Customers’ perceptions of the use of Internet in the marketing communication: A case study of a retail laptop company

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ABSTRACT

The rapid growth of the Internet has provided tremendous opportunities for laptop companies to offer quality of customer service. The prime drivers and motivations for offering such customer service through the web are to reduce service costs and to provide efficient and effective service to customers. In the business of laptop RANGS electronics Limited (REL) is a new company which aims to achieve business excellence through quality product by satisfying customer expectations. But what are the marketing media essential for building a successful customer service operation in REL business? This paper addresses this specific issue by isolating the essential elements from the available literature, and assessing them individually from interviews to obtain better insights and understanding. The respondents were Swedish, Chinese and Bangladeshi students studying in Orebro and Karlstad University. In order to find a suitable media for the REL marketing of laptop, the data gathered was analyzed and compared groups of concepts related to the purpose and the research question. The result suggests that online service delivery has greater charm to customers for its low or limited levels of complexity. The three important concepts to establish the service into customers mind are developing speedy service, increasing customer affiliation through networking and engaging customer into product marketing. This could help REL to design and develop robust foundations on which to build successful customer service operations. The foundations between the service and e-business were sometimes confusing. This paper clarifies some of these opacities.

Keywords: Consumer Perception, sale representative, virtual marketing, social marketing tool and marketing communication.
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CHAPTER 1: INTRODUCTION

1.1 Background of the study:

The growth of communication media in the last two decades has expanded the product marketing from local to global area. The marketing aim did not only cover proper consumer handing, but it also covered to reach to all consumers at a time. (Forsyth, 2004) The present business competition has turned the marketing aim to achieve of consumer satisfaction from proper information supply and purchasing service. It emphasizes that consumer satisfaction is the primary aim of business. Before the term frequently used in relationship marketing to measure of how products and services has been supplied by a company to meet consumer expectations. (Huang, 2000)

The paper explains the importance of the use of internet in marketing communication. It is true that international retail market is fairly large, highly competitive, and vibrant. (Lopresti, 2007) In the market consumers collect information from different sources. The sources can be friends, sales representatives or authorized or unauthorized web service. It is not important from where do the consumers collect information but the information should be true in the sources. Because true information has significant role before taking consumer purchasing decisions. According to Martin (1992) to find out true information is a major obstacle to all consumers that can misguide them from quality product. Thus the present laptop companies are using the internet to overcome the obstacle of fast delivery of information through an authorized web service. (Hardeman, 2009) The trend of communication tool easily makes a social bonding between known and unknown consumers from sharing information. But did it satisfy consumers to collect of product information? Thus it has important to the laptop companies to analyze consumers’ perceptions in order to select right marketing communication in retail business.
The World Bank (2011) indicates the internet users in the world are increasing very quickly. The report informs Sweden, China and Bangladesh has respectively 78.4%, 59.9% and 43.0% of online service users in the year of 2009. (Appendix 1) These consumers have adjusted themselves in the speedy tool. Thus shortage of information in communication tool can change consumers purchasing decision that is facing RANGS Electronics Ltd. (REL) in its retail laptop business. My intension from the study is to find out REL communication media for future marketing of laptop. Base on the analysis of consumer perceptions, my goal is to study on how REL can modify its future communication media that would meet with consumer expectations.

1.2 Problem definition:

REL is an electronics company of Bangladeshi brand which produce laptop and other electronics products. It uses sale representative for selling of laptop in local and global market. (RANGS Electronic Ltd, 2008) The communication tool is expensive for costly of labor market. It also covers some extra costs (e.g. the representatives training cost) for preparing quality sale representatives. The oral communication is time consuming to consumers and insignificant with REL business objective to offer low price of product in market. Again some consumers use only online service for information and purchasing of laptop but REL cannot cover their satisfaction level from web service. Therefore, it has important to REL to improve its present marketing communication in order to achieve high consumer satisfaction.

It is a tricky challenge for oral communication the global transformation of information. The representative product information, repair service information, product supports information and other information have limited ability to reach to global consumer. But oral communication can easily build consumers interest, product awareness, stimulates consumers demand and sometimes force consumers to purchase product. (Porter, 1996) It has importance in B2C (Business to Customer) marketing for selling of single volumes of expensive products. But the marketing communication is expensive in global area for selling of large
volume of products. Again, sometimes salespersons rude manner, annoying and aggressive behaviors have bad impact on sale.

