

EVALUATION OF CONSUMER PERCEPTION FOR NOKIA MOBILE HANDSET IN BANGLADESH

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ABSTRACT

The present study is basically an attempt to evaluate the consumer perception for nokia mobile hand set in Bangladesh and to give suggestion accordingly. From the findings of exploratory research five research questions came in view. Research questions are what consumers, who buy nokia, do think about the nokia? What consumers, who do not buy nokia, do not think about nokia? Why do customers buy nokia mobile hand set? Why do other customers not like nokia mobile hand set? And what probable action can be taken to increase sales and customer service? Keeping the objectives in mind five hypotheses is developed. Hypothesis focuses on quality, longibility and duration of charge of nokia mobile hand set, and satisfaction level as well as expected benefit of the customers. This is a descriptive research in the form of questionnaire analysis. The research is primary based on the collection and analysis of primary data. The customers who used the nokia mobile hand set in any models and visit different show rooms of nokia hand set or other retail outlets to purchase nokia are taken as the population of this study. One hundred twenty respondents are interviewed to collect the primary data. Respondents are selected in such a way so that it covers all overs the areas as well as all type of people in Bangladesh. Fishbein Multi attribute model has been taken to calculate the attitude of the customers towards the nokia mobile hand set in Bangladesh. The researcher found that quality is very important to the customers incase of nokia mobile hand set, customers are satisfies with the existing attributes of nokia mobile hand set in Bangladesh, longibility and duration of charge of nokia are very important to the customers, customers are not satisfied with the price and design of nokia and it always provides expected benefits to the customer.

Key words: Attitude, attributes, evaluation, nokia hand set, satisfaction

INTRODUCTION

Consumer perception is the process by which an individual becomes aware of elements within the environment through sensory stimuli and interprets those elements in light of personal experience. Consumer behavior means activities performed by the customers during purchasing a product. In another way consumer behavior is the actions of consumers in the market place and the underlying motivates for those actions. Mobile hand set is a technological device that is mainly used for communicating between each other. Without this, it is used to serve various purposes. Nokia is the famous mobile company providing this hand set for the people in the world. It is a limited Finland company. It is incorporated as publicly traded company and Grameen Telecom Company. Nokia hold 85% market share in Asia and company. The name of Nokia is oriented from the name of village in Finland. It has 7 factories in the world. They are Finland, Germany, Hungary, South Korea, India, China, and Singapore. They supply mobile from China, South Korea and India to Bangladesh. Three distributors are responsible for supplying Nokia hand set from India, South Korea and China to Bangladesh. They are Cellular Mobile PTE Limited, Excel Telecom 65 percent market share in Bangladesh. At present they have more than one hundred type mobile hands set in Bangladesh. They

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sell 3, 65,000 units per month in Bangladesh. It holds the fifth position as a brand as well as first position as a mobile in the world and first position as a brand in Asia. Now it is the age of information technology and this technology gives the new dimensions of the business. Communication technology is the most important device where communication development is the prerequisite to the economic development of the country. The demand of mobile handsets is increasing for the perfect strategy of the mobile operators in Bangladesh. Now 6 operators are available in the market of Bangladesh. Hand set producers are increasing for increasing the mobile operators. About more than twenty manufacturers are available in the market of Bangladesh producing various type of branded mobile set where Nokia is one of them.

About 65% market share is under the Nokia. So to hold and increase the market share it is indispensable to know

the customers perception and evaluation toward the brand of Nokia. Customers are the main focus of any business. They generate the profit for the organization. If customers are satisfied then the company can survive and if they are not satisfied then the company can not survive. So it is very important for any company to understand the customer's perception and get acquainted with their liking, disliking and their preferences. For the enhancement of the brand Nokia, it is very important to assess the customer. To take any further step, it is very important for the Nokia to have an overall idea about what factors or attributes influence the customers to purchase particular mobile brand, on to what attributes customers are satisfied or not. The company also needs to compare the customers who are using the Nokia and who are not using the Nokia. By considering the recommendation of the study Nokia can identify mainly what factors influence the customers to purchase the Nokia brand and what factors dissatisfy the customer. It is also helpful to take the corrective action for the Nokia. So the finding of the study is appropriate for the betterment of the company as well as the mobile users in Bangladesh.

