

# INTERNATIONAL JOURNAL OF RESEARCH IN COMPUTER APPLICATION & MANAGEMENT

I  
J  
R  
C  
M



A Monthly Double-Blind Peer Reviewed (Refereed/Juried) Open Access International e-Journal - Included in the International Serial Directories

*Indexed & Listed at:*

[Ulrich's Periodicals Directory ©, ProQuest, U.S.A.](#), [EBSCO Publishing, U.S.A.](#), [Cabell's Directories of Publishing Opportunities, U.S.A.](#), [Google Scholar](#),

[Indian Citation Index \(ICI\)](#), [J-Gate, India](#) [link of the same is duly available at [Inflibnet of University Grants Commission \(U.G.C.\)](#)].

Index Copernicus Publishers Panel, Poland with [IC Value of 5.09 \(2012\)](#) & number of libraries all around the world.

Circulated all over the world & Google has verified that scholars of more than **6088 Cities** in **195 countries/territories** are visiting our journal on regular basis.

Ground Floor, Building No. 1041-C-1, Devi Bhawan Bazar, JAGADHRI – 135 003, Yamunanagar, Haryana, INDIA

<http://ijrcm.org.in/>

# CONTENTS

Sr. No.	TITLE & NAME OF THE AUTHOR (S)	Page No.
1.	THE PERCEPTION OF EMPLOYEES TOWARDS ORGANIZATIONAL TRAINING IN A TYPICAL MANUFACTURING INDUSTRY <i>PRADEEEP &amp; Dr. P NAGESH</i>	1
2.	AN EMPIRICAL STUDY ON CUSTOMERS' PERCEPTION TOWARDS E-BANKING OF RURAL BANKS IN SELECTED DISTRICTS OF ODISHA <i>S. K. PANDA &amp; D.P. MISRA</i>	4
3.	A STUDY OF MARKET POTENTIAL OF INDIAN ORGANIC PRODUCTS <i>Dr. NARINDER TANWAR</i>	9
4.	INTRA-BRICS TRADE & ITS IMPLICATIONS FOR INDIA <i>RITU SHARMA</i>	13
5.	AN EMPIRICAL STUDY OF ATTACKS ON AODV IN MANET <i>M.SHANMUGARJ &amp; A. SRIDHAR</i>	19
6.	MERCHANDISER'S PERCEPTION TOWARDS QUALITY OF WORK LIFE IN TIRUPUR GARMENT INDUSTRY <i>T. SREEREKHA &amp; G.DWARAKESH</i>	23
7.	THE EFFECT OF THE CAPITAL STRUCTURE AND LIQUIDITY TO BUSINESS GROWTH AND PROFITABILITY <i>NGAKAN PUTU TEJA HADINATA &amp; Dr. LUH GEDE SRI ARTINI</i>	27
8.	QUALITY METRICS IS GOOD FOR PHARMACEUTICAL INDUSTRY <i>D. RAGHAVENDRA</i>	31
9.	CHALLENGES & PROSPECTS OF CUSTOMERS TOWARDS E BANKING <i>LAKSHMI SREE.P &amp; VIJAYAKUMARI.P</i>	36
10.	IMPACT OF COUNTRY OF PRODUCTION ON CONSUMER BUYING DECISION: ELECTRONICS GOODS <i>SHOURYA SHAW, AKSHAY SURANA, SWAPNIL GARG &amp; HEMANT SABOO</i>	39
	<b>REQUEST FOR FEEDBACK &amp; DISCLAIMER</b>	<b>43</b>

***CHIEF PATRON*****Prof. (Dr.) K. K. AGGARWAL**

Chairman, Malaviya National Institute of Technology, Jaipur  
 (An institute of National Importance & fully funded by Ministry of Human Resource Development, Government of India)  
 Chancellor, K. R. Mangalam University, Gurgaon  
 Chancellor, Lingaya's University, Faridabad  
 Founder Vice-Chancellor (1998-2008), Guru Gobind Singh Indraprastha University, Delhi  
 Ex. Pro Vice-Chancellor, Guru Jambheshwar University, Hisar

***FOUNDER PATRON*****Late Sh. RAM BHAJAN AGGARWAL**

Former State Minister for Home & Tourism, Government of Haryana  
 Former Vice-President, Dadri Education Society, Charkhi Dadri  
 Former President, Chinar Syntex Ltd. (Textile Mills), Bhiwani

***FORMER CO-ORDINATOR*****Dr. S. GARG**

Faculty, Shree Ram Institute of Business & Management, Urjani

***ADVISOR*****Prof. S. L. MAHANDRU**

Principal (Retd.), Maharaja Agrasen College, Jagadhri

***EDITOR*****Dr. A SAJEEVAN RAO**

Professor & Director, Accurate Institute of Advanced Management, Greater Noida

***CO-EDITOR*****Dr. BHAVET**

Former Faculty, Shree Ram Institute of Engineering & Technology, Urjani

***EDITORIAL ADVISORY BOARD*****Dr. CHRISTIAN EHIOBU CHE**

Professor of Global Business/Management, Larry L Luig School of Business, Berkeley College, USA

**Dr. SIKANDER KUMAR**

Chairman, Department of Economics, Himachal Pradesh University, Shimla, Himachal Pradesh

**Dr. JOSÉ G. VARGAS-HERNÁNDEZ**

Research Professor, University Center for Economic & Managerial Sciences, University of Guadalajara, Guadalajara, Mexico

**Dr. RAJENDER GUPTA**

Convener, Board of Studies in Economics, University of Jammu, Jammu

**Dr. D. S. CHAUBEY**

Professor & Dean (Research & Studies), Uttaranchal University, Dehradun

**Dr. TEGUH WIDODO**

Dean, Faculty of Applied Science, Telkom University, Bandung Technoplex, Jl. Telekomunikasi, Indonesia

