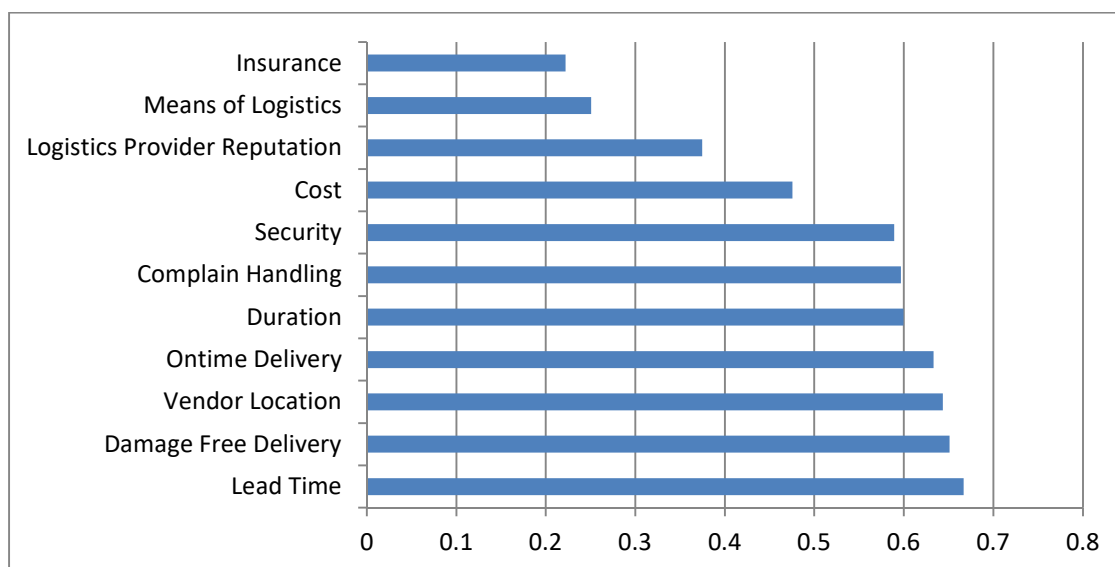


Figure 17: Graphical Representation of the Mean of Logistic Related Attributes

Logistics service providing (LSP) is an industry under great pressure. Margins are small, and therefore LSPs continuously seek for opportunities to make their business more profitable. That can be, for example, by scaling up or expanding their activities outside their main arena (Lemoine et al., 2003). Key findings from this table are also that retailers tend to be neutral with the cost associated with the logistics arrangement at the time of making their purchase decisions. It is so because the logistics are handled by themselves or outsourced mostly, and the transportation cost does not vary much among the transporting companies. Among the respondents, 56% of the retailers prefer to arrange the logistics by themselves and 27% by some outsourcing agencies. And 40% of the sample prefer the security of their goods and only 30% of the retailers consider the cost more in terms of choosing the logistics company. So, due to availability of many logistics companies, vendors or retailers have much buying power in terms of choosing the logistics company for which the appliance retailers tend to be neutral for the cost ($\mu=.4755$) and logistics company's reputation attribute ($\mu=.3747$).

Logistics or transportations are always associated with the risk of accident and damage. It is highly probable that at some point, organizations that are affiliates with outside providers will eventually have to deal with an operational interruption resulting from a third-party related issue. To manage them the logistics companies always have an agreement with the insurance company to provide support in for accidents or damages. Means of logistics refer to the fact that how the logistics companies will transport the goods – will it be by train or by truck or by boat. But only for few places, retailers have options to choose the means. For example, if they want to transport goods from Dhaka to Chittagong, they may choose the rail or road service. On the other hand, for various places they do not have any option but the water ways. So, Bangladeshi appliance retailers tend to be neutral in Means of logistics attribute ($\mu=.2506$) which is the least in Support Attributes group for the logistics related attributes. And insurance variable is considered as Minor Attributes as retailers may consider it as business risk and uncontrollable factors.

One sample t-Test was conducted and compared with $\mu=0$ based on the responses on the 11 logistics related attributes and table 10 is formed. From the above table, it can be concluded that where $p < .05$ the attribute means are statistically significantly different than neutral positions.

Table 10: Logistics Related Attributes

	Logistics Related Attributes	Mean	Std. Deviation	Significance
Secondary Attributes	I want the goods delivered just after I order. (Lead Time)	.6667	1.23423	.000
	I want damage free delivery. (Damage Free Delivery)	.6512	1.30156	.000
	I prefer vendor's location close to my facility. (Vendor Location)	.6434	1.12760	.000
	I prefer on time delivery. (On time Delivery)	.6331	1.27134	.000
	I consider "duration" at the time of choosing the logistics to take the acquired goods to my facility. (Duration)	.5995	1.08083	.000
	I want the logistics company is responsive in complain handling. (Complain Handling)	.5969	1.18619	.000
	I care about the security of the logistics. (Security)	.5891	1.24434	.000
Support Attributes	I consider "cost" of the logistics to take the acquired goods to my facility. (Cost)	.4755	1.24937	.000
	I care about the reputation of the logistics provider. (Logistics Provider Reputation)	.3747	1.28429	.000
	I care about the means of logistics (Example: Uncontrollable factors, infrastructure, road, water etc.). (Means of Logistics)	.2506	1.24123	.000
Minor Attributes	I want the logistics provider to provide insurance of the transported goods. (Insurance)	.2222	1.30651	.001

4.2.1.1 Logistics related impact based on different locations

Table 11 shows that, Dhaka-based retailers focus on On-time delivery, damage free delivery, Lead Time, Security and Complain Handling as important factors influencing their purchase decisions the most. However, for the other locations, retailers do not care about these factors much. They consider the vendor's location and duration the most. However, for Chittagong based retailers, Damage Free Delivery, On-time Delivery, Lead Time, Insurance, Cost, Security, Means of Logistics and Logistics Provider Reputation are considered as non-significant at 5% confidence interval. For other regions, Insurance variable is considered as non-significant at 5% confidence interval. Based on author's own experience, underlying reason of these responses is delivery channel from Dhaka to Chittagong is well-structured than the other regions, and the Bangladeshi appliance marketers are based in Dhaka or Chittagong. So, to design marketing strategies for other regions, marketers can focus on improving the Support Attributes like Lead Time, Security, Damage Free Delivery, Complain Handling, Logistics Provider Reputation, On-time Delivery and Cost of logistics.

Table 11 shows different location's retailers' preferences on logistics related attributes which are grouped into five segments: primary attributes ($\mu \geq 0.75$), secondary attributes ($0.75 > \mu \geq 0.50$), Support Attributes ($0.50 > \mu \geq 0.25$), Minor Attributes ($0.25 > \mu \geq 0$) and negative attributes ($\mu < 0$) with which marketers may develop strategies based on the target market or regions.

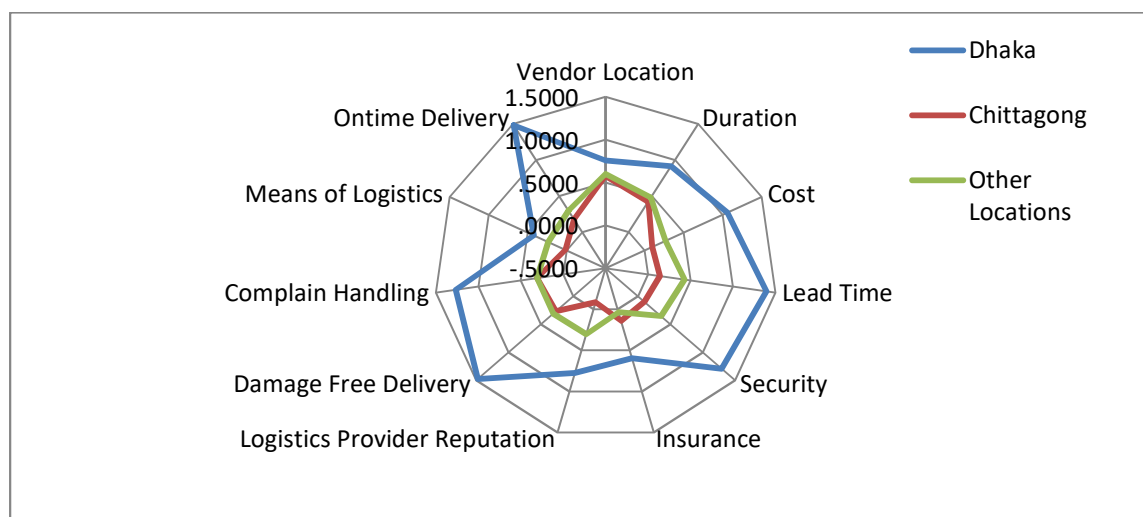


Figure 18: Logistic Attributes Comparison between Dhaka, Chittagong and Other Region

Table 11: Logistics Related Impact on Different Location Retailers

	Dhaka				Chittagong				Others				
	Attributes	Mean	Std. Deviation	Sig. (2-tailed) $\mu = 0$	Attributes	Mean	Std. Deviation	Sig. (2-tailed) $\mu = 0$	Attributes	Mean	Std. Deviation	Sig. (2-tailed) $\mu = 0$	
Primary Attributes	Ontime Delivery	1.4828	.61124	.000									
	Damage Free Delivery	1.4741	.72785	.000									
	Lead Time	1.3966	.75618	.000									
	Security	1.2931	.75777	.000									
	Complain Handling	1.2672	.75016	.000									
	Cost	1.0603	.85759	.000									
	Duration	.9138	.89994	.000									
	Logistics Provider Reputation	.7759	1.23771	.000									
Vendor Location	.7586	.95663	.000										
Secondary attributes	Insurance	.5948	1.30536	.000	Vendor Location	.5775	1.23822	.000	Vendor Location	.6000	1.17768	.000	
Support Attributes	Means of Logistics	.4224	1.33938	.001	Duration	.4225	1.15464	.003	Duration	.4800	1.11617	.000	
		Complain Handling	.3099	1.28276	.046	Lead Time	.4300	1.24210	.000	Lead Time	.4300	1.24210	.000
		Damage Free Delivery	.2676	1.40365	.113	Security	.3550	1.26768	.000	Security	.3550	1.26768	.000
						Damage Free Delivery	.3100	1.31245	.001	Damage Free Delivery	.3100	1.31245	.001
						Complain Handling	.3100	1.20464	.000	Complain Handling	.3100	1.20464	.000
						Logistics Provider Reputation	.3050	1.24891	.001	Logistics Provider Reputation	.3050	1.24891	.001
						Ontime Delivery	.3000	1.31095	.001	Ontime Delivery	.3000	1.31095	.001
				Cost	.2700	1.25097	.003	Cost	.2700	1.25097	.003		
Minor Attributes					Ontime Delivery	.1831	1.30176	.240	Means of Logistics	.2350	1.12521	.004	
					Lead Time	.1408	1.32337	.373	Insurance	.0350	1.28140	.700	
					Insurance	.1408	1.26825	.353					
					Cost	.0986	1.45558	.570					
					Security	.0986	1.34329	.538					
					Means of Logistics	.0141	1.35744	.931					
Negative Attributes					Logistics Provider Reputation	.0845	1.28448	.581					

4.2.1.2 Location-wise differences of logistics related attributes

Figure 18 represents that, Dhaka based retailers' shows very different nature than the Chittagong and other location based retailers. But whether their buying decisions factors are statistically different or not can be proven by ANOVA. Analysis of Variance is used to determine whether the means of the logistics related attributes are all equal or not. Homogeneity of variance is used to determine equal variance between the groups.

Table 12 shows significant differences for Duration, Cost, Lead Time, Security, Insurance, Logistics Provider Reputation, Damage Free Delivery, Complain Handling and On time Delivery variables for the 3 mentioned groups. However, the test also showed no significant difference between Vendor Location and means of the logistics between the groups.

Table 12: Analysis of Variance of Logistics related Attributes based on Location

		df	F	Sig.
Vendor Location	Between Groups	2	.875	.418
	Within Groups	384		
	Total	386		
Duration	Between Groups	2	7.310	.001*
	Within Groups	384		
	Total	386		
Cost	Between Groups	2	20.533	.000*
	Within Groups	384		
	Total	386		
Lead Time	Between Groups	2	35.902	.000*
	Within Groups	384		
	Total	386		
Security	Between Groups	2	32.067	.000*
	Within Groups	384		
	Total	386		
Insurance	Between Groups	2	7.128	.001*
	Within Groups	384		
	Total	386		
Logistics Provider Reputation	Between Groups	2	11.038	.000*
	Within Groups	384		
	Total	386		
Damage Free Delivery	Between Groups	2	39.806	.000*
	Within Groups	384		
	Total	386		
Complain Handling	Between Groups	2	30.494	.000*
	Within Groups	384		
	Total	386		

Means of Logistics	Between Groups	2	2.434	.089
	Within Groups	384		
	Total	386		
Ontime Delivery	Between Groups	2	45.871	.000*
	Within Groups	384		
	Total	386		

4.2.1.3 Logistics Related Impact Based on Job Status of the Retailer

Table 13 shows that showroom managers focus on on-time Delivery, Damage Free Delivery, Complain Handling, Lead Time and Security and these attributes are grouped into primary attributes. However for proprietors and others, table 13 shows no primary attributes. Table 13 also shows some minor attributes for showroom managers (Means of logistics) and others (Means of logistics, Reputation and Insurance) in the retail outlets; but these are considered as non-significant at 5% confidence interval. Proprietors mostly care for lead time (0.6532), Damage free delivery (0.6371), duration (0.6132), vendor location (0.5726), security (0.5323), complain handling (0.5) and others in the retail outlet consider vendor location (0.6220), duration (0.5591), lead time (0.5591) and cost (0.5039) attribute of the logistics.

This table also depicts different location's retailers' preferences on logistics related attributes based on job status of the retailer, which are grouped into five segments: primary attributes ($\mu \geq 0.75$), secondary attributes ($0.75 > \mu \geq 0.50$), Support Attributes ($0.50 > \mu \geq 0.25$), Minor Attributes ($0.25 > \mu \geq 0$) and negative attributes ($\mu < 0$) with which marketers may develop strategies based on the target market or regions.

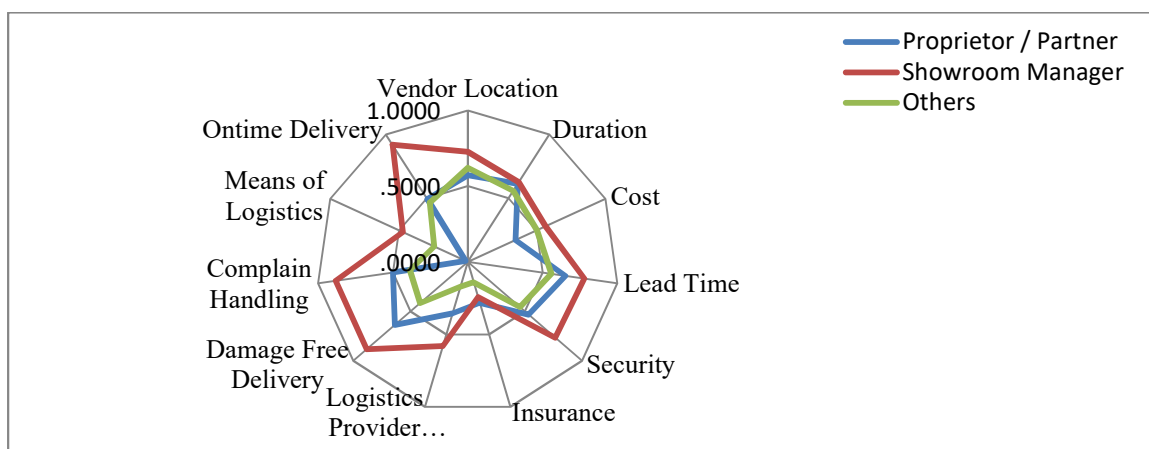


Figure 19: Logistic Attributes Comparison between Retail Showroom Proprietors, Managers and Other Employees

Table 13: Logistics Related Impact on Purchase Decision Based on the Job Status of the Retailer

	Proprietor (124)				Showroom Manager (136)				Others (127)			
	Attributes	Mean	Std. Deviation	Sig. (2-tailed) $\mu = 0$	Attributes	Mean	Std. Deviation	Sig. (2-tailed) $\mu = 0$	Attributes	Mean	Std. Deviation	Sig. (2-tailed) $\mu = 0$
Primary Attributes					Ontime Delivery	.9191	1.14216	.000				
					Damage Free Delivery	.8824	1.26526	.000				
					Complain Handling	.8824	.98927	.000				
					Lead Time	.7794	1.20917	.000				
					Security	.7647	1.21859	.000				
Secondary attributes	Lead Time	.6532	1.28812	.000	Vendor Location	.7279	1.07129	.000	Vendor Location	.6220	1.20797	.000
	Damage Free Delivery	.6371	1.21865	.000	Duration	.6250	1.05365	.000	Duration	.5591	1.08125	.000
	Duration	.6129	1.11683	.000	Logistics Provider Reputation	.5809	1.23261	.000	Lead Time	.5591	1.20616	.000
	Vendor Location	.5726	1.10559	.000	Cost	.5662	1.19072	.000	Cost	.5039	1.31459	.000
	Security	.5323	1.23259	.000								
	Complain Handling	.5000	1.15117	.000								
Support Attributes	Ontime Delivery	.4919	1.27831	.000	Means of Logistics	.4706	1.16072	.000	Ontime Delivery	.4646	1.34987	.000
	Logistics Provider Reputation	.3548	1.25713	.002					Security	.4567	1.27089	.000
	Cost	.3468	1.24316	.002					Damage Free Delivery	.4173	1.38266	.001
	Insurance	.2823	1.29138	.016					Complain Handling	.3858	1.35135	.002
Minor Attributes	Means of Logistics	.0161	1.25578	.887	Insurance	.2426	1.30240	.032	Means of Logistics	.2441	1.27688	.033
									Logistics Provider Reputation	.1732	1.33983	.148
									Insurance	.1417	1.33169	.233

4.2.1.4 Job status-wise differences of logistics related attributes

Figure 19 represents the nature of managers, the proprietors and other employees of the showroom. But whether their buying decision factors are statistically different or not can be proven by ANOVA. Analysis of Variance was used to determine whether the means of the logistics related attributes are all equal or not. Homogeneity of variance was used to determine equal variance between the groups.

Table 14 reflects significant differences for Logistics Provider Reputation, Damage Free Delivery, Complain Handling, Means of Logistics and Ontime Delivery for the 3 groups (showroom proprietor, managers and other employees). However, the test also showed no significant difference between Vendor Location, Duration, Cost, Lead Time, Security, Insurance between the groups.

Table 14: Analysis of Variance of Logistics related Attributes based on Location

		Df	F	Sig.
Vendor Location	Between Groups	2	.648	.523
	Within Groups	384		
	Total	386		
Duration	Between Groups	2	.136	.873
	Within Groups	384		
	Total	386		
Cost	Between Groups	2	1.050	.351
	Within Groups	384		
	Total	386		
Lead Time	Between Groups	2	1.058	.348
	Within Groups	384		
	Total	386		
Security	Between Groups	2	2.217	.110
	Within Groups	384		
	Total	386		
Insurance	Between Groups	2	.387	.679
	Within Groups	384		
	Total	386		
Logistics Provider Reputation	Between Groups	2	3.371	.035*
	Within Groups	384		
	Total	386		
Damage Free Delivery	Between Groups	2	4.274	.015*
	Within Groups	384		
	Total	386		
Complain Handling	Between Groups	2	6.545	.002*
	Within Groups	384		
	Total	386		
Means of Logistics	Between Groups	2	4.427	.013*
	Within Groups	384		
	Total	386		
Ontime Delivery	Between Groups	2	5.445	.005*
	Within Groups	384		
	Total	386		

Table 15: Logistics Related Impact based on Educational Background of the Retailers

	BELOW SSC (54)				SSC(113)				HSC (117)				Bachelor and Masters (103)			
	Attributes	Mean	Std. Deviation	Sig. (2-tailed) $\mu = 0$	Attributes	Mean	Std. Deviation	Sig. (2-tailed) $\mu = 0$	Attributes	Mean	Std. Deviation	Sig. (2-tailed) $\mu = 0$	Attributes	Mean	Std. Deviation	Sig. (2-tailed) $\mu = 0$
Primary Attributes	Damage Free Delivery	1.0000	1.11592	.000	Damage Free Delivery	.8761	1.11109	.000	Vendor Location	.7521	1.12116	.000				
	Ontime Delivery	.8889	1.23879	.000	Lead Time	.7965	1.28285	.000								
	Lead Time	.8333	1.02331	.000	Duration	.7522	.99580	.000								
	Complain Handling	.8333	1.00471	.000												
Secondary attributes	Security	.7407	1.08480	.000	Ontime Delivery	.7257	1.20451	.000	Duration	.6496	1.11662	.000	Complain Handling	.6408	1.17869	.000
	Vendor Location	.6296	.97702	.000	Vendor Location	.6726	1.05596	.000	Lead Time	.5983	1.26668	.000	Ontime Delivery	.5825	1.31002	.000
	Cost	.5926	1.15772	.000	Complain Handling	.6372	1.18066	.000	Security	.5470	1.24911	.000	Security	.5340	1.28959	.000
	Duration	.5370	.94595	.000	Cost	.6195	1.12852	.000					Lead Time	.5146	1.23562	.000
					Security	.6106	1.27779	.000								
				Logistics Provider Reputation	.5841	1.23002	.000									
Support Attributes	Logistics Provider Reputation	.3333	1.35980	.077	Insurance	.4867	1.17348	.000	Ontime Delivery	.4701	1.30366	.000	Vendor Location	.4951	1.27475	.000
				Means of Logistics	.3982	1.20668	.001	Damage Free Delivery	.4615	1.42356	.001	Damage Free Delivery	.4369	1.37677	.002	
								Cost	.4530	1.31631	.000	Duration	.4078	1.17521	.001	
								Complain Handling	.4103	1.26050	.001	Means of Logistics	.3981	1.22346	.001	
								Insurance	.2821	1.26523	.017	Logistics Provider Reputation	.3204	1.28501	.013	
												Cost	.2816	1.33150	.034	
Minor Attributes	Insurance	.1296	1.42810	.508				Logistics Provider Reputation	.2393	1.29088	.047					
	Means of Logistics	.1111	1.20794	.502				Means of Logistics	.0427	1.28246	.719					
Negative Attributes												Insurance	-.0874	1.37275	.520	

4.2.1.5 Logistics related impact on purchase decision based on the educational background of the retailer

Table 15 shows that retailers with below SSC ($\mu=1.0$) and SSC passed ($\mu=0.8761$) educational backgrounds consider damage free delivery the most at the time of their retail buying decision whereas HSC passed group considered the vendor location ($\mu=0.7521$) the most. Tertiary degree holders do not have any primary attributes related to logistics. Primarily, the below SSC passed group also considers Ontime Delivery ($\mu=.8889$), Lead Time ($\mu=.8333$) and Complain Handling ($\mu=.8333$). On the other hand SSC passed groups, consider Lead Time ($\mu=.7965$) and Duration ($\mu=.7522$).

The table also illustrates different retailers' preferences on logistics related attributes based on their job status, which are grouped into five segments: primary attributes ($\mu \geq 0.75$), secondary attributes ($0.75 > \mu \geq 0.50$), Support Attributes ($0.50 > \mu \geq 0.25$), Minor Attributes ($0.25 > \mu \geq 0$) and negative attributes ($\mu < 0$) with which marketers may develop strategies based on the target market or regions.

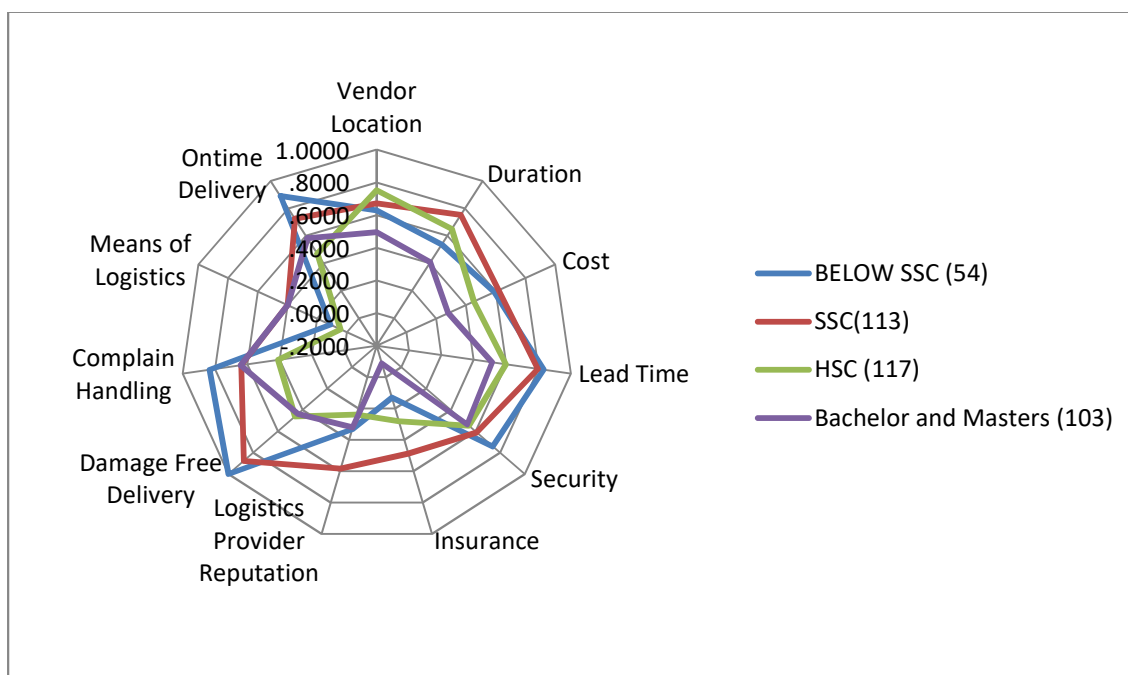


Figure 20: Logistic Attributes Comparison between Dhaka, Chittagong and Other Region

4.2.1.6 Educational background-wise differences of logistics related attributes

Figure 20 represents that retailer with educational level with below SSC and show similar nature. However, HSC passed retailers showed less care about the variables than the other groups, while the retailers having a higher degree showed quite different attitude toward the variables. But whether their buying decision factors are statistically different or not can be proven by ANOVA. Analysis of Variance was used to determine whether the means of the logistics related attributes were all equal or not. Homogeneity of variance was utilized to determine equal variance between the groups.

Table 16 shows significant differences for Vendor Location, Insurance and Damage Free Delivery. However, the test also showed no significant difference for the other variables between the groups.

Table 16: ANOVA on Logistics Related Variables based on Educational Backgrounds of the Retailers

		Df	F	Sig.
Vendor Location	Between Groups	4	2.627	.034*
	Within Groups	382		
	Total	386		
Duration	Between Groups	4	1.516	.197
	Within Groups	382		
	Total	386		
Cost	Between Groups	4	1.157	.330
	Within Groups	382		
	Total	386		
Lead Time	Between Groups	4	1.085	.364
	Within Groups	382		
	Total	386		
Security	Between Groups	4	.291	.884
	Within Groups	382		
	Total	386		
Insurance	Between Groups	4	3.879	.004*
	Within Groups	382		
	Total	386		
Logistics Provider Reputation	Between Groups	4	1.269	.282
	Within Groups	382		
	Total	386		
Damage Free Delivery	Between Groups	4	3.325	.011*
	Within Groups	382		
	Total	386		
Complain	Between Groups	4	1.399	.234

Handling	Within Groups	382		
	Total	386		
Means of Logistics	Between Groups	4	1.771	.134
	Within Groups	382		
	Total	386		
Ontime Delivery	Between Groups	4	1.892	.111
	Within Groups	382		
	Total	386		

4.2.1.7 Logistics Related Impact on Purchase Decision Model

A regression analysis was conducted on the 12 logistics related variables and below model can be formed where correlation coefficient R value was 0.567 which shows a moderate positive relationship.