The main objective of the study is to measure the customer's perception towards the Nokia mobile hand set in Bangladesh and to suggest accordingly. With this main objective it has some another important objectives. These are as follows:

1. To assess the shopping behavior of consumers regarding Nokia mobile handset (those who buy Nokia and those who do not)
2. To know the attitudes and opinions of those who buy Nokia and those who do not buy Nokia
3. To provide recommendation for improving the services and satisfy the customer.

MATERIALS AND METHOD

This is a descriptive research in the form of questionnaire analysis. This section describes the detailed methodology used in the study. Sample design, methods and procedures of data collection including development of questionnaires, method of data analysis and the method of finding. To conduct the study the primary data were collected through the personal interview with a structured questionnaire

The customers who used the nokia mobile set in any models and visit different show rooms of nokia or other retail outlets to purchase the nokia mobile hand set are taken as the population of this study. In this case, a sample of 120 respondents, 20 are the executives and rests 100 are the users interviewed to collect the primary data. Among the 100 respondents, 20 respondents are the service holder, 20 respondents are the business men, 30 respondents are the students and rest 30 are the non service holder. Though the students of Bangladesh have no income but most of them use the mobile set and influence on the buying decision. Moreover only the university and college students were interviewed to collect the primary data. More over 20 respondents have been chosen from the Nokia who are working as a managerial level in different places of Bangladesh. The respondents have been chosen from the six divisions of Bangladesh. More over, 20 business men out of 100 respondents have been chosen who are dealing business in sole trader ship and partnership in different cities of Bangladesh.

Again 20 service holders out of 100 respondents have been chosen who are employing in private and public organizations in Bangladesh. The sample size is determined by using the following formula:

$$n = (P \times Q \times Z^2) / E^2$$

Where n= Number of items in the sample

P= Estimated proportion of success

Q= Estimated proportion of failure

Z= Confidence level in standard error

E= Proportion of maximum allowance for error between the true proportion and the sample proportion

Here, P= 0.5

Z= Here the confidence level is 95% and Z= 1.96

E= The sampling error will not be allowed more than 10%

There fore,

$$N = (0.5 \times 0.5 \times 1.96^2) / 0.10^2$$

$$= 96.68$$

$$= 96$$

This sample size is used incase of both showroom sample and non showroom sample. After discussing to the management and concerned executive 20 different showrooms are selected on the judgment basis for the survey. For better result 120 respondents are taken from both types to collect the primary data. The list of number of samples to be served in different showrooms is given below:

Table 1. Sample Distribution

Place of the showroom	Number of samples
Grameen phone customer care , Rajshahi	10
Rajshahi Kadirganj	5
Rajshahi New market	8
Gaussian market, Rajshahi	10
Rajshahi Zero point	7
Dhaka New market	10
Dhanmondi City	8
Bashundhara City	10
Banani, City	8
Gulshan City	10
Mirpur12, Bazar	5
Kolabagan Road	5

Incase of non showroom sampling, data has been collecting from of students of Rajshahi University who came different corners of Bangladesh. Data generated from the survey by the large nominal, ordinal, interval and ration data. SPSS and excel were used to analysis and tabulate data. Z test is used to test different hypothesis.

Hypothesis Testing

Prerequisites

Data analysis, interpretation and findings:

Standard deviation, $\sigma = \sqrt{npq}$ (Since Binomial Variance= npq)

Where, n= 100

p= 0.5

q= 1-p

= 1-0.5

= 0.5

Standard error of the mean for infinite population

$$\sigma_x = \frac{\sigma}{\sqrt{n}} = \frac{5}{\sqrt{100}} = 0.5$$

Hypothesis 1:

At 95% confidence level

Null Hypothesis: Quality is very important to the customers of nokia mobile hand set.