**Dr. S. P. TIWARI**

Head, Department of Economics & Rural Development, Dr. Ram Manohar Lohia Avadh University, Faizabad

**Dr. BOYINA RUPINI**

Director, School of ITS, Indira Gandhi National Open University, New Delhi

**Dr. KAUP MOHAMED**

Dean & Managing Director, London American City College/ICBEST, United Arab Emirates

**SUNIL KUMAR KARWASRA**

Principal, Aakash College of Education, ChanderKalan, Tohana, Fatehabad

- Dr. MIKE AMUHAYA IRAVO**  
Principal, Jomo Kenyatta University of Agriculture & Tech., Westlands Campus, Nairobi-Kenya
- Dr. M. S. SENAM RAJU**  
Professor, School of Management Studies, I.G.N.O.U., New Delhi
- Dr. NEPOMUCENO TIU**  
Chief Librarian & Professor, Lyceum of the Philippines University, Laguna, Philippines
- Dr. PARVEEN KUMAR**  
Professor, Department of Computer Science, NIMS University, Jaipur
- Dr. ANA ŠTAMBUK**  
Head of Department of Statistics, Faculty of Economics, University of Rijeka, Rijeka, Croatia
- Dr. H. R. SHARMA**  
Director, Chhatrapati Shivaji Institute of Technology, Durg, C.G.
- Dr. CLIFFORD OBIYO OFURUM**  
Professor of Accounting & Finance, Faculty of Management Sciences, University of Port Harcourt, Nigeria
- Dr. SHIB SHANKAR ROY**  
Professor, Department of Marketing, University of Rajshahi, Rajshahi, Bangladesh
- Dr. MANOHAR LAL**  
Director & Chairman, School of Information & Computer Sciences, I.G.N.O.U., New Delhi
- Dr. SRINIVAS MADISHETTI**  
Professor, School of Business, Mzumbe University, Tanzania
- Dr. ANIL K. SAINI**  
Professor, Guru Gobind Singh Indraprastha University, Delhi
- Dr. VIRENDRA KUMAR SHRIVASTAVA**  
Director, Asia Pacific Institute of Information Technology, Panipat
- Dr. VIJAYPAL SINGH DHAKA**  
Professor & Head, Department of Computer & Communication Engineering, Manipal University, Jaipur
- Dr. NAWAB ALI KHAN**  
Professor & Dean, Faculty of Commerce, Aligarh Muslim University, Aligarh, U.P.
- Dr. EGWAKHE A. JOHNSON**  
Professor & Director, Babcock Centre for Executive Development, Babcock University, Nigeria
- Dr. ASHWANI KUSH**  
Head, Computer Science, University College, Kurukshetra University, Kurukshetra
- Dr. ABHAY BANSAL**  
Head, Department of Information Technology, Amity School of Engg. & Tech., Amity University, Noida
- Dr. BHARAT BHUSHAN**  
Head, Department of Computer Science & Applications, Guru Nanak Khalsa College, Yamunanagar
- MUDENDA COLLINS**  
Head, Operations & Supply Chain, School of Business, The Copperbelt University, Zambia
- Dr. JAYASHREE SHANTARAM PATIL (DAKE)**  
Faculty in Economics, KPB Hinduja College of Commerce, Mumbai
- Dr. MURAT DARÇIN**  
Associate Dean, Gendarmerie and Coast Guard Academy, Ankara, Turkey
- Dr. YOUNOS VAKIL ALROAIA**  
Head of International Center, DOS in Management, Semnan Branch, Islamic Azad University, Semnan, Iran
- P. SARVAHARANA**  
Asst. Registrar, Indian Institute of Technology (IIT), Madras
- SHASHI KHURANA**  
Associate Professor, S. M. S. Khalsa Lubana Girls College, Barara, Ambala
- Dr. SEOW TA WEEA**  
Associate Professor, Universiti Tun Hussein Onn Malaysia, Parit Raja, Malaysia
- Dr. OKAN VELI ŞAFAKLI**  
Professor & Dean, European University of Lefke, Lefke, Cyprus
- Dr. MOHINDER CHAND**  
Associate Professor, Kurukshetra University, Kurukshetra

**Dr. BORIS MILOVIC**

Associate Professor, Faculty of Sport, Union Nikola Tesla University, Belgrade, Serbia

**Dr. IQBAL THONSE HAWALDAR**

Associate Professor, College of Business Administration, Kingdom University, Bahrain

**Dr. MOHENDER KUMAR GUPTA**

Associate Professor, Government College, Hodal

**Dr. ALEXANDER MOSESOV**

Associate Professor, Kazakh-British Technical University (KBTU), Almaty, Kazakhstan

**Dr. MOHAMMAD TALHA**

Associate Professor, Department of Accounting &amp; MIS, College of Industrial Management, King Fahd University of Petroleum &amp; Minerals, Dhahran, Saudi Arabia

**Dr. ASHOK KUMAR CHAUHAN**

Reader, Department of Economics, Kurukshetra University, Kurukshetra

**Dr. RAJESH MODI**

Faculty, Yanbu Industrial College, Kingdom of Saudi Arabia

**WILLIAM NKOMO**

Asst. Head of the Department, Faculty of Computing, Botho University, Francistown, Botswana

**YU-BING WANG**

Faculty, department of Marketing, Feng Chia University, Taichung, Taiwan

**Dr. SHIVAKUMAR DEENE**

Faculty, Dept. of Commerce, School of Business Studies, Central University of Karnataka, Gulbarga