Logistics Related Impact on Purchase Decision (Overall) = 0.98

+ 0.152 Lead Time

+0.194 Damage Free Delivery

+ 0.182 Complain Handling

+ 0.107 Ontime Delivery

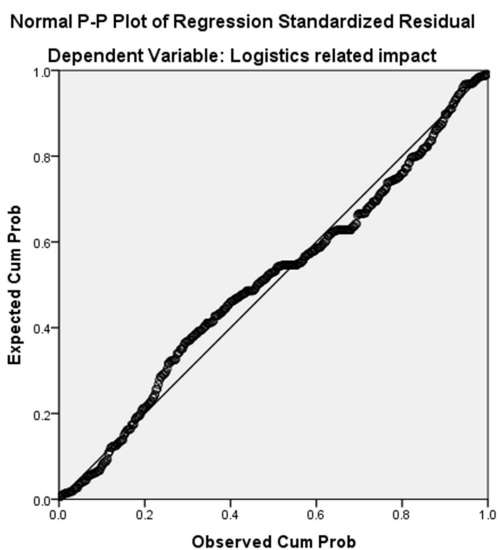


Figure 21: Logistics Related Impact Scatter Plot

Table 17: Logistics Related Impact on Retailers Purchase Decision

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	.098	.070		1.403	.161
Vendor Location	-.025	.050	-.023	-.506	.613
Duration	-.031	.057	-.028	-.546	.586
Cost	.090	.050	.092	1.802	.072
Lead Time	.152	.052	.154	2.916	.004
Security	.051	.052	.052	.984	.326
Insurance	.081	.045	.087	1.807	.071
Logistics Provider Reputation	.059	.048	.062	1.232	.219
Damage Free Delivery	.194	.047	.207	4.087	.000
Complain Handling	.182	.052	.177	3.516	.000
Means of Logistics	-.073	.046	-.075	-1.576	.116
Ontime Delivery	.107	.048	.111	2.205	.028

4.2.2 Sales & marketing related attributes

Like any industry, appliance retailers also look for those appliance marketers who focus on satisfying their (retailers or customers) needs. Satisfaction is often used as a predictor of future purchases (Kasper, 1988, Newman and Werbel, 1973) and the data shows that it is same for appliance retailers buying decision as well. The mean ($\mu=0.8547$) of focus on satisfying attribute is the strongest among the sales and marketing related needs and can be grouped as primary attribute ($\mu \geq 0.75$) for this segment.

Eleven main components can be grouped as secondary attributes ($0.75 > \mu \geq 0.50$). Among them, Pricing ($\mu=.7390$), Warranty ($\mu=.7287$), Customer Management ($\mu=.7235$) and Brand Image ($\mu=.7054$) play the most important role. Retailers mostly consider customer satisfaction when they do their retail buying. They also consider how well they are managed by the retailers. They also consider pricing, warranty, brand image in the same manner. Appliance product managers or marketing managers always need to be careful in deciding the prices of their product. Furthermore, as appliance is not a perishable product, warranty and branding issues affect the customer's purchase decision to a great extent for which retailers also will take the buying decision based on what their customers wants.

Based on general idea, retailers should consider their profitability or the amount of commissions¹⁴ mostly. But retailers consider the commission attribute later than the other attributes mentioned in secondary attributes.

Commission ($\mu=.6744$) and Logistics Support ($\mu=.5891$) from the marketers affects retailers' purchase decisions as it directly improves their profitability. Product Design ($\mu=.5478$), Attractive Packaging ($\mu=.5375$), Vendor's Interior ($\mu=.5245$), Availability ($\mu=.5168$) and Product Line ($\mu=.5168$) play a moderate role in influencing their purchase decision.

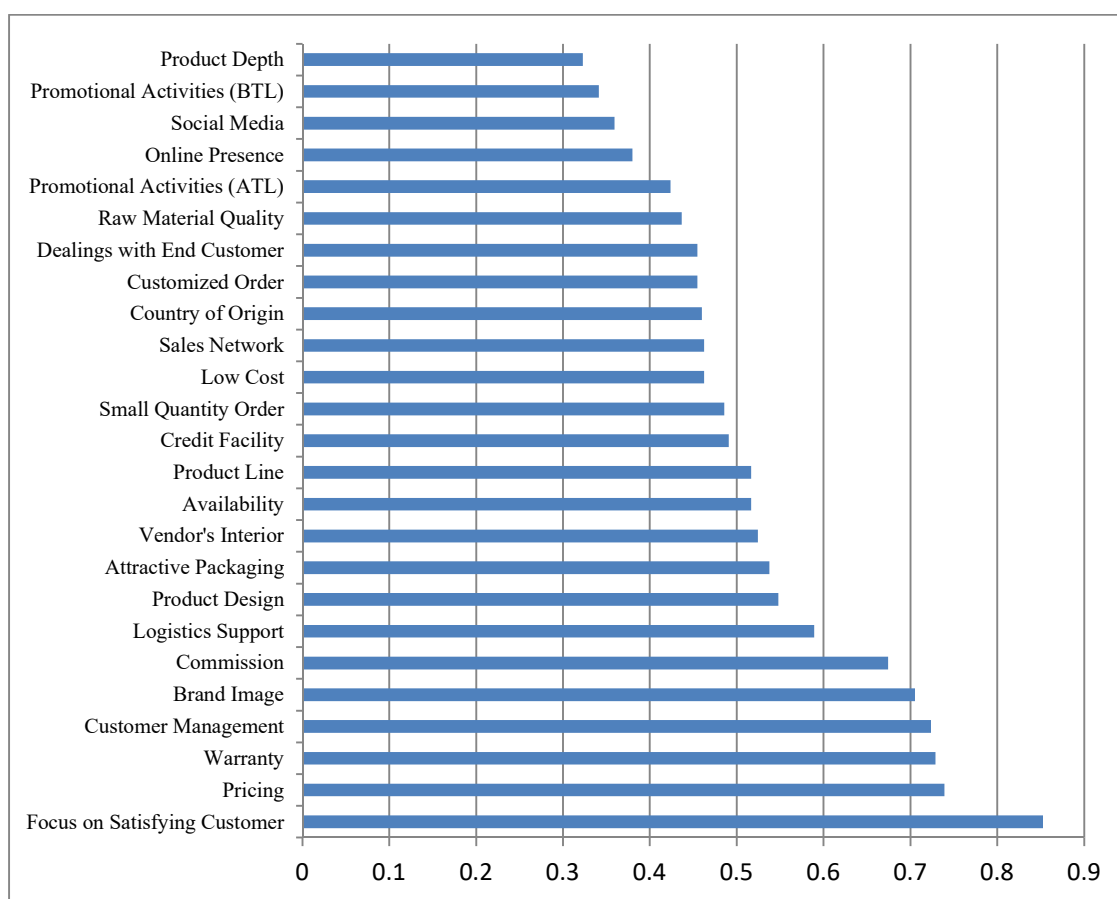


Figure 22: Graphical Representation of Sales and Marketing Related Preferences

Among the Support Attributes, Credit Facility ($\mu=.4910$) influences their purchase decisions as it helps them to improve their investment portfolio, ability to give Small Quantity Order ($\mu=.4858$) helps them to purchase different items. Retailers prefer to get

small quantity support from the vendors as it helps them to diversify their shelved products. Among the secondary attributes, retailers prefer to get the logistics support from the vendors. 56% of the samples do their logistical arrangement by themselves, 27% outsource the logistics service and 16% is either arranged by the vendor or by some other way. Chronologically they consider the product design and packaging of the product after the logistics support. Among the secondary attributes, they prefer to consider the product depth and BTL focused promotional activities the least.

One sample t-Test was carried out and compared with $\mu=0$ based on the responses on the 25 sales and marketing related attributes to form table 18. From the table, it can be concluded that where $p < .05$ the attribute means that the value is statistically significantly different than neutral position.

Table 18: Sales and Marketing Related Attributes

		Mean	Std. Deviation	Significance
Primary Attributes	I want my vendor to focus on satisfying their customers. (Focus on Satisfying Customer)	.8527	1.09946	.000
Secondary attributes	I care about the pricing of the goods. (Pricing)	.7390	1.15243	.000
	I care about the warranty of the product. (Warranty)	.7287	1.29017	.000
	I want my vendor to be efficient in Customer management. (Customer Management)	.7235	1.14428	.000
	I care about the brand image. (Brand Image)	.7054	1.23467	.000
	I consider the commission or benefits when I choose to trade any appliance product. (Commission)	.6744	1.27448	.000
	I want my vendor to provide the outbound logistics support. (Logistics Support)	.5891	1.21697	.000
	I consider the product design. (Product Design)	.5478	1.20218	.000
	I consider attractive packaging. (Attractive Packaging)	.5375	1.25732	.000
	I consider vendor's facility / shop interior. (Vendor's Interior)	.5245	1.17455	.000
	I care about the inventory availability of the vendor. (Availability)	.5168	1.20302	.000
	I want my vendor to offer enriched product line. (Product Line)	.5168	1.22225	.000

Support Attributes	I prefer to buy on credit. (Credit Facility)	.4910	1.31819	.000
	I want my vendor to handle small quantity order. (Small Quantity Order)	.4858	1.19658	.000
	I prefer low cost goods. (Low Cost)	.4625	1.25319	.000
	I consider my vendor's sales network. (Sales Network)	.4625	1.26553	.000
	I consider the country of origin of the goods. (Country of Origin)	.4599	1.24689	.000
	I prefer product mix in a single carton than to buy one carton full of single type of item. (Customized Order)	.4548	1.19797	.000
	I consider how my vendor deals with the end customer. (Dealings with End Customer)	.4548	1.25500	.000
	I consider raw material (Motor grade, Food Grade issues, mechanical issues etc.) quality. (Raw Material Quality)	.4367	1.25215	.000
	My vendor should engage more ATL based promotional activities [Example Radio, TV, Newspaper, Press etc.]. (Promotional Activities-ATL)	.4238	1.18551	.000
	My vendor should have online presence [Example Website]. (Online Presence)	.3798	1.24796	.000
	My vendor should have presence in Social Media [Example Facebook Fan Page, Twitter etc.]. (Social Media)	.3592	1.25202	.000
	My vendor should engage more BTL based promotional activities [Example Email Marketing, Tele-Marketing etc.]. (Promotional Activities-BTL)	.3411	1.22894	.000
	I want my vendor to offer enriched product depth. (Product Depth)	.3230	1.31613	.000
Minor Attributes				
Negative Attributes				

4.2.2.1 Sales and marketing related impact based on different locations

Based on table 19, it can be said that Dhaka-based retailers focus on all the marketing and sales related attributes mentioned in the study, among which the major three components are warranty ($\mu=1.5259$), Commission ($\mu=1.5172$), Brand Image ($\mu=1.4138$), Attractive

packaging ($\mu=1.3707$), pricing ($\mu=1.3621$), Credit facility ($\mu=1.3448$) and logistic support ($\mu=1.3448$). These attributes are the primary focus for the Dhaka appliance retailers to make their decisions in terms of sales and marketing related attributes. Dhaka-based retailers consider warranty issues to ensure their investments and they consider the commission variable as Dhaka has a competitive market. Brand image also plays an important role because end users want renowned brands from them. Dhaka-based retailers prefer logistics support from the marketer of the appliance goods. However, the respondents showed relatively more preference toward the promotional activities (means 1.0086), online presence (mean 0.7759), Social Media (mean 0.7759) because they are knowing that which company's brand image is good promotional activities), online presence or Social Media presence is not much important to them.

However, for Chittagong-based retailers, most of the items are considered as non-significant at 5% confidence interval due to appropriateness of number of sample ($n=71$) and total variable=25. Further research with bigger sample size is required for this. But for the other locations, Focus on Satisfying Customer ($\mu=.6800$) and customer management ($\mu=.5350$) is the most important factor affecting their purchase decisions. For the retailers from other than Dhaka and Chittagong, Social Media, Promotional Activities (BTL), Credit Facility and Product Depth are considered as non-significant at 5% confidence interval.

Table 19 shows different locations' retailers' preferences on sales and marketing related attributes which are grouped into five segments: primary attributes ($\mu \geq 0.75$), secondary attributes ($0.75 > \mu \geq 0.50$), Support Attributes ($0.50 > \mu \geq 0.25$), Minor Attributes ($0.25 > \mu \geq 0$) and negative attributes ($\mu < 0$) with which marketers may develop strategies based on the target market or regions.

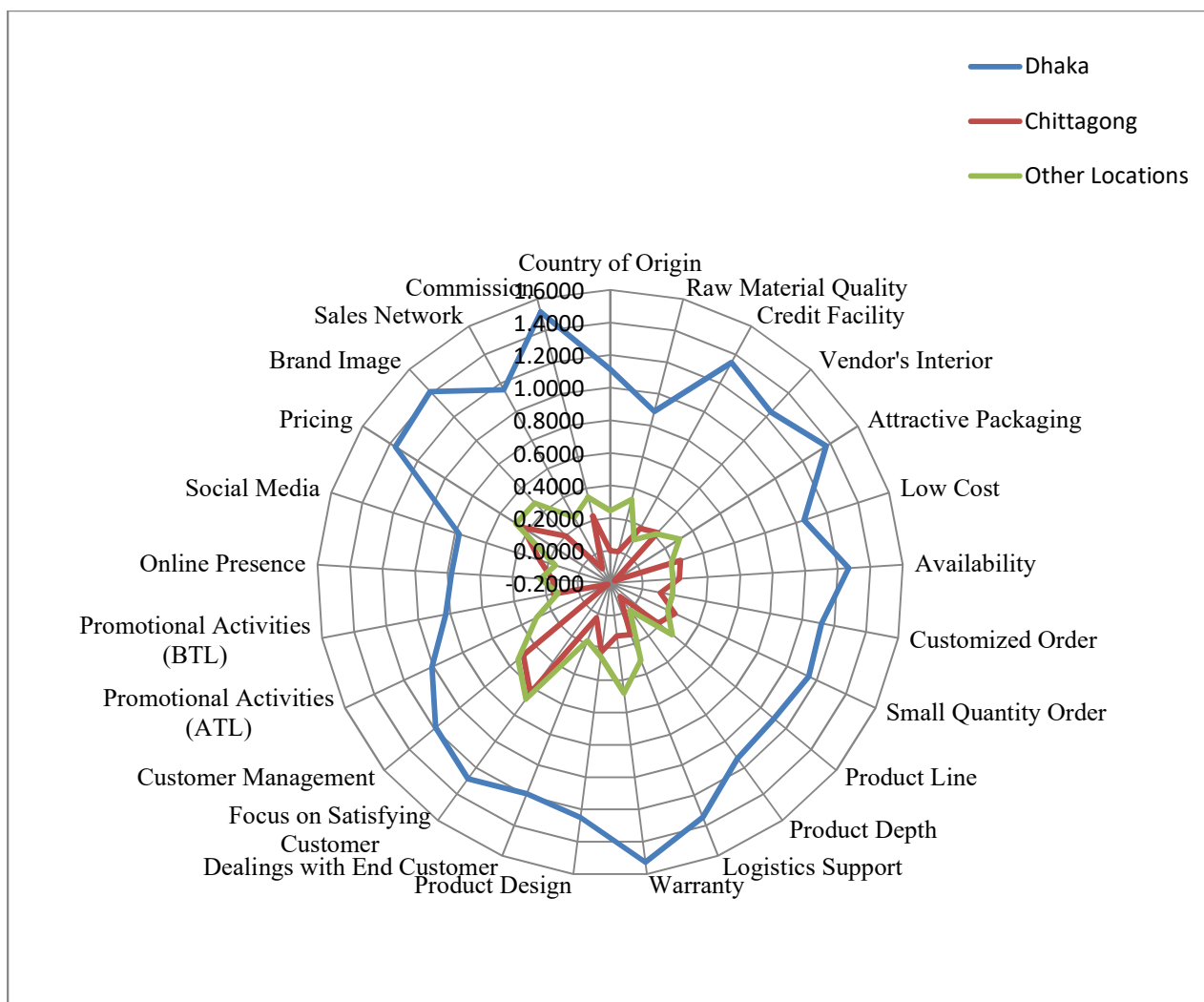


Figure 23: Sales and Marketing Attributes Comparison between Dhaka, Chittagong and Other Region

Table 19: Sales and Marketing Related Preferences of Different Location Retailers

	Dhaka				Chittagong				Others			
	Attributes	Mean	Std. Deviation	Sig. (2-tailed) $\mu = 0$	Attributes	Mean	Std. Deviation	Sig. (2-tailed) $\mu = 0$	Attributes	Mean	Std. Deviation	Sig. (2-tailed) $\mu = 0$
Primary Attributes	Warranty	1.5259	.61093	.000								
	Commission	1.5172	.59684	.000								
	Brand Image	1.4138	.60532	.000								
	Attractive Packaging	1.3707	.59753	.000								
	Pricing	1.3621	.62410	.000								
	Credit Facility	1.3448	.72356	.000								
	Logistics Support	1.3448	.66074	.000								
	Focus on Satisfying Customer	1.2845	.70780	.000								
	Availability	1.2672	.71454	.000								
	Product Design	1.2500	.77880	.000								
	Vendor's Interior	1.2414	.66752	.000								
	Dealings with End Customer	1.1897	.81202	.000								
	Customer Management	1.1897	.75658	.000								
	Sales Network	1.1552	.87082	.000								
	Small Quantity Order	1.1466	.78302	.000								
	Product Depth	1.1293	.81859	.000								
	Customized Order	1.1207	.80385	.000								
	Country of Origin	1.1121	.91149	.000								
	Product Line	1.1034	.81699	.000								
	Low Cost	1.0517	.94035	.000								
Promotional Activities (ATL)	1.0086	.89923	.000									
Raw Material Quality	.8879	1.03648	.000									
Promotional Activities (BTL)	.8276	.98047	.000									
Online Presence	.7759	1.06392	.000									
Social Media	.7759	1.08817	.000									
Secondary attributes					Focus on Satisfying Customer	.6338	1.23334	4.330	Focus on Satisfying Customer	.6800	1.16808	.000
									Customer Management	.5350	1.21910	.000
Support Attributes					Low Cost	.2535	1.33864	1.596	Pricing	.4850	1.21951	.000
					Social Media	.2535	1.27300	1.678	Warranty	.4800	1.32983	.000
									Brand Image	.4750	1.31071	.000
									Commission	.3450	1.29008	.000
									Raw Material Quality	.3300	1.24856	.000
									Logistics Support	.3100	1.24968	.001
									Attractive Packaging	.3050	1.27282	.001
									Promotional Activities (ATL)	.3000	1.15615	.000
								Product Line	.2950	1.27519	.001	

						Sales Network	.2600	1.25310	.004
						Product Design	.2550	1.21133	.003
Minor Attributes						Vendor's Interior	.2254	1.19758	1.586
						Country of Origin	.2450	1.22165	.005
						Availability	.2254	1.39588	1.360
						Online Presence	.2300	1.27090	.011
						Product Design	.2254	1.27836	1.485
						Vendor's Interior	.2150	1.21910	.013
						Commission	.2254	1.39588	1.360
						Low Cost	.1950	1.27085	.031
						Brand Image	.1972	1.29416	1.284
						Customized Order	.1900	1.21295	.028
						Credit Facility	.1831	1.34494	1.147
						Small Quantity Order	.1900	1.24162	.032
						Product Line	.1831	1.30176	1.185
						Availability	.1850	1.16514	.026
						Promotional Activities (BTL)	.1549	1.39025	.939
						Dealings with End Customer	.1800	1.23092	.040
						Online Presence	.1549	1.32717	.984
					Social Media	.1550	1.28030	.088	
					Logistics Support	.1408	1.27946	.928	
					Promotional Activities (BTL)	.1250	1.22346	.150	
					Warranty	.1268	1.39314	.767	
					Credit Facility	.1050	1.35022	.273	
					Customized Order	.1127	1.27110	.747	
					Product Depth	.0050	1.33563	.958	
					Dealings with End Customer	.0282	1.41393	.168	
					Country of Origin	0.0000	1.38358	0.000	
					Raw Material Quality	0.0000	1.37321	0.000	
Negative Attributes						Product Depth	-.0986	1.35388	-.614
						Sales Network	-.0986	1.37482	-.604
						Attractive Packaging	-.1690	1.30915	-1.088
						Promotional Activities (ATL)	-.1831	1.27962	-1.206

4.2.2.2 Location-wise differences of sales and marketing attributes

Figure 23 identifies that Dhaka-based appliance retailers showed very different behavior than Chittagong and other regions. However, statistically it should be proven that Dhaka, Chittagong and other regions' appliance retailers' preferences are significantly different.

Therefore, analysis of Variance was used to determine whether the means of the sales and marketing related attributes are all equal. Homogeneity of variance is used to determine equal variance between the groups.

The table 20 shows significant differences for all the sales and marketing related variables between the groups indicating that marketers must consider location for their marketing goods.

Table 20: ANOVA on Sales and Marketing Related Attributes based on Location

		df	F	Sig.
Country of Origin	Between Groups	2	26.835	.000*
	Within Groups	384		
	Total	386		
Raw Material Quality	Between Groups	2	13.383	.000*
	Within Groups	384		
	Total	386		
Credit Facility	Between Groups	2	42.303	.000*
	Within Groups	384		
	Total	386		
Vendor's Interior	Between Groups	2	36.532	.000*
	Within Groups	384		
	Total	386		
Attractive Packaging	Between Groups	2	50.352	.000*
	Within Groups	384		
	Total	386		
Low Cost	Between Groups	2	20.192	.000*
	Within Groups	384		
	Total	386		
Availability	Between Groups	2	38.533	.000*
	Within Groups	384		
	Total	386		
Customized Order	Between Groups	2	29.496	.000*
	Within Groups	384		
	Total	386		
Small Quantity	Between Groups	2	28.968	.000*
	Within Groups	384		

Order	Total	386		
Product Line	Between Groups	2	21.335	.000*
	Within Groups	384		
	Total	386		
Product Depth	Between Groups	2	37.094	.000*
	Within Groups	384		
	Total	386		
Logistics Support	Between Groups	2	38.796	.000*
	Within Groups	384		
	Total	386		
Warranty	Between Groups	2	40.451	.000*
	Within Groups	384		
	Total	386		
Product Design	Between Groups	2	32.956	.000*
	Within Groups	384		
	Total	386		
Dealings with End Customer	Between Groups	2	33.652	.000*
	Within Groups	384		
	Total	386		
Focus on Satisfying Customer	Between Groups	2	13.661	.000*
	Within Groups	384		
	Total	386		
Customer Management	Between Groups	2	14.763	.000*
	Within Groups	384		
	Total	386		
Promotional Activities (ATL)	Between Groups	2	27.928	.000*
	Within Groups	384		
	Total	386		
Promotional Activities (BTL)	Between Groups	2	13.862	.000*
	Within Groups	384		
	Total	386		
Online Presence	Between Groups	2	8.775	.000*
	Within Groups	384		
	Total	386		
Social Media	Between Groups	2	9.760	.000*
	Within Groups	384		
	Total	386		
Pricing	Between Groups	2	27.599	.000*
	Within Groups	384		
	Total	386		
Brand Image	Between Groups	2	33.388	.000*
	Within Groups	384		
	Total	386		
Sales Network	Between Groups	2	31.114	.000*
	Within Groups	384		
	Total	386		
Commission	Between Groups	2	44.709	.000*
	Within Groups	384		
	Total	386		

4.2.2.3 Sales and marketing related impact on purchase decision based on the job status of the retailer

As per table 21, appliance store proprietors consider customer management ($\mu=0.9032$), warranty ($\mu=0.8226$) and marketers focus on satisfying the customer ($\mu=0.7742$) primarily and later they consider product design ($\mu=.7258$), pricing ($\mu=.7016$), logistics support ($\mu=.6048$), vendor's interior ($\mu=.5887$), low cost ($\mu=.5484$), availability ($\mu=.4724$) at the time of their purchase decision of doing their retail buying. Showroom managers also show similar nature as warranty ($\mu=0.9706$) and marketers focus on satisfying the customers ($\mu=1.0515$) also considered as primary attributes from sales and marketing aspects for the showroom managers. However, they are comparable with the proprietor by primarily considering brand image ($\mu=0.9706$), pricing ($\mu=0.7941$) and commission ($\mu=0.9485$) issues. And secondarily, showroom managers consider logistics support ($\mu=.7353$), availability ($\mu=.3706$), product design ($\mu=.6659$), attractive packaging ($\mu=.5809$), vendor's interior ($\mu=.5368$) which have great impact on showroom managers' decisions.

And the other employees of the store do not have any primary attribute at the time of the purchase as their retail sourcing decision have impact of their store managers or proprietors. However, they mostly consider pricing ($\mu=.7165$), customized order ($\mu=.5197$) and brand image ($\mu=.5669$). From this information of retailers, it can be identified that showroom managers are more prone to making sourcing decisions considering these aspects.

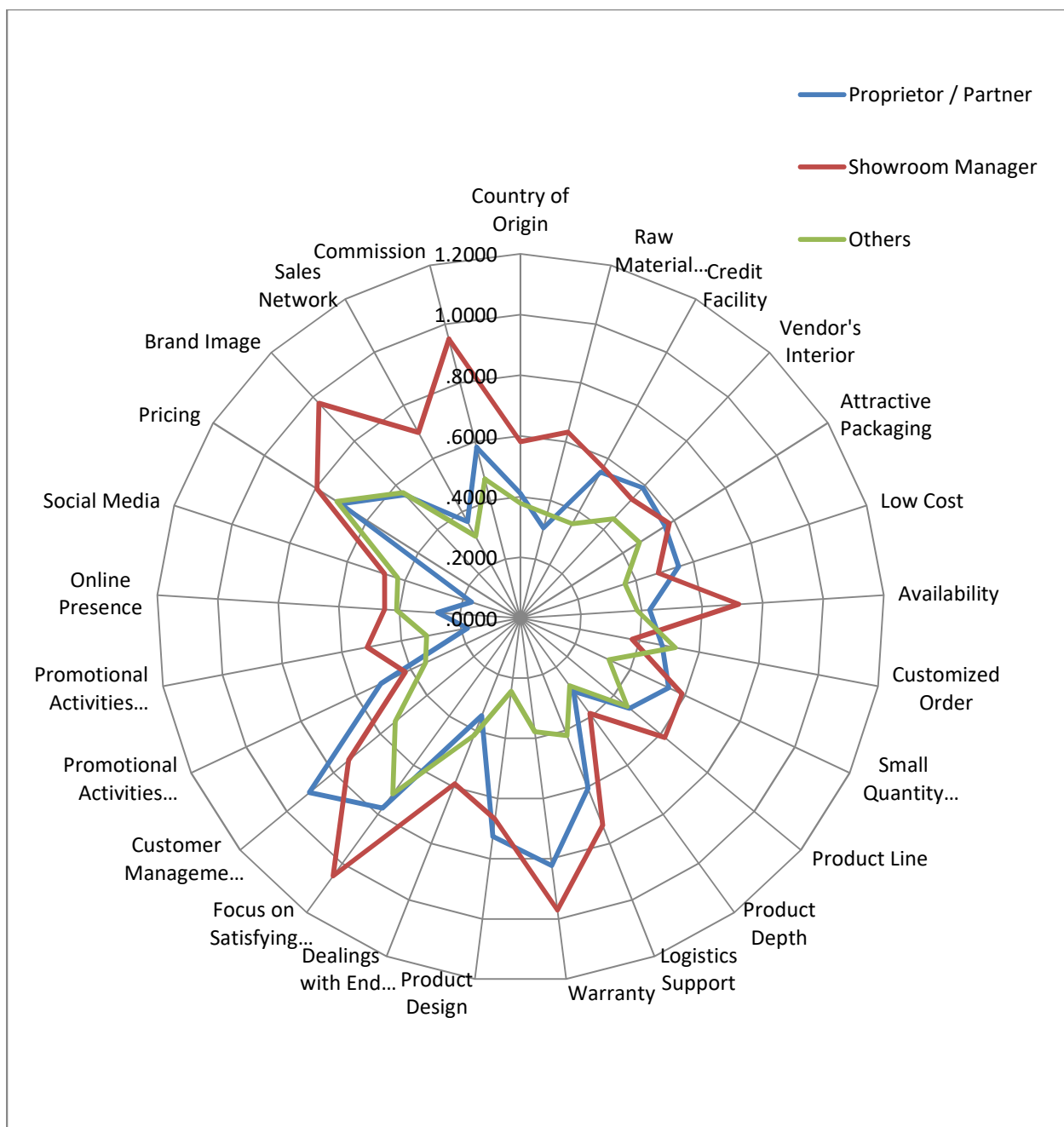


Figure 24: Sales and Marketing Attributes Comparison based on Job Status of the Retailer

Table 21: ANOVA on Sales and Marketing Related Attributes based on Location

	Proprietor (124)				Showroom Manager (136)				Others (127)			
	Attributes	Mean	Std. Deviation	Sig. (2-tailed) $\mu = 0$	Attributes	Mean	Std. Deviation	Sig. (2-tailed) $\mu = 0$	Attributes	Mean	Std. Deviation	Sig. (2-tailed) $\mu = 0$
Primary Attributes	Customer Management	.9032	1.10003	.000	Focus on Satisfying Customer	1.0515	.91344	.000				
	Warranty	.8226	1.25619	.000	Warranty	.9706	1.14142	.000				
	Focus on Satisfying Customer	.7742	1.16059	.000	Brand Image	.9706	1.12178	.000				
					Commission	.9485	1.10433	.000				
				Pricing	.7941	1.10967	.000					
Secondary attributes	Product Design	.7258	1.15004	.000	Logistics Support	.7353	1.13683	.000	Focus on Satisfying Customer	.7165	1.19455	.000
	Pricing	.7016	1.14750	.000	Customer Management	.7353	1.07659	.000	Pricing	.7165	1.20776	.000
	Logistics Support	.6048	1.20175	.000	Availability	.7206	1.17814	.000	Brand Image	.5669	1.26986	.000
	Vendor's Interior	.5887	1.17572	.000	Sales Network	.6985	1.21301	.000	Customer Management	.5354	1.23311	.000
	Commission	.5806	1.35609	.000	Product Design	.6691	1.12911	.000	Customized Order	.5197	1.23988	.000
	Attractive Packaging	.5645	1.28305	.000	Raw Material Quality	.6324	1.22812	.000				
	Brand Image	.5565	1.27708	.000	Product Line	.6176	1.15508	.000				
	Credit Facility	.5484	1.30885	.000	Small Quantity Order	.5882	1.15130	.000				
	Low Cost	.5484	1.24518	.000	Dealings with End Customer	.5882	1.20167	.000				
	Small Quantity Order	.5403	1.21908	.000	Country of Origin	.5809	1.22054	.000				
	Promotional Activities (ATL)	.5081	1.09319	.000	Attractive Packaging	.5809	1.22659	.000				
	Customized Order	.4758	1.17884	.000	Credit Facility	.5662	1.30924	.000				
	Product Line	.4677	1.25222	.000	Vendor's Interior	.5368	1.16688	.000				
	Availability	.4274	1.23086	.000	Promotional Activities (BTL)	.5147	1.00359	.000				

Support Attributes	Country of Origin	.4113	1.26242	.000	Low Cost	.4779	1.22907	.000	Commission	.4724	1.32033	.000
	Sales Network	.3629	1.25157	.002	Social Media	.4706	1.19220	.000	Attractive Packaging	.4646	1.27114	.000
	Dealings with End Customer	.3468	1.30692	.004	Online Presence	.4485	1.25208	.000	Product Line	.4567	1.26463	.000
	Raw Material Quality	.3065	1.30775	.010	Promotional Activities (ATL)	.4191	1.15184	.000	Vendor's Interior	.4488	1.18662	.000
	Product Depth	.2984	1.30652	.012	Product Depth	.3897	1.29485	.001	Social Media	.4252	1.32449	.000
	Online Presence	.2742	1.19850	.012	Customized Order	.3750	1.17969	.000	Logistics Support	.4173	1.29982	.000
	Promotional Activities (BTL)	.1774	1.30694	.133					Dealings with End Customer	.4173	1.25635	.000
	Social Media	.1694	1.22787	.127					Online Presence	.4094	1.29317	.001
									Availability	.3858	1.18219	.000
									Country of Origin	.3780	1.25944	.001
									Warranty	.3780	1.40254	.003
									Low Cost	.3622	1.28896	.002
									Raw Material Quality	.3543	1.20533	.001
									Credit Facility	.3543	1.33647	.003
									Promotional Activities (ATL)	.3465	1.30553	.003
									Small Quantity Order	.3228	1.21421	.003
									Promotional Activities (BTL)	.3150	1.34931	.010
									Sales Network	.3071	1.30634	.009
									Product Depth	.2756	1.35504	.024
Minor Attributes									Product Design	.2441	1.27688	.033

4.2.2.4 Job status-wise differences of sales and marketing attributes

Figure 24 shows that showroom managers consider the attributes with higher priority than the proprietors or the other employees in the store which should be tested statistically. Analysis of Variance is used to determine whether the means of the sales and marketing related attributes are all equal. Homogeneity of variance is used to determine equal variance between the groups.

