



INTERNATIONAL JOURNAL OF RESEARCH IN COMMERCE, IT AND MANAGEMENT

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FACTORS RELATED TO THE PERFORMANCE OF LOW COST ELECTRONIC PRODUCTS IN BANGLADESH

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ABSTRACT

Electronic product is an essential product used by all types of people all over the world. There are different brands of electronic product available in Bangladesh. As choice vary person to person so many people chose non brand product also. There is a huge demand for electronic product in our country. As a result branded product and non branded product both is available in the market of Bangladesh. But performance of the products is not same. Low cost electronic product mostly available in the market of Bangladesh. The high performance results from the use of advanced materials and process techniques which typically increases the technology cost. Performance of low cost electronic product depends on some related factors. Specific hypotheses were developed, information from the consumers who used low cost electronic products were collected through structured questionnaire, data was analyzed through statistical tools and finally conclusions were drawn about the factors that Related to the Performance of Low Cost Electronic Products in Bangladesh. These findings will be helpful in understanding various aspects of consumers view point about Factors Related to the Performance of Low Cost Electronic Products in Bangladesh which can be further improved.

KEYWORDS

Low Cost Electronic Product, Performance, Durability, Country of Origin, Cost.

INTRODUCTION

Large segments of the population in developing countries are facing difficulties to lead their daily life. Income level of the people of Bangladesh is not high compare to the developed countries. Electronic product is an essential product used by all types of people all over the world. There are different brands of electronic product available in Bangladesh. As choice vary person to person so many people chose non brand product also. There is a huge demand for electronic product in our country. As a result branded product and non branded product both is available in the market of Bangladesh. Generally people of middle income group and high income group of Bangladesh chose branded product. On the other hand, low income group people of Bangladesh chose non branded product. This thing is true also for electronic product. Naturally non branded product requires low cost. So optimal performance derived low cost electronic products depend on many related factors.

BACKGROUND OF THE STUDY

Performance varies from electronic product to product. The high performance results from the use of advanced materials and process techniques which typically increases the technology cost. But whenever it is all about low cost electronic product performance may change for different relevant factors. Country of origin of the product ensures the quality of the product which differ the product from another product. For an example if an electronic product manufactures in Bangladesh and another same product manufactures in Japan then quality of the same products will not same. Definitely product manufacturing from Japan will be most accepted than Bangladeshi product which will ensure quality product. So country of origin is a major concerning issue. Durability is also another major factor on which performance depends. Durability is the ability to endure. If the electronic product is durable then it will provide optimal performance and if the product is not durable then it will indicate low performance of the product. If the product will run for the long run then it will be considered as a durable product. So durability should be taken into consideration when performance of the product will be measured for any product as well for electronic product. Frequency of use also is an important factor which highly related with performance. As electronic product is so much sensitive so that when frequency of use of the product is high then performance of the product will decline in the overall life cycle and it is highly true for low cost electronic product. In which purpose the product will be used on which frequency of use depends.

After sales service is another concerning issue on which performance depend. If the service provider is accountable for repairing the product then performance will high of the product. Availability of the product parts is also included here. If the product parts are not available, then the product will not perform longer circumstances. Cost should also taken into consideration as high cost product ensures better performance. In Bangladesh low cost electronic product is available so that compare to price ad feature if the product will run the expected time period then performance should be considered as high. But other related factors has also influence over performance of low cost electronic product in Bangladesh.

LITERATURE REVIEW

Due to global turbulence, this competitive business environment is putting pressure on all industries, particularly those in the high technology manufacturing industry, with their fast moving nature and need to constantly improve their performance. Firms continuously have to cope with changing markets that are unpredictable and diversified, increasing competition and ever changing customer needs (Sharp, Irani and Desai, 1999). To keep the performance in a consistent label, different branded products are being renovated considering cost factors. Performance measurement for a product especially for electronic products and its criteria has been subjectively and variously defined. Performance measurement is the process of quantifying the efficiency and effectiveness of action. Efficiency is a measure of how economically the firm's resources are utilized when providing a given level of customer satisfaction, while effectiveness refers to the extent to which customer requirements are met (Neely, Gregory, M., Platts, 1995). (Dumond 1994) added that performance measurement involves the development of goals and related performance measures and the provision of feedback. Rather differently, (Carrol, Stephan and Schneier 1982) have proposed a more elaborate definition. They claimed that performance measurement is an identification of measurement factors or criteria against which to evaluate performance, the measurement of performance against such criteria, review of performance levels attained by individuals and development of subsequent performance. In addition, they seem to suggest that performance measurement is an ongoing process, involving several steps.