Alternative Hypothesis: Quality is not very important to the customers of nokia mobile hand set.

Table 2. Working Hypothesis

	Frequency	Point	Frequency x Point
Very important	45	5	225
Important	45	4	180
Somewhat important	10	3	30
Not important	0	2	0
Very important	0	1	0
Total	100	Average=4.5	Average (435/100)= 4.35

Source: Field Survey, 2009

Null Hypothesis $H_0: \mu \geq 4.5$

Alternative Hypothesis = $H_1: \mu < 4.5$

At 95% confidence level, one tail Z test is done in the table below

Table 3. Hypothesis 1

Confidence level	Z value	Z observed value	Decision
95%	-1.64	-0.15	Null hypothesis is accepted

Result: Since the calculated value (-0.15) is more than the tabulated value (at 95% confidence level is -1.64 for one tail). So Null hypothesis is accepted.

Comment: It can be concluded that quality is very important to customers incase of Nokia mobile hand set.

Hypothesis 2:

At 95% confidence level

Null Hypothesis: Customers are satisfied by the existing attributes of nokia mobile hand set.

Alternative Hypothesis: Customers are not satisfied by the existing attributes of nokia mobile hand set.

Table 4. Working Hypothesis

	Frequency	Point	Frequency x Point
Very Satisfy	35	5	175
Satisfy	45	4	180
Neutral	10	3	30
Dissatisfy	10	2	20
Very Dissatisfy	0	1	0
Total	100	Average=4.5	Average (405/100)= 4.05

Source: Field Survey, 2009

Null Hypothesis $H_0: \mu \geq 4.5$

Alternative Hypothesis = $H_1: \mu < 4.5$

At 95% confidence level, one tail Z test is done in the table below

Table 5. Hypothesis 2

Confidence level	Z value	Z observed value	Decision
95%	-1.64	-0.45	Null hypothesis is accepted

Result: Since the calculated value (-0.45) is more than the tabulated value (at 95% confidence level is -1.64 for one tail). So Null hypothesis is not rejected.

Comment: It can be concluded that customers are satisfied with the existing attributes of Nokia mobile hand set in Bangladesh.

Hypothesis 3:

At 95% confidence level

Null Hypothesis: Longibility and duration of charge are very important for customers to like mobile hand set.

Alternative Hypothesis: Longibility and duration of charge are not very important for customers to like mobile hand set.

Table 6. Working Hypothesis

	Frequency	Point	Frequency x Point
Very important	64	5	320
Important	31	4	124
Somewhat important	5	3	15
Not important	0	2	0
Very important	0	1	0
Total	100	Average=4.5	Average (444/100)= 4.44

Source: Field Survey, 2009

Null Hypothesis $H_0: \mu \geq 4.5$

Alternative Hypothesis = $H_1: \mu < 4.5$

At 95% confidence level, one tail Z test is done in the table below

Table7. Hypothesis 3

Confidence level	Z value	Z observed value	Decision
95%	-1.64	-0.06	Null hypothesis is not rejected

Result: Since the calculated value (-0.06) is more than the tabulated value (at 95% confidence level is -1.64 for one tail). So Null hypothesis is not rejected.

Comment: It can be concluded that longibility and duration of charge of nokia mobile hand set are very important to the customers.

Hypothesis 4:

At 95% confidence level

Null Hypothesis: Customers are satisfied with the price and design of nokia mobile hand set.

Alternative Hypothesis: Customers are not satisfied with the price and design of nokia mobile hand set.