Table 22 shows significant differences for Availability, Warranty, Product Design, Focus on Satisfying Customer, Customer Management, Brand Image, Sales Network and Commission attributes among the showroom managers, proprietor and other employees in the retail stores.

Table 22: ANOVA on Sales and Marketing Related Attributes based on Job Status

		df	F	Sig.
Country of Origin	Between Groups	2	1.009	.366
	Within Groups	384		
	Total	386		
Raw Material Quality	Between Groups	2	2.628	.074
	Within Groups	384		
	Total	386		
Credit Facility	Between Groups	2	1.021	.361
	Within Groups	384		
	Total	386		
Vendor's Interior	Between Groups	2	.455	.635
	Within Groups	384		
	Total	386		
Attractive Packaging	Between Groups	2	.322	.725
	Within Groups	384		
	Total	386		
Low Cost	Between Groups	2	.707	.494
	Within Groups	384		
	Total	386		
Availability	Between Groups	2	3.079	.047*
	Within Groups	384		
	Total	386		
Customized Order	Between Groups	2	.506	.603
	Within Groups	384		
	Total	386		
Small Quantity Order	Between Groups	2	1.813	.165
	Within Groups	384		
	Total	386		

Product Line	Between Groups	2	.715	.490
	Within Groups	384		
	Total	386		
Product Depth	Between Groups	2	.278	.758
	Within Groups	384		
	Total	386		
Logistics Support	Between Groups	2	2.272	.105
	Within Groups	384		
	Total	386		
Warranty	Between Groups	2	7.668	.001*
	Within Groups	384		
	Total	386		
Product Design	Between Groups	2	6.271	.002*
	Within Groups	384		
	Total	386		
Dealings with End Customer	Between Groups	2	1.287	.277
	Within Groups	384		
	Total	386		
Focus on Satisfying Customer	Between Groups	2	3.559	.029*
	Within Groups	384		
	Total	386		
Customer Management	Between Groups	2	3.291	.038*
	Within Groups	384		
	Total	386		
Promotional Activities (ATL)	Between Groups	2	.583	.559
	Within Groups	384		
	Total	386		
Promotional Activities (BTL)	Between Groups	2	2.505	.083
	Within Groups	384		
	Total	386		
Online Presence	Between Groups	2	.685	.505
	Within Groups	384		
	Total	386		
Social Media	Between Groups	2	2.153	.118
	Within Groups	384		
	Total	386		
Pricing	Between Groups	2	.244	.784
	Within Groups	384		
	Total	386		
Brand Image	Between Groups	2	4.937	.008*
	Within Groups	384		
	Total	386		
Sales Network	Between Groups	2	3.760	.024*
	Within Groups	384		
	Total	386		
Commission	Between Groups	2	5.186	.006*
	Within Groups	384		
	Total	386		

4.2.2.5 Sales and marketing related impact on purchase decision based on the educational backgrounds of the retailers

This section focuses on finding out whether the education backgrounds of the retailers influence their purchase decisions related to sourcing goods or not. As per table 30, retailers whose education is below SSC level, focuses mostly on how the marketers make the customers satisfied ($\mu=1.0556$). This group also considers product design ($\mu=0.9815$), brand image ($\mu=0.9259$), warranty ($\mu=.9074$), pricing ($\mu=.9074$), customer management ($\mu=.8889$), commission ($\mu=.8519$), customized order ($\mu=.8333$), dealing with end customers ($\mu=.7963$) and low cost ($\mu=.7593$) primarily. However, for those retailers who have passed SSC level are concerned with country of origin ($\mu=.8850$) which somehow relate to the fact that they consider the quality of the goods or they consider which origin is more salable. For example, sometimes mass people prefer appliance goods from Europe or ASEAN to the goods with Chinese origin. This group also considers commission ($\mu=.8584$), pricing ($\mu=.7788$) and attractive packaging ($\mu=.7788$) as their primary concern.

HSC passed retailers show similar nature as the below SSC group as their first criteria is how the marketers make the customers satisfied ($\mu=.8462$). Pricing ($\mu=.7350$) is also a vital factor for them. Bachelor or Masters degree holders also give priority to satisfying customers ($\mu=.8252$) like the other 3 groups and brand image ($\mu=.7961$) comes next to that.

For retailers with educational level of below SSC, promotional activities, Social media, for HSC level country of origin and product depth and for Bachelor and Masters degree holder groups, country of origin, customized order, promotional activities, and product depth are excluded as the level of significance is below 5%. Figure 25 shows below SSC and SSC passed retailers consider these factors the most than the other groups while sourcing goods for their showroom.

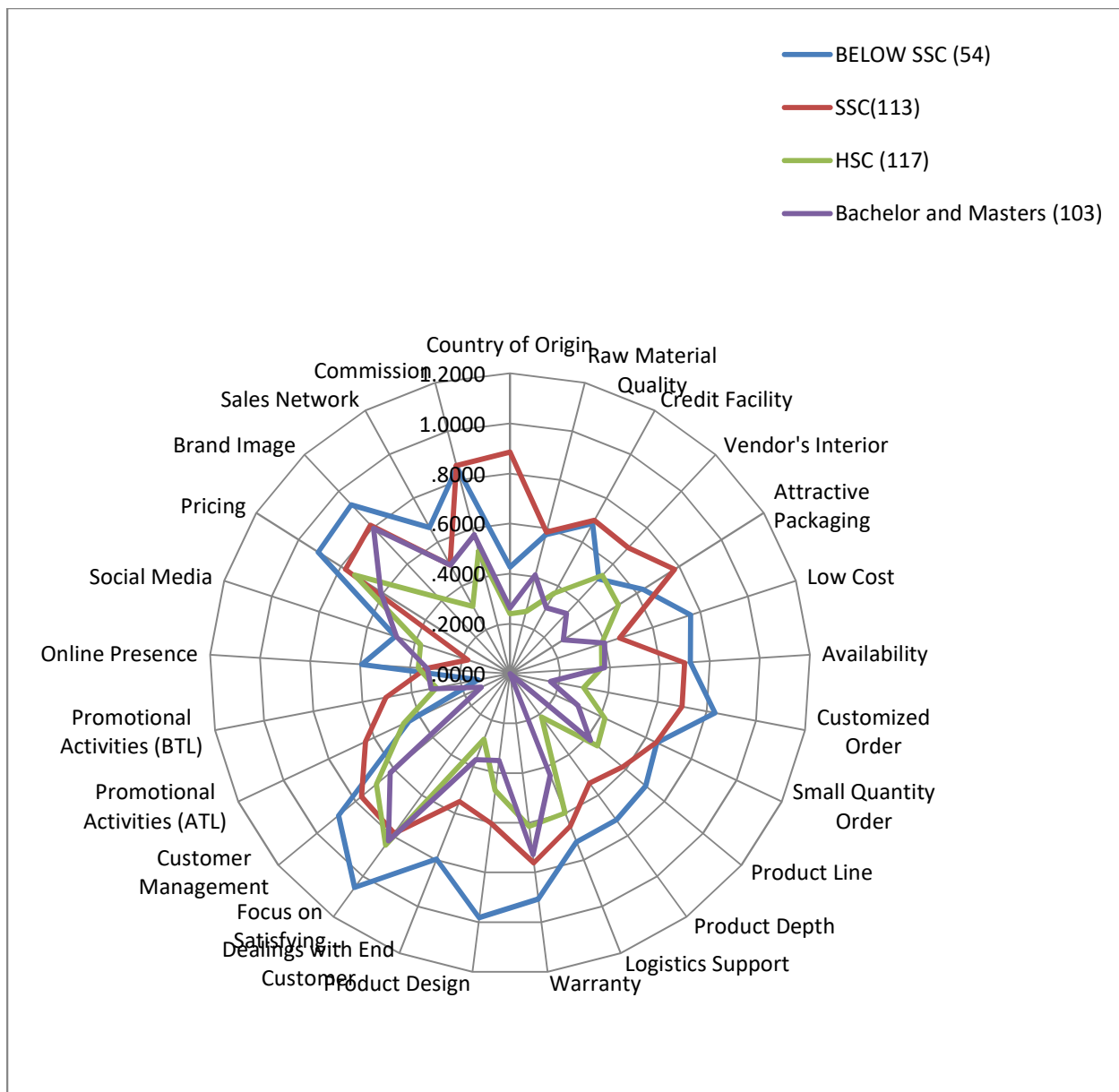


Figure 25: Sales and Marketing Attributes Comparison based on Educational Backgrounds

	Attractive Packaging	.6296	1.20214	.000	Product Design	.6018	1.10631	.000								
	Online Presence	.5926	1.10775	.000	Raw Material Quality	.5841	1.19318	.000								
	Raw Material Quality	.5741	1.05691	.000	Product Line	.5841	1.12381	.000								
	Vendor's Interior	.5185	1.16134	.002	Dealings with End Customer	.5487	1.18767	.000								
					Product Depth	.5398	1.22500	.000								
					Promotional Activities (BTL)	.5044	1.22565	.000								
Support Attributes	Social Media	.4815	1.11153	.002	Sales Network	.4956	1.18867	.000	Product Design	.4701	1.32335	.000	Sales Network	.4951	1.29761	.000
	Promotional Activities (ATL)	.4444	1.11027	.005	Low Cost	.4602	1.30271	.000	Promotional Activities (ATL)	.4701	1.17130	.000	Social Media	.4757	1.30493	.000
	Country of Origin	.4259	1.17525	.010	Online Presence	.3363	1.22190	.004	Product Line	.4530	1.26964	.000	Logistics Support	.4369	1.27318	.001
									Small Quantity Order	.4188	1.33416	.001	Product Line	.4175	1.27205	.001
									Brand Image	.4188	1.37865	.001	Raw Material Quality	.4078	1.33164	.002
									Low Cost	.3846	1.20949	.001	Low Cost	.3981	1.30864	.003
									Social Media	.3761	1.25070	.001	Availability	.3786	1.25336	.003
									Credit Facility	.3675	1.37464	.005	Dealings with End Customer	.3689	1.22866	.003
									Availability	.3675	1.17882	.001	Product Design	.3495	1.23438	.005
									Online Presence	.3675	1.23594	.002	Vendor's Interior	.3301	1.27101	.010
									Sales Network	.3077	1.38004	.017	Online Presence	.3301	1.36042	.015
									Customized Order	.2991	1.29498	.014	Promotional Activities (BTL)	.3204	1.13943	.005
									Promotional Activities (BTL)	.2991	1.26808	.012	Credit Facility	.3010	1.36364	.027
									Dealings with End Customer	.2821	1.36360	.027	Small Quantity Order	.3010	1.26673	.018
									Raw Material Quality	.2564	1.30750	.036	Country of Origin	.2621	1.35010	.051

													Attractive Packaging	.2524	1.34834	.060
Minor Attributes	Promotional Activities (BTL)	.1296	1.30379	.468	Social Media	.1770	1.26230	.139	Country of Origin	.2393	1.31076	.051	Customized Order	.1650	1.22152	.173
									Product Depth	.2137	1.37608	.096	Promotional Activities (ATL)	.1262	1.28093	.320
													Product Depth	0.0000	1.35038	1.000

4.2.2.6 Educational background-wise differences of sales and marketing attributes

Analysis of Variance was used to determine whether the means of the sales and marketing related attributes were all equal. Homogeneity of variance was used to determine equal variance between the groups.

Among the sales and marketing related attributes, the table 24 shows significant differences for Country of Origin, Credit Facility, Attractive Packaging, Customized Order, Product Depth, Product Design, Promotional Activities (ATL) and Brand Image between the home appliance retailers with educational level of below SSC, SSC, HSC and ones with tertiary degrees. So, among 25 variables, only 8 variables showed significant differences between the groups.

Table 24: ANOVA on Sales and Marketing Related Attributes based on Educational Backgrounds

		Df	F	Sig.
Country of Origin	Between Groups	4	5.105	.001*
	Within Groups	382		
	Total	386		
Raw Material Quality	Between Groups	4	1.548	.188
	Within Groups	382		
	Total	386		
Credit Facility	Between Groups	4	2.551	.039*
	Within Groups	382		
	Total	386		
Vendor's Interior	Between Groups	4	1.650	.161
	Within Groups	382		
	Total	386		
Attractive Packaging	Between Groups	4	2.516	.041*
	Within Groups	382		
	Total	386		
Low Cost	Between Groups	4	1.675	.155
	Within Groups	382		
	Total	386		
Availability	Between Groups	4	1.850	.119
	Within Groups	382		
	Total	386		
Customized Order	Between Groups	4	4.830	.001*
	Within Groups	382		
	Total	386		
Small Quantity Order	Between Groups	4	1.860	.117
	Within Groups	382		

	Total	386		
Product Line	Between Groups	4	.655	.623
	Within Groups	382		
	Total	386		
Product Depth	Between Groups	4	4.112	.003*
	Within Groups	382		
	Total	386		
Logistics Support	Between Groups	4	.700	.592
	Within Groups	382		
	Total	386		
Warranty	Between Groups	4	.520	.721
	Within Groups	382		
	Total	386		
Product Design	Between Groups	4	3.018	.018*
	Within Groups	382		
	Total	386		
Dealings with End Customer	Between Groups	4	1.849	.119
	Within Groups	382		
	Total	386		
Focus on Satisfying Customer	Between Groups	4	1.046	.383
	Within Groups	382		
	Total	386		
Customer Management	Between Groups	4	.575	.681
	Within Groups	382		
	Total	386		
Promotional Activities (ATL)	Between Groups	4	3.895	.004*
	Within Groups	382		
	Total	386		
Promotional Activities (BTL)	Between Groups	4	.985	.415
	Within Groups	382		
	Total	386		
Online Presence	Between Groups	4	1.445	.218
	Within Groups	382		
	Total	386		
Social Media	Between Groups	4	.964	.427
	Within Groups	382		
	Total	386		
Pricing	Between Groups	4	.643	.632
	Within Groups	382		
	Total	386		
Brand Image	Between Groups	4	2.497	.042*
	Within Groups	382		
	Total	386		
Sales Network	Between Groups	4	.829	.508
	Within Groups	382		
	Total	386		
Commission	Between Groups	4	2.138	.075
	Within Groups	382		
	Total	386		

4.2.2.7 Sales and marketing related impact on purchase decision model

A regression analysis was employed on the 25 sales and marketing related variables and a model was formed where correlation coefficient R value was 0.677 which shows a moderate positive relationship.

Sales and Marketing Related Impact on Purchase Decision (Overall) = 0.099

+ 0.147 Availability

+ 0.141 Customized Order

- 0.121 Small Quantity Order

- 0.092 Promotional Activities (BTL)

+ 0.092 Sales Network

+0.362 Commission

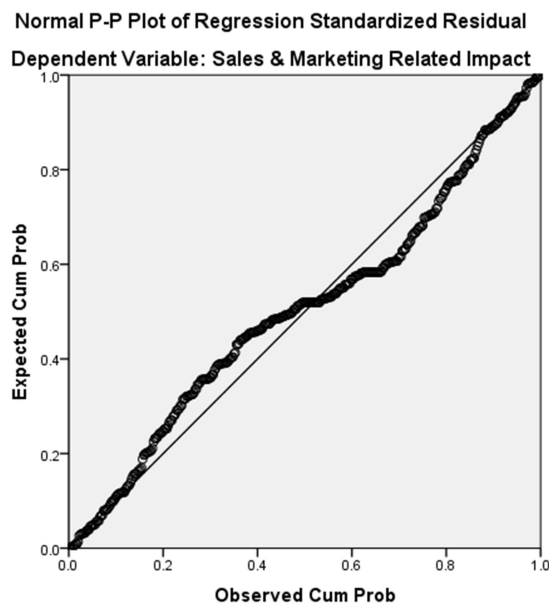


Figure 26: Sales and Marketing Related Impact Scatter Plot

Table 25: Sales and Marketing Related Impact on Retailers Purchase Decision

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	.099	.066		1.503	.134
Country of Origin	.051	.044	.056	1.160	.247
Raw Material Quality	-.066	.040	-.072	-1.634	.103
Credit Facility	-.012	.044	-.014	-.280	.780
Vendor's Interior	.037	.049	.038	.748	.455
Attractive Packaging	.053	.046	.058	1.147	.252
Low Cost	.073	.041	.079	1.784	.075
Availability	.147	.051	.154	2.893	.004
Customized Order	.141	.048	.147	2.923	.004
Small Quantity Order	-.121	.048	-.126	-2.506	.013
Product Line	.073	.052	.078	1.412	.159
Product Depth	.006	.048	.007	.134	.894
Logistics Support	.036	.049	.039	.746	.456
Warranty	.016	.046	.018	.349	.727
Product Design	-.088	.046	-.092	-1.930	.054
Dealings with End Customer	-.001	.044	-.001	-.018	.986
Focus on Satisfying Customer	.122	.050	.117	2.453	.015
Customer Management	-.004	.048	-.004	-.081	.936
Promotional Activities (ATL)	-.030	.046	-.031	-.656	.512
Promotional Activities (BTL)	-.092	.046	-.099	-2.022	.044
Online Presence	.077	.045	.083	1.711	.088
Social Media	-.083	.046	-.091	-1.808	.071
Pricing	.059	.050	.059	1.167	.244
Brand Image	.011	.049	.012	.232	.816
Sales Network	.092	.043	.102	2.129	.034
Commission	.362	.043	.402	8.516	.000

4.2.3 After sales service related attributes

Even well designed, defect-free products can fail if they do not fit consumers' perceptions of high quality products or if appropriate follow-up service is unavailable. Based on the findings of the study, the study concludes that giving importance to after sales services and customer loyalty management is very important, especially in household appliances market. The respondents agree with all the after sales attributes, therefore giving strategic importance in after-sales service may increase marketers' profitability. The research thus, recommends, among others, that firms should ensure that customer service is an integral part of the product offering.

For appliance business industry, the data shows that retailers care for the availability of spare parts ($\mu=.7855$) the most, for a product that they want to put on their shelves. This finding matches with the findings of Cohen and Lee (1990), who have highlighted that delivering spare parts quickly is a key aspect of their after-sales services. They give the most importance on this factor as in most cases customers come to them first when there is warranty or repairing issues for the product.

Chronologically, secondary attributes groups consisted of the following materials: Service Centre Location ($\mu=0.7183$), Efficient After Sales Support ($\mu=0.6925$), Quick After Sales Support ($\mu=0.6718$), Query Handling ($\mu=0.5375$) and After Sales Customer Handling ($\mu=0.5271$).

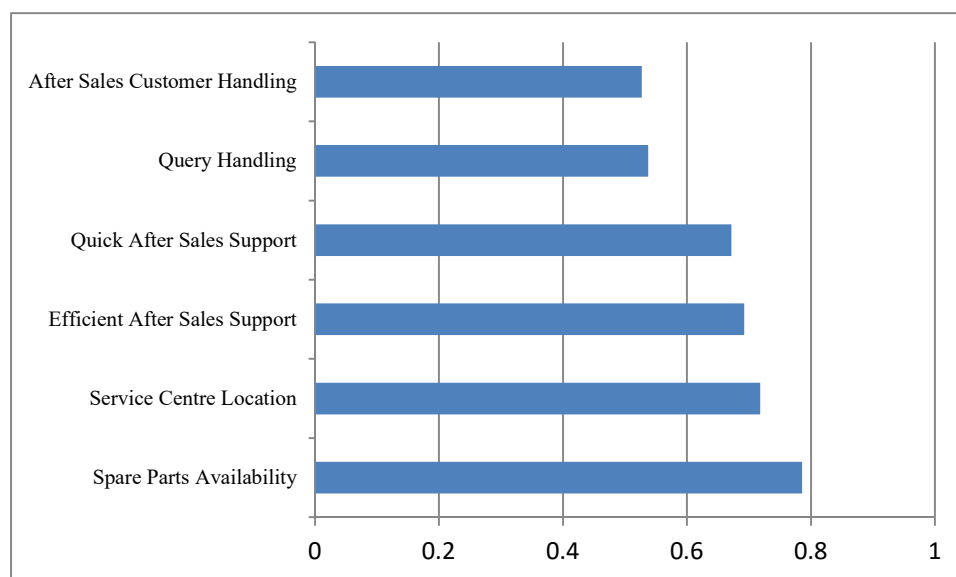


Figure 27: Graphical Representation of After Sales and Service Attributes Preferences of the Appliance Retailers

The findings of having all after sales related variables in primary or secondary attributes establishes the concept that poor customer service can quickly contradict the advantages associated with a product with superior quality (Gaiardelli et al., 2007) for which the companies need to organize superior service quality to remain competitive.

One sample t-Test was conducted and compared with $\mu=0$ based on the responses on the 6 After Sales and Service related attributes and table 26 was formed.

Table 26: After Sales Service Related Attributes

		Mean	Std. Deviation	Significance
Primary Attributes	I want spare parts availability of the goods of my vendor. (Spare Parts Availability)	.7855	1.26040	.000
Secondary attributes	I want after sales repairing center near to my location. (Service Centre Location)	.7183	1.32757	.000
	I want my vendor to be efficient in after sales support. (Efficient After Sales Support)	.6925	1.20492	.000
	I want my vendor to provide quick after sales support to the consumer. (Quick After Sales Support)	.6718	1.16881	.000
	I consider the vendor's management's responsiveness in query handling. (Query Handling)	.5375	1.25112	.000
	I want the after sales team of my vendor is efficient in customer handling. (After Sales Customer Handling)	.5271	1.20713	.000

4.2.3.1 After sales service related impact based on different locations

Dhaka-based retailers focus on all the marketing and sales related attributes mentioned in the study, among which the major components were Service Centre Location ($\mu=1.5776$) and Spare Parts Availability ($\mu=1.5172$). And all the service related attributes are grouped into primary attributes as Dhaka-based retailers may consider all issues relatively. However, for Chittagong based retailers, Spare Parts Availability ($\mu=.4366$) is the only factor related to after sales service which may have an impact on their purchase decisions and others are considered as non-significant at 5% confidence interval. For the locations other than Dhaka and Chittagong, Spare Parts Availability ($\mu=.4850$) and Quick

After Sales Support ($\mu=.4400$) are major concerns for the retailers. They also give relatively more importance than being neutral to the other variables as well.

Figure 28: After Sales and Service Attributes Comparison between Dhaka, Chittagong and Other Region

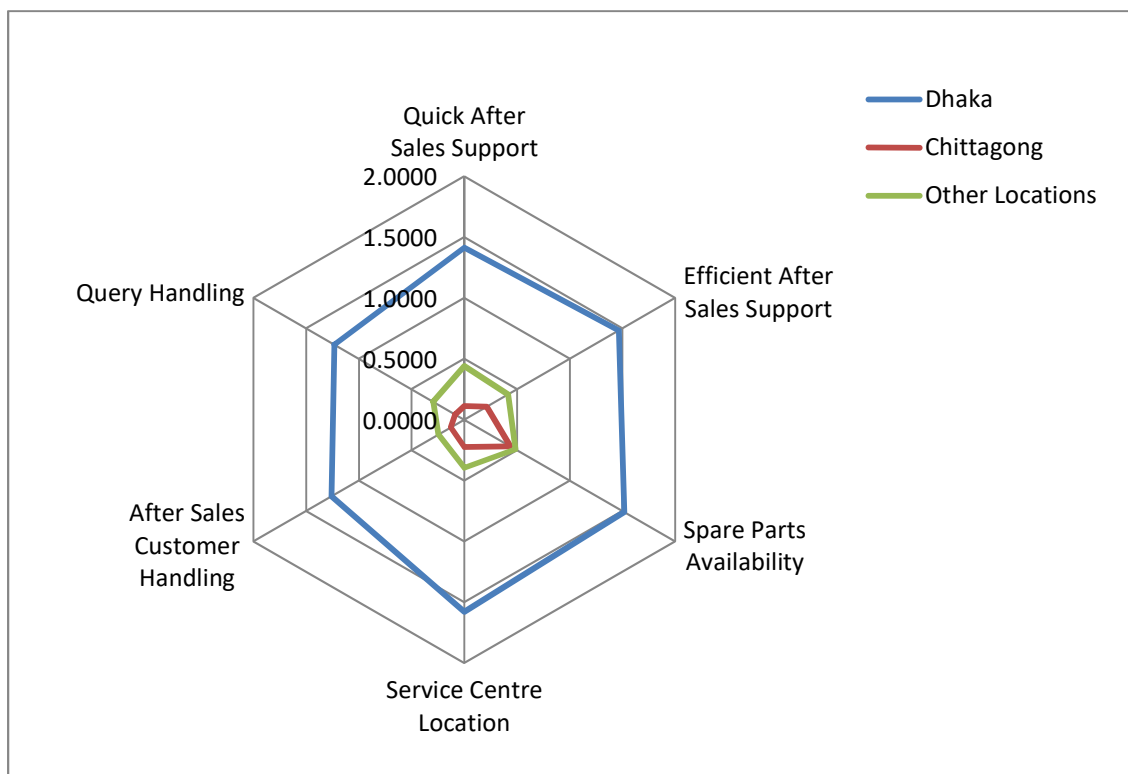


Table 27 shows different location's retailers' preferences on sales and marketing related attributes which are grouped into five segments: primary attributes ($\mu \geq 0.75$), secondary attributes ($0.75 > \mu \geq 0.50$), Support Attributes ($0.50 > \mu \geq 0.25$), Minor Attributes ($0.25 > \mu \geq 0$) and negative attributes ($\mu < 0$) with which marketers may develop strategies based on the target market or regions.