**Dr. MELAKE TEWOLDE TECLEGHIORGIS**

Faculty, College of Business &amp; Economics, Department of Economics, Asmara, Eritrea

**Dr. BHAVET**

Faculty, Shree Ram Institute of Engineering &amp; Technology, Urjani

**Dr. THAMPOE MANAGALESWARAN**

Faculty, Vavuniya Campus, University of Jaffna, Sri Lanka

**Dr. ASHISH CHOPRA**

Faculty, Department of Computer Applications, National Institute of Technology, Kurukshetra

**SURAJ GAUDEL**

BBA Program Coordinator, LA GRANDEE International College, Simalchaur - 8, Pokhara, Nepal

**Dr. SAMBHAVNA**

Faculty, I.I.T.M., Delhi

**Dr. LALIT KUMAR**

Faculty, Haryana Institute of Public Administration, Gurugram

**FORMER TECHNICAL ADVISOR****AMITA****FINANCIAL ADVISORS****DICKEN GOYAL**

Advocate &amp; Tax Adviser, Panchkula

**NEENA**

Investment Consultant, Chambaghat, Solan, Himachal Pradesh

**LEGAL ADVISORS****JITENDER S. CHAHAL**

Advocate, Punjab &amp; Haryana High Court, Chandigarh U.T.

**CHANDER BHUSHAN SHARMA**

Advocate &amp; Consultant, District Courts, Yamunanagar at Jagadhri

**SUPERINTENDENT****SURENDER KUMAR POONIA**

## CALL FOR MANUSCRIPTS

We invite unpublished novel, original, empirical and high quality research work pertaining to the recent developments & practices in the areas of Computer Science & Applications; Commerce; Business; Finance; Marketing; Human Resource Management; General Management; Banking; Economics; Tourism Administration & Management; Education; Law; Library & Information Science; Defence & Strategic Studies; Electronic Science; Corporate Governance; Industrial Relations; and emerging paradigms in allied subjects like Accounting; Accounting Information Systems; Accounting Theory & Practice; Auditing; Behavioral Accounting; Behavioral Economics; Corporate Finance; Cost Accounting; Econometrics; Economic Development; Economic History; Financial Institutions & Markets; Financial Services; Fiscal Policy; Government & Non Profit Accounting; Industrial Organization; International Economics & Trade; International Finance; Macro Economics; Micro Economics; Rural Economics; Co-operation; Demography; Development Planning; Development Studies; Applied Economics; Development Economics; Business Economics; Monetary Policy; Public Policy Economics; Real Estate; Regional Economics; Political Science; Continuing Education; Labour Welfare; Philosophy; Psychology; Sociology; Tax Accounting; Advertising & Promotion Management; Management Information Systems (MIS); Business Law; Public Responsibility & Ethics; Communication; Direct Marketing; E-Commerce; Global Business; Health Care Administration; Labour Relations & Human Resource Management; Marketing Research; Marketing Theory & Applications; Non-Profit Organizations; Office Administration/Management; Operations Research/Statistics; Organizational Behavior & Theory; Organizational Development; Production/Operations; International Relations; Human Rights & Duties; Public Administration; Population Studies; Purchasing/Materials Management; Retailing; Sales/Selling; Services; Small Business Entrepreneurship; Strategic Management Policy; Technology/Innovation; Tourism & Hospitality; Transportation Distribution; Algorithms; Artificial Intelligence; Compilers & Translation; Computer Aided Design (CAD); Computer Aided Manufacturing; Computer Graphics; Computer Organization & Architecture; Database Structures & Systems; Discrete Structures; Internet; Management Information Systems; Modeling & Simulation; Neural Systems/Neural Networks; Numerical Analysis/Scientific Computing; Object Oriented Programming; Operating Systems; Programming Languages; Robotics; Symbolic & Formal Logic; Web Design and emerging paradigms in allied subjects.

Anybody can submit the **soft copy** of unpublished novel; original; empirical and high quality **research work/manuscript** **anytime** in **M.S. Word format** after preparing the same as per our **GUIDELINES FOR SUBMISSION**; at our email address i.e. [infoijrcm@gmail.com](mailto:infoijrcm@gmail.com) or online by clicking the link **online submission** as given on our website ([FOR ONLINE SUBMISSION, CLICK HERE](#)).

## GUIDELINES FOR SUBMISSION OF MANUSCRIPT

1. **COVERING LETTER FOR SUBMISSION:**

**DATED:** \_\_\_\_\_

**THE EDITOR**

IJRCM

**Subject:** SUBMISSION OF MANUSCRIPT IN THE AREA OF \_\_\_\_\_.

(e.g. Finance/Mkt./HRM/General Mgt./Engineering/Economics/Computer/IT/ Education/Psychology/Law/Math/other, please specify)

**DEAR SIR/MADAM**

Please find my submission of manuscript titled ‘ \_\_\_\_\_ ’ for likely publication in one of your journals.

I hereby affirm that the contents of this manuscript are original. Furthermore, it has neither been published anywhere in any language fully or partly, nor it is under review for publication elsewhere.

I affirm that all the co-authors of this manuscript have seen the submitted version of the manuscript and have agreed to inclusion of their names as co-authors.

Also, if my/our manuscript is accepted, I agree to comply with the formalities as given on the website of the journal. The Journal has discretion to publish our contribution in any of its journals.