Electronics product has a highly potential sector for Bangladesh as the mental abstraction need to understand the inner unseen working of electronic products and somehow the people of Bangladesh are very good on it. Bangladeshi people have a strong mental ability to visualize the actions of unseen abstract designs as demanded by Electronics. In other words, our people have a natural ability for electronics which gives it a strong advantage over many nations. There are different factors related to be considered for the performance of low cost electronic product in Bangladesh. Performance can be measured on different observations like cost, after sales service, durability of the product, country of origin of the product, frequency of use and so on. These are the general factors related with performance of low cost electronic products.

Country of origin gives a way to differentiate the product from the competitors. Research shows (Josiassen and Harzing, 2008) that the country of origin has an impact on the willingness to buy a product, and studies (Shimp and Sharma, 1987) have shown that consumers may tend to have a relative preference to products from their own country or may tend to have a relative preference for or aversion to certain products that originate from certain countries. Consumers tend to utilize the country of origin more when they are less involved and less familiar (Josiassen et al. 2008). Consumers further tend to use country of origin

more as a decision tool when they consider luxury products (Piron 2000). When shipping products from one country to another, the products may have to be marked with country of origin, and the country of origin will generally be required to be indicated in the export/import documents and governmental submissions. Country of origin will affect its admissibility, the rate of duty, its entitlement to special duty or trade preference programs, antidumping, and government procurement. Today, many products are an outcome of a large number of parts and pieces that come from many different countries, and that may then be assembled together in a third country. In these cases, it's hard to know exactly what the country of origin is, and different rules apply as to how to determine their correct country of origin. Electronic products when consumer purchases it are very obvious to come into the mind country of origin effect. Consumers buy products not only because they perform well or are produced by a well known corporation, but also based on the country of origin.

After-sales service represents a significant opportunity for most manufacturers as well for low cost electronic products. Profit margins for service operations can be substantially higher than those for core manufacturing activities. And providing exceptional after-sales service creates substantial opportunities for cross-selling, brand-building, and solidifying customer loyalty. Quality, price, and service are three factors are critical to the success of any export sales effort. Quality and price are addressed in earlier chapters. Service, which is addressed here, should be an integral part of any company's export strategy from the start. Properly handled, service can be a foundation for growth. Ignored or left to chance, it can cause an export effort to fail. By nature electronic products are troubleshooting. If the service providers have the commitment to provide after sales service then it can be assumed that performance of products if declines then probable solutions will be found easily. Reliability of the performance is being assured by after sales service from the service providers. The service experience can be a positive and reinforcing sales and service encounter. Each service contact is an opportunity to educate the customer and expand the future sales opportunities. So after sales service has an impact on overall performance of electronic products.

Durability is a property of equip able items that determines how much damage they can take before being destroyed. Durability damage is not the same as normal damage. Life cycle of electronics products have some uncertainty. So people always think about the durability of electronic products. User experience of same products acts as plus factor, where future buyers get the assurance regarding performance. When it is being guaranteed that products are durable then it is assumed that performance of products dictated no issue that can be taken care as a problem.

Cost associated with low cost electronic product also taken into consideration because due to cost variability performance may differ. In business, retail, and accounting, a cost is the value of money that has been used up to produce something, and hence is not available for use anymore. In Economics, a cost is an alternative that is given up as a result of a decision. In business, the cost may be one of acquisition, in which case the amount of money expended to acquire it is counted as cost. In this case, money is the input that is gone in order to acquire the thing. This acquisition cost may be the sum of the cost of production as incurred by the original producer, and further costs of transaction as incurred by the acquirer over and above the price paid to the producer. Usually, the price also includes a mark-up for profit over the cost of production. Cost is an important factor related with performance since product associated with high cost performs better. In case of low cost electronic products, it is being always tried to minimize the associated cost to increase the profit margin.