Table 27: After Sales Service Related Preferences of Different Location Retailers

	Dhaka				Chittagong				Others			
	Attributes	Mean	Std. Deviation	Sig. (2-tailed) $\mu = 0$	Attributes	Mean	Std. Deviation	Sig. (2-tailed) $\mu = 0$	Attributes	Mean	Std. Deviation	Sig. (2-tailed) $\mu = 0$
Primary Attributes	Service Centre Location	1.5776	.71202	.000								
	Spare Parts Availability	1.5172	.66572	.000								
	Efficient After Sales Support	1.4655	.58132	.000								
	Quick After Sales Support	1.4138	.57588	.000								
	After Sales Customer Handling	1.2586	.75895	.000								
	Query Handling	1.2328	.79518	.000								
Secondary attributes												
Support Attributes					Spare Parts Availability	.4366	1.44155	.013	Spare Parts Availability	.4850	1.28375	.000
									Quick After Sales Support	.4400	1.20984	.000
									Efficient After Sales Support	.4150	1.22486	.000
									Service Centre Location	.3950	1.34836	.000
									Query Handling	.2950	1.25933	.001
Minor Attributes					Service Centre Location	.2254	1.39588	.178	After Sales Customer Handling	.2450	1.20925	.005
					Efficient After Sales Support	.2113	1.31926	.182				
					After Sales Customer Handling	.1268	1.28652	.409				
					Quick After Sales Support	.1127	1.20178	.432				
					Query Handling	.0845	1.38096	.608				

4.2.3.2 Location-wise differences of after sales and service related attributes

Figure 28 identifies that Dhaka-based retailer's show very different nature than the retailers from other regions of Bangladesh in terms of preferences related to after sales and service related attributes. So, Analysis of Variance is used to determine whether the means of the after sales and service related attributes are all equal or not between the retailers from different locations. Homogeneity of variance is used to determine equal variance between the groups.

The table 28 shows significant differences for all the after sales and service related attributes between the groups indicating that marketers should consider the retailers' location crucially in do marketing appliances to them. May be, marketers need to consider after sales support services in key locations.

Table 28: ANOVA on After Sales Service Related Preferences Based on Locations

		df	F	Sig.
Quick After Sales Support	Between Groups	2	43.173	.000*
	Within Groups	384		
	Total	386		
Efficient After Sales Support	Between Groups	2	42.293	.000*
	Within Groups	384		
	Total	386		
Spare Parts Availability	Between Groups	2	32.518	.000*
	Within Groups	384		
	Total	386		
Service Centre Location	Between Groups	2	42.716	.000*
	Within Groups	384		
	Total	386		
After Sales Customer Handling	Between Groups	2	36.270	.000*
	Within Groups	384		
	Total	386		
Query Handling	Between Groups	2	30.321	.000*
	Within Groups	384		
	Total	386		

4.2.3.3 After sales service related impact on purchase decisions based on the job status of the retail buying decision making

For the after sales and service related issues, spare part availability is the top priority for all the three groups – proprietors ($\mu= 0.8145$), Showroom Managers ($\mu=0.8971$) and for

others ($\mu=0.6378$). However, notable factor is that it is considered as primary concern for the proprietor and showroom managers, but there is no primary attribute for the “other” group. Service center location ($\mu=.7500$), quick after sales support ($\mu=.6855$), efficient after sales support ($\mu=.6452$) are next concerns for the proprietors after the spare parts availability aspect. Showroom managers consider service center locations ($\mu=.8971$) and quick after sales support ($\mu=.7647$) as primary concern as well along with the spare parts availability. For others, efficient after sales support ($\mu=.5906$) and quick after sales support ($\mu=0.5591$) are the most impacting attributes after spare parts availability.

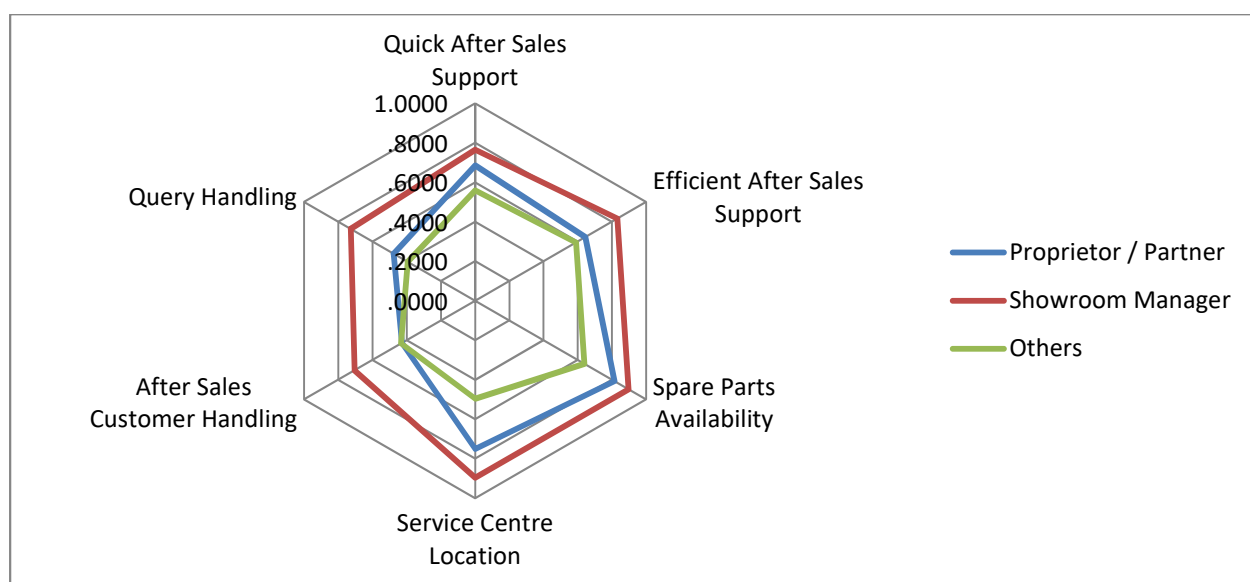


Figure 29: After Sales and Service Attributes Comparison Based on Job Status of the Retailer

Table 29: After Sales Service Related Preferences of Retailers based on Job Status

	Proprietor (124)				Showroom Manager (136)				Others (127)			
	Attributes	Mean	Std. Deviation	Sig. (2-tailed) $\mu = 0$	Attributes	Mean	Std. Deviation	Sig. (2-tailed) $\mu = 0$	Attributes	Mean	Std. Deviation	Sig. (2-tailed) $\mu = 0$
Primary Attributes	Spare Parts Availability	.8145	1.27111	.000	Spare Parts Availability	.8971	1.21886	.000				
	Service Centre Location	.7500	1.33511	.000	Service Centre Location	.8971	1.24293	.000				
					Efficient After Sales Support	.8309	1.09919	.000				
					Quick After Sales Support	.7647	1.13029	.000				
Secondary attributes	Quick After Sales Support	.6855	1.12161	.000	Query Handling	.7279	1.13181	.000	Spare Parts Availability	.6378	1.28896	.000
	Efficient After Sales Support	.6452	1.21102	.000	After Sales Customer Handling	.7059	1.15545	.000	Efficient After Sales Support	.5906	1.29929	.000
									Quick After Sales Support	.5591	1.25137	.000
Support Attributes	Query Handling	.4758	1.35229	.000					Service Centre Location	.4961	1.38515	.000
	After Sales Customer Handling	.4274	1.14177	.000					After Sales Customer Handling	.4331	1.30682	.000
									Query Handling	.3937	1.25456	.001

4.2.3.4 Job status-wise differences of after sales and service related attributes

Figure 29 depicts that showroom managers, consider all the after sales and service related variable with more importance than the proprietor / partner or the other employees of the showroom. It is tested using Analysis of Variance to check whether the preferences are statistically different or not.

Table 30 shows significant differences only for service center location (0.047) among all 6 after sales and service related variables. This table indicates that, marketers may not need to be focus more on the job status of the retailers, as the result shows not significant differences for most of the items except the service center location. So they can consider marketing to all the retailers indifferently based on their job status.

Table 30: ANOVA on After Sales Service Related Attributes based in Job Status of the Retailers

		df	F	Sig.
Quick After Sales Support	Between Groups	2	1.029	.358
	Within Groups	384		
	Total	386		
Efficient After Sales Support	Between Groups	2	1.451	.236
	Within Groups	384		
	Total	386		
Spare Parts Availability	Between Groups	2	1.441	.238
	Within Groups	384		
	Total	386		
Service Centre Location	Between Groups	2	3.081	.047*
	Within Groups	384		
	Total	386		
After Sales Customer Handling	Between Groups	2	2.315	.100
	Within Groups	384		
	Total	386		
Query Handling	Between Groups	2	2.586	.077
	Within Groups	384		
	Total	386		

4.2.3.5 After sales service related impact on purchase decisions based on the retailers' educational backgrounds

Table 31 depicts that the retailers having education below SSC primarily consider spare parts availability (Mean=1.2778), Service Center Location (Mean=1.0741), Quick after

sales support (Mean=.9444), Efficient after sales support (Mean=.8519), After Sales customer handling (0.7963) at the time of their purchase, whereas SSC passed retailers primarily consider service center location (Mean=.8584), quick after sales support (Mean=.8053) and spare parts availability (0.7788).

Table 31 and Figure 30 also show that HSC passed group primarily consider only Spare parts availability (Mean=.7778) and tertiary or university education holders do not have a primarily considered attribute but consider spare parts availability (0.5437) the most and service center locations (Mean=.5437) the next. There is no Non-significant attributes based on 5% confidence level.

The table also shows that all 4 groups mostly consider spare parts availability and service center locations the most. And below SSC group of retailers are the ones who consider this after sales service related issues the most compared to the other groups.

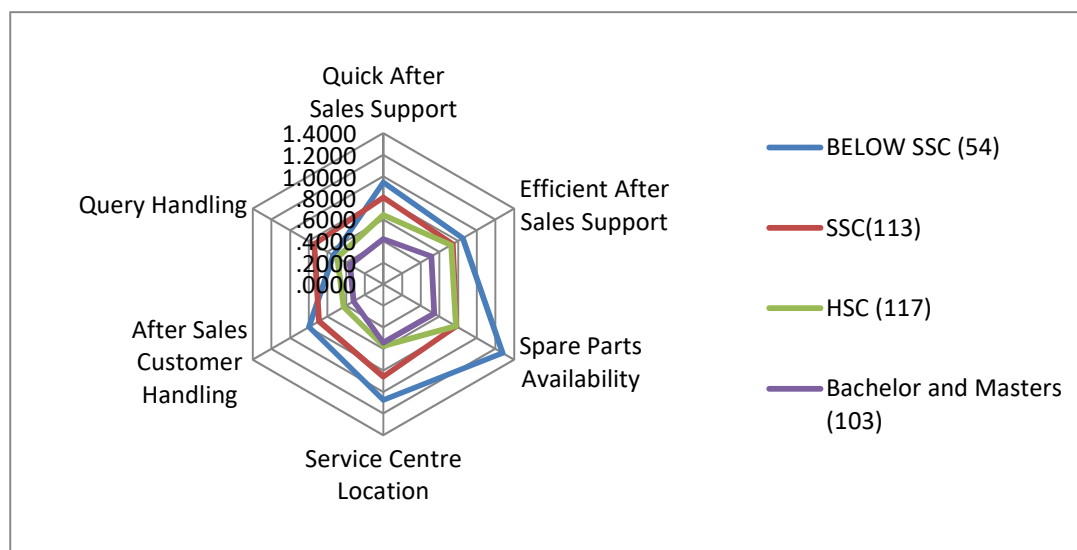


Figure 30: After Sales and Service Attributes Comparison Based on educational backgrounds of the Retailers

Table 31: After Sales Service Related Preferences of Retailers based on Educational Background

	BELOW SSC (54)				SSC(113)				HSC (117)				Bachelor and Masters (103)			
	Attributes	Mean	Std. Deviation	Sig. (2-tailed) $\mu = 0$	Attributes	Mean	Std. Deviation	Sig. (2-tailed) $\mu = 0$	Attributes	Mean	Std. Deviation	Sig. (2-tailed) $\mu = 0$	Attributes	Mean	Std. Deviation	Sig. (2-tailed) $\mu = 0$
Primary Attributes	Spare Parts Availability	1.2778	.78708	.000	Service Centre Location	.8584	1.34872	.000	Spare Parts Availability	.7778	1.25335	.000				
	Service Centre Location	1.0741	1.02519	.000	Quick After Sales Support	.8053	1.10888	.000								
	Quick After Sales Support	.9444	.95989	.000	Spare Parts Availability	.7788	1.27289	.000								
	Efficient After Sales Support	.8519	1.08866	.000												
	After Sales Customer Handling	.7963	.99773	.000												
Secondary Attributes	Query Handling	.5370	1.17703	.001	Efficient After Sales Support	.7434	1.23041	.000	Efficient After Sales Support	.7265	1.17901	.000	Spare Parts Availability	.5437	1.39169	.000
					Query Handling	.7434	1.13215	.000	Quick After Sales Support	.6410	1.14817	.000	Service Centre Location	.5437	1.31191	.000
					After Sales Customer Handling	.6903	1.12662	.000	Service Centre Location	.5726	1.41004	.000	Efficient After Sales Support	.5146	1.25919	.000
Support Attributes									Query Handling	.4957	1.29071	.000	Quick After Sales Support	.4175	1.31002	.002
									After Sales Customer Handling	.4274	1.24094	.000	Query Handling	.3592	1.34932	.008
													After Sales Customer Handling	.3204	1.31517	.015

4.2.3.6 Educational background-wise differences of after sales and service related attributes

As per figure 30, retailers with education level below SSC are the ones who give more emphasis on after sales service related issues than the other groups. Analysis of Variance is used to determine whether the means of the after sales and service related attributes among the groups are all equal or not.

Table 32: ANOVA on After Sales Service Related Attributes based on Educational Backgrounds

		Df	F	Sig.
Quick After Sales Support	Between Groups	4	2.409	.049*
	Within Groups	382		
	Total	386		
Efficient After Sales Support	Between Groups	4	.886	.472
	Within Groups	382		
	Total	386		
Spare Parts Availability	Between Groups	4	4.008	.003*
	Within Groups	382		
	Total	386		
Service Centre Location	Between Groups	4	2.107	.079
	Within Groups	382		
	Total	386		
After Sales Customer Handling	Between Groups	4	2.320	.056
	Within Groups	382		
	Total	386		
Query Handling	Between Groups	4	2.346	.054
	Within Groups	382		
	Total	386		

The table shows significant differences for Quick After Sales Support and Spare Parts Availability attribute based on the educational background of the retailers.

4.2.3.7 After sales service related impact on purchase decision model

A regression analysis was carried out on the 6 after sales related variables and the model given below was formed where correlation coefficient R value is 0.555 which shows a moderate positive relationship.

After Sales Service Related Impact on Purchase Decision (Overall) = 0.121

- +0.179 Quick After Sales Support
- +0.101 Efficient After Sales Support
- +0.101 Spare Parts Availability
- +0.094 Service Centre Location
- +0.232 Query Handling

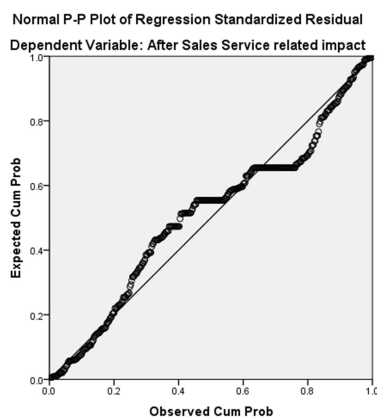


Figure 31: After Sales Service Related Impact Scatter Plot

Table 33: After Sales Service Related Impact on Retailers Purchase Decision

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	.121	.063		1.922	.055
Quick After Sales Support	.179	.051	.182	3.500	.001
Efficient After Sales Support	.101	.050	.106	2.040	.042
Spare Parts Availability	.101	.048	.111	2.122	.035
Service Centre Location	.094	.043	.109	2.178	.030
After Sales Customer Handling	.041	.049	.043	.829	.408
Query Handling	.232	.045	.252	5.130	.000

4.2.4 Company image related attributes

Company image is the key driver which refers to consumers' general perception and feeling regarding a product and has an influence on buying behavior. For marketers, whatever their companies' marketing strategies are, the main purpose of their marketing activities is to influence buyers' perception and attitude toward a product, establish the company's image in buyers' mind, and stimulate buyers' actual purchasing behavior of the brand, therefore increasing sales, maximizing the market share and developing brand equity.

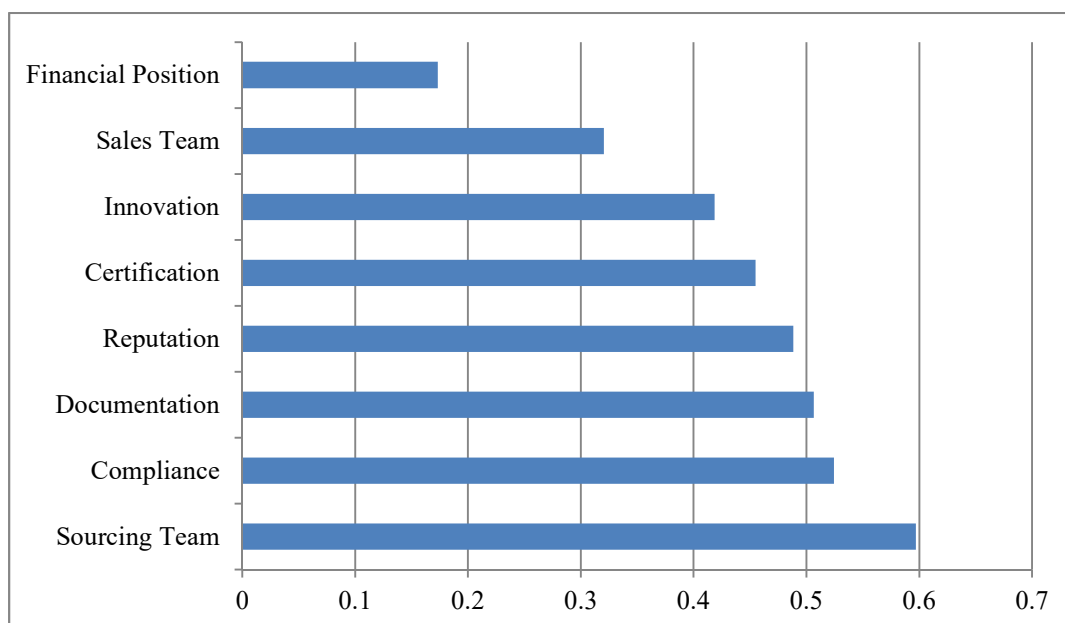


Figure 32: Graphical Representation of the Company Image Related Attributes

The retailers mostly considered appliance materials sourcing team ($\mu=0.5969$), Compliance ($\mu=0.5245$) and documentation ($\mu=0.5065$) attributes. One sample t-Test was conducted and compared with $\mu=0$ based on the responses on the 8 company image related attributes that formed table 34. These attributes can be considered as the salient factors of purchase decisions. Purchasers may not think about it from the starting point of making purchase decisions, but not focusing on them can harm the marketers' sales volume. The table also shows the groupings of the attributes. Identifiable factor from this table is, there is no primary attributes ($\mu \geq 0.75$) related to company image. So for

Bangladesh, company image related factors can be grouped as support or Support Attributes when it comes to buying decisions of the retailers.

Table 34: Company Image Related Attributes

		Mean	Std. Deviation	Significance
Secondary attributes	I want good sourcing team of the vendor. (Sourcing Team)	.5969	1.12337	.000
	I want my vendor to fulfill all the compliances required by Government. (Compliance)	.5245	1.09227	.000
	I want my vendor to maintain proper purchase documentation like invoice, delivery slip etc. (Documentation)	.5065	1.20956	.000
Support Attributes	My purchase decision is impacted by the vendor's reputation. (Reputation)	.4884	1.23286	.000
	I care about the certification (BSTI, CE, GS etc.) of the goods. (Certification)	.4548	1.24046	.000
	I want my vendor to be innovation oriented. (Innovation)	.4186	1.18079	.000
	I want good sales team of my vendor. (Sales Team)	.3204	1.24911	.000
Minor Attributes	I consider vendor's financial position. (Financial Position)	.1731	1.25236	.007

4.2.4.1 Company image related impact based on different locations

Table 35 shows different location's retailers' preferences on company image related attributes which are grouped into five segments: primary attributes ($\mu \geq 0.75$), secondary attributes ($0.75 > \mu \geq 0.50$), Support Attributes ($0.50 > \mu \geq 0.25$), Minor Attributes ($0.25 > \mu \geq 0$) and negative attributes ($\mu < 0$) with which marketers may develop strategies based on the target market or regions.

As per table 35, Dhaka based retailers focus on all the company image related attributes mentioned in the study; namely Documentation ($\mu=1.1897$) and Reputation ($\mu=1.1293$) attributes. All the company image related attributes are grouped into primary attributes as Dhaka-based retailers mostly consider all issues relatively. In contrast, Dhaka-based retailers consider the product certification (0.6810) the lowest. However, for Chittagong ($\mu=0.3944$) and other regions ($\mu=0.5150$), sourcing team was the most important attribute. For the Chittagong-based retailers, other than the sourcing team, all variables were considered as non-significant at 5% confidence interval.

For the locations other than Dhaka and Chittagong, retailers gave relatively more importance to the compliance, certification, innovation, company's reputation and documentation issues. Sales team and financial position of the marketer are non-significant attribute at 5% confidence interval for the retailers who are outside Dhaka and Chittagong. Figure 33 represents that Dhaka-based retailers considered the variables more than the other regions, but it can be statistically tested based on ANOVA in the later part.

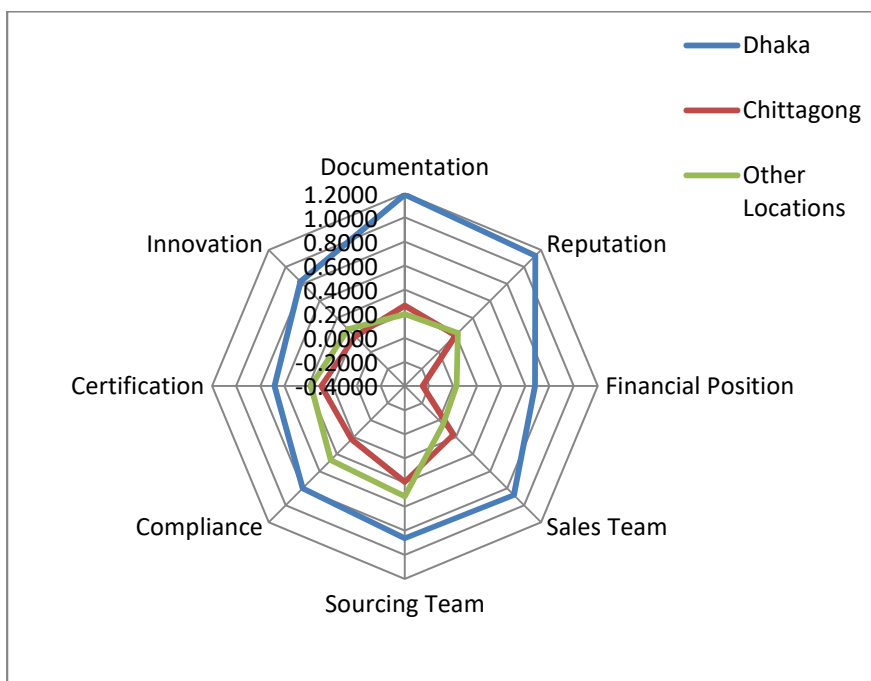


Figure 33: Company Image Related Attributes Comparison between Dhaka, Chittagong and Other Region

Table 35: Company Image Related Preferences of Different Location Retailers

	Dhaka				Chittagong				Others			
	Attributes	Mean	Std. Deviation	Sig. (2-tailed) $\mu = 0$	Attributes	Mean	Std. Deviation	Sig. (2-tailed) $\mu = 0$	Attributes	Mean	Std. Deviation	Sig. (2-tailed) $\mu = 0$
Primary Attributes	Documentation	1.1897	.82266	.000								
	Reputation	1.1293	.89957	.000								
	Sales Team	.8793	.97048	.000								
	Sourcing Team	.8621	.90310	.000								
	Innovation	.8276	.90675	.000								
	Compliance	.8017	.86698	.000								
	Financial Position	.6810	1.08427	.000								
	Certification	.6810	.95643	.000								
Secondary attributes								Sourcing Team	.5150	1.17331	.000	
Support Attributes					Sourcing Team	.3944	1.23611	.009	Compliance	.4700	1.11594	.000
					Certification	.2958	1.41819	.083	Certification	.3800	1.30542	.000
					Documentation	.2676	1.28683	.084	Innovation	.2650	1.22157	.002
Minor Attributes					Compliance	.2254	1.25581	.135	Reputation	.2200	1.22438	.012
					Reputation	.1972	1.34822	.222	Documentation	.1950	1.21423	.024
					Innovation	.1831	1.30176	.240	Sales Team	.0500	1.24711	.571
					Sales Team	.1690	1.37307	.303	Financial Position	.0300	1.19845	.724
Negative Attributes				Financial Position	-.2535	1.40121	.132					

4.2.4.2 Location-wise differences of company image related attributes

Analysis of Variance was used to determine whether the means of the company image related attributes are all equal. Homogeneity of variance was used to determine equal variance between the groups.

Table 36 shows significant differences for Documentation, Reputation, Financial Position, Sales Team, Sourcing Team, Compliance, Innovation variables among the company image related attributes and certification of the marketer's appliance product is a non-significant variable.

Table 36: After Sales Service Related Preferences of Retailers from Different Locations

		df	F	Sig.
Documentation	Between Groups	2	30.584	.000
	Within Groups	384		
	Total	386		
Reputation	Between Groups	2	25.203	.000
	Within Groups	384		
	Total	386		
Financial Position	Between Groups	2	16.140	.000
	Within Groups	384		
	Total	386		
Sales Team	Between Groups	2	18.330	.000
	Within Groups	384		
	Total	386		
Sourcing Team	Between Groups	2	5.020	.007
	Within Groups	384		
	Total	386		
Compliance	Between Groups	2	6.849	.001
	Within Groups	384		
	Total	386		
Certification	Between Groups	2	2.905	.056
	Within Groups	384		
	Total	386		
Innovation	Between Groups	2	10.561	.000
	Within Groups	384		
	Total	386		

4.2.4.3 Company Image Related Impact on Purchase Decisions Based on the Job Status of the Retail Buyer

Table 37 represents that showroom managers primarily think of the sourcing team ($\mu=.7500$) variable among the company image related issues. On the other hand,

proprietors or other staffs of the retail showrooms do not have any primary attributes related to company image issues in the retail buying decision process. For the proprietors, the secondary attributes which are recognized from the study are: marketers' reputation ($\mu=.5484$), sourcing team ($\mu=.5403$) and documentation ($\mu=.5000$). Support attributes for them are certification (0.3629), innovation (0.3387) and the sales team (0.3065) of the marketers. Financial position of the marketer is non-significant at 5% confidence level. After the sourcing team of the marketers, the showroom managers consider, reputation ($\mu=.5809$), certification ($\mu=.5441$), innovation ($\mu=.5441$), sales team ($\mu=.5147$) of the marketers. For the other groups of the retail showrooms, most of the items are considered as support attributes which can be identified as the less important attributes for their decision-making process. Identifiable factor here is for all the groups, financial position of the marketer is a non-significant item.

Figure 34 shows that showroom managers give more importance to all other variables except for the documentation, than the proprietors or the other people in the retail showrooms. But by using ANOVA, it can be checked whether these 3 groups' decision-making factors were statistically different or not.