On the other hand, some consumers collect information from different unauthentic sources before taking a purchasing decision. The consumers have low interest to the representative service that deprives them from quality product. The consumers collect information from their friends and share it with other consumers. Sometimes frauds (e.g. Supplier of the wrong information) or business competitors apply immoral business in the sources from delivery of wrong information. (Martin, 1992) Ultimately it misunderstood consumers from quality product before taking purchasing decision.

**Research question:** “What are the marketing media essential for building a successful customer service operation in REL business?”

### 1.3 Purposes of the study:

The purpose of the thesis is to find out communication media for REL future marketing of laptop from the perceptions of consumers. According to Forsyth (20004) three communication media are available in market that is improving consumers purchasing decision. They are representative service, online service and social marketing service. These communication media offer delivery of product information and purchasing service to consumers. (Peters, 1999)

A fruitful communication media carries long term of business value for a product. Again the communication media carries efficiency of marketing from selling large volume of product. Thus a successful communication media can establish REL business profit from selling large volume of laptop. In the paper, I did literature study on consumer behaviors to different marketing media in retail market. A qualitative study has successfully used in the research method for detail note of consumer perceptions. I used Strauss and Corbin (1990) three
coding practice for analyzing interview data. The study analysis is useful for assessment of different consumer perceptions.

1.5 Limitation of the study:

There were two limitations in the research study. Firstly, the definition of consumer indicates huge of consumers. The research has time constraint to the selection of huge of consumers. The paper only established the result from limited number of Swedish, Chinese and Bangladeshi students.

Secondly, the paper used the consumer perceptions for REL future marketing of laptop. In a limited time it did not consider culture or other factors (e.g. Geert Hofstede Cultural Dimensions) that were important to the selection of communication media into geographical locations.
2.1 The internet: Expanding the business boundary

The Internet is a global system of interconnected computer to serve billions of users with a wide array of electronics, wireless and optical networking technologies. (Paliwoda & John, 2009) It powerfully increases consumer abilities to find, manage, and share information. The internet is a prominent communications media in marketing that interconnects huge of consumer at a time. The scope of internet has increased competition among the leading laptop companies from fast delivery of information. It has introduced virtual service to all consumers. Thus, consumers have easily accessed in the best products from the touch of Internet.

The Internet has huge of scopes to supply of product information for its virtual ability. The significant scopes improve a business opportunity in REL future marketing from supplying of similar information to all consumers. (Joshi, 2005) Such technology shows an implicit characteristic in exchange business that place a product virtually to all consumers. Thus it increases marketing efficiencies from virtual service at global stage. Potential buyers contact with sellers virtually in a virtual shop. Thus the internet competences do not only improve the efficiency of marketing, it also delivers product message promptly to all consumers as a business aim.
2.2 Tangible and intangible product marketing:

The tangible products (computers, mobile phone or even CD's) are physical product but the intangible product (Software, service) which do not see or touch. The two products marketing have relation with same business benefits from consumer perspective. The tangible product marketing offers an intangible service such as warranties, guarantees and repair services. The marketing approach allows what are consumers purchasing or behind the reasons of purchasing. (Powell, 2003)

The intangible product marketing focused the actual products or services itself. In large sense, it describes a buyer need from tangible product satisfaction or how to reach to huge of consumers from intangible marketing concern. (Schultz, 1997) Thus, REL laptop marketing plan addresses an intangible marketing from tangible product satisfaction.

2.3 What is the virtual marketing?

The Internet is a communication tool that proposes an e-service in business. It changes consumer behavior to fast collection of information from different web sources. The sources have ability to add large number of consumer at a time from the motivation of buying. (Forsyth, 2004) A consumer uses voice and video chatting or share information with other consumers. The purpose of virtual marketing builds easily virtual relationship between consumer to consumer or consumer to seller in business. (Huang, 2000).