**NAME OF CORRESPONDING AUTHOR** :  
 Designation/Post\* :  
 Institution/College/University with full address & Pin Code :  
 Residential address with Pin Code :  
 Mobile Number (s) with country ISD code :  
 Is WhatsApp or Viber active on your above noted Mobile Number (Yes/No) :  
 Landline Number (s) with country ISD code :  
 E-mail Address :  
 Alternate E-mail Address :  
 Nationality :

\* i.e. Alumnus (Male Alumni), Alumna (Female Alumni), Student, Research Scholar (M. Phil), Research Scholar (Ph. D.), JRF, Research Assistant, Assistant Lecturer, Lecturer, Senior Lecturer, Junior Assistant Professor, Assistant Professor, Senior Assistant Professor, Co-ordinator, Reader, Associate Professor, Professor, Head, Vice-Principal, Dy. Director, Principal, Director, Dean, President, Vice Chancellor, Industry Designation etc. **The qualification of author is not acceptable for the purpose.**

**NOTES:**

- a) The whole manuscript has to be in **ONE MS WORD FILE** only, which will start from the covering letter, inside the manuscript. **pdf. version is liable to be rejected without any consideration.**
  - b) The sender is required to mention the following in the **SUBJECT COLUMN of the mail:**  
**New Manuscript for Review in the area of** (e.g. Finance/Marketing/HRM/General Mgt./Engineering/Economics/Computer/IT/ Education/Psychology/Law/Math/other, please specify)
  - c) There is no need to give any text in the body of the mail, except the cases where the author wishes to give any **specific message** w.r.t. to the manuscript.
  - d) The total size of the file containing the manuscript is expected to be below **1000 KB.**
  - e) Only the **Abstract will not be considered for review** and the author is required to submit the **complete manuscript** in the first instance.
  - f) **The journal gives acknowledgement w.r.t. the receipt of every email within twenty-four hours** and in case of non-receipt of acknowledgment from the journal, w.r.t. the submission of the manuscript, within two days of its submission, the corresponding author is required to demand for the same by sending a separate mail to the journal.
  - g) The author (s) name or details should not appear anywhere on the body of the manuscript, except on the covering letter and the cover page of the manuscript, in the manner as mentioned in the guidelines.
2. **MANUSCRIPT TITLE:** The title of the paper should be typed in **bold letters, centered and fully capitalised.**
  3. **AUTHOR NAME (S) & AFFILIATIONS:** Author (s) **name, designation, affiliation (s), address, mobile/landline number (s), and email/alternate email address** should be given underneath the title.
  4. **ACKNOWLEDGMENTS:** Acknowledgements can be given to reviewers, guides, funding institutions, etc., if any.
  5. **ABSTRACT:** Abstract should be in **fully italic printing**, ranging between **150 to 300 words**. The abstract must be informative and elucidating the background, aims, methods, results & conclusion in a **SINGLE PARA. Abbreviations must be mentioned in full.**
  6. **KEYWORDS:** Abstract must be followed by a list of keywords, subject to the maximum of **five**. These should be arranged in alphabetic order separated by commas and full stop at the end. All words of the keywords, including the first one should be in small letters, except special words e.g. name of the Countries, abbreviations etc.
  7. **JEL CODE:** Provide the appropriate Journal of Economic Literature Classification System code (s). JEL codes are available at [www.aea-web.org/econlit/jelCodes.php](http://www.aea-web.org/econlit/jelCodes.php). However, mentioning of JEL Code is not mandatory.
  8. **MANUSCRIPT:** Manuscript must be in **BRITISH ENGLISH** prepared on a standard A4 size **PORTRAIT SETTING PAPER. It should be free from any errors i.e. grammatical, spelling or punctuation. It must be thoroughly edited at your end.**
  9. **HEADINGS:** All the headings must be bold-faced, aligned left and fully capitalised. Leave a blank line before each heading.
  10. **SUB-HEADINGS:** All the sub-headings must be bold-faced, aligned left and fully capitalised.
  11. **MAIN TEXT:**

**THE MAIN TEXT SHOULD FOLLOW THE FOLLOWING SEQUENCE:****INTRODUCTION****REVIEW OF LITERATURE****NEED/IMPORTANCE OF THE STUDY****STATEMENT OF THE PROBLEM****OBJECTIVES****HYPOTHESIS (ES)****RESEARCH METHODOLOGY****RESULTS & DISCUSSION****FINDINGS****RECOMMENDATIONS/SUGGESTIONS****CONCLUSIONS****LIMITATIONS****SCOPE FOR FURTHER RESEARCH****REFERENCES****APPENDIX/ANNEXURE****The manuscript should preferably be in 2000 to 5000 WORDS, But the limits can vary depending on the nature of the manuscript.**

12. **FIGURES & TABLES:** These should be simple, crystal **CLEAR, centered, separately numbered** & self-explained, and the **titles must be above the table/figure. Sources of data should be mentioned below the table/figure. It should be ensured that the tables/figures are referred to from the main text.**
13. **EQUATIONS/FORMULAE:** These should be consecutively numbered in parenthesis, left aligned with equation/formulae number placed at the right. The equation editor provided with standard versions of Microsoft Word may be utilised. If any other equation editor is utilised, author must confirm that these equations may be viewed and edited in versions of Microsoft Office that does not have the editor.
14. **ACRONYMS:** These should not be used in the abstract. The use of acronyms is elsewhere is acceptable. Acronyms should be defined on its first use in each section e.g. Reserve Bank of India (RBI). Acronyms should be redefined on first use in subsequent sections.
15. **REFERENCES:** The list of all references should be alphabetically arranged. **The author (s) should mention only the actually utilised references in the preparation of manuscript** and they may follow Harvard Style of Referencing. **Also check to ensure that everything that you are including in the reference section is duly cited in the paper.** The author (s) are supposed to follow the references as per the following:
- All works cited in the text (including sources for tables and figures) should be listed alphabetically.
  - Use (ed.) for one editor, and (ed.s) for multiple editors.
  - When listing two or more works by one author, use --- (20xx), such as after Kohl (1997), use --- (2001), etc., in chronologically ascending order.
  - Indicate (opening and closing) page numbers for articles in journals and for chapters in books.
  - The title of books and journals should be in italic printing. Double quotation marks are used for titles of journal articles, book chapters, dissertations, reports, working papers, unpublished material, etc.
  - For titles in a language other than English, provide an English translation in parenthesis.
  - **Headers, footers, endnotes and footnotes should not be used in the document.** However, **you can mention short notes to elucidate some specific point**, which may be placed in number orders before the references.