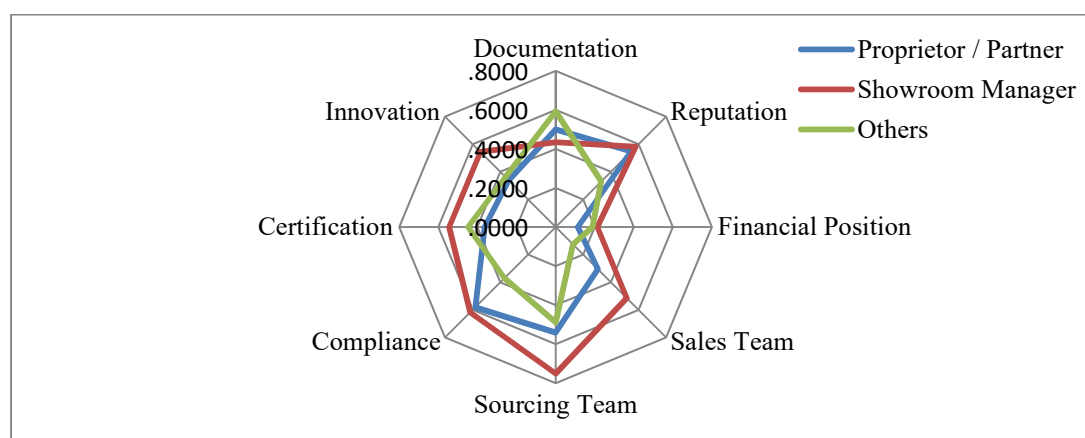


Figure 34: Company Image Related Attributes Comparison Based on Jobs Status of the Retailer

Table 37: Company Image Related Preferences Based on Job Status of the Retailers

	Proprietor (124)				Showroom Manager (136)				Others (127)			
	Attributes	Mean	Std. Deviation	Sig. (2-tailed) $\mu = 0$	Attributes	Mean	Std. Deviation	Sig. (2-tailed) $\mu = 0$	Attributes	Mean	Std. Deviation	Sig. (2-tailed) $\mu = 0$
Primary Attributes					Sourcing Team	.7500	1.03816	.000				
Secondary attributes	Reputation	.5484	1.20537	.000	Compliance	.6176	1.00413	.000	Documentation	.5906	1.21076	.000
	Sourcing Team	.5403	1.11457	.000	Reputation	.5809	1.11259	.000				
	Documentation	.5000	1.17909	.000	Certification	.5441	1.24643	.000				
					Innovation	.5441	1.06714	.000				
					Sales Team	.5147	1.10209	.000				
Support Attributes	Certification	.3629	1.19847	.001	Documentation	.4338	1.23949	.000	Sourcing Team	.4882	1.20756	.000
	Innovation	.3387	1.22897	.003					Certification	.4488	1.27683	.000
	Sales Team	.3065	1.24403	.007					Compliance	.3701	1.20055	.001
									Innovation	.3622	1.24511	.001
									Reputation	.3307	1.36890	.007
Minor Attributes	Financial Position	.1129	1.23110	.309	Financial Position	.2132	1.27313	.053	Financial Position	.1890	1.25819	.093
									Sales Team	.1260	1.37432	.304

4.2.4.4 Job status-wise differences of company image related attributes

Analysis of Variance was used to determine whether the means of the company image related attributes were all equal. Homogeneity of variance was used to determine equal variance between the groups.

Table 38 depicts that among the company image attributes, only sales team attribute had significant difference from the preferences of proprietor / partner, showroom managers and retail outlet employees. All other attributes were non-significant among the company image attributes.

Table 38: ANOVA on Company Image related Attributes based on Job Status of the Retailers

		df	F	Sig.
Documentation	Between Groups	2	.553	.576
	Within Groups	384		
	Total	386		
Reputation	Between Groups	2	1.573	.209
	Within Groups	384		
	Total	386		
Financial Position	Between Groups	2	.222	.801
	Within Groups	384		
	Total	386		
Sales Team	Between Groups	2	3.228	.041*
	Within Groups	384		
	Total	386		
Sourcing Team	Between Groups	2	2.026	.133
	Within Groups	384		
	Total	386		
Compliance	Between Groups	2	1.937	.146
	Within Groups	384		
	Total	386		
Certification	Between Groups	2	.693	.501
	Within Groups	384		
	Total	386		
Innovation	Between Groups	2	1.198	.303
	Within Groups	384		
	Total	386		

4.2.4.5 Company Image Related Impact on Purchase Decision Based on the Educational Background of the Retailer

From table 39, it can be identified that the retailers who belonged to educational backgrounds with below SSC level, consider documentation (0.7778) as the primary variable to influence their purchase decisions than the other 3 groups. Secondly, they consider Compliance (.7222), sourcing team (0.6852), certification (.6852) and innovation (0.6111) as company image related attributes. On the other hand, retailers with SSC, HSC and tertiary level of education show similar nature as for all of them sourcing team variable fall under secondary attribute. From the table, it can also be identified that the financial position is non-signification based on 5% significance level for all groups except the retailers whose educational background is below SSC.

Figure 35 shows that, below SSC passed holders show relatively more differences than the other groups in most of the aspects, but statistically it must be checked whether they are different or not in the later part of the research.

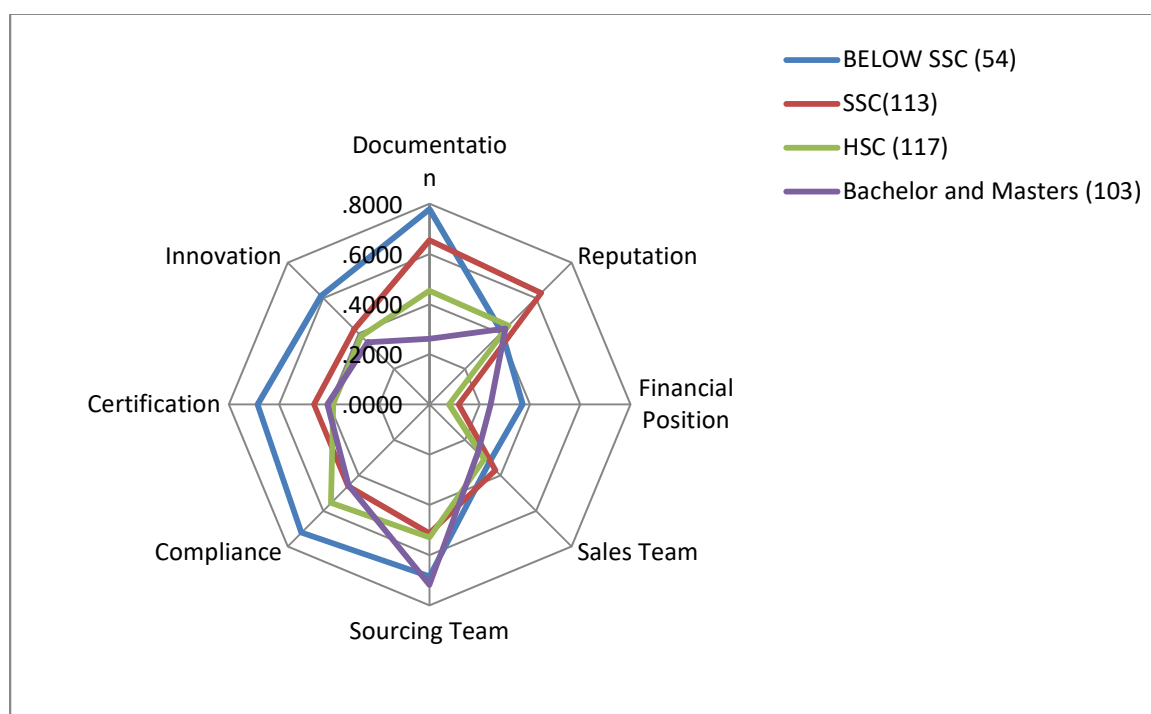


Figure 35: Company Image Related Attributes Based on Educational Background of the Retailer

Table 39: Company Image Related Preferences based on Educational Background of the Retailers

	BELOW SSC (54)				SSC(113)				HSC (117)				Bachelor and Masters (103)			
	Attributes	Mean	Std. Deviation	Sig. (2-tailed) $\mu = 0$	Attributes	Mean	Std. Deviation	Sig. (2-tailed) $\mu = 0$	Attributes	Mean	Std. Deviation	Sig. (2-tailed) $\mu = 0$	Attributes	Mean	Std. Deviation	Sig. (2-tailed) $\mu = 0$
Primary Attributes	Documentation	.7778	1.16013	.000												
Secondary Attributes	Compliance	.7222	1.01715	.000	Documentation	.6549	1.06712	.000	Compliance	.5556	1.09422	.000	Sourcing Team	.7184	1.03296	.000
	Sourcing Team	.6852	1.19471	.000	Reputation	.6283	1.18920	.000	Sourcing Team	.5299	1.17130	.000				
	Certification	.6852	1.17881	.000	Sourcing Team	.5133	1.11895	.000								
	Innovation	.6111	1.05360	.000												
Support Attributes	Reputation	.4074	1.33909	.030	Compliance	.4602	1.06934	.000	Documentation	.4530	1.18537	.000	Compliance	.4563	1.15280	.000
	Financial Position	.3704	1.03334	.011	Certification	.4602	1.30271	.000	Reputation	.4444	1.22083	.000	Reputation	.4272	1.24146	.001
	Sales Team	.3333	1.21314	.049	Innovation	.4248	1.21600	.000	Certification	.3846	1.15106	.000	Certification	.4078	1.30186	.002
					Sales Team	.3717	1.18920	.001	Innovation	.3846	1.17331	.001	Innovation	.3495	1.21839	.004
									Sales Team	.3077	1.23499	.008	Sales Team	.2718	1.35902	.045
													Documentation	.2621	1.36455	.054
Minor Attributes				Financial Position	.1150	1.30077	.349	Financial Position	.0769	1.25364	.508	Financial Position	.2427	1.30208	.061	

4.2.4.6 Educational background-wise differences of company image related attributes

Figure 35 shows that there are differences among the preferences between below SSC, SSC, HSC and tertiary degree holders. Analysis of Variance was used to determine whether the means of the company image related attributes are all equal or not based on their educational backgrounds. Homogeneity of variance is used to determine equal variance between the groups.

According to table 40, statistically there is no significant difference between the company image related attributes preferences of groups which are divided based on their educational backgrounds.

Table 40: ANOVA on Company Image Related Attributes based on Educational Backgrounds

		df	F	Sig.
Documentation	Between Groups	4	2.390	.050
	Within Groups	382		
	Total	386		
Reputation	Between Groups	4	.521	.720
	Within Groups	382		
	Total	386		
Financial Position	Between Groups	4	.871	.482
	Within Groups	382		
	Total	386		
Sales Team	Between Groups	4	.143	.966
	Within Groups	382		
	Total	386		
Sourcing Team	Between Groups	4	.727	.574
	Within Groups	382		
	Total	386		
Compliance	Between Groups	4	.850	.494
	Within Groups	382		
	Total	386		
Certification	Between Groups	4	1.121	.346
	Within Groups	382		
	Total	386		
Innovation	Between Groups	4	.472	.756
	Within Groups	382		
	Total	386		

4.2.4.7 Company image related impact on purchase decision model

A regression analysis was conducted on the 8 company image related variables that formed the model below where correlation coefficient R value is 0.435 which shows a positive relationship.

Company Image Related Impact on Purchase Decision (Overall) = 0.207

+0.111 Documentation

+0.122 Reputation

+0.136 Certification

+0.117 Innovation

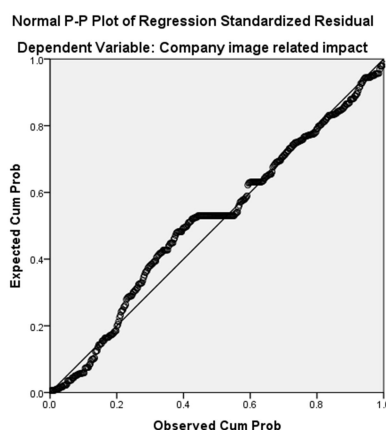


Figure 36: Company Image Related Impact Scatter Plot

Table 41: Company Image Related Impact on Retailers Purchase Decision

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	.207	.071		2.922	.004
Documentation	.111	.056	.108	1.985	.048
Reputation	.122	.056	.121	2.181	.030
Financial Position	.046	.051	.046	.900	.369
Sales Team	.104	.055	.105	1.892	.059
Sourcing Team	.059	.059	.053	.998	.319
Compliance	.013	.062	.012	.214	.830
Certification	.136	.051	.136	2.695	.007
Innovation	.117	.056	.111	2.095	.037

5.0 RETAILERS' PURCHASE DECISION MAKING FACTORS

5.1 Factor Analysis

Appropriate sample size is very important for any study. In this regard, Tabachnick and Fidell (2012) recommend using a sample of at least 300 for factor analysis¹⁵. This study qualified factor analysis by choosing 387 cases. The justification for using factor analysis is based on the assumption that the data matrix has sufficient correlations among variables (Hair et al. 1998). Almost all of the variables used in this study were correlated positively and significantly to each other at 5% confidence level. None of these correlations was higher than 0.75, which indicates that each variable can be distinct enough to measure different variables under the same construct (Sekaran 2000).

Table 42: KMO and Bartlett's Test on Appliance Retailers' Preferences

Kaiser-Meyer-Olkin Measure of Sampling Adequacy		.901
Bartlett's Test of Sphericity	Approx. Chi-Square	7510.842
	Df	1225
	Sig.	.000

Table 42 and 43 show the output of the dataset exhibited many bivariate correlations between variables which were in excess of 0.30 (Appendix 5) and so the correlation matrix was considered to be potentially appropriate for factor analysis. The Kaiser-Meyer-Olkin Measure of Sampling Adequacy ($KMO = 0.901$) was greater than .6, and Bartlett's test of sphericity was significant, so by each of these two criteria it was also deemed to be appropriate to apply factor analysis to this dataset (Hair et al., 2010).

The study retained the factors for which eigenvalues were more than 1. Principal components analysis (PCA) was selected to generate initial solutions for the exploratory factor analysis mainly because it identifies the underlying evaluative dimensional structures and reduces a large number of variables into a smaller number of components by transforming a set of interrelated variables into a new set of unrelated linear composite

variables (Cooper & Schindler 2001; Hair et al. 1998). Each component accounted for a decreasing proportion of total variance in the original variables and measures what the variables had in common (Cooper & Schindler 2001; Stevens 1992; Churchill 1987). The exploratory orthogonal factor analysis model with varimax rotation in SPSS 21.0 was used in this study due to the following reasons.

Firstly, the result generated from orthogonal rotation had a higher generalizability and replicability power when compared with oblique rotation. The oblique rotation is primarily concerned with getting results that best fits with the data collected from the survey while orthogonal rotation provides a result that best fits with past and future data (Rennie 1997).

Secondly, interpretation of orthogonal rotation factors is less complicated because factors are uncorrelated with each other.

Lastly, orthogonal rotation is almost always the preferred choice for most researchers (Rennie 1997). The purpose of this study is to enhance the theoretical knowledge in the area of factors influencing the appliance retailers' purchase intention of appliance products in Bangladesh. Therefore, an ability to generalize this finding is of utmost important objective for the researcher. As a result, orthogonal factor analysis with varimax rotation was selected in this study.

Eigenvalues greater than 1 are considered significant in latent root criterion while a solution that accounts for 60 percent of cumulative total variance or more in the percentage of variance criterion is considered to be satisfactory (Hair et al. 1998; Kaiser 1960). The results of the exploratory factor analysis are presented next. Retailers' Retail Buying Decision Factors communalities are mentioned in appendix 11, showing that the communality values are more than 0.5 and to be considered for further analysis.

Table 43: Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	13.576	27.152	27.152	13.576	27.152	27.152	5.234	10.469	10.469
2	2.237	4.475	31.627	2.237	4.475	31.627	3.977	7.953	18.422
3	1.816	3.631	35.258	1.816	3.631	35.258	2.550	5.100	23.521
4	1.531	3.062	38.320	1.531	3.062	38.320	2.303	4.606	28.127
5	1.479	2.958	41.277	1.479	2.958	41.277	1.992	3.983	32.111
6	1.382	2.764	44.042	1.382	2.764	44.042	1.954	3.907	36.018
7	1.317	2.635	46.676	1.317	2.635	46.676	1.952	3.904	39.922
8	1.286	2.573	49.249	1.286	2.573	49.249	1.828	3.656	43.577
9	1.173	2.346	51.595	1.173	2.346	51.595	1.806	3.613	47.190
10	1.140	2.281	53.876	1.140	2.281	53.876	1.786	3.572	50.762
11	1.074	2.149	56.024	1.074	2.149	56.024	1.715	3.429	54.191
12	1.059	2.119	58.143	1.059	2.119	58.143	1.533	3.065	57.257
13	1.001	2.002	60.146	1.001	2.002	60.146	1.445	2.889	60.146
14	.970	1.940	62.086						
15	.968	1.936	64.022						
16	.889	1.777	65.799						
.....						
.....						
48	.239	.479	99.194						
49	.206	.412	99.606						
50	.197	.394	100.000						

Extraction Method: Principal Component Analysis.

5.2 Identified Components

The 50 attributes subscales were reduced to 13 items (see detail in table 44). From total variance explained analysis, there were thirteen factors with eigenvalues greater than 1. The latent root criterion suggested that there was a thirteen components solution under this construct. This indicated that thirteen extracted components captured and explained up to 60.146 percent of total variance. The Scree plot criterion also confirmed that a thirteen-factor solution was necessary to capture variables on PCA.

Table 44 shows that 13 components had eigenvalues greater than 1.0. Thus, the PCA extracted 13 components out of 50 purchase-related variables. This study intends to examine all of the 13 components, thus, scree plot for further components reduction have not been used.

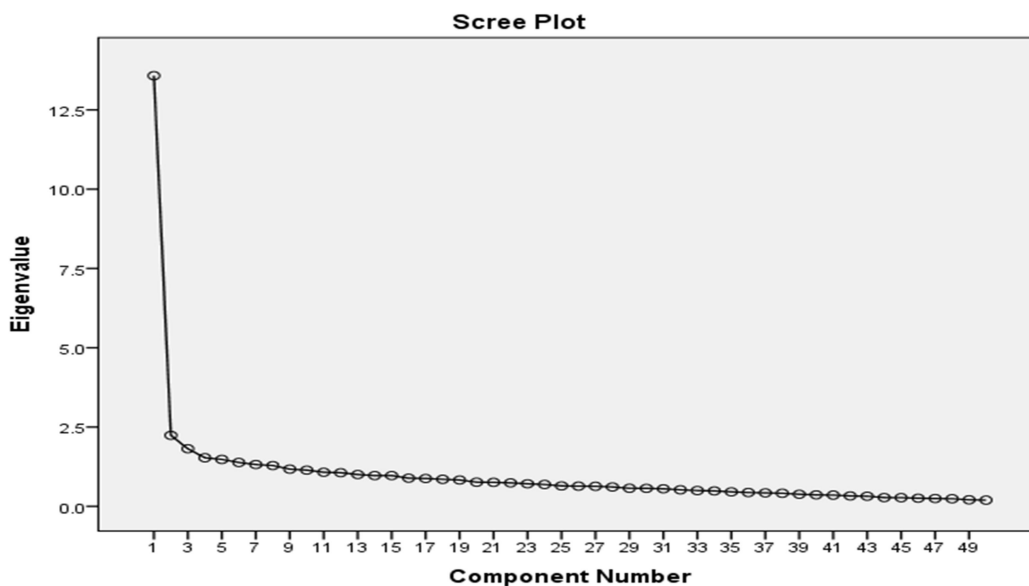


Figure 37: Scree Plot on Eigenvalue of the Components

Component 1 – Brand Image and After Sales: Table 43 and 44 show that the first component with an explained variance of 27.152% is comprised of ten variables - 3 logistics related variables, 3 after sales and service related variables and 4 sales and marketing related variables. However, among them marketers must focus mostly on the Brand image, spare parts availability and warranty issues. Pricing, service center location,

logistics support and on-time delivery were also notable variables under this factor. Based on the mean, this component was the most important component among all the components.

Table 44: Component 1 – Brand Image and After Sales Analysis

Attributes	Factor Loading	Individual Variable Mean	Individual Variable Standard Deviation	Component Mean	Component Standard Deviation	Cronbach's Alpha
Brand Image	.715	0.7054	1.23467	0.68397	1.244622	0.865
Spare Parts Availability	.672	0.7855	1.2604			
Warranty	.640	0.7287	1.29017			
Pricing	.621	0.739	1.15243			
Service Centre Location	.579	0.7183	1.32757			
Logistics Support	.557	0.5891	1.21697			
Ontime Delivery	.511	0.6331	1.27134			
Efficient After Sales Support	.467	0.6925	1.20492			
Complain Handling	.432	0.5969	1.18619			
Damage Free Delivery	.401	0.6512	1.30156			

Component 2 – Product Portfolio: The second component with an explained variance of 4.475% comprised of eight variables - 1 after sales and service related variables and 7 sales and marketing related variables. Based on the factor loadings, attributes Product Line, Small Quantity Order, Product Depth, Vendor's Interior and Credit Facility have more than 0.5 factor loading thus contributing more on this component rather than quick after sales support, customized order ad sales network attributes.

Table 45: Component 2 – Product Portfolio Analysis

Attributes	Factor Loading	Individual Variable Mean	Individual Variable Standard Deviation	Component Mean	Component Standard Deviation	Cronbach's Alpha
Product Line	.644	0.5168	1.22225	0.491275	1.232501	0.816
Small Quantity Order	.622	0.4858	1.19658			
Product Depth	.575	0.323	1.31613			
Vendor's Interior	.567	0.5245	1.17455			
Credit Facility	.545	0.491	1.31819			
Quick After Sales Support	.446	0.6718	1.16881			
Customized Order	.424	0.4548	1.19797			
Sales Network	.395	0.4625	1.26553			

Component 3 – Customer Satisfaction: The 3rd component with an explained variance of 3.631% comprised of seven variables - 1 after sales and service related variables, 2 company images related variables and 4 sales and marketing related variables as shown in table 44. Marketers' focus on customer satisfaction, customer management and reputation are the notable variables under this component.

Table 46: Component 3 – Customer Satisfaction Analysis

Attributes	Factor Loading	Individual Variable Mean	Individual Variable Standard Deviation	Component Mean	Component Standard Deviation	Cronbach's Alpha
Focus on Satisfying Customer	.671	0.8527	1.09946	0.551871	1.18682	0.753
Customer Management	.569	0.7235	1.14428			
Reputation	.515	0.4884	1.23286			
Promotional Activities (ATL)	.481	0.4238	1.18551			
Documentation	.404	0.5065	1.20956			
After Sales Customer Handling	.357	0.5271	1.20713			
Promotional Activities (BTL)	.283	0.3411	1.22894			

Component 4 – Country of Origin: The 4th component with an explained variance of 3.062% comprised of three variables - 1 after sales and service related variables and 2 sales and marketing related variables. Country of origin was the most preferred attribute under this component and other 2 variables factor loading is less than 0.5 thus considered less important.

Table 47: Component 4 – Country of Origin Analysis

Attributes	Factor Loading	Individual Variable Mean	Individual Variable Standard Deviation	Component Mean	Component Standard Deviation	Cronbach's Alpha
Country of Origin	.624	0.4599	1.24689	0.504733	1.233677	0.630
Availability	.478	0.5168	1.20302			
Query Handling	.474	0.5375	1.25112			

Component 5 – Financial Position: The 5th component with an explained variance of 2.958% comprised of three variables – 2 company image and 1 logistics related variables. Financial Position of the marketer was the most notable item under this component.

Table 48: Component 5 – Financial Position Analysis

Attributes	Factor Loading	Individual Variable Mean	Individual Variable Standard Deviation	Component Mean	Component Standard Deviation	Cronbach's Alpha
Financial Position	.654	0.1731	1.25236	0.360867	1.248603	0.598
Sales Team	.614	0.3204	1.24911			
Security	.386	0.5891	1.24434			

Component 6 – Quality: The 6th component with an explained variance of 2.764% comprised of two logistics and one sales and marketing related variable where the marketing related variables indicated the highest factor under this component.

Table 49: Component 6 – Quality Analysis

Attributes	Factor Loading	Individual Variable Mean	Individual Variable Standard Deviation	Component Mean	Component Standard Deviation	Cronbach's Alpha
Raw Material Quality	.605	0.4367	1.25215	0.5263	1.24525	0.620
Lead Time	.514	0.6667	1.23423			
Cost	.481	0.4755	1.24937			

Component 7 – Social Media Presence: Two sales and marketing related variables established the 7th component with an explained variance of 2.635%. Social media presence and online presence of the marketers are few of the important aspects for the retailers, so that they can choose the most desired brand of the consumers.

Table 50: Component 7 – Social Media Presence Analysis

Attributes	Factor Loading	Individual Variable Mean	Individual Variable Standard Deviation	Component Mean	Component Standard Deviation	Cronbach's Alpha
Social Media	.789	0.3592	1.25202	0.3695	1.24999	0.645
Online Presence	.663	0.3798	1.24796			

Component 8 – Innovation: The 8th component with an explained variance of 2.573% comprised of two variables - 1 company image and another logistics related variable. Focusing on continues innovation by the marketers is major variable under this component and the other variable was mostly the uncontrollable item by many retailers.

Table 51: Component 8 – Innovation Analysis

Attributes	Factor Loading	Individual Variable Mean	Individual Variable Standard Deviation	Component Mean	Component Standard Deviation	Cronbach's Alpha
Innovation	.686	0.4186	1.18079	0.3346	1.21101	0.503
Means of Logistics	.620	0.2506	1.24123			

Component 9 – Compliance: The 9th component with an explained variance of 2.346% comprised of is comprised of two company image related variables. Compliances such as BSTI¹⁶ certification maintained by the sourcing team are explained by this component.

Table 52: Component 9 – Compliance Analysis

Attributes	Factor Loading	Individual Variable Mean	Individual Variable Standard Deviation	Component Mean	Component Standard Deviation	Cronbach's Alpha
Compliance	.739	0.5245	1.09227	0.5607	1.10782	0.618
Sourcing Team	.721	0.5969	1.12337			

Component 10 - Cost: The 10th component with an explained variance of 2.281% was comprised of three sales and marketing related variables. This component was defined by the costing of the goods. Packaging and commission provided to the retailers got factor loading less than 0.5 indicating less importance than the low cost attribute.

Table 53: Component 10 - Cost Analysis

Attributes	Factor Loading	Individual Variable Mean	Individual Variable Standard Deviation	Component Mean	Component Standard Deviation	Cronbach's Alpha
Low Cost	.648	0.4625	1.25319	0.558133	1.261663	0.572
Attractive Packaging	.364	0.5375	1.25732			
Commission	.346	0.6744	1.27448			

Component 11 – Location: The 11th component with an explained variance of 2.149% comprised of two logistics variables. Based on the mean, this component was considered as an important aspect on which a marketer could focus. Based on this component, marketers' locations was important to the retailers as it influenced the duration of receiving the goods from the point of their order.

Table 54: Component 11 – Location Analysis

Attributes	Factor Loading	Individual Variable Mean	Individual Variable Standard Deviation	Component Mean	Component Standard Deviation	Cronbach's Alpha
Vendor Location	.754	0.6434	1.1276	0.62145	1.104215	0.504
Duration	.686	0.5995	1.08083			

Component 12 – End Customer Dealings: The 12th component with an explained variance of 2.119% comprised of 1 company image and 2 sales and marketing related variables. Other attributes namely product design and certification got factor loading less than 0.5 indicating less important attributes under this component.

Table 55: Component 12 – End Customer Dealings Analysis

Attributes	Factor Loading	Individual Variable Mean	Individual Variable Standard Deviation	Component Mean	Component Standard Deviation	Cronbach's Alpha
Dealings with End Customer	.556	0.4548	1.255	0.4858	1.232547	0.532
Product Design	.449	0.5478	1.20218			
Certification	.419	0.4548	1.24046			

Component 13 - Logistics: The 13th component with an explained variance of 2.002% comprised of two logistics related variables. Logistics provider reputation and insurance of the transported goods were covered under this component.

Table 56: Component 13 - Logistics Analysis

Attributes	Factor Loading	Individual Variable Mean	Individual Variable Standard Deviation	Component Mean	Component Standard Deviation	Cronbach's Alpha
Logistics Provider Reputation	.747	0.3747	1.28429	0.29845	1.2954	0.544
Insurance	.407	0.2222	1.30651			

5.3 Retailer's Buying Decision

The next step in the data analysis was the creation of composite variables based on the results of the factor analysis – 13 new variables needed to be generated. This study used the factor analysis results to replace the original set of variables with an entirely new, smaller set of variables created from summated scales (Hair, et al, 2010) and regression analysis was run on these composite variables.