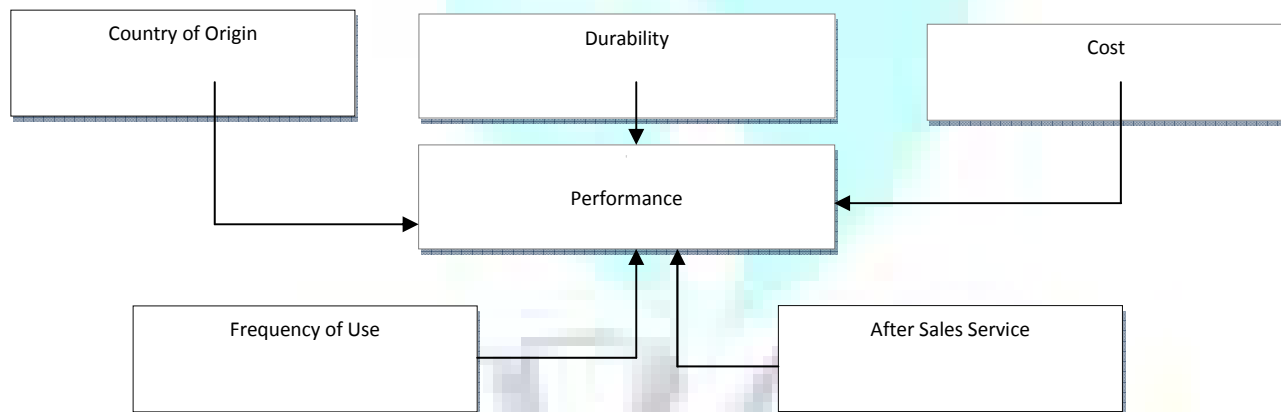
The frequency of use for electronic products also a considerable factor related with performance. Electronics products are frequently used products by consumers. It is common phenomenon in the mind of consumers that, for low cost electronic products if frequency of use becomes high then there is a high possibility of lowering down the performance. So performance of low cost electronic products also depends on frequency of using of the product.

In Bangladesh, low cost electronic product has different threats and obstacles. There are lot of products cheaper and better looking, not necessarily of better quality. Apart from that, unfavorable government policies already exist against local products. So performance of low cost electronic products associated with different evolving factors.

CONCEPTUAL FRAMEWORK

The conceptual framework has been developed which is one of the relative construct of this study.

FIGURE-1: A CONCEPTUAL MODEL OF FACTORS RELATED TO THE PERFORMANCE OF LOW COST ELECTRONIC PRODUCTS



HYPOTHESIS DEVELOPMENT

Based on the Research Question, the following hypotheses have been developed-

H₁: Country of origin ensures better performance for low cost electronic product.

H₂: Durability influences the performance of low cost electronic product.

H₃: Frequency of use has an influence over the performance of low cost electronic product.

H₄: After sales service positively influences the performance of low cost electronic product.

H₅: Cost has an impact over the performance of low cost electronic product.

METHODOLOGY

QUESTIONNAIRE DESIGN

A 24 question questionnaire was developed based on the identified independent variable. The model included questions covering country of origin, after sales service, cost, durability and frequency of use. A Likert scale was used to question the respondents on the five point scale. The respondents were asked to rate on the scale between Strongly Agree and Strongly Disagree. The questionnaire was pre-tested in order to maintain proper wording, length and sequencing of the questions.

SAMPLING

The data were collected from the users of low cost electronic products, Bangladesh. To select the sample, non-probabilistic sampling method i.e. convenient sampling was used. A sample size of 100 students was used to conduct the research. A total of 24 items were constructed to get the data on five variables where four were independent and the remaining was dependent.

RELIABILITY

Reliability and internal consistency of the multi item scales for each of the constructs were measured using Cronbach Coefficient Alpha. The minimally acceptable reliability for primary research should be in the range of point five to point six. (Nunnally, 1967) Based on the assessment a total of 22 items measuring the constructs were finally retained for final use. Coefficient alpha values were computed for each construct separately which ranged from point 0.522 to 0.693.

TABLE 1: RELIABILITY ANALYSIS

Dimension	Number of Items	Alpha Values
Country of Origin (independent)	4	0.596
Durability (independent)	4	0.542
Frequency of Use (independent)	4	0.530
After Sales Service (independent)	4	0.522
Cost (independent)	4	0.693
Performance (dependent)	4	0.618

Source: Survey Data

DATA ANALYSIS & FINDINGS

Once the reliability analysis was done, all the items from independent variable was included that ultimately improved the alpha value. Then, calculation of the mean value of dependent variables and independent variables was completed. Finally, analysis was completed through regression analysis.

TABLE 2: RESPONDENTS' DEMOGRAPHIC PROFILE

Gender	%	Age	%	Profession	%	Product Using	%
Male	42.0	16-25 years	23.0	Service Holder	34.0	Television	11.0
Female	58.0	26-35 years	32.0	Student	29.0	Computer	33.0
		36-45 years	28.0	Businessman	22.0	Mobile	21.0
		> 45 years	17.0	Self-employed	12.0	Refrigerator	14.0
				Others	3.0	Washing Machine	8.0
						Air Conditioner	9.0
						Others (Microwave Oven, Camera etc)	4.0
Total	100.0	Total	100.0	Total	100.0	Total	100.0

Source: Survey Data

HYPOTHESIS TESTING

In this section hypothesis based on the five factors that influence the performance of low cost electronic products are being analyzed.