**PLEASE USE THE FOLLOWING FOR STYLE AND PUNCTUATION IN REFERENCES:**

**BOOKS**

- Bowersox, Donald J., Closs, David J., (1996), "Logistical Management." Tata McGraw, Hill, New Delhi.
- Hunker, H.L. and A.J. Wright (1963), "Factors of Industrial Location in Ohio" Ohio State University, Nigeria.

**CONTRIBUTIONS TO BOOKS**

- Sharma T., Kwatra, G. (2008) Effectiveness of Social Advertising: A Study of Selected Campaigns, Corporate Social Responsibility, Edited by David Crowther & Nicholas Capaldi, Ashgate Research Companion to Corporate Social Responsibility, Chapter 15, pp 287-303.

**JOURNAL AND OTHER ARTICLES**

- Schemenner, R.W., Huber, J.C. and Cook, R.L. (1987), "Geographic Differences and the Location of New Manufacturing Facilities," Journal of Urban Economics, Vol. 21, No. 1, pp. 83-104.

**CONFERENCE PAPERS**

- Garg, Sambhav (2011): "Business Ethics" Paper presented at the Annual International Conference for the All India Management Association, New Delhi, India, 19–23

**UNPUBLISHED DISSERTATIONS**

- Kumar S. (2011): "Customer Value: A Comparative Study of Rural and Urban Customers," Thesis, Kurukshetra University, Kurukshetra.

**ONLINE RESOURCES**

- Always indicate the date that the source was accessed, as online resources are frequently updated or removed.

**WEBSITES**

- Garg, Bhavet (2011): Towards a New Gas Policy, Political Weekly, Viewed on January 01, 2012 <http://epw.in/user/viewabstract.jsp>



**IMPACT OF COUNTRY OF PRODUCTION ON CONSUMER BUYING DECISION: ELECTRONICS GOODS**

**SHOURYA SHAW**  
**STUDENT**  
**CHRIST UNIVERSITY**  
**BGR CAMPUS**  
**BANGALORE**

**AKSHAY SURANA**  
**STUDENT**  
**CHRIST UNIVERSITY**  
**BGR CAMPUS**  
**BANGALORE**

**SWAPNIL GARG**  
**STUDENT**  
**CHRIST UNIVERSITY**  
**BGR CAMPUS**  
**BANGALORE**

**HEMANT SABOO**  
**STUDENT**  
**CHRIST UNIVERSITY**  
**BGR CAMPUS**  
**BANGALORE**

**ABSTRACT**

*This paper summarises the theoretical and descriptive research on how the country of production has an impact on the buying decision of the people in respect to electronic industry of India. A wide array of approaches has been used to study the actual impact. The questionnaire method or rather the survey method has been used to collect the sample data from consumers to study the actual impact. The tools of SPSS has been used and applied to give us results, which have been further analysed and interpreted to come to a proper conclusion. Thus, the evidence suggests that in certain cases where male gender is involved country of production of the product has played a significant role in determining their buying behaviour. On the contrary in case where females are involved in the buying decision country of production hardly plays any significant role.*

**KEYWORDS**

country of production, consumers buying behaviour, brand image, label information.

**JEL CODE**

M11

**INTRODUCTION**

In the recent years we have seen how the electronics industry of India has drastically grown to become one of the biggest industry of the country. India has always been a key production player of various electrical goods among giants like China and Japan. Production is a systematic process which begins from procuring of raw materials till the manufacturing of the end product (final product). Thus it follows a series of steps which one needs to follow to utilise its resources efficiently. The electronics industry of India roughly contributes around 20-25% towards the Indian GDP thus making it one of the most prominent industry of India. It has also been forecasted that the electronics industry will grow and contribute over \$1 trillion in the upcoming 5-7 years. Thus the country of production also plays a significant role in determining the buying decision of consumers till some extent. For e.g. a person may not prefer lights made in China but rather prefer lights that are made in India. Thus from this small example we see that Country of Production/ Country of Origin of the product plays a role in the buying behaviour of the consumer.

Imports of electronics have highly increased over the years with new and newer technology being developed every next moment. We see how technology has grown over the years and with the growth of technology came in new and innovative electronic products which can do wonders. Currently we import most of our electronics from China in fact most of the electronic products are either made or assembled in China. The prime reason for this is nothing but the availability of extremely cheap labour in China. Though India also has various large giants of electronic products like Surya, Micromax, etc.

**OBJECTIVES OF THE STUDY**

1. To study the buying behaviour of consumers
2. To find the amount of impact 'Producing Country' has on buying decisions
3. To analyse and make report regarding whether one should outsource their electronic product manufacturing or do it in house

**REVIEW OF LITERATURE**

(DavideCastellani, 2004) DavideCastellani and AntonelloZanfei in their article titled "Choosing international linkage strategies in the electronics industry: the role of multinational experience" examines about the different aspects of multinational experience influence the decision of strategies or planning based on international linkage. Various aspects such as efficiency and cost were taken into consideration by the authors to conduct the tests to select a viable option in terms of

joint ventures and alliances in electronic industry. The study showed that the country specific experience shows positive impact and hence increasing the profitability, whereas strategic alliances have a positive impact due the heterogeneity among the various factors.