A regression analysis was carried out on the 13 composite variables to form the model below that where correlation coefficient R value is 0.540 which shows a positive relationship.

$$\begin{aligned} \text{Purchase Decision} &= 0.654 \\ &+ .410 \text{ Brand Image and After Sales} \\ &+ .284 \text{ Product Portfolio} \\ &+ .111 \text{ Customer Satisfaction} \\ &+ .188 \text{ Country of Origin} \\ &+ .135 \text{ Financial Position} \\ &+ .230 \text{ Social Media Presence} \\ &+ .222 \text{ Compliance} \end{aligned}$$

Based on the regression model stated above, it can be understood that brand image and after sales support got most weightage as a predictor impacting retailers' purchase decisions, and the next items impacting purchase decisions were the marketers' offered product portfolio, social media marketing and compliance of the products.

Table 57: Retailers' Retail Buying Decision Regression Model

R	R Square	Adjusted R Square	Std. Error of the Estimate
.540	.292	.267	1.04890

	Sum of Squares	df	Mean Square	F	Sig.
Regression	169.230	13	13.018	11.832	.000
Residual	410.372	373	1.100		
Total	579.602	386			

	Unstandardized Coefficients		Standardized Coefficients	t	Significance
	B	Std. Error	Beta		
(Constant)	.654	.053		12.261	.000
Brand Image and After Sales	.410	.053	.335	7.685	.000
Product Portfolio	.284	.053	.232	5.321	.000
Customer Satisfaction	.111	.053	.091	2.081	.038
Country of Origin	.188	.053	.153	3.516	.000
Financial Position	.135	.053	.111	2.537	.012
Quality	.047	.053	.038	.877	.381
Social Media Presence	.230	.053	.187	4.299	.000
Innovation	.098	.053	.080	1.836	.067
Compliance	.222	.053	.181	4.151	.000
Cost	.066	.053	.054	1.235	.218
Location	.012	.053	.010	.225	.822
End Customer Dealings	.072	.053	.058	1.340	.181
Logistics	.015	.053	.012	.281	.779

Normal P-P Plot of Regression Standardized Residual

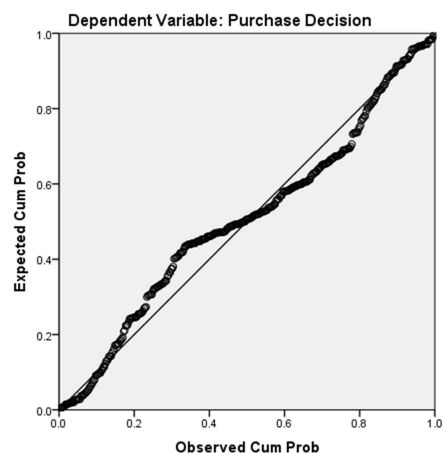


Figure 38: Retailers' Purchase Decision Scatter Plot

6.0 OVERALL FINDINGS & HYPOTHESIS TESTINGS

6.1 Overall Findings

1. Retailers do not consider the logistics related issue as their primary requirement when they go to acquire or purchase goods for their showroom in general. But there are several other attributes which are classified into secondary, support, minor attributes based on their importance to the retailers (Table 10). However, few issues were identified, when analyzing the retailers' purchase decisions:
 - a. Dhaka-based appliance retailers consider few items as their primary requirement for logistics related issue (Table 11). The study also shows that there are significant differences for Duration, Cost, Lead Time, Security, Insurance, Logistics Provider Reputation, Damage Free Delivery, Complain Handling and On time Delivery variables for the 3 mentioned groups; i.e. Retailers from Dhaka, Chittagong and Others. However, the test also showed no significant differences between Vendor Location and means of the logistics between the groups.
 - b. Showroom managers consider several items as the primary requirement (Table 13) than the proprietors or other employees of the showroom. The study shows significant differences for Logistics Provider Reputation, Damage Free Delivery, Complain Handling, Means of Logistics and On time Delivery for the 3 groups (showroom proprietor, managers and other employees). However, the test also showed no significant differences between Vendor Location, Duration, Cost, Lead Time, Security, and Insurance between the groups (Table 14).
 - c. The retailers with SSC passed and below SSC educational backgrounds consider several items as the primary requirement (Table 15) than the HSC passed or tertiary degree holders' group. The study showed significant

differences for Vendor Location, Insurance and Damage Free Delivery for the 4 groups divided based on the educational background (Table 16).

2. When retailers do their retail buying, they primarily consider how the market is focusing on satisfying their customers from the aspect of sales and marketing related attributes as mentioned in table 18. Moreover, there are several other attributes which are classified into secondary, support, minor attributes based on their importance to the retailers (Table 18). However, the researcher identified few issues while analyzing the retailers' sales and marketing related preferences:
 - a. From table 19 and figure 23, it can be identified that Dhaka based appliance retailers showed very different behavior than Chittagong and other regions. However, statistically it is also proven that Dhaka, Chittagong and other regions' appliance retailers' preferences were significantly different (Table 20).
 - b. As per figure 24, showroom managers consider the attributes with more importance than the proprietors or the other employees in the stores, however, the analysis shows that for only 8 variables (Availability, Warranty, Product Design, Focus on Satisfying Customer, Customer Management, Brand Image, Sales Network and Commission) out of 25 attributes, there was significant differences in 5% confidence level.
 - c. Among the sales and marketing related attributes, based on educational backgrounds of the retailers, there are significant differences for Country of Origin, Credit Facility, Attractive Packaging, Customized Order, Product Depth, Product Design, Promotional Activities (ATL) and Brand Image attributes (Table 24).
3. Retailers mostly consider spare parts availability at the time of their retail buying decision. And based on the researcher's informal discussion with the retailers, it was

- found out that they prefer to have spare parts availability to a great extent because customers look for after sales service for appliance products in appliance goods business. Moreover, there are several other attributes which are classified into secondary, support, minor attributes based on their importance to the retailers (Table 26). Based on some other factors, few other notable issues were identified:
- a. Dhaka-based retailers show very different nature, compared to the other regions of Bangladesh in terms of preferences related to after sales and service related attributes (figure 28) and statistically all 6 after sales variable (Quick After Sales Support, Efficient After Sales Support, Spare Parts Availability, Service Centre Location, After Sales Customer Handling and Query Handling) shows significant differences between the groups.
 - b. Figure 29 depicts that showroom managers, consider all the after sales and service related variables with more importance than the proprietor / partner or the other employees of the showroom, but statistically only service center location attribute have significant differences among the preferences between proprietors / partners, showroom managers and other employees of the showroom.
 - c. Based on the educational backgrounds, there are significant differences for Quick After Sales Support and Spare Parts Availability attributes and other after sales and service related attributes are non-significant based on 5% confidence level.
4. Retailers do not consider the company image related issues as their primary requirement when they go to acquire or purchase goods for their showrooms. But there are several other attributes which are classified into secondary, support, minor attributes based on their importance to the retailers (Table 34). However, few issues are identified, when their preferences is analyzed based on some criteria:

- a. Dhaka based retailers consider the company image related variables more than the other regions (figure 33), but table 36 proves that there are significant differences for Documentation, Reputation, Financial Position, Sales Team, Sourcing Team, Compliance, Innovation variables among the company image related attributes between Dhaka, Chittagong and other location based retailers.
 - b. Even though, graphically it shows that showroom managers give more importance to the various company image related factors (figure 34), statistically among the company image attributes, only sales team attribute has significant differences between the preferences of proprietor / partner, showroom managers and retail outlet employees (table 38). All other attributes are non-significant among the company image attributes.
 - c. Figure 35 shows that the retailers with below SSC level of education show relatively more differences than the other groups in most of aspects, but statistically there is no significant difference in company image related attributes preferences among the groups which are divided based on their educational backgrounds.
5. Thirteen components have been identified among the 50 variables and first component with an explained variance of 27.152% is comprised of ten variables: 3 logistics related variables, 3 after sales and service related variables and 4 sales and marketing related variables. Other 12 components' variance range is from 2% to 5% each. So, the major portion of the purchase decision is determined by component 1 (Brand Image, Spare Parts Availability, Warranty, Pricing, Service Centre Location, Logistics Support, Ontime Delivery, Efficient After Sales Support, Complain Handling, Damage Free Delivery).
 6. Appliance Retailers' Purchase Decisions are significantly influenced by component 1 (red marked item in Table 46), 2 (yellow marked item in Table 46), 3(blue marked

item in Table 46), 4 (orange marked item in Table 46), 5 (green marked item in Table 46), 7 (violet marked item in Table 46) and 9 (grey marked item in Table 46). Component 6, 10, 11, 12 and 13 are non-significant in the purchase decision-making of the retailers.

7. Marketers may focus on improving the primary and secondary attributes to get stronger foothold in the market, but they should also maintain an acceptable quality in the case of support and minor attributes as well. Dissatisfaction of these attributes may cost them in market as small wrong things may bring a big negative impact on the market for the marketers. So to be on the safe side they should main an acceptable quality.

					t 2)											
					Availability (Component 4)	0.5168	1.20302	0								
					Product Line (Component 2)	0.5168	1.22225	0								
Support Attributes	Cost	0.4755	1.24937	0	Credit Facility (Component 2)	0.491	1.31819	0					Reputation (Component 3)	0.4884	1.23286	0
	Logistics Provider Reputation	0.3747	1.28429	0	Small Quantity Order (Component 2)	0.4858	1.19658	0					Certification	0.4548	1.24046	0
	Means of Logistics	0.2506	1.24123	0	Low Cost	0.4625	1.25319	0					Innovation	0.4186	1.18079	0
					Sales Network (Component 2)	0.4625	1.26553	0					Sales Team (Component 5)	0.3204	1.24911	0
					Country of Origin (Component 4)	0.4599	1.24689	0								
					Customized Order (Component 2)	0.4548	1.19797	0								
					Dealings with End Customer	0.4548	1.255	0								
					Raw Material Quality (Component 5)	0.4367	1.25215	0								
					Promotional Activities (ATL) (Component 3)	0.4238	1.18551	0								
					Online Presence (Component 7)	0.3798	1.24796	0								
					Social	0.3592	1.25202	0								

					Media (Component 7)											
					Promotional Activities (BTL) (Component 4)	0.3411	1.22894	0								
					Product Depth (Component 2)	0.323	1.31613	0								
Minor Attributes	Insurance	0.2222	1.30651	0.001									Financial Position (Component 5)	0.17 31	1.25236	0.00 7

6.2 Hypothesis Testing

The conclusion on five stated hypothesis are:

H1: There is no significant relationship between organizational functions and retailers' purchase decisions.

Chapter 4 has briefly reviewed that there is a relationship between organization functions and retailers purchase decisions. The primary, secondary, support, minor attributes are identified based on the mean, which a marketer can use to focus to promote their goods and develop various effective marketing strategies. Later 13 components were identified through factor analysis and a regression analysis model was generated indicating that there is a significant relationship between organizational functions and retailers' purchase decisions. Some notable organizational functions influencing retailers' purchase decisions are – Brand Image and After Sales, Product Portfolio, Customer Satisfaction, Country of Origin, Financial Position, Social Media Presence and Compliance issues of the products.

H2: There is no significant difference among logistics related organization functions based on retailers' store locations, job status and educational backgrounds.

Chapter 4 highlighted that for few logistics related variables are significantly different and few are non-significant in the purchase decision making if they are classified based on the retailers' store locations, job status or educational backgrounds. Furthermore, the study has also checked whether the attributes are statistically different or not based on the retailers' store locations, job status or educational backgrounds. The test result is given below:

Considering the locations as the control variable, the study shows significant differences for Duration, Cost, Lead Time, Security, Insurance, Logistics Provider Reputation, Damage Free Delivery, Complain Handling and On time Delivery variables for the 3

mentioned groups – Dhaka, Chittagong and other parts of Bangladesh. However, the test also showed no significant difference between Vendor Location and means of the logistics between the groups.

Considering the job status of the retailer as the control variable, the study shows significant difference for Logistics Provider Reputation, Damage Free Delivery, Complain Handling, Means of Logistics and Ontime Delivery for the 3 groups (showroom proprietor, managers and other employees). However, the test also showed no significant difference between Vendor Location, Duration, Cost, Lead Time, Security, Insurance between the groups.

If the educational background of retailers is considered as control variable, the study showed significant differences for Vendor Location, Insurance and Damage Free Delivery. However, the test also showed no significant difference for the other variables between the groups.

H3: There are no significant difference among marketing related organization functions based on retailers' store location, job status and educational backgrounds.

Chapter 4 has described that for few marketing and sales related variables there are significantly different and few are non-significant in the purchase decision making if they are classified based on retailers' store locations, job status or educational backgrounds. Furthermore, the study has also checked whether the attributes are statistically different or not based on retailers' store locations, job status or educational backgrounds. The test result is as following:

The study shows significant differences for all the sales and marketing related variables between the groups from different locations. The study also shows significant differences for Availability, Warranty, Product Design, Focus on Satisfying Customer, Customer Management, Brand Image, Sales Network and Commission attributes among the showroom managers, proprietor and other employees in the retail store. Among the sales

and marketing related attributes, the study shows significant differences for Country of Origin, Credit Facility, Attractive Packaging, Customized Order, Product Depth, Product Design, Promotional Activities (ATL) and Brand Image between the retailers with education level below SSC, SSC, HSC and tertiary degree holder appliance retailers. So, among 25 variables, only 8 variables show significant differences between the groups if the academic background is considered as the basis of grouping.

H4: There is no significant difference among after sales service related organization functions based on retailers' store locations, job status and educational backgrounds.

Chapter 4 has mentioned that for few after sales and service related variables are significantly different and for few are non-significant in the purchase decision making if they are classified based retailer's store location, job status or educational background. Furthermore, the research has also checked whether the attributes are statistically different or not based on the retailers' store locations, job status or educational backgrounds. The test result is as the following:

The study shows significant differences for all the after sales and service related attributes between the groups based on different locations – Dhaka, Chittagong and other parts of Bangladesh. The study also shows significant differences only for service center location among all 6 after sales and service related variables if the preference group is based on the job status of the retailers. The study highlights significant differences for Quick After Sales Support and Spare Parts Availability attribute based on the educational backgrounds of the retailers.

H5: There is no significant difference among company image related organization functions based on the retailers' store locations, job status and educational backgrounds.

Chapter 4 has described that for few company image related variables are significantly different and few are non-significant in the purchase decision making if they are classified based on the retailers' store locations, job status or educational backgrounds.

Furthermore, the study has also checked whether the attributes are statistically different or not based on the retailers' store locations, job status or educational backgrounds. The test result is given below:

If location is considered as the basis of grouping, the study shows significant differences for Documentation, Reputation, Financial Position, Sales Team, Sourcing Team, Compliance, Innovation variables among the company image related attributes for Dhaka, Chittagong and other locations in Bangladesh. And certification of the marketer's appliance product is a non-significant variable if location is considered.

The study depicts that among the company image attributes, only sales team attribute has significant differences between the preferences of proprietor / partner, showroom managers and retail outlet employees. All other attributes are non-significant among the company image attributes.

The study also proves that statistically there is no significant difference between the company image related attributes preferences of groups which are divided based on their educational backgrounds.

7.0 SUMMARY, CONCLUSIONS AND RECOMMENDATIONS

7.1 Summary

This thesis addresses the research problem: “*Appliance marketers need to understand the factors affecting the appliance retailers purchase decision regarding acquiring goods and learning more on these factors would enlighten the marketers to use them as key tools to increase their sales in electronic home appliances industry*”. To address this problem a conceptual framework was developed followed by a review of the existing literature. The analysis comprised of four complex variables with the four key phases in the purchase decision making framework. Four complex variables (Logistics related, Sales and Marketing related, After Sales & Service Related and Company Image related) are related to the factors influencing appliance retailers purchase decisions.

The study is guided by the broad objective to find out the factors which affect Bangladeshi home appliance retailers’ purchase decisions when they acquire goods for their store or showroom. While doing so, the thesis was set out in seven chapters. The first chapter has introduced the research by providing background information related to the need to examine appliance retailers’ purchase decisions in the context of Bangladeshi home appliance market. The economic significance of the electronic appliance market in Bangladesh, as well as the growing sophistication of consumer base in Bangladesh was highlighted in the chapter as well. The academic significance of the research problem was outlined.

The study has discussed the methodology for undertaking the study which presented that both qualitative and quantitative methods were used for data collection and data analysis. The principal method was a questionnaire survey of Bangladeshi Home Appliance Retailers. The members were chosen by employing a quota sampling procedure based on the total population collected from housing census. Focused group study and few interviews were made on the appliance marketers to identify the variables.

The pertinent literature was reviewed while doing this study. The theory of reasoned action and the theory of planned behavior were discussed to overview the purchase intention literature. EKB and Howard-Sheth model on Buyer Behavior was discussed as well. Furthermore, Howard-Sheth model on industrial buying behavior model was discussed to provide an overview of the business to business buying model. Few literatures on retail merchandise buying behavior by the business buyers are also overviewed in this phase. Based on these literatures, the conceptual framework was formulated.

To do this study, the results of statistical tests on the collected data were analyzed and discussed. The four major statistical analyses used were t-test, one tail ANOVA, factor analysis and regression analysis. The study outlined that there is relationship between marketer's organizational functions and retailers' purchase decisions. The primary, secondary, support, minor attributes were identified based on the mean, which a marketer can use to focus to market their goods and develop marketing strategies strategically. As mentioned in table 58, the core of appliance marketing business is to focus on customer's satisfaction and spare parts availability. Furthermore, pricing, warranty, after sales support and on-time delivery are few of the major attributes which move along with the core primary attributes. From the overall perspective, a marketer must focus on brand image and after sales and support, product portfolio and compliance issues to impact the retailers more.

The study also overviewed that for few logistics related variables, marketing and sales related variables, after sales and service related variables and company image related variables marketers can design marketing strategies mostly based on retailers' location rather than based on job status or educational backgrounds. In addition, this thesis has also discussed the influences of demographic variables on purchase decisions. The results indicate that some demographic variables including job status and educational background had significant impacts on appliance retailers' purchase behavior. This research also suggests that it is better for the marketers to design strategy based on the location factor as few variables are significantly different based on the locations.

7.2 Conclusions

This study has followed a well-structured process to reach its goal by formulating the research objectives, problems, theoretical framework and hypotheses to research results, implications, contributions and limitations. The research adopted several (partial) purchase decision-making models and formulated one for the appliance retailers in Bangladesh context to conduct a survey on 387 appliance retailers in the Bangladesh appliance market. This research found that several attributes influence appliance retailers' purchase decisions in Bangladesh. The outcomes of this study make a potential contribution to the appliance market in Bangladesh and provide marketers with more basic and broader understanding of their customer base, thus providing a foundation to improve the appliance industry in practice. This study has provided contributions for theory, practice and further research which are mentioned below.

The research presented in this thesis makes three contributions.

Firstly, this research contributes to the body of knowledge on appliance retailers' purchase decision-making. The literature review confirmed that retailers' purchase behaviors vary across various factors. Limited scientific studies have been conducted on appliance retailers' purchase decisions in Bangladesh context. This gap in the knowledge on appliance retailers' purchase decisions is significant, considering the growing market of consumer electronics and durables. This research is the empirical attempt to examine the direct relationships between retailers' preferences and purchase decision-making of appliance products in Bangladesh. Therefore, this study provides contributions to our understanding of retailers' sourcing goods decision-making processes for the appliance products in Bangladesh.

Secondly, this study has generated a specific set of retailers' preferences attributes for Bangladesh's appliance market. These attributes are again sub divided in to four segments (primary, secondary, support and minor attributes) based on their importance to

the retailers. Marketers can develop strategy to sell their products in the market based on this finding.

Thirdly, this study demonstrates that several components (primarily factor one which is comprised of attributes such as Brand Image, Spare Parts Availability, Warranty, Pricing, Service Centre Location, Logistics Support, On-time Delivery, Efficient After Sales Support, Complain Handling, Damage Free Delivery) explain the overall purchase decision-making of the retailers indicating a new appliance marketer may focus on them. Furthermore, several control variables like location, academic background, job status are also used to develop this.

This study's implications can be interpreted from three different perspectives. It has implication for the industry, the end users and the government. Detailed implications from these perspectives are given below:

Implications for the Appliance Industry: Kotler & Keller (2009) have mentioned that any business's success depends on its understanding about the key factors which influence the customers' purchase decisions. This study has listed the top variables that influence customers' purchase decisions based on the locations, educational backgrounds and job status. Furthermore, this thesis has also listed the 13 components which can be used as the key factors in Bangladesh's appliance market to promote it to the retailers. Marketers should focus on giving more effort and investing resources on these appliance purchase factors to meet retailers' needs in order to achieve a competitive advantage, maintain the satisfaction levels of current customer base and attract new buyers (Parasuraman et al., 1985). For attributes that have less influence on purchase decisions, marketers need to ensure they maintain acceptable standards to prevent appliance retailers from being dissatisfied since the factors that trigger dissatisfaction are different from the factors that lead to satisfaction (Nahmens & Ikuma, 2009).

Demographic characteristics are also a major influence on buyers' purchase decisions and behavior. The current study indicated that educational backgrounds, locations and job

status are important when developing marketing strategies. Marketers need to identify the characteristics of their target segments and try to provide facilities and services to meet and satisfy appliance retailers' needs and expectations. On the other hand, marketers could use this information to target segments that will be more satisfied with the attributes they provide. In brief, marketing managers should focus more on these demographic variables and provide suitable products and services for appliance retailers in Bangladesh.

Implications for End Users: The major practical implication of this thesis for the end users is that it enables them to get better offering from the retailers as the retailers are getting better offers from the marketers. As appliance marketers improve their provision of the salient attributes identified in this research, retailers and end users both will benefit. End users could gain greater satisfaction from retailers and marketers based on the findings of this thesis.

Implications for the Bangladesh Government: Bangladesh government can encourage appliance companies to identify and describe each purchase factor's value for existing retailers to guide prospective purchasers. This would help to ensure that the market make rational purchase decisions and maximize the benefits they obtain. Government can force the retailers as well as marketers to focus on the certification and quality aspects rather than focusing only on the profitability. Furthermore, the state can also encourage appliance companies to improve some attributes which are key factors influencing purchase decisions. The government could require companies to improve the quality of services to satisfy buyers as well. These activities may benefit retailers and end users in appliance industry.

There are several electrical appliances focused business associations in Bangladesh. These associations can use the research findings to motivate the marketers to improve them to protect the appliance retailers.

7.3 Recommendations

The researcher has listed some recommendations based on the past scholarly literature, analysis of the present study and views of the expert appliance marketers. The following are his recommendations that would facilitate the academicians and marketers in the context of appliance industry of Bangladesh.

Recommendations for Appliance Marketers: Bangladesh is a small country which is populated with a wide number of heterogeneous groups of people. This population spread across the different areas of the country. Each of these groups is represented by their unique characteristics and these characteristics are reflected on their purchase behavior, attitudes, beliefs and values. It can be considered as dealing with different markets within the country. Considering this, the following recommendations have been made for the appliance marketers.

a. Marketers must analyze the locations characteristics to develop their marketing strategy. As discussed in the study, it is very important for the marketers to plan their strategy differently in the Bangladeshi context. At the outset marketers should have a clear idea on country's demographic, purchasing power, retailers' needs and requirements, and the policies and procedures prevalent in Bangladesh which would impact them. Appliance marketers in Bangladesh may consider global marketing practices, but should consider the requirements of the retailers from different places in Bangladesh.

b. Marketers may develop customized strategies based on the job status, academic profile and demographic factors of the target retailers and also should focus on end users satisfaction who are getting services from those retailers. A separate marketing strategy needs to be coined based on the job status they fall under, the regions they belong to and the factors that influence them the most. For example, a sales person in a showroom may just consider buying a product for his showroom which is easy to sell rather than focusing on the post purchase related issues of that product. On the other hand the proprietor of the

showroom may consider the reputation of the showroom and choose the goods in a different way.

c. For an appliance product, its strength, features, benefits and uniqueness are the core selling points. Marketers should consider the retailer's preferences along with the product's core selling points in developing the communication strategy for their target audience.

d. Switching to digital space for the company may boost up the appliance companies' sales and marketers may be directly linked with the end users, but it will harm the appliance retailers or intermediaries. So, keeping considerable room for profit margin for the retailers is crucial for the marketers.

Recommendations for Further Research: This contributes to the existing knowledge about appliance retailers' purchase decisions in Bangladesh and lays the foundation for further research in this country and in other neighboring countries. To overcome the above limitations and to gain further insights into the purchase decisions of appliance retailers in Bangladesh and neighboring countries, a number of further research opportunities are suggested.

a. The research was conducted based on retailers' purchase decisions that relies on the perception of individual decision making. It would be valuable to investigate which factors are subject to joint decision-making in retail decision making, and which are the domain of individual decision-making. For example in a combined decision-making process by the proprietor and showroom manager, which decisions are made by proprietor and which are by the managers should be considered. Tingchi et al. (2013) emphasized on group buying behavior from consumers' perspectives indicating that group buying behavior in business is inevitable. So, there should be a gap of research between group decision making for consumption buying decision and for business buying decision. So further research to bridge this gap is recommended.

b. The assessment of purchase factors was carried out in general terms in this study. Further research could consider this issue in terms of specific questions related to each attribute. For example, refer to the variable “packaging”; questions can be asked on specific types of packaging like - wooden packaging or paper box packaging impact the purchase decision. This way literature can be more enriched in relate to each purchase factors.

c. Since it is the booming phase of appliance marketing in Bangladesh, many factors may affect buying motivations, such as increasing prices, and comfort need recognition. Although this study investigated appliance retailers’ rational purchase decisions about preferences attributes in a fully market-oriented environment, the current appliance market is still a complex segment due to lack of literature and continuous innovations.

d. It would be worth examining retailers’ purchasing and post-purchase behavior of them for further research.

These recommendations will be useful for the marketers who are waiting for the right opportunity to plunge into the Bangladeshi appliance market. The most important lesson that the marketers should learn is that they cannot treat Bangladesh as one small or big market, because the country has different regions with different amount of available electricity and facilities. The economic factors of different regions also play a very important role. Hence, for any of the appliance companies to be successful and to enjoy the sustainable growth, they need to customize their marketing strategy accordingly. Standardizing a single strategy should not be the principle for Bangladeshi appliance marketers.

NOTES

¹*Warranty* In contract law, a warranty has various meanings but generally means a guarantee or promise which provides assurance by one party to the other party that specific facts or conditions are true or will happen.

²*Nuclear family* Father, mother, and children.

³*Logistics* Logistics is the process of planning and executing the efficient transportation and storage of goods from the point of origin to the point of consumption. The goal of logistics is to meet customer requirements in a timely, cost-effective manner.

⁴*Wholesaler* A wholesaler will sell his product in bulk quantities to retailers, allowing the retailer to take advantage of a lower price than if he were to buy single items.

⁵*Distributor* An entity that buys noncompeting products or product lines, warehouses them, and resells them to retailers or direct to the end users or customers. They usually also provide a range of services (such as product information, estimates, technical support, after-sales services, credit) to their customers.

⁶*Evaluation of alternatives* The examination of responses after opening to determine the vendor's responsibility, responsiveness to requirements, and other characteristics of the solicitation relating to the award.

⁷*Grey economy* An illegal trading place in which dealers pay often exorbitant amounts for misdeeds.

⁸*Innovation* A product innovation is the introduction of a good or service that is new or significantly improved with respect to its characteristics or intended uses. These include significant improvements in technical specifications, components and materials, incorporated software, user friendliness or other functional characteristics.

⁹*ATL* Above The Line means that the advertising is going to be deployed around a wider target audience, e.g. television, radio, or billboards.

¹⁰*BTL* Below the line advertising idea means to develop ads and promotion strategies directed to certain groups of people, using tools like direct emailing, or direct product demonstrations for a specific group of people, like giving away vitamin samples at the door of a famous gym.

¹¹*Brand awareness* It refers to the extent to which customers are able to recall or recognize a brand.

¹²*Certification* Certification or product qualification is the process of certifying that a certain product has passed performance tests and quality assurance tests, and meets qualification criteria stipulated in contracts, regulations, or specifications.

¹³*Hyper store* (sometimes called hypermarket, supercenter or superstore) It is a big-box store combining a supermarket and a department store.

¹⁴*Commission* Giving in on some points to get what one wants in other areas.

¹⁵*Factor Analysis* A process in which the values of observed data are expressed as functions of a number of possible causes in order to find which are the most important.

¹⁶*BSTI* Bangladesh Standards and Testing Institution (BSTI) is a Government agency under the Ministry of Industries constituted for the purpose of controlling the standard of service and quality of the goods.