Table 8. Working Hypothesis

	Frequency	Point	Frequency x Point
Very Satisfy	5	5	25
Satisfy	10	4	40
Neutral	10	3	30
Dissatisfy	40	2	80
Very Dissatisfy	35	1	35
Total	100	Average=4.5	Average (210/100)=2.01

Source: Field Survey, 2009

Null Hypothesis $H_0: \mu \geq 4.5$

Alternative Hypothesis = $H_1: \mu < 4.5$

At 95% confidence level, one tail Z test is done in the table below

Table 9. Hypothesis 4

Confidence level	Z value	Z observed value	Decision
95%	-1.64	-2.49	Null hypothesis is rejected

Result: Since the calculated value (-2.49 is less than tabulated value (at 95% confidence level is -1.64 for one tail). So Null hypothesis is rejected.

Comment: It can be concluded that customers are not satisfied with the price and design of nokia mobile hand set.

Hypothesis 5:

At 95% confidence level

Null Hypothesis: Nokia always provide customer expected benefits to their product.

Alternative Hypothesis: Nokia always do not provide customer expected benefits to their product

Table 10. Working Hypothesis

	Frequency	Point	Frequency x Point
Much better	56	5	280
better	20	4	80
The same	20	3	60
worse	4	2	8
More worse	0	1	0
Total	100	Average=4.5	Average (428/100=4.28

Source: Field Survey, 2009

Null Hypothesis $H_0: \mu \geq 4.5$

Alternative Hypothesis = $H_1: \mu < 4.5$

At 95% confidence level, one tail Z test is done in the table below

Table 9. Hypothesis 5

Confidence level	Z value	Z observed value	Decision
95%	-1.64	-0.22	Null hypothesis is accepted

Result: Since the calculated value (-0.22 more than the tabulated value (at 95% confidence level is -1.64 for one tail). So Null hypothesis is not rejected.

Comment: It can be concluded that nokia always provide expected benefits to their customers.

RESULTS AND DISCUSSION

1. Customer's opinion regarding the factors influenced to choose the particular mobile brand:

Table 11. Customer's opinion

Factors/ Attributes	Total Respondents	Actual Respondents	%
1. Good Network Capturing Capacity	120	120	100%
2. Longibility	120	120	100%
3. Duration of Charge	120	110	91.66%
4. Image of the company	120	100	83.33%
5. Price of Mobile Set	120	96	80%
6. Memory of Mobile Set	120	90	75%
7. GPRS Facility	120	90	75%
8. Internet Facility	120	90	75%
9. FM Facility	120	84	70%
10. Expected Ring tone	120	78	65%
11. Video Facility	120	70	58.33%
12. Camera Facility	120	70	58.33%

Contd.

13. Design of Hand Set	120	78	56.66%
14. MMS Facility	120	64	53.33%
15. Clear Sound	120	58	48.33%
16. Screen and Key of Mobile Set	120	50	41.66%
17. Size of Mobile Set	120	50	41.66%
18. Operating System	120	40	33.33%
19. Blue Tooth Facility	120	40	33.33%
20. Infra Facility	120	40	33.33%

The above table presents the result of pre testing from where we find that 100% customers played the opinion regarding the good network capturing capacity and longibility as the factors that influence for choosing particular mobile brand. 91.66% played opinion toward the duration of charge, 83.33% said about image of the company and 80% played opinion regarding the price of mobile set. Mainly the above are the factors that influence to choose the particular mobile brand which is designed on the basis of result of pre testing questionnaire.

2. Customers’ overall satisfaction level towards the existing attributes of Nokia:

Table 12. Statistical Analysis

Satisfaction Level	F	Percent	Nokia		
			Mean	SD	Variance
NS	0	00			
VD	1	1.0			
D	5	5.0			
N	7	7.0	5.35	0.99874	.997
S	42	42.0			
VS	35	35.0			
HS	10	10.0			
Total	100	100.00			

NS= Not at all Satisfy, VD= Very Dissatisfy, D= Dissatisfy, N= Neutral, S=Satisfy VS=Very Satisfy, HS=Highly Satisfy, F= Frequency.