TABLE 3: HYPOTHESIS TESTING

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.225	.200		1.126	.263
	CountryofOrigin	-.411	.101	-.421	-4.065	.000
	Durability	.407	.082	.397	4.935	.000
	FrequencyofUse	.651	.103	.619	6.339	.000
	AfterSalesService	-.015	.088	-.014	-.168	.867
	Cost	.308	.086	.340	3.599	.001
Dependent Variable: Performance						

Source: Survey Data

First hypothesis was H₁, Country of origin ensures better performance for low cost electronic product. The observed table shows that country of origin has a negative influence on the performance but it is very low and it is not statistically significant. We can see that P value (.000) is smaller than alpha value (.05) so H₁ is accepted. Second hypothesis was H₂, Durability influences the performance of low cost electronic product. The observed table shows that durability has a positive influence on the performance and it is statistically significant. We can see that P value (.000) is smaller than alpha value (.05) so H₂ is accepted. Third hypothesis was H₃, Frequency of use has an influence over the performance of low cost electronic product. The observed table shows that frequency of use has a positive influence on the performance and it is statistically significant. We can see that P value (.000) is smaller than alpha value (.05) so H₃ is accepted. Fourth hypothesis was H₄, after sales service positively influences the performance of low cost electronic product. The observed table shows that after sales service of use has a negative influence on the performance but it is very low and it is not statistically significant. We can see that P value (.867) is greater than alpha value (.05) so H₄ is rejected. Last hypothesis was H₅, Cost has an impact over the performance of low cost electronic product. The observed table shows that cost has a positive influence on the performance and it is statistically significant. We can see that P value (.001) is smaller than alpha value (.05) so H₅ is accepted.

REGRESSION ANALYSIS

TABLE 4: REGRESSION ANALYSIS

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.939 ^a	.883	.876	.20049	.883	141.206	5	94	.000

a. Predictors: (Constant), Cost, FrequencyofUse, AfterSalesService, Durability, CountryofOrigin

Source: Survey Data

From the regression analysis, the Value of R Square is 0.883. That means, independent variable (Cost, Frequency of Use, After Sales Service, Durability, Country of Origin) has 88.3% impact over the dependent variable (Performance of low cost electronic product). In other words, the dependent variable (Performance of low cost electronic product) can be influenced 88.3% by the independent variable (Cost, Frequency of Use, After Sales Service, Durability, country of Origin). In this study of regression model analysis of the factors related on the performance of low cost electronic product tried to find out the factors which affect the performance of low cost electronic product. The 5 factors were Cost, Frequency of Use, After Sales Service, Durability, country of Origin by conducting a Regression analysis. The result indicated that four out of five factors (Cost, Frequency of Use, Durability, country of Origin) have direct positive and significant

influence on performance of low cost electronic product. Only after sales service did not have any significant influence on performance of low cost electronic products. Perhaps Consumer may give less attention to after sales service in order to get the optimum performance from low cost electronic product.

LIMITATION

The study has some limitation also. Firstly, the study used convenient sample more specifically the students of Dhaka city and many arguments in favor and against the convenience sampling method. Several authors have enumerated the dangerous of using student samples in research (Beltramini1983; Oakes 1972). R^2 (.883), is comparatively high but some other factors can also influence the performance of low cost electronic product. Further study should include other factors except those considered here. Also after sales service is rejected here so further research should focus into after sales service.

CONCLUSION & RECOMMENDATION

Market of low cost electronic product in Bangladesh is very much competitive. People chose low cost electronic product for their inconvenience and they expect high performance from these low cost electronic product. Sometimes they get optimum performance from these low cost electronic products and sometimes they do not get any extra advantage form this low cost product. It depends on many factors. But if the market is provided a large scale of investment then performance of the low cost electronic product will rise and people of the Bangladesh will be happier to use the low cost electronic product.

Since the Hypotheses of after sales service has rejected so more focus should put on this sector. Customers of Bangladesh are not conscious about consumer rights and obligations. It should be developed as a result seller of the electronic product will more accountable for performance and after sales service. They should show their sincere interest in solving the problems of the customers. Their focus should be on providing the service accurately at the first time. Performance checkup program for the product may be introduced as the customer will able to up-to-date about the performance of the product. The suggested key recommendations in this study are continuous investment and regular after sales service can increase the performance of low cost electronic product.

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