APPENDICES

Appendix 1: Coordination Schema on Factors Impacting Appliance Retailers Purchase Decision

Parameter	Complex Variable	Simple Variable	Value	Q. No.
Retailer's Purchase Decision	Logistics Related Impact	Vendor Location	Likert Scale	1
		Duration	Likert Scale	2
		Cost	Likert Scale	3
		Lead Time	Likert Scale	4
		Security	Likert Scale	5
		Insurance	Likert Scale	6
		Logistics Provider Reputation	Likert Scale	7
		Damage Free Delivery	Likert Scale	8
		Complain Handling	Likert Scale	9
		Means Of Logistics	Likert Scale	10
		On time Delivery	Likert Scale	11
	Sales & Marketing Related Impact	Country Of Origin	Likert Scale	13
		Raw Material Quality	Likert Scale	14
		Credit Facility	Likert Scale	15
		Vendor's Interior	Likert Scale	16
		Attractive Packaging	Likert Scale	17
		Low Cost	Likert Scale	18
		Availability	Likert Scale	19
		Customized Order	Likert Scale	20
		Small Quantity Order	Likert Scale	21
		Product Line	Likert Scale	22
		Product Depth	Likert Scale	23
		Logistics Support	Likert Scale	24
		Warranty	Likert Scale	25
		Product Design	Likert Scale	26
		Dealings With End Customer	Likert Scale	27
		Focus On Satisfying Customer	Likert Scale	28
		Customer Management	Likert Scale	29
		Promotional Activities (ATL)	Likert Scale	30
		Promotional Activities (BTL)	Likert Scale	31
		Online Presence	Likert Scale	32
		Social Media	Likert Scale	33
		Pricing	Likert Scale	34
		Brand Image	Likert Scale	35
		Sales Network	Likert Scale	36
		Commission	Likert Scale	37

Parameter	Complex Variable	Simple Variable	Value	Q. No.
	After Sales Service Related Impact	Quick After Sales Support	Likert Scale	39
		Efficient After Sales Support	Likert Scale	40
		Spare Parts Availability	Likert Scale	41
		Service Centre Location	Likert Scale	42
		After Sales Customer Handling	Likert Scale	43
		Query Handling	Likert Scale	44
	Company Image Related Impact	Documentation	Likert Scale	46
		Reputation	Likert Scale	47
		Financial Position	Likert Scale	48
		Sales Team	Likert Scale	49
		Sourcing Team	Likert Scale	50
		Compliance	Likert Scale	51
		Certification	Likert Scale	52
Innovation	Likert Scale	53		

Appendix 2: Script for focus group discussions

Introduction: “Assalamualaikum everybody, my name is Naveed and this is X. I will conduct the discussion and X will observe and take notes. We invite you all to discuss the on the topic to find out factors impacting home appliance retailers purchase decision. I will ask you several open questions. Your personal opinions and view are very important for us. There is no right or wrong answers. Please feel free to express yourself during the discussion. This is only for purpose of the research, only I and X will take notes. No names or personal information will be used in the report. Please understand few issues:

- The discussion will last for one hour.
- Please keep your mobile phones in silent mode.
- Please allow everyone to express their opinion during the conversation.
- You are allowed to discuss with each other and we are here to assist you in the discussion.
- Thank you for your cooperation.

Introduction Question:

1. All of you are related to appliance marketing business. Please share your name, so that all of us can get better understandings about each other.
2. What is your idea on our growing consumer electronics market?

Sub Question:

3. How does the growing electronics market improve the numbers of appliance retailers?

Transition Question:

4. A retailer buys from you to sell it again. So what are issues involved from the retailer’s point of purchase to their point of sales to the end users?

Sub Question:

5. What is your opinion regarding marketing to different location retailers?

Key Question:

6. In general, what things an appliance retailer look for from marketers?

Sub Question:

7. How do you approach to an appliance retailer to market your goods?
8. And if an appliance retailer approaches to you, how do you handle?
9. What other issues may impact retailers’ buying decision?

Closing Question:

10. Are there any other issues you want to discuss on Bangladeshi appliance market?

Appendix 3: Survey Questionnaire

**SURVEY QUESTIONNAIRE FOR
“FACTORS AFFECTING BANGLADESHI HOME APPLIANCE RETAILERS’
PURCHASE DECISION”**

Name:

Address:

Phone Number:

Date & Time:

I, Mohammad Naveed Ahmed, invite you to participate in a research study for my doctoral thesis under IBA, University of Dhaka. Your participation in this research project is completely voluntary. The data provided by you will be used solely for academic purposes. It will not take more than 20 minutes to complete the questionnaire. I would appreciate your kind cooperation in completing the following questionnaire.

Part A: General Information

1. You are located under the jurisdiction of _____ division:
 - a. Barisal
 - b. Chittagong
 - c. Dhaka
 - d. Khulna
 - e. Mymensingh
 - f. Rajshahi
 - g. Rangpur
 - h. Sylhet
2. Do you buy / sell single brand home appliances or multi brand appliances?
 - a. Single Brand
 - b. Multi Brand
 - c. Both
3. Years of Experience in Appliance Trading Business: _____ (Years)
4. After buying the goods, how do you arrange to take them to your showroom/warehouse/facility?
 - a. Self Arranged
 - b. Outsourced
 - c. Others _____
5. While choosing an appliance, what do you consider the most?
 - a. Price
 - b. Quality
 - c. Brand
 - d. Credit Facility
 - e. Other _____
6. In choosing the logistics, which one do you consider the most?
 - a. Cost
 - b. Duration
 - c. Security
 - d. Other _____
7. Number of Employees in your showroom: _____
8. Monthly Turnover (in Taka): _____ (in Lakh)

Part B: Factors Affecting Purchase Decision

Please give your agreement by ticking the appropriate boxes to each of the following statements regarding your purchase decision at the time of acquiring products.

		Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
1	I prefer vendor's location close to my facility.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2	I consider "duration" at the time of choosing the logistics to take the acquired goods to my facility.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3	I consider "cost" of the logistics to take the acquired goods to my facility.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4	I want the goods delivered just after I order.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5	I care about the security of the logistics.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
6	I want the logistics provider to provide insurance of the transported goods.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
7	I care about the reputation of the logistics provider.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
8	I want damage free delivery.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
9	I want the logistics company is responsive in complain handling.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
10	I care about the means of logistics (Uncontrollable factors, infrastructure, road, water etc.).	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
11	I prefer on time delivery.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
12	<i>Logistics related organizational functions impact my purchase decision.</i>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
13	I consider the country of origin of the goods.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
14	I consider raw material (Motor grade, Food Grade issues, mechanical issues etc.) quality.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
15	I prefer to buy on credit.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
16	I consider vendor's facility / shop interior.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
17	I consider attractive packaging.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
18	I prefer low cost goods.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
19	I care about the inventory availability of the vendor.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
20	I prefer product mix in a single carton than to buy one carton full of single type of item.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
21	I want my vendor to handle small quantity order.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
22	I want my vendor to offer enriched product line.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
23	I want my vendor to offer enriched product depth.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
24	I want my vendor to provide the outbound logistics support.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
25	I care about the warranty of the product.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
26	I consider the product design.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
27	I consider how my vendor deals with the end customer.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

		Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
28	I want my vendor to focus on satisfying their customers.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
29	I want my vendor to be efficient in Customer management.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
30	My vendor should engage more ATL based promotional activities (Example Radio, TV, Newspaper, Press etc.).	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
31	My vendor should engage more BTL based promotional activities (Example Email Marketing, Tele-Marketing etc.).	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
32	My vendor should have online presence (Example Website).	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
33	My vendor should have presence in Social Media (Example Facebook Fan Page, Twitter etc.).	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
34	I care about the pricing of the goods.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
35	I care about the brand image.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
36	I consider my vendor's sales network.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
37	I consider the commission or benefits when I choose to trade any appliance product.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
38	<i>Sales & Marketing related organizational functions impact my purchase decision.</i>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
39	I want my vendor to provide quick after sales support to the consumer.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
40	I want my vendor to be efficient in after sales support.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
41	I want spare parts availability of the goods of my vendor.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
42	I want after sales repairing center near to my location.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
43	I want the after sales team of my vendor is efficient in customer handling.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
44	I consider the vendor's management's responsiveness in query handling.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
45	<i>After Sales Service related organizational functions impact my purchase decision.</i>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
46	I want my vendor to maintain proper purchase documentation like invoice, delivery slip etc.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
47	My purchase decision is impacted by the vendor's reputation.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
48	I consider vendor's financial position.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
49	I want good sales team of my vendor.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

		Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
50	I want good sourcing team of the vendor	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
51	I want my vendor to fulfill all the compliances required by Government.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
52	I care about the certification (BSTI, CE, GS etc.) of the goods.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
53	I want my vendor to be innovation oriented.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
54	<i>Company Image related functions impact my purchase decision.</i>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
55	<i>Overall organization functions have impact on my purchase decision.</i>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

PART C: Classification Data

1. Age (In Years): _____
2. Gender:
 - a. Male
 - b. Female
3. Educational Qualification:
 - a. Below SSC
 - b. SSC
 - c. HSC
 - d. Bachelor Degree
 - e. Master Degree & Above
4. Your Position in the showroom:
 - a. Proprietor / Partner
 - b. Showroom Manager
 - c. Others (Salesperson, Stock Manager, Purchase Manager etc.)

Thank you

Business Card
(If Available)

Appendix 4: Appliance Retailers' Preferences' Component Matrix

	Component												
	1	2	3	4	5	6	7	8	9	10	11	12	13
Ontime Delivery	.638	-.121	.020	-.198	-.204	-.059	-.067	.050	-.029	.140	.150	.174	-.043
Security	.629	.022	.111	-.070	.121	.012	.015	-.171	-.251	-.010	-.056	-.127	-.007
Product Depth	.627	.018	-.228	-.043	.130	.313	.081	-.099	.112	-.117	-.015	.137	-.149
After Sales Customer Handling	.626	.050	-.047	.254	.005	-.047	-.077	-.041	.036	.040	-.114	.006	.125
Warranty	.622	-.199	.201	.021	-.122	-.119	-.042	-.199	.096	.068	.117	.115	.139
Damage Free Delivery	.616	-.143	.000	.044	.006	-.039	.063	.088	.100	.119	-.091	-.271	.023
Service Centre Location	.611	-.083	.138	-.124	-.054	-.236	.176	.177	.161	-.026	.175	.012	-.017
Logistics Support	.609	-.162	.223	.031	-.224	-.072	.084	.023	.062	.083	.064	.041	.148
Attractive Packaging	.600	-.234	-.054	-.046	.058	-.050	.046	.216	-.175	.147	.031	.023	-.242
Brand Image	.598	-.220	.086	-.113	-.067	-.387	.003	-.086	.092	-.043	-.038	.023	.058
Spare Parts Availability	.598	-.159	.050	-.091	-.064	-.315	-.136	-.019	.143	-.040	.216	-.054	-.009
Efficient After Sales Support	.586	-.194	-.084	.110	.133	-.205	.061	-.204	-.190	-.150	-.108	-.248	.069
Small Quantity Order	.582	-.200	.102	.040	.112	.297	.051	-.088	.153	-.070	-.193	.046	-.027
Lead Time	.582	-.176	.251	-.174	.068	-.102	.001	.203	-.192	-.230	-.084	.069	-.020
Complain Handling	.578	-.118	.048	-.085	.033	.054	.200	-.255	-.061	-.110	.094	.004	.134
Availability	.576	-.194	.253	.111	-.247	.056	.020	-.136	-.096	.183	-.035	.145	-.069
Product Line	.574	-.012	-.213	-.099	.109	.460	.023	.057	.279	-.104	.005	-.039	-.040
Pricing	.572	-.216	-.101	-.138	.004	-.284	-.158	-.119	.077	-.044	.053	-.052	.038
Quick After Sales Support	.571	-.186	-.210	.198	.034	.107	.122	-.044	-.237	.055	-.056	-.172	.102
Credit Facility	.570	-.244	.006	-.048	.053	.183	-.004	-.043	.148	.105	-.097	-.028	.214
Query Handling	.565	.031	-.049	.138	-.153	.184	-.234	-.248	-.089	.113	-.078	-.212	.006
Commission	.557	-.183	-.046	.099	-.084	.105	.012	.324	-.026	.139	.139	-.073	.056
Dealings with End Customer	.551	.034	-.135	.117	.153	-.108	.307	.001	-.004	-.023	.163	.110	-.316
Product Design	.545	-.132	-.143	-.100	.095	.121	-.010	-.169	.044	.087	.227	.220	-.165
Customized Order	.542	-.244	.156	-.027	.039	.139	-.025	-.019	-.049	-.040	-.279	.126	-.373
Sales Network	.539	.039	-.134	-.070	-.068	-.076	.124	-.183	.258	-.103	-.154	-.135	.150
Vendor's Interior	.538	-.166	-.221	-.062	.287	.066	-.079	-.103	-.012	.172	-.217	-.027	.055
Documentation	.537	.129	-.132	-.126	-.172	.019	-.199	.204	-.146	-.033	-.278	.268	.190
Cost	.526	.011	.072	.005	.421	.054	-.137	.241	-.044	-.195	.121	-.028	.195
Reputation	.514	.250	-.217	-.096	-.060	-.014	-.272	.341	-.043	.180	-.053	-.051	.115
Promotional Activities (ATL)	.496	.052	-.243	.206	-.161	.001	-.222	.174	.031	-.217	.016	.039	-.154
Sales Team	.496	.407	-.104	-.011	.019	.078	.216	-.056	-.302	.264	-.038	.021	.143
Customer Management	.481	.085	-.314	.158	.227	-.162	-.230	-.060	.122	-.119	.092	.211	.007
Logistics Provider Reputation	.480	.206	.143	.024	.095	.073	-.035	.034	.263	.230	.307	-.411	-.136
Country of Origin	.472	-.006	.351	.155	-.114	.115	-.274	.130	-.239	-.082	-.033	-.225	-.238
Raw Material Quality	.470	.197	.136	-.243	.084	.000	-.156	.136	-.030	-.342	-.042	-.201	.013
Innovation	.456	.327	-.068	-.328	-.217	.134	-.200	-.204	-.001	.058	.093	.139	.193
Online Presence	.452	.214	-.160	.072	-.302	.005	.335	.062	-.092	-.315	.092	.062	-.136
Social Media	.427	.236	-.233	.074	-.329	.118	.385	.111	.078	-.255	.114	-.198	.159
Low Cost	.411	-.075	.061	-.235	-.205	.125	.283	.259	.105	.263	-.146	.109	-.083
Insurance	.372	.351	.258	.104	-.099	.055	-.262	.079	.269	.010	-.042	-.107	-.168
Certification	.365	.361	-.056	-.046	.286	-.037	-.084	-.209	-.130	.216	.287	.062	-.159
Sourcing Team	.347	.481	.155	.186	.024	-.235	.204	-.232	.100	.093	-.292	-.100	-.153
Compliance	.370	.478	-.011	-.047	.010	-.291	-.001	.043	.279	.067	-.347	.154	-.095
Means of Logistics	.340	.363	.328	-.269	.001	.229	-.068	-.213	-.059	-.221	.154	.121	.045
Vendor Location	.199	.195	.519	.312	.117	.142	.134	.155	.034	.183	.111	.130	.256
Promotional Activities (BTL)	.437	.116	.065	.461	-.326	-.017	-.136	-.145	-.223	-.129	.074	.135	-.013
Focus on Satisfying Customer	.398	.067	-.384	.429	.101	-.111	-.054	.162	.004	.112	.089	.127	.074
Financial Position	.368	.309	-.089	-.406	.137	-.178	.154	.126	-.346	.099	-.010	-.128	-.036
Duration	.384	.097	.356	.229	.463	-.049	.174	.147	.029	-.151	-.055	.212	.141
Extraction Method: Principal Component Analysis.													
a. 13 components extracted.													

Appendix 5: The Significant Appliance Purchase Factors by the Appliance Retailers

	Component												
	1	2	3	4	5	6	7	8	9	10	11	12	13
Brand Image	.715	.142	.080	.065	.062	.132	.038	-.004	.169	.072	.000	.047	-.045
Spare Parts Availability	.672	.066	.183	.075	.004	.166	.049	.075	.038	.035	-.033	.122	.195
Warranty	.640	.221	.067	.221	-.006	-.050	.024	.191	.031	.067	.183	.066	.044
Pricing	.621	.213	.203	.040	.081	.144	-.013	.055	.046	-.026	-.150	.073	.049
Service Centre Location	.579	.062	.076	-.036	.049	.194	.223	.008	.088	.259	.162	.170	.164
Logistics Support	.557	.170	.047	.226	.029	.002	.165	.092	.022	.249	.226	-.034	.074
On-time Delivery	.511	.128	.169	.172	.114	.065	.055	.250	-.039	.365	-.022	.178	.054
Efficient After Sales Support	.467	.358	.104	.219	.305	.176	.140	-.189	.059	-.225	-.016	.037	-.042
Complain Handling	.432	.374	-.064	.096	.194	.053	.230	.170	-.044	-.051	.138	.151	-.034
Damage Free Delivery	.401	.369	.128	.133	.162	.113	.121	-.154	.103	.177	.048	-.053	.256
Product Line	.051	.644	.191	-.048	-.068	.181	.243	.200	-.018	.182	-.004	.160	.230
Small Quantity Order	.226	.622	.005	.178	-.081	.140	.056	.051	.078	.138	.171	.117	.015
Product Depth	.113	.575	.201	.058	.040	.121	.224	.202	.078	.111	-.003	.363	.036
Vendor's Interior	.243	.567	.243	.011	.266	.059	-.158	-.019	.069	.061	-.037	.070	-.001
Credit Facility	.365	.545	.105	.050	.044	.023	.011	.086	-.040	.167	.131	-.082	.077
Quick After Sales Support	.241	.446	.221	.269	.333	-.005	.215	-.151	-.118	.022	.042	.020	.009
Customized Order	.219	.424	-.050	.357	-.038	.253	-.088	-.056	.148	.288	-.010	.300	-.091
Sales Network	.393	.395	.085	-.045	.066	.033	.287	.099	.289	-.032	-.056	-.078	.066
Focus on Satisfying Customer	.109	.124	.671	.084	.112	-.123	.140	-.135	.045	-.004	.131	.133	.045
Customer Management	.255	.207	.569	-.015	.000	.096	.014	.120	.144	-.177	.015	.266	-.008
Reputation	.123	.102	.515	.064	.273	.222	.039	.193	.111	.309	-.053	-.143	.201
Promotional Activities (ATL)	.151	.138	.481	.286	-.109	.224	.252	.036	.077	.080	-.126	.127	.063
Documentation	.182	.190	.404	.165	.160	.241	.079	.300	.149	.332	.001	-.142	-.257
After Sales Customer Handling	.316	.321	.357	.259	.116	.030	.113	.038	.209	.010	.172	-.018	.060
Promotional Activities (BTL)	.193	-.016	.283	.635	-.010	-.055	.259	.144	.073	-.097	.142	.076	-.070
Country of Origin	.141	.088	.020	.624	.049	.402	-.012	-.003	.008	.116	.083	.020	.241
Availability	.421	.230	-.022	.478	.048	-.098	.019	.106	.042	.274	.159	.116	-.016
Query Handling	.206	.396	.168	.474	.176	-.019	.052	.185	.076	-.031	-.096	-.070	.214
Financial Position	.122	-.036	.024	-.108	.654	.302	.097	.121	.136	.175	-.072	.115	.047
Sales Team	.027	.173	.173	.136	.614	-.076	.218	.239	.186	.144	.190	.060	.035
Security	.323	.329	-.005	.278	.386	.230	.048	.113	.083	-.022	.092	.122	.053
Raw Material Quality	.191	.145	.047	.060	.116	.605	.148	.207	.128	-.015	.013	-.038	.147
Lead Time	.425	.160	.011	.171	.121	.514	.048	.009	-.011	.214	.167	.106	-.138
Cost	.210	.275	.313	-.046	.142	.481	.000	.063	-.112	-.060	.348	.073	.124
Social Media	.115	.155	.127	.018	.107	.035	.789	.084	.054	.080	.020	-.073	.132
Online Presence	.132	.031	.112	.181	.091	.118	.663	.088	.126	.119	-.018	.240	-.070
Innovation	.206	.146	.145	.068	.194	.021	.104	.686	.104	.100	-.084	-.037	.065
Means of Logistics	.070	.086	-.179	.128	.083	.281	.114	.620	.092	-.063	.202	.142	.070
Compliance	.124	.024	.234	-.071	.074	.105	.042	.143	.739	.162	.044	.040	.020
Sourcing Team	.087	.064	-.037	.182	.235	-.042	.145	-.006	.721	-.083	.154	.083	.130
Low Cost	.195	.215	-.062	-.015	.094	-.008	.146	.031	.107	.648	.055	.048	.041
Attractive Packaging	.344	.219	.191	.193	.237	.189	.005	-.153	-.070	.364	-.007	.299	.066
Commission	.292	.224	.294	.172	.102	.096	.167	-.076	-.195	.346	.138	.012	.214
Vendor Location	.013	-.016	-.003	.151	.021	-.044	.002	.088	.055	.110	.754	-.062	.169
Duration	.141	.176	.104	-.022	.046	.289	-.001	-.072	.186	-.053	.686	.174	-.074
Dealings with End Customer	.256	.179	.175	.057	.176	.045	.270	-.115	.147	.090	.101	.556	.078
Product Design	.314	.343	.169	.062	.068	-.038	.010	.226	-.083	.118	-.021	.449	.070
Certification	.069	.035	.191	.051	.392	-.008	-.102	.294	.130	-.120	.086	.419	.260
Logistics Provider Reputation	.212	.161	.052	.072	.131	.075	.081	.073	.115	.048	.118	.117	.747
Insurance	.058	.045	.129	.267	-.147	.211	.018	.215	.383	.100	.111	-.012	.407

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser Normalization.

a. Rotation converged in 17 iterations.

Appendix 6: Correlation of the Variables

	Vendor Location	Duration	Cost	Lead Time	Security	Insurance	Logistics Provider Reputation	Damage Free Delivery	Complain Handling	Means of Logistics	Ontime Delivery	Country of Origin	Raw Material Quality	Credit Facility	Vendor's Interior	Attractive Packaging	Low Cost	Availability	Customize d Order	Small Quantity Order	Product Line	Product Depth	Logistics Support	Warranty	Product Design
Vendor Location	1.000	.337	.167	.143	.150	.186	.166	.090	.041	.179	.069	.202	.067	.116	.011	.059	.128	.176	.082	.140	.087	.017	.165	.181	.055
Duration	.337	1.000	.410	.307	.201	.159	.213	.217	.288	.172	.132	.208	.218	.218	.201	.208	.080	.195	.201	.265	.122	.251	.249	.227	.129
Cost	.167	.410	1.000	.370	.341	.164	.307	.284	.261	.174	.309	.303	.311	.281	.282	.281	.116	.200	.243	.306	.360	.379	.234	.230	.254
Lead Time	.143	.307	.370	1.000	.450	.181	.179	.348	.319	.192	.425	.315	.378	.313	.241	.410	.288	.310	.399	.354	.278	.280	.381	.386	.251
Security	.150	.201	.341	.450	1.000	.235	.228	.370	.393	.283	.332	.338	.297	.283	.316	.317	.229	.353	.310	.369	.343	.402	.384	.369	.341
Insurance	.186	.159	.164	.181	.235	1.000	.373	.157	.093	.298	.207	.260	.262	.153	.110	.167	.129	.189	.185	.178	.173	.177	.274	.151	.122
Logistics Provider Reputation	.166	.213	.307	.179	.228	.373	1.000	.353	.239	.216	.265	.277	.223	.254	.204	.282	.196	.230	.174	.218	.312	.270	.246	.291	.234
Damage Free Delivery	.090	.217	.284	.348	.370	.157	.353	1.000	.343	.093	.359	.335	.264	.334	.339	.343	.288	.327	.320	.365	.353	.332	.338	.426	.326
Complain Handling	.041	.288	.261	.319	.393	.093	.239	.343	1.000	.261	.305	.250	.218	.362	.305	.335	.222	.377	.286	.387	.305	.314	.366	.367	.362
Means of Logistics	.179	.172	.174	.192	.283	.298	.216	.093	.261	1.000	.218	.188	.346	.127	.064	.091	.110	.184	.160	.193	.232	.220	.164	.211	.170
Ontime Delivery	.069	.132	.309	.425	.332	.207	.265	.359	.305	.218	1.000	.254	.228	.360	.273	.438	.282	.453	.356	.322	.326	.367	.386	.448	.384
Country of Origin	.202	.208	.303	.315	.338	.260	.277	.335	.250	.188	.254	1.000	.294	.200	.153	.319	.174	.358	.309	.268	.170	.217	.287	.248	.200
Raw Material Quality	.067	.218	.311	.378	.297	.262	.223	.264	.218	.346	.228	.294	1.000	.250	.256	.204	.168	.225	.235	.187	.257	.225	.237	.237	.218
Credit Facility	.116	.218	.281	.313	.283	.153	.254	.334	.362	.127	.360	.200	.250	1.000	.496	.341	.281	.343	.342	.382	.370	.328	.372	.392	.271
Vendor's Interior	.011	.201	.282	.241	.316	.110	.204	.339	.305	.064	.273	.153	.256	.496	1.000	.410	.194	.270	.346	.353	.309	.343	.262	.267	.337
Attractive Packaging	.059	.208	.281	.410	.317	.167	.282	.343	.335	.091	.438	.319	.204	.341	.410	1.000	.286	.352	.372	.324	.313	.341	.350	.315	.346
Low Cost	.128	.080	.116	.288	.229	.129	.196	.288	.222	.110	.282	.174	.168	.281	.194	.286	1.000	.331	.229	.204	.287	.278	.319	.179	.227
Availability	.176	.195	.200	.310	.353	.189	.230	.327	.377	.184	.453	.358	.225	.343	.270	.352	.331	1.000	.437	.342	.181	.331	.483	.444	.296
Customize d Order	.082	.201	.243	.399	.310	.185	.174	.320	.286	.160	.356	.309	.235	.342	.346	.372	.229	.437	1.000	.453	.349	.327	.253	.355	.287
Small Quantity Order	.140	.265	.306	.354	.369	.178	.218	.365	.387	.193	.322	.268	.187	.382	.353	.324	.204	.342	.453	1.000	.478	.415	.342	.391	.326
Product Line	.087	.122	.360	.278	.343	.173	.312	.353	.305	.232	.326	.170	.257	.370	.309	.313	.287	.181	.349	.478	1.000	.571	.282	.304	.359
Product Depth	.017	.251	.379	.280	.402	.177	.270	.332	.314	.220	.367	.217	.225	.328	.343	.341	.278	.331	.327	.415	.571	1.000	.313	.274	.438
Logistics Support	.165	.249	.234	.381	.384	.274	.246	.338	.366	.164	.386	.287	.237	.372	.262	.350	.319	.483	.253	.342	.282	.313	1.000	.485	.269
Warranty	.181	.227	.230	.386	.369	.151	.291	.426	.367	.211	.448	.248	.237	.392	.267	.315	.179	.444	.355	.391	.304	.274	.485	1.000	.380
Product Design	.055	.129	.254	.251	.341	.122	.234	.326	.362	.170	.384	.200	.218	.271	.337	.346	.227	.296	.287	.326	.359	.438	.269	.380	1.000

Correlation of the Variables (Cont.)