By asking the direct question regarding the over all satisfaction level to the respondents regarding the existing attributes of Nokia we have found the above result mentioned in the table that 87% customers are satisfied regarding all the factors of Nokia Of whom 42% customers are satisfied, 35% customers are very satisfied and 10% customers are highly satisfied. 7% expressed their neutrality. The rest 6% expressed the dissatisfaction level towards all the factors of Nokia where 5% expressed dissatisfaction, 1% is in very dissatisfaction and no one is in not at all satisfied level. The mean value of all the factors of Nokia is 16.05 which lies in satisfy category. (Here considered Highly Satisfy= 7 points, Very satisfy = 6 points, Satisfy = 5 points, Neutral = 4 points, Dissatisfy = 3 points, Very dissatisfaction = 2 points and Not at all satisfy = 1 point). It can show the customers overall satisfaction level toward the existing attributes of Nokia through the line chart:

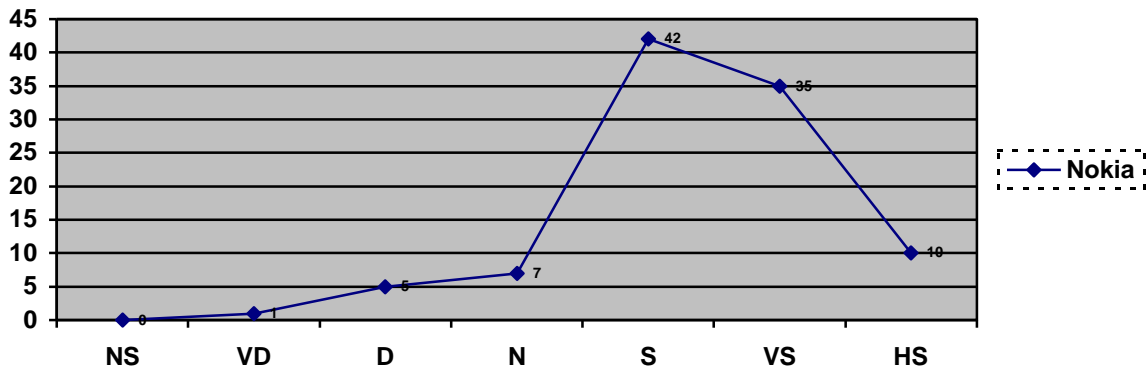


Figure 1. Line Chart of Nokia

3. Measuring the customers' attitude toward the existing attributes of Nokia

Through the asking question regarding the evaluation and belief of 20 factors to the customers it has found their overall attitude toward the existing attributes of Nokia. It is calculated by using the Fishbein Multi attribute Attitude Model. ($A_0 = \sum_{i=1}^n b_i e_i$) It can present these overall attitudes separately through the table below:

Table 13. Overall Attitude

	Factors/Attributes	e_i	b_i	$e_i b_i$
1	Good Network Capturing Capacity	2.50	6.45	16.125
2	Longibility	2.01	6.00	12.060
3	Duration of Charge	1.90	5.42	10.298
4	Image of the company	2.50	6.15	15.375
5	Price of Mobile Set	1.05	4.49	4.714
6	Memory of Mobile Set	1.02	4.70	4.794
7	GPRS Facility	1.65	5.50	9.075
8	Internet Facility	1.88	5.70	10.716
9	FM Facility	1.50	5.20	7.800
10	Expected Ring tone	1.90	5.70	10.830
11	Video Facility	2.59	5.50	14.245
12	Camera Facility	2.15	5.80	12.470
13	Design of Hand Set	1.90	5.50	10.450
14	MMS Facility	1.70	5.60	9.520
15	Clear Sound	3.09	5.89	18.200
16	Screen and Key of Mobile Set	1.80	5.30	9.540
17	Size of Mobile Set	1.35	5.94	8.019
18	Operating System	1.90	5.90	11.210
19	Blue Tooth Facility	1.85	5.56	10.286
20	Infra Facility	1.25	4.50	5.625
	Total			211.352