The concept of virtual marketing is nothing new in global business where a seller uses an online advertising in the domain of e- advertising. It minimizes seller effort to sell a product to potential consumers. Matthysens (2006) defined that virtual marketing is an online promotional tool where virtual salesperson uses of the internet for building virtual relationships with consumers.
Again according to Zeithaml (2003) virtual marketing is representative product presentation process via internet to potential buyers to an intention of making sale. REL can adapt the marketing from offering a cheap price of laptop. According to Mathur (2008) virtual marketing covers the following four fields:

- Prospecting – Potential consumers are always interactive with a fast service. Therefore, sellers find out such tool for speedy information delivery.
- Communicating – This is important to contact with consumers to sell a product. It highlights a swift communication and delivery of information to all consumers.
- Information gathering – It explains that information deliverer contains the product information. The deliverer can also accumulate some consumers’ opinion for increasing the service efficiency. It points out to collect information from sharing in order to superior information delivery.
- Selling – It explains that consumer satisfaction comes from delivery of right information at the right time. Therefore a seller should have the ability to answer buyers’ questions from different source of information. The "value" of the seller comes from buyer satisfaction and sell of product.

2.4 The effect of the internet in retail electronics business

The business organizations have a trend to reveal products quickly to consumers. The trend shows a business characteristic “desire to earn profits” from marketing concern. Different marketing mechanisms work in retail market which has a substantial impact to achieve a business goal. The mechanisms mainly focus on product advertising via product presentation in market. The mechanisms either start from a business teams or individual sales person. They present the products to consumers from their smart thoughts. (Gray, 2001) However the marketing mechanisms require a constant support from consumers because they look at the products from different sight and later decide to buy. Thus, business team or individual sale person should have to confident to their own abilities and show skill to operate the mechanism.
The consumers make some kind of sense from reality or external sensory to monitor the selling mechanism. Several factors can influence consumers like fast service, quality of service etc. of the selling mechanism. It is true that electronics products are fashionable product. Consumers constantly change their behavior to new products. The customer habit makes challenge to companies to promptly reveal product in retail markets. Moreover consumers want the product value promptly from selling mechanism. The Internet can create the product value from fast delivery of information and supplying huge of information at a time. It generates value from the best marketing mixes in competition which offer consumer-oriented product into massive consumers. (Castells, 1996)

REL can adapt the internet in its marketing to defeat competitors by offering a cheap price of product and fast delivery of information. Thus, the internet is a pioneer technology that can improve REL customer satisfaction level from the virtual business perspective.
CHAPTER 3: LITERATURE STUDY

In order to prepare suitable suggestions for REL communication of future marketing, the theory of consumer behavior and marketing communication has been discussed in the literature. Significant of marketing communication and its information gap have also been discussed in the literature for knowing the role of different marketing communication in retail business and their importance to consumer toward the information delivery perspective.

3.1 Consumer behavior:

Consumer behavior is a study of consumer buying behavior to see why and how a consumer does or does not buy a product. In service marketing, the consumer behavior study discovers a true meaning of consumer satisfaction from service expectation. (Engel, 1995) In relationship marketing, it has a significant role in product purchasing. The importance of consumer behavior study covers the basic issues of consumers purchasing decision which differentiates a consumer from others. (Gro¨nroos, 1994) Mainly it expresses the role of information that makes consumers purchasing decision. Below I described different consumer behavior to marketing information.

3.1.1 Oral information:

According to Stone (2001) oral information is useful for selling single volume of expensive product. The information supplier follows a chain of information to describe the product detail. The information cannot satisfy huge of consumer in same way because seller takes too much of time to deliver the same information to all consumers. However, some consumers choose the
information same to representative service before purchasing of single volume of expensive product.

3.1.2 Virtual information:

The use of the internet has a big role to supply of virtual information to consumers. Martin (1992) has explained, sometime virtual information has no valid source that he called unauthentic information. It creates from a virtual shop that delivery the same information to all consumers. One significant characteristic of the information is consumers can enter anytime in the information site from any place. The information has huge of demand into present consumers who are busy in their office work or disable consumers or who have no interest to sale representative.

3.1.3 Sharing information:

Sharing information is a kind of unauthentic information that has no valid source. Sometimes consumer himself/herself shares information with their friends. According to Paulin (2000) huge of consumer use the information before taking purchasing decision. The consumer likes to collect the information from their friends or other social network in order to share status.