**(Naveen Amblee, 2011)** Naveen Amblee and Tung Bui in their study titled "Harnessing the Influence of Social Proof in Online Shopping: The Effect of Electronic Word of Mouth on Sales of Digital Microproducts" talks about the gaining importance of e-commerce and various technologies in today's market. These technologies help in spreading eMOW (electronic word of mouth) among a community of likeminded people who share common interest and taste. The author used amazon shorts e-book as a market to conduct their study. The study suggested that eMOW is a major factor which is involved in a buying decision or behavior of the consumers since they are the primary source of information on which the consumer reacts and creates a reputation of a particular product.

**(Terpstra)** C. Min Han and Vern Terpstra in their study titled "COUNTRY-OF-ORIGINEFFECTS FOR UNI-NATIONAL AND BI-NATIONAL PRODUCTS" examines that if there is any effect of factors such as country of origin and the name of the brand for the process of customer evaluation of various products, whether uni-national or bi-national. The study was done by using the primary data involving interviews taken by the authors within a regional quota sample. The study found that the country of origin holds a special attribute when it comes to product evaluation by the customers.

**(Martin S. Roth, 1992)** Martin S. Roth and Jean B. Romeo in their journal titled "Matching Product Category and Country Image Perceptions: A Framework for Managing Country-of-Origin Effects" examines the perception of consumers towards products manufactured in a particular country. The study also take into consideration of the product category and tries to create a suitable framework which helps them in finding result using both the factors while coming to a specific conclusion. The author used data from the customers in Mexico, Ireland and United States and reveals that product-country match is a vital factor for the customer decision.

**(Sung-Tai Hong, 1989)** Sung-Tai Hong and Robert S. Wyer Jr in their study titled "Effects of Country-of-Origin and Product-Attribute Information on Product Evaluation: An Information Processing Perspective" raised concerns about the underlying impact of country of origin and special information for the product selection by the customers. The study showed that the country of origin had a direct impact or influence on the product selection; also it stimulates the individuals to examine the other vital product attribute. Thus it is evident from the study that the use of factors such as country of origin acts as a basis of judgment and influence the decision of a customer.

**(Todd, 2015)** Sirkka L. Jarvenpaa & Peter A. Todd in their study titled "Consumer Reactions to Electronic Shopping on the World Wide Web" examines the impact of World Wide Web on the shopping behavior of consumers. The study involves reports on factors that are necessary for the selection of any product in the electronic shopping malls. The study was done by the author using an open ended survey with a sample size of 220 customers in relation to various aspects such as shopping experience, product perceptions, perceived risks which are vital factors for any shopper. The result of the study suggested that the factors which were discussed earlier have a significant impact on the buying behavior of consumers and therefore every retailer and producer should keep them in mind while making a decision.

**(NES, 1982)** WARREN J. BILKE and ERIK NES in their study titled "COUNTRY-OF-ORIGIN EFFECTS ON PRODUCT EVALUATIONS" reviews various works which talks about the impact of the country of production on the mind of any potential buyers of a particular product. This issue is a significant topic for the various countries which are developing in nature and have limited resources for the production of various products and are seeking to increase their export and are identifying various potential markets in different countries. The authors used primary data as a source of study involving survey from a limited sample size. The study revealed that country of production indeed act as a vital factor for creating a biasness in the mind of the buyer but however the impact can be compensated with the help of additional expenditure or lowering prices.

## RESEARCH METHODOLOGY

The primary method used in this study is descriptive research. The data of this study was based on primary data, which is collected through questionnaires. Similarly secondary data is also been used to obtain a little help through different books and journals. The method of research used is survey method for collecting information related to the demographic and behavioral dependent and independent variables of the respondents. The sample size was of 100 people among which only 49 replied who had knowledge about label information and country of production from Bangalore. The survey was conducted over mail. The demographic factors such as income, age, and gender were studied. The research also included other descriptive information such as how country of production impacts a consumers buying decisions with respect to electronic goods. The analysis was done on the basis of quantitative research approach. The SPSS software was being used to examine the impacts of country of production on consumers' buying decision in, Bangalore. The data is collected in this research with the help of survey and questionnaire techniques is used the researcher for the collection of data. All the questions are close ended. The questionnaire was made less than five points Likert scale. The data is analyzed with the help of SPSS and different techniques are used to interpret the data.

## POPULATION AND SAMPLE SIZE

The population comprises of the consumers of Electronics products. The data is collected from a sample size of 49 consumers in order to find out the impact of Country of production on consumers buying decision in respect to electronic products.

## INSTRUMENT

A questionnaire consisting of a line of questions and other options was circulated for the purpose of data collection. A questionnaire of 12 questions were 3 were demographic and rest 9 were related to research were used based on Likert Scale where 5 options were given measuring the degree of affirmation and agreement.

## HYPOTHESES

H1: There is a relationship between country of production and Consumer buying decision.