Customers over all attitude towards the existing attributes of Nokia, $A_0 = 211.352$. Table-3 shows that customers overall attitude toward the existing attributes of Nokia regarding good network capturing capacity is 16.125, legibility is 12.06, duration of charge is 10.298, image of the company is 15.375,

price of mobile set is 4.7145, memory of mobile set is 4.794, gprs facility is 9.075, internet facility is 10.716, fm facility is 7.8, expected ring tone is 10.83, video facility is 14.245, camera facility is 12.47, design of hand set is 10.45, mms facility is 9.52, clear sound is 18.2001, screen and key of mobile set is 9.54, size of mobile set is 8.019, operating system is 11.21, blue tooth facility is 10.286 and infra facility is 5.625. Therefore, it can say that good net work capturing capacity, longibility, camera facility, clear sound, blue tooth facility, duration of charge, image of the company, gprs facility, internet facility, expected ring tone, video facility, design of hand set, mms facility, screen and key of mobile set and operating system hold the better position in consumers mind in selecting particular mobile set..

4. Customers overall evaluation about the attributes as a whole regarding Nokia

Table 13. Overall Evaluation

Level of Attitude	Frequency	Percent	Mean	SD	Variance
SD	00	00			
VD	00	00			
D	1	1.00			
N	13	13.00	5.5000	.91563	.838
B	34	34.00			
SB	39	39.00			
VSB	13	13.00			
Total	100	100.00			

SD= Strongly Disbelieve, VD= Very Disbelieve, D= Disbelieve, N= Neutral, B=Believe SB= Strongly Believe, VSB= Very Strongly Believe, F= Frequency.

The above table-4 shows that 86% customers have favorably attitude towards all the factors regarding Nokia, of whom 34% customers are believed, 39% customers are strongly believed and 13% customers are very strongly believed. 13% expressed their neutrality. The rest 1% expressed the dissatisfaction level towards all the factors of Nokia. The mean value of all the factors of Nokia is 5.5000 which lies in strongly believe category. (Here considered Very strongly believe= 7 pointsx3, strongly believe = 6x3 points, believe = 5x3 points, neutral = 4x3 points, disbelieve = 3x3 points, Very disbelieve = 2 x3points and strongly disbelieve = 1x3 point) It can show the customers overall attitude towards all the factors of Nokia