3.2 Marketing communication:

Marketing communication is an integrate service that create business challenges from improving opportunities of selling product. In retail business marketing communication has similar significant like to B2C marketing. Now, three marketing communication are most popular to consumers in retail business. Most of organizations used of the representative service by some expert sale persons. (Mathur, 2008) The representative exactly knows the
same information that wants a consumer from marketing communication. Today, online service is another popular marketing communication that uses many consumers. Some social marketing communication has also huge of demand into consumers. The above marketing communications has described bellow:

### 3.2.1 Sale representative service:

Business organizations use some expert sale persons in the representative service for selling product. Thus, salespersons need to know well all of information for questions of consumer. (Mathur, 2008) There have two strategies that work in the marketing service. The pull strategy offers advertising to build a strong customer relationship. The push strategy forces consumers to purchase product from different distribution channels. Bellow the Fig 1 indicates the sale representative service process (Curry, 1998)

- **Phase 1 -** This phase considers that a product will be best fitted to its consumers. Salesperson describes well about the product price; quality etc. that would satisfy the consumers need. The contextual element identifies many benefits like to meet the product with consumer expectations and organizational business goals. Consumers measure the product quality from the contextual element. It makes a consumer more practical to product choice and adapts the companies to the best marketing practice.

- **Phase 2 –** The influencer phase speeds up the product selling through new methods, ideas, processes, and practices. Many sellers start from a learning experience or other
from the product objective to improve consumer satisfaction levels. (Ruskin-Brown, 2006) The phase emphasizes that seller has a clear selling objectives toward consumer satisfaction.

- Phase 3 – The outcome phase would offer the product is a new and positive for purchasing. Nowadays outcome phase has considered as a fashionable and "cool” product to its consumer. (Brown, 2006) The best outcome would ensure 100% of consumer satisfaction.

### 3.2.2 Online service:

The online service emphasizes on the use of internet to aspect business challenges. The marketing communication uses virtual information instead of face to face through the valid web sites. Peters (1999) emphasized on the use of more advanced information flows in the marketing communication but it cannot support the respective organizational cultures. The online service recognizes that consumer satisfaction comes from virtual information. It considers the retail market a ways of expanding business from marketplace to market space mechanism. (Cardona, 2000) It gains competitors consumer and attracts non-users from advertising. The marketing communication contains profile strategy with the push and pull strategies in order to achieve a competitive low price, advertising and makes the market unattractive to competitors. (Joshi, 2005)

### 3.2.3 Social marketing service:

The social marketing concepts introduced Philip Kotler and Gerald Zaltman at 1970. They developed one-dimensional reliance in the public sophisticate service. There had no secret formula or secret magic in the service. There had some targeted audiences that promote the marketing well to the whole society. (Haldeman & Turner, 2009). Harvey (1999) used the same marketing principle to sale products to consumers. He used the virtual consumer concept in consumer networking tool according to the objectives of a marketer. He observed
that other consumers use the same benefits from the marketing top-down approach where business strategies base on the global business. The marketing is now well known in US, Canada, Australia, New Zealand and the UK. A lot of social services are working in global business. The services virtually link to consumers to consumers or consumers to business organization. (Kennedy, 2010) It provides video uploading and information sharing facilities to all consumers. You Tube, Facebook, twitter, Flickr are now the most popular virtual social marketing tools into present consumers.

3.3 Significant of marketing communication in the international retail market:

International retail market describes the application of marketing across national borderlines. The marketing apply promotion strategies in particular which delivers business value to consumers. The business value starts from a good quality of marketing communication. The marketing communication analyzes the consumer behavior and characteristic through product distribution channels. It directly links suppliers in the distribution channels. Chameleon model (Fig: 2) describes the significant of marketing communication in the international retail market. It emphasizes that marketing communication cannot change the product value but can adapts its peripheral to the consumer demands of information. (Jansen, 2007)

![Fig 2: The Chameleon model (Source: Jansen, 2007)]
The strategy of Chameleon model discussed that customer satisfaction is correlated to the value of customer demand. Thus, virtual communication can encourage consumers to the strategic choice of information. (Stone, 2001) However, meet the individual consumer demands is richly competitive and cannot calculate in the model because some consumers may accept high price but others low price as a choice of individual. According to the model sellers deliver high quality of information according to customer demands. Therefore the model can recognize a long-term benefit for REL from new technology and good relations with consumers.