	Dealings with End Customer	Focus on Satisfying Customer	Customer Management	Promotional Activities (ATL)	Promotional Activities (BTL)	Online Presence	Social Media	Pricing	Brand Image	Sales Network	Commission	Quick After Sales Support	Efficient After Sales Support	Spare Parts Availability	Service Centre Location	After Sales Customer Handling	Query Handling	Documentation	Reputation	Financial Position	Sales Team	Sourcing Team	Compliance	Certification	Innovation
Dealings with End Customer	1.000	.328	.322	.298	.205	.278	.285	.265	.296	.286	.287	.273	.350	.298	.380	.337	.235	.194	.204	.246	.328	.261	.154	.281	.165
Focus on Satisfying Customer	.328	1.000	.410	.281	.281	.143	.214	.194	.161	.189	.258	.319	.275	.213	.160	.353	.235	.218	.292	.081	.221	.147	.155	.131	.084
Customer Management	.322	.410	1.000	.295	.200	.219	.135	.318	.225	.298	.229	.259	.306	.309	.237	.310	.260	.268	.274	.178	.189	.133	.247	.226	.214
Promotional Activities (ATL)	.298	.281	.295	1.000	.363	.260	.276	.254	.266	.261	.275	.293	.256	.276	.251	.321	.279	.332	.333	.135	.156	.109	.206	.165	.249
Promotional Activities (BTL)	.205	.281	.200	.363	1.000	.343	.232	.228	.217	.173	.258	.213	.283	.238	.157	.317	.315	.223	.180	.037	.251	.214	.158	.173	.241
Online Presence	.278	.143	.219	.260	.343	1.000	.476	.163	.221	.279	.213	.313	.181	.227	.313	.278	.179	.240	.219	.206	.279	.196	.234	.163	.184
Social Media	.285	.214	.135	.276	.232	.476	1.000	.243	.151	.284	.272	.233	.221	.175	.276	.255	.237	.234	.244	.168	.317	.212	.178	.106	.234
Pricing	.265	.194	.318	.254	.228	.163	.243	1.000	.521	.305	.275	.265	.392	.429	.372	.304	.331	.290	.236	.198	.121	.103	.181	.225	.246
Brand Image	.296	.161	.225	.266	.217	.221	.151	.521	1.000	.424	.267	.319	.413	.405	.420	.379	.227	.319	.255	.170	.149	.211	.201	.144	.186
Sales Network	.286	.189	.298	.261	.173	.279	.284	.305	.424	1.000	.241	.278	.301	.335	.298	.337	.314	.275	.220	.204	.281	.217	.236	.107	.283
Commission	.287	.258	.229	.275	.258	.213	.272	.275	.267	.241	1.000	.342	.272	.326	.374	.285	.308	.299	.347	.178	.181	.073	.119	.128	.161
Quick After Sales Support	.273	.319	.259	.293	.213	.313	.233	.265	.319	.278	.342	1.000	.487	.239	.278	.393	.371	.263	.279	.150	.330	.102	.052	.132	.150
Efficient After Sales Support	.350	.275	.306	.256	.283	.181	.221	.392	.413	.301	.272	.487	1.000	.390	.313	.340	.309	.258	.187	.216	.245	.291	.080	.120	.167
Spare Parts Availability	.298	.213	.309	.276	.238	.227	.175	.429	.405	.335	.326	.239	.390	1.000	.470	.403	.308	.221	.294	.202	.154	.120	.204	.162	.268
Service Centre Location	.380	.160	.237	.251	.157	.313	.276	.372	.420	.298	.374	.278	.313	.470	1.000	.364	.226	.273	.292	.230	.251	.169	.240	.188	.189
After Sales Customer Handling	.337	.353	.310	.321	.317	.278	.255	.304	.379	.337	.285	.393	.340	.403	.364	1.000	.421	.390	.297	.152	.309	.258	.244	.250	.223
Query Handling	.235	.235	.260	.279	.315	.179	.237	.331	.227	.314	.308	.371	.309	.308	.226	.421	1.000	.280	.256	.165	.289	.202	.174	.218	.310
Documentation	.194	.218	.268	.332	.223	.240	.234	.290	.319	.275	.299	.263	.258	.221	.273	.390	.280	1.000	.437	.226	.340	.158	.245	.145	.370
Reputation	.204	.292	.274	.333	.180	.219	.244	.236	.255	.220	.347	.279	.187	.294	.292	.297	.256	.437	1.000	.296	.369	.156	.323	.256	.308
Financial Position	.246	.081	.178	.135	.037	.206	.168	.198	.170	.204	.178	.150	.216	.202	.230	.152	.165	.226	.296	1.000	.352	.203	.236	.244	.273
Sales Team	.328	.221	.189	.156	.251	.279	.317	.121	.149	.281	.181	.330	.245	.154	.251	.309	.289	.340	.369	.352	1.000	.297	.266	.295	.351
Sourcing Team	.261	.147	.133	.109	.214	.196	.212	.103	.211	.217	.073	.102	.291	.120	.169	.258	.202	.158	.156	.203	.297	1.000	.447	.234	.213
Compliance	.154	.155	.247	.206	.158	.234	.178	.181	.201	.236	.119	.052	.080	.204	.240	.244	.174	.245	.323	.236	.266	.447	1.000	.242	.233
Certification	.281	.131	.226	.165	.173	.163	.106	.225	.144	.107	.128	.132	.120	.162	.188	.250	.218	.145	.256	.244	.295	.234	.242	1.000	.245
Innovation	.165	.084	.214	.249	.241	.184	.234	.246	.186	.283	.161	.150	.167	.268	.189	.223	.310	.370	.308	.273	.351	.213	.233	.245	1.000

Appendix 7: Bangladesh Development Indicators

Series Name	YEAR 2000	YEAR 2001	YEAR 2002	YEAR 2003	YEAR 2004	YEAR 2005	YEAR 2006	YEAR 2007	YEAR 2008	YEAR 2009	YEAR 2010	YEAR 2011	YEAR 2012	YEAR 2013	YEAR 2014	YEAR 2015	YEAR 2016
Access to electricity (% of population)	32	34.998806	37.30912399	39.61315918	40.6	44.23	50.52510246	46.5	51.24977493	53.63285446	55.26	59.6	60.87821579	61.5	62.4	68.2046814	75.92
Access to electricity, rural (% of rural population)	20.5	21.49087852	23.73337934	25.97964606	30.4	31.19	38.84531839	36.6	37.565392	40.00246009	42.49	49.3	47.57029154	54.2	51.4	55.53002068	68.85
Access to electricity, urban (% of urban population)	81.2	77.54967499	78.57157898	79.59368134	76.6	82.61	77.79913503	82.1	84.80504608	85.88214111	90.1	90.2	89.17055511	88	90.7	92.50717926	94.01
Adjusted net national income (constant 2010 US\$)	63798313595	66932379734	69564268902	72431648891	78075418568	83116167427	89539198535	96073358957	1.0107E+11	1.06704E+11	1.13438E+11	1.19765E+11	1.27259E+11	1.34541E+11	1.40342E+11	1.48838E+11	1.5856E+11
Adjusted net savings, excluding particulate emission damage (current US\$)	10228454090	10039726428	12022823264	13320350745	14920225272	16630289558	18044910568	21137608868	25422743349	30264509875	33933319052	36355101132	41071940930	45042614567	49843655839	53000487628	62677766095
Adjusted net national income per capita (current US\$)	384.8833406	380.7278359	382.7456655	413.5135713	441.9128798	463.649568	472.5038319	521.8356013	601.6744913	669.6691423	745.5683099	819.295655	844.3153987	936.8745548	1052.568076	1173.701486	1310.147752
Adjusted savings: gross savings (% of GNI)	26.10671247	25.85554928	28.94890006	28.70537848	29.53814612	30.71348384	32.79135599	33.63856322	34.44126058	35.7989343	35.58127495	34.54427853	36.73761683	35.98457699	35.37489978	33.85177628	35.09996818
Adjusted net savings, including particulate emission damage (% of GNI)	17.06337563	16.59322959	19.71997383	19.90786032	20.62899883	21.64511917	22.56152657	23.7949566	24.66209384	26.28324639	26.17534856	25.16882033	27.42276096	26.85785803	26.1398469	24.66728289	25.9587268
Electric power consumption (kWh per capita)	101.4886293	111.69426	119.2746738	125.4576704	160.2533607	170.6812527	190.9154645	199.8311925	201.2488571	219.2420592	239.8305315	257.6343732	274.8719582	292.7500271	310.3912261
GDP per capita growth (annual %)	3.251504334	3.09815029	1.937755293	2.917548429	3.535168833	4.958595192	5.250557826	5.769918609	4.826436822	3.893892784	4.396111941	5.245005217	5.279833222	4.772796389	4.840840706	5.365749925	5.96268914
GDP per capita (current US\$)	405.6033071	402.5981152	400.6135745	432.7388972	460.7579167	484.1554071	494.0501466	541.0651484	615.7775411	681.1205368	757.6717572	835.7893401	856.342857	951.8894535	1084.56543	1210.158769	1358.779029

Data from database: World Development Indicators by World Bank
Collected 17 November 2018

Appendix 8: Iron and Blender Price Comparison between Bangladesh and USA

	GNI per capita, Atlas method (current US\$) year 2017	Price of an Iron (USD)	Price of a Blender (USD)	A Person Need to Spend to get an Iron	A Person Need to Spend to get an Blender
Bangladesh	1470, Source: WDI	10, Source: Retail Market	20, Source: Retail Market	Around 8% of Monthly Income	Around 16% of Monthly Income
USA	58270, Source: WDI	10, Source: amazon.com	20, Source: amazon.com	Around 0.2% of Monthly Income	Around 0.4% of Monthly Income

Appendix 9: Reliability Test on the Components Derived from Factor Analysis

Component	Attributes	Cronbach's Alpha
1	Brand Image, Spare Parts Availability, Warranty, Pricing, Service Centre Location, Logistics Support, Ontime Delivery, Efficient After Sales Support, Complain Handling, Damage Free Delivery)	0.865
2	Product Line, Small Quantity Order, Product Depth, Vendor's Interior, Credit Facility, Quick After Sales Support, Customized Order, Sales Network	0.816
3	Focus on Satisfying Customer, Customer Management, Reputation, Promotional Activities (ATL), Documentation, After Sales Customer Handling, Promotional Activities (BTL)	0.753
4	Country of Origin, Availability, Query Handling	0.630
5	Financial Position, Sales Team, Security	0.598
6	Raw Material Quality, Lead Time, Cost	0.620
7	Social Media, Online Presence	0.645
8	Innovation, Means of Logistics	0.503
9	Compliance, Sourcing Team	0.618
10	Low Cost, Attractive Packaging, Commission	0.572
11	Vendor Location, Duration	0.504
12	Dealings with End Customer, Product Design, Certification	0.532
13	Logistics Provider Reputation, Insurance	0.544

Raw Material Quality					.605							
Lead Time					.514							
Cost					.481							
Social Media						.789						
Online Presence						.663						
Innovation							.686					
Means of Logistics							.620					
Compliance								.739				
Sourcing Team								.721				
Low Cost									.648			
Attractive Packaging									.364			
Commission									.346			
Vendor Location										.754		
Duration										.686		
Dealings with End											.556	
Customer												
Product Design											.449	
Certification											.419	
Logistics Provider												.747
Reputation												
Insurance												.407

Extraction Method: Principal Component Analysis. Rotation Method: Varimax with Kaiser Normalization. Rotation converged in 17 iterations.

Appendix 11: Retailers' Retail Buying Decision Factors Communalities

	Initial	Extraction
Vendor Location	1.000	.649
Duration	1.000	.696
Cost	1.000	.633
Lead Time	1.000	.621
Security	1.000	.540
Insurance	1.000	.541
Logistics Provider Reputation	1.000	.714
Damage Free Delivery	1.000	.521
Complain Handling	1.000	.509
Means of Logistics	1.000	.623
Ontime Delivery	1.000	.588
Country of Origin	1.000	.661
Raw Material Quality	1.000	.547
Credit Facility	1.000	.513
Vendor's Interior	1.000	.554
Attractive Packaging	1.000	.587
Low Cost	1.000	.558
Availability	1.000	.598
Customized Order	1.000	.637
Small Quantity Order	1.000	.570
Product Line	1.000	.704
Product Depth	1.000	.646
Logistics Support	1.000	.550
Warranty	1.000	.597
Product Design	1.000	.533
Dealings with End Customer	1.000	.605
Focus on Satisfying Customer	1.000	.589
Customer Management	1.000	.579
Promotional Activities (ATL)	1.000	.529
Promotional Activities (BTL)	1.000	.657
Online Presence	1.000	.626
Social Media	1.000	.729
Pricing	1.000	.538
Brand Image	1.000	.603
Sales Network	1.000	.516
Commission	1.000	.527
Quick After Sales Support	1.000	.575

Efficient After Sales Support	1.000	.642
Spare Parts Availability	1.000	.587
Service Centre Location	1.000	.593
After Sales Customer Handling	1.000	.503
Query Handling	1.000	.587
Documentation	1.000	.657
Reputation	1.000	.630
Financial Position	1.000	.640
Sales Team	1.000	.662
Sourcing Team	1.000	.698
Compliance	1.000	.690
Certification	1.000	.578
Innovation	1.000	.642

Extraction Method: Principal Component Analysis.

Appendix 12: Retailers' Retail Buying Decision Factors Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	13.576	27.152	27.152	13.576	27.152	27.152	5.234	10.469	10.469
2	2.237	4.475	31.627	2.237	4.475	31.627	3.977	7.953	18.422
3	1.816	3.631	35.258	1.816	3.631	35.258	2.550	5.100	23.521
4	1.531	3.062	38.320	1.531	3.062	38.320	2.303	4.606	28.127
5	1.479	2.958	41.277	1.479	2.958	41.277	1.992	3.983	32.111
6	1.382	2.764	44.042	1.382	2.764	44.042	1.954	3.907	36.018
7	1.317	2.635	46.676	1.317	2.635	46.676	1.952	3.904	39.922
8	1.286	2.573	49.249	1.286	2.573	49.249	1.828	3.656	43.577
9	1.173	2.346	51.595	1.173	2.346	51.595	1.806	3.613	47.190
10	1.140	2.281	53.876	1.140	2.281	53.876	1.786	3.572	50.762
11	1.074	2.149	56.024	1.074	2.149	56.024	1.715	3.429	54.191
12	1.059	2.119	58.143	1.059	2.119	58.143	1.533	3.065	57.257
13	1.001	2.002	60.146	1.001	2.002	60.146	1.445	2.889	60.146
14	.970	1.940	62.086						
15	.968	1.936	64.022						
16	.889	1.777	65.799						
17	.878	1.756	67.555						
18	.852	1.704	69.259						
19	.830	1.660	70.919						
20	.760	1.521	72.440						
21	.756	1.511	73.951						
22	.740	1.480	75.431						
23	.712	1.424	76.855						
24	.689	1.379	78.234						
25	.645	1.290	79.523						
26	.636	1.271	80.795						
27	.632	1.265	82.060						
28	.611	1.222	83.282						
29	.569	1.139	84.421						
30	.568	1.136	85.557						
31	.552	1.103	86.660						
32	.521	1.042	87.702						
33	.497	.994	88.697						

34	.486	.972	89.668					
35	.456	.912	90.581					
36	.435	.870	91.451					
37	.424	.848	92.299					
38	.411	.822	93.121					
39	.382	.763	93.885					
40	.362	.724	94.608					
41	.353	.707	95.315					
42	.329	.658	95.973					
43	.320	.639	96.612					
44	.276	.551	97.163					
45	.273	.547	97.710					
46	.256	.512	98.222					
47	.247	.493	98.715					
48	.239	.479	99.194					
49	.206	.412	99.606					
50	.197	.394	100.000					

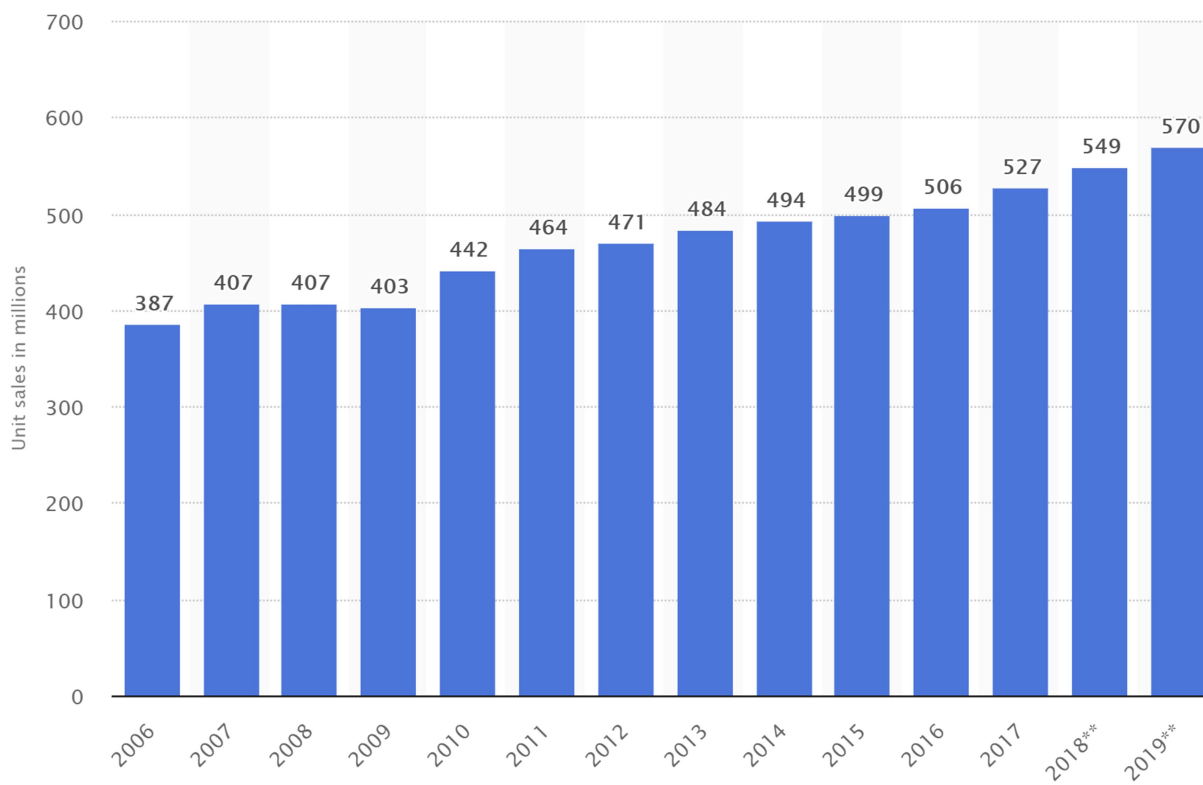
Extraction Method: Principal Component Analysis.

Appendix 13: Retailers' Retail Buying Decision Factor Loadings

Component	Attributes	Factor Loading	Individual Variable Mean	Individual Variable Standard Deviation	Component Mean	Component Standard Deviation
1	Brand Image	.715	0.7054	1.23467	0.68397	1.244622
	Spare Parts Availability	.672	0.7855	1.2604		
	Warranty	.640	0.7287	1.29017		
	Pricing	.621	0.739	1.15243		
	Service Centre Location	.579	0.7183	1.32757		
	Logistics Support	.557	0.5891	1.21697		
	Ontime Delivery	.511	0.6331	1.27134		
	Efficient After Sales Support	.467	0.6925	1.20492		
	Complain Handling	.432	0.5969	1.18619		
	Damage Free Delivery	.401	0.6512	1.30156		
2	Product Line	.644	0.5168	1.22225	0.491275	1.232501
	Small Quantity Order	.622	0.4858	1.19658		
	Product Depth	.575	0.323	1.31613		
	Vendor's Interior	.567	0.5245	1.17455		
	Credit Facility	.545	0.491	1.31819		
	Quick After Sales Support	.446	0.6718	1.16881		
	Customized Order	.424	0.4548	1.19797		
	Sales Network	.395	0.4625	1.26553		
3	Focus on Satisfying Customer	.671	0.8527	1.09946	0.551871	1.18682
	Customer Management	.569	0.7235	1.14428		
	Reputation	.515	0.4884	1.23286		
	Promotional Activities (ATL)	.481	0.4238	1.18551		
	Documentation	.404	0.5065	1.20956		
	After Sales Customer Handling	.357	0.5271	1.20713		
	Promotional Activities (BTL)	.283	0.3411	1.22894		
4	Country of Origin	.624	0.4599	1.24689	0.504733	1.233677
	Availability	.478	0.5168	1.20302		
	Query Handling	.474	0.5375	1.25112		
5	Financial Position	.654	0.1731	1.25236	0.360867	1.248603
	Sales Team	.614	0.3204	1.24911		
	Security	.386	0.5891	1.24434		

6	Raw Material Quality	.605	0.4367	1.25215	0.5263	1.24525
	Lead Time	.514	0.6667	1.23423		
	Cost	.481	0.4755	1.24937		
7	Social Media	.789	0.3592	1.25202	0.3695	1.24999
	Online Presence	.663	0.3798	1.24796		
8	Innovation	.686	0.4186	1.18079	0.3346	1.21101
	Means of Logistics	.620	0.2506	1.24123		
9	Compliance	.739	0.5245	1.09227	0.5607	1.10782
	Sourcing Team	.721	0.5969	1.12337		
10	Low Cost	.648	0.4625	1.25319	0.558133	1.261663
	Attractive Packaging	.364	0.5375	1.25732		
	Commission	.346	0.6744	1.27448		
11	Vendor Location	.754	0.6434	1.1276	0.62145	1.104215
	Duration	.686	0.5995	1.08083		
12	Dealings with End Customer	.556	0.4548	1.255	0.4858	1.232547
	Product Design	.449	0.5478	1.20218		
	Certification	.419	0.4548	1.24046		
13	Logistics Provider Reputation	.747	0.3747	1.28429	0.29845	1.2954
	Insurance	.407	0.2222	1.30651		

Appendix 14: Major domestic appliances unit sales worldwide from 2006 to 2018 (in millions)



Source: Statista, 2018

Online: <https://www.statista.com/statistics/539974/major-domestic-appliances-unit-sales-worldwide/>

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GLOSSARY OF TERMINOLOGY

Ability The extent to which consumers have the resources knowledge, intelligence, and money necessary to make an outcome happen.

Accessibility The likelihood that an item will be retrieved from long-term memory.

Acquisition The process by which a purchaser comes to own an offering.

Adaptability The extent to which the upcoming issues can foster new styles.

Affective decision making Decisions based on feelings and emotions.

Analysis It involves breaking down a complex whole into its constituent parts for subsequent investigation. Analysis is relevant to procurement in terms of spend analysis, category analysis, market analysis, price or cost analysis and bid analysis.

Attention The process by which an individual allocates part of his or her mental activity to a stimulus.

Attitude A relatively global and enduring evaluation of an object, issue, person, or action.

Bargaining A fair exchange of preferences.

Behavior What we do.

Behavioral intention What we intend to do.

Brand image A subset of salient and feeling-related associations stored in a brand schema.

Brand loyalty Buying the same brand repeatedly because of a strong preference.

Business A contractor, subcontractor, supplier, consultant, or provider of technical, administrative, or physical services organized as a sole proprietorship, partnership, association, corporation, or other entity formed for the purpose of doing business for profit.

Categorization The process of labeling or identifying an object. Involves relating what we perceive in our external environment to what we already know.

Category A distinct, separate and manageable group of products that are perceived by consumers to be interrelated.

Choice Simple acts to make low effort decisions.

Cluster The group of purchasers according to common characteristics using statistical techniques.

Compliance Doing what the group or social influencer asks.

Commission Giving in on some points to get what one wants in other areas.

Confirmation Tendency to recall information that reinforces or confirms our overall beliefs rather than contradicting them, thereby making our judgment or decision more positive than it should be.

Consumer behavior The totality of consumers' decisions with respect to the acquisition, consumption, and disposition of goods, services, time, and ideas by human decision-making units [over time].

Competition It is a contest between businesses that are striving for the client's business.

Consideration Something of value given or done as recompense that is exchanged by two parties; that which binds a contract.

Contract Any written instrument or electronic document containing the elements of offer, acceptance, and consideration to which an agency is a party.

Country of origin It is the country of manufacture, production, or growth where an article or product comes from.

Criteria When evaluating offers, weighted factor analysis can be used to assess competing offers against a variety of criteria.

Cultural categories The natural grouping of objects that reflect our culture.

Decision making Making a selection between options or courses of action.

Delivery The formal handing over of property; the transfer of possession, such as by carrier to purchaser.

Destination The place to which a shipment is consigned.

Discount It is a reduction in the listed or stated price of a good or service.

Ethics It involves distinguishing between what is right and wrong behavior by an individual or organization.

Evaluation of alternatives The examination of responses after opening to determine the vendor's responsibility, responsiveness to requirements, and other characteristics of the solicitation relating to the award.

Expectations Beliefs about how a product/service will perform.

Extended family The nuclear family plus relatives such as grandparents, aunts, uncles, and cousins.

Factor Analysis a process in which the values of observed data are expressed as functions of a number of possible causes in order to find which are the most important.

Focus group A form of in-depth interview involving 8 to 12 people; a moderator leads the group and asks participants to discuss a product, concept, or other marketing stimulus.

Gender Biological state of male or female.

Goals Objectives that we would like to achieve.

Goods All types of personal property including commodities, materials, supplies, and equipment.

Grey economy An illegal trading place in which dealers pay often exorbitant amounts for misdeeds.

Household A single person living alone or a group of individuals who live together in a common dwelling, regardless of whether they are related.

Hypothesis testing Testing out expectations through experience.

Information It can be defined as structured data. For example, a list of all purchase orders is raw data.

Insurance A contract between an insurance company and a person or group which provides for a money payment in case of covered loss, accident or death. Insurance is a form of risk management, as risk is transferred from one organization to another in exchange for payment, i.e. the insurance premium.

Innovation An offering that is perceived as new by consumers within a market segment and that has an effect on existing consumption patterns.

Invoice A list of goods or services sent to a purchaser showing information including prices, quantities and shipping charges for payment.

Inventory All the goods and materials held by an organization for future sale or use a list of items held in stock.

Inventory management This is a system a retailer uses to make sure the right inventory is in the right place, at the right time, and in the right quantity.

Joint purchases Two or more parties join to purchase one or more goods or services jointly in joint purchases.

Judgments Estimating or evaluating the likelihood of an event.

Knowledge Information we already have in memory.

Lead time It is the interval between the initiation and completion of a process.

Lifestyles People's patterns of behavior.

Manufacturer A business that makes or processes raw materials into a finished product.

Market The aggregate forces (including economics) at work in trade and commerce in a specific service or commodity.

Marketing A social and managerial process by which individuals and groups obtain what they need and want through creating and exchanging products and value with others.

Marketing strategy Information about products or brands communicated by either the marketer via ads, salespeople, brand symbols, packages, signs, prices, and so on or non-marketing sources e.g., the media, word of mouth.

Merchandising This is the way a product is displayed in your store that encourages customers to purchase it.

Motivation An inner state of arousal that denotes energy to achieve a goal.

Needs An internal state of tension caused by disequilibrium from an ideal/desired physical or psychological state.

Net sales This is the revenue a retailer makes during a specific time period, after deducting customer returns, markdowns, and employee discounts.

Nuclear family Father, mother, and children.

Offer In a legal context an offer is an expression of willingness to contract on certain terms, made with the intention that it shall become binding as soon as it is accepted by the person to whom it is addressed.

Offering A product, service, activity, or idea offered by a marketing organization to consumers.

Outsourcing It is the process of changing the provider of a service or good from an internal division to an external source.

Partner It is a label applied to suppliers with whom the buying organization enjoys a longer term and cooperative relationship.

Product Line A product line is a group of related products under a single brand sold by the same company.

Product Depth The amount of sub-products offered by a business within a particular line of products.

Quality It is defined within the relevant standard as the degree to which a set of inherent characteristics fulfills requirements.

Quantity Amount or number.

Requirements Materials, personnel or services needed for a specific period of time.

Perception The process by which incoming stimuli activate our sensory receptors eyes, ears, taste buds, skin, and so on.

Performance The measurement of whether the product/ service actually fulfills consumers' needs.

Preference It is an advantage in consideration for award for a contract granted to a vendor by reason of the vendor's residence, business location, or business classifications (e.g., minority, small business).

Price The amount of money that will purchase a definite weight or other measure of a commodity.

Primary data Data originating from a researcher and collected to provide information relevant to a specific research project.

Problem recognition The perceived difference between an actual and an ideal state.

Purchasing It describes all those transactional processes concerned with acquiring goods and services, including payment of invoices.

Recognition The process of determining whether a stimulus has or has not been encountered before.

Salient attributes Attributes that are "top of mind" or more important.

Satisfaction The feeling that results when consumers make a positive evaluation or feel happy with their decision.

Satisfice Finding a brand that satisfies a need even though the brand may not be the best brand.

Schema The set of associations linked to a concept.

Secondary data Data collected for some other purpose that is subsequently used in a research project.

Self-referencing Relating a message to one's own experience or self-image.

Standard An item's characteristic or set of characteristics generally accepted by the manufacturers and users of the item as a required characteristic for all such items.

Supplier This term used to describe external organizations that deliver services or goods to a buyer.

Supply chain management The management of the flow of goods and services, involving the movement and storage of raw, work-in-process, and finished goods from the point of origin to point of consumption

Sustainability It is about meeting the needs of the present, without compromising the ability of future generations to meet their needs.

Theory of reasoned action A model that provides an explanation of how, when, and why attitudes predict behavior.

Usage The process by which a consumer uses an offering.

Values Enduring beliefs about what is good or appropriate.

Variable The entity that is studied or that varies in a research project. In a study on how humor in ads influences attitudes toward a brand, one variable might be the level of humor in the ads.

Value added Addition to a product or service at each phase of the supply chain, based on the difference between the input value and the output value.

Vendor The term is a generic label applied to suppliers.

Warehouse A building used to store inventory.