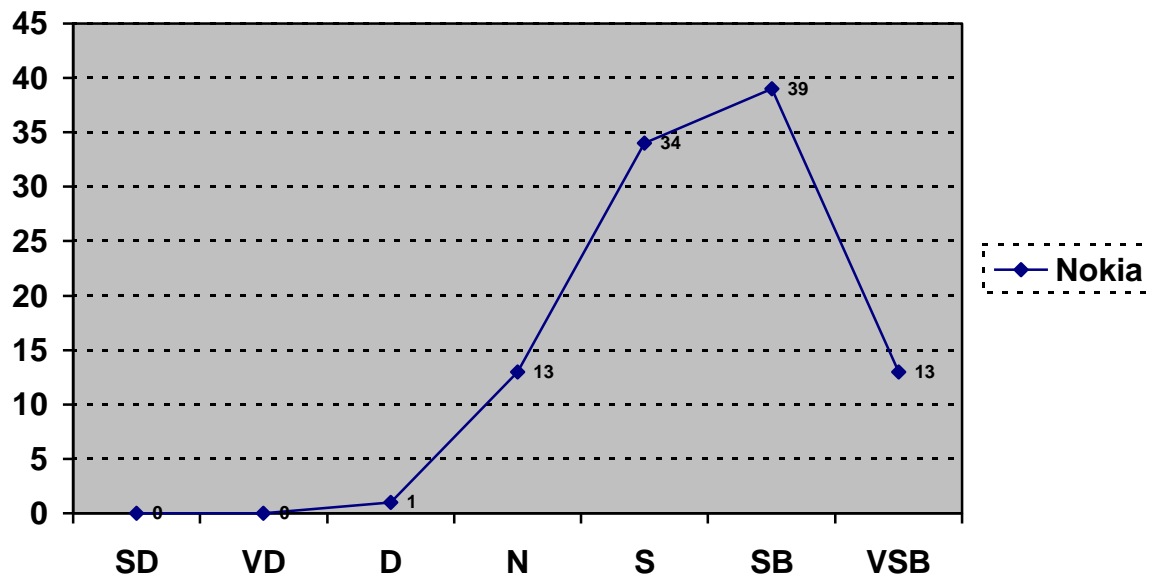


Figure 2. Line Chart of Nokia

CONCLUSIONS

At present customer satisfaction is the main factor to choose the best alternative. Customer always considers his /her value to purchase any mobile brand. That means they expect more benefits than the cost. So to get more opportunity from the mobile brand they want more attributes with the hand set. To add new attributes with the mobile brand and satisfy the customers the following prescriptions are given which will help the management of Nokia to improve their services.

1. Good network capturing capacity: It is the most important stimuli to purchase any mobile set. About 100 percent customers played their opinion regarding good network capturing capacity to purchase any mobile set. It is the most influencing factor to purchase the mobile set. So this attribute should ensure with the mobile set by the producer of Nokia.
2. Longibility: Customers overall attitude toward the Longibility of Nokia is 11.57 .Moreover about 100 percent customers expressed their opinion regarding the attribute of Longibility as an important attribute to buy any mobile set. So, Nokia should emphasis on this attribute to satisfy the customer.
3. Duration of charge: Customers overall attitude toward the duration of charge of Nokia is 9.48 where 92% customers considered this factor to purchase any mobile set. Moreover only 40% people have the electricity. So the rest 60% need to depend on them. So to ensure the satisfaction of the customer and survive in competition have to emphasis on this feature with their offer.
4. Image of the company: Brand loyalty confirms the continuation of the company. Again image of the company confirm the loyalty of the product. In this study 83.33 % customers said about this factor to take the purchase decision of the mobile set. So Nokia should consider this factor to improve the services.
5. Price of mobile set: The most of the customers in Bangladesh are very price sensitive. They expect high quality product with adequate attributes comparably in low price. So the mobile set producer should effort so that it is possible to produce good quality product with more attributes comparably in low price.

6. Memory of mobile set and GPRS facility: Customers overall attitude toward the memory of mobile set and GPRS facility of Nokia is 12.49. Since at present customer considers this factor with important, So Nokia should emphasis on these factors to improve services.
7. Internet and FM facility: These two are the important attribute especially for the students and the businessmen. Moreover the using rate of these attributes is increasing day by day. Again about 75% customers wanted these facilities with their mobile set. So Nokia should consider these factors to offer any set in Bangladesh.
8. Expected ring tone, video and camera facility: At present customers are more conscious about these facilities. Now customers do not only use mobile to talk but they use mobile to serve the above objectives. So Nokia should give attention on the up to date song and music as customer expected ring tone and furnished extra memory to enjoy good video and camera facility.
9. Design of hand set, MMS and clear sound: These three factors are also influence the customers to take the purchase decision of mobile hand set. About 55% customers played their opinion regarding these factors to choose any mobile brand. So Nokia should emphasis on these factors to improve their services.
10. Screen, Key and size of mobile set: Customers overall attitude toward the Nokia regarding these factors is 15.43. Moreover 42% customers told about these factors to buy any mobile set. Incase of demographic segmentation these factors influence the customers to take purchase decision. So Nokia should consider these attributes to improve the services.
11. Blue tooth and infra facility: Mainly these attributes are used to transfer the data and picture. These are the new features customers expect with their mobile set. So, company should consider about these attributes with the mobile set to improve the services.

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