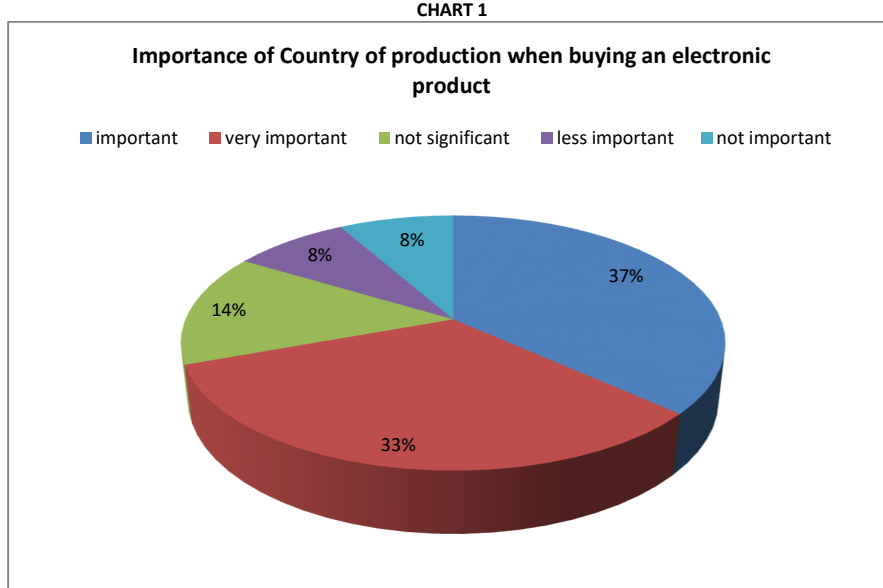
H0: There is a no relationship between country of production and Consumer buying decision.

## LIMITATIONS OF THE STUDY

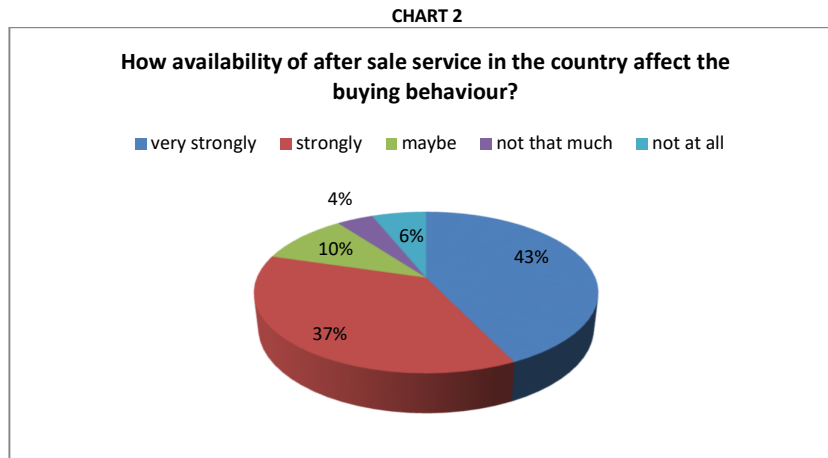
- Due to the short time limit, this research was conducted only on a small size of population
- The students' overloaded work, to some extent, might affect the result because they were required to take part in many studies at the same time
- The respondents might not be motivated to reply accurately to the questionnaire.
- The assessment of the pretest and post test was conducted by the author herself, it is unavoidable that in this study, certain degree of subjectivity can be found.
- The study is limited to Bangalore and as such it may not be possible to generalize the findings of the entire population of the country

## FINDINGS

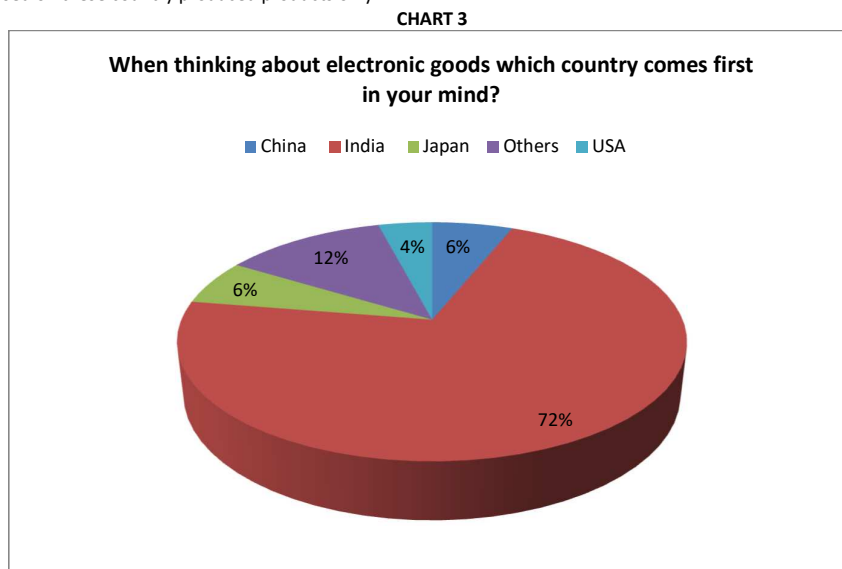
Out of many questions put forward, the importance of Country of production was also determined to which 37% people responded with important and 33% responded as very important. Very few, a total of 16% termed it as non-important and hence the majority agreed with the importance of country of production and its value.



Also majority of people preferred to buy goods for which the after sales service was available in the host country of the customer. This was irrespective of the country of production. Generally a product manufactured In India is more capable to provide end to end after sales service In India.



Another important finding was that the country's image matter a lot while deciding where to buy the electronics from. A lot of people prefer Japan and Korea for their new technology Adaptation, whereas majority of the respondents prefer India due to convenience, lower rates and better access to parts and spares. People then make their decision based on these country produced products only.



**DATA ANALYSIS**

**RELIABILITY**

Scale: ALL VARIABLES

**TABLE 1: CASE PROCESSING SUMMARY**

		N	%
Cases	Valid	49	81.7
	Excluded <sup>a</sup>	11	18.3
	Total	60	100.0

a. Listwise deletion based on all variables in the procedure.

**TABLE 2: RELIABILITY STATISTICS**

Cronbach's Alpha	N of Items
.767	9

The reliability test shows Cronbach's alpha of .767 which indicates a high level of internal consistency for the scale with this specific sample.

One way ANNOVA

In respect to income

**TABLE 3: ANOVA**

		Sum of Squares	df	Mean Square	F	Sig.
Chancesofswitchingbrands	Between Groups	4.794	4	1.198	.813	.524
	Within Groups	64.839	44	1.474		
	Total	69.633	48			
Considerationoflabelinformation	Between Groups	3.575	4	.894	.677	.611
	Within Groups	58.058	44	1.320		
	Total	61.633	48			
ImportanceofCOOwhilebuying	Between Groups	.689	4	.172	.119	.975
	Within Groups	63.434	44	1.442		
	Total	64.122	48			
Topcountriesforelectronicgoods	Between Groups	5.055	4	1.264	1.167	.338
	Within Groups	47.639	44	1.083		
	Total	52.694	48			
Indianmanufacturerscapability	Between Groups	7.423	4	1.856	.965	.436
	Within Groups	84.577	44	1.922		
	Total	92.000	48			
EfficiencyofindiaianElectronics	Between Groups	1.305	4	.326	.307	.872
	Within Groups	46.695	44	1.061		
	Total	48.000	48			
Highpricevscountryimage	Between Groups	2.542	4	.635	1.533	.209
	Within Groups	18.234	44	.414		
	Total	20.776	48			
availabilityofaftersaleservice	Between Groups	11.217	4	2.804	2.065	.102
	Within Groups	59.762	44	1.358		
	Total	70.980	48			

This is the table that shows the output of the ANOVA analysis and whether there is a statistically significant difference between our group means. We can see that the significance value of all the factors is well above 0.05. And, therefore, there isn't any statistically significant difference in the mean length of time to complete the spreadsheet problem between the different courses taken.

**CONCLUSION**

On the basis of the above studies and tests it is evident that the country of production of any product does play a vital role in the mind of any buyer or potential buyer while selecting a product. This reveals that certain countries are able to build that goodwill and faith among the common customers when it comes to electronic products. However, apart from the country of production various other factors such as availability of after sale service, price of the product, brand image does influence the biasness of a customer but are very less significant when compared to the country of production. Therefore, it can be concluded that majority of people with certain class of knowledge and income have a certain amount of dependency on the country of production.

**REFERENCES**

1. Davide Castellani, A. Z. (2004, April). Choosing international linkage strategies in the electronics industry: the role of multinational experience. *Journal of Economic Behavior & Organization*, 447-475.
2. Martin S. Roth, J. B. (1992). Matching Product Category and Country Image Perceptions: A Framework for Managing Country-of-Origin Effects. *Journal of International Business Studies*, 477-497.
3. Naveen Amblee, T. B. (2011). Harnessing the Influence of Social Proof in Online Shopping: The Effect of Electronic Word of Mouth on Sales of Digital Micro-products. *International Journal of Electronic Commerce*.
4. NES, W. B. (1982). COUNTRY-OF-ORIGIN EFFECTS ON PRODUCT EVALUATIONS. *Journal of International Business Studies*.
5. Sung-Tai Hong, R. S. (1989). Effects of Country-of-Origin and Product-Attribute Information on Product Evaluation: An Information Processing Perspective. *Journal of Consumer Research*, 175-187.
6. Terpstra, C. M. (n.d.). Country-of-Origin effects for Uni-National and Binational Product. University of Michigan.
7. Todd, S. L. (2015). Consumer Reactions to Electronic Shopping on the World Wide Web. *International Journal of Electronic Commerce*, 59-88.

## REQUEST FOR FEEDBACK

**Dear Readers**

At the very outset, International Journal of Research in Computer Application & Management (IJRCM) acknowledges & appreciates your efforts in showing interest in our present issue under your kind perusal.

I would like to request you to supply your critical comments and suggestions about the material published in this issue, as well as on the journal as a whole, on our e-mail [infoijrcm@gmail.com](mailto:infoijrcm@gmail.com) for further improvements in the interest of research.

If you have any queries, please feel free to contact us on our e-mail [infoijrcm@gmail.com](mailto:infoijrcm@gmail.com).

I am sure that your feedback and deliberations would make future issues better – a result of our joint effort.

Looking forward to an appropriate consideration.

With sincere regards

Thanking you profoundly

**Academically yours**

Sd/-

**Co-ordinator**

## DISCLAIMER

The information and opinions presented in the Journal reflect the views of the authors and not of the Journal or its Editorial Board or the Publishers/Editors. Publication does not constitute endorsement by the journal. Neither the Journal nor its publishers/Editors/Editorial Board nor anyone else involved in creating, producing or delivering the journal or the materials contained therein, assumes any liability or responsibility for the accuracy, completeness, or usefulness of any information provided in the journal, nor shall they be liable for any direct, indirect, incidental, special, consequential or punitive damages arising out of the use of information/material contained in the journal. The journal, neither its publishers/Editors/ Editorial Board, nor any other party involved in the preparation of material contained in the journal represents or warrants that the information contained herein is in every respect accurate or complete, and they are not responsible for any errors or omissions or for the results obtained from the use of such material. Readers are encouraged to confirm the information contained herein with other sources. The responsibility of the contents and the opinions expressed in this journal are exclusively of the author (s) concerned.

## ABOUT THE JOURNAL

In this age of Commerce, Economics, Computer, I.T. & Management and cut throat competition, a group of intellectuals felt the need to have some platform, where young and budding managers and academicians could express their views and discuss the problems among their peers. This journal was conceived with this noble intention in view. This journal has been introduced to give an opportunity for expressing refined and innovative ideas in this field. It is our humble endeavour to provide a springboard to the upcoming specialists and give a chance to know about the latest in the sphere of research and knowledge. We have taken a small step and we hope that with the active co-operation of like-minded scholars, we shall be able to serve the society with our humble efforts.

### *Our Other Journals*