3.4 Information gap in the marketing communication:

The information gap produces for weak communication between marketer and consumers. It changes consumers purchasing behaviors that can misguide other consumers from purchasing of product. Some information gap creates for weak sale representative who cannot represent proper information to consumers. Ultimately the consumers never back in purchasing of the product.

The market saturation occurs when a company penetrates its new product in the market. The marketing communication would attract non-users/ current consumers to the new product by advertising or other sale promotion. Over optimistic is a common trap for the company to attract consumer in competition because information gap can create any time in service. The Internet has a deeper function for selling higher volume of product. Again sale representative is suitable in the customer relationship management that can decrease information gap from the analysis of consumer. But these communication tools can only use in a develop market.

Simply, information gap is not significant in a developed market because consumers get proper information from valid marketing tools. But it is also true that weak representative
service fails to supply right information at the right time. That’s means the weak marketing tool cannot hold the marketing strategy successfully. In the long run, successful business strategy and best product in the market will be unsuccessful for low negotiating power of sale representative.

Today, individual organizations are working to minimize the information gap through market research, developing strong and lasting customer relationships. This has done through valid website, supply information into consumers’ door or information exchanges by information technology. (Barnes, 1998)

The above literature studies have been explained that customer behaviors are potentially complex and diverse. But successful marketing communication can adapts the behaviors to gain in retail market where consumer satisfaction is the primary aim of business. Particularly successful marketing communication can minimizes the information gap in REL business from improving the consumer satisfaction level.
CHAPTER 4: RESEARCH METHOD

4.1 Selection of the research topic:

REL is a Bangladeshi electronics company doing its laptop business globally. The quality of the laptop is ISO 9001:2008 certified. The product is pilgrim in global market and use mainly sale representative for marketing of laptop. REL took some primary initiatives (e.g. low price of laptop and quality of sale representative) for excellence of business to stay in global competition. But high representative cost made it hard to stay in competition.

Other marketing communications of REL also offer some extra cost in its global business that increases the laptop price. Now the selling position of REL is 26 among the 34 of leading laptop companies. (Bangladesh Yellow Pages, 2006) The company is continually modernizing its marketing through expensive house training programs. It improves creative service for all consumers but cannot success in business. The company maintains a close relation with customers and deliver guarantee about the laptop quality.

It is true that REL has many expert sales representatives who strongly carry the laptop brand into consumers. But high price of laptop has come on some questions in the REL global business aim. In addition, REL faced some problem from international consumers who like to use online service for purchasing laptop.

Therefore, the traditional marketing communication of REL has down its retail business deeply. The above considerations encouraged me to selection of the research topic.
4.2 Selections of the research method:

Duignan (2008) pointed out qualitative method goes into deep of comprehensive information. Thus, I select the qualitative method for a complete and detailed description of the research question. I liked the method to ask ‘why’ or ‘how’ in interview and detail explanation of respondents answer. (Bryman, 1995) The method also elaborates the research topics into groups of questions and evaluates detail of the research problem area.

The qualitative method can specify consumer perceptions through discussion and alternatives. The method study evaluates the respondents answer through real scenario. (Creswell, 2003) Thus, I used the method for deep understanding of consumer perceptions through valid explanation.

The literature study helps me to gain some deep knowledge in the research. Ebrary, ACM digital library, Google and the database of Karlstad University library gave me a lot of applicable resources in the research.

4.3 Population and sample:

I used students as respondents because most of the students have own laptop and use different marketing services before purchasing it. I used Örebro and Karlstad University students for the interview.

I selected three different of respondents for comparison of consumer perceptions. It has categorized like bellow

1. Swedish students who have used the Swedish marketing communication before purchasing laptop.
2. Chinese students who have used the Chinese marketing communication before purchasing laptop.
3. Bangladeshi students who used the Bangladeshi marketing communication before purchasing laptop.

I took 5-7 small groups of interviews from 20 students separately of the above categorized respondents. It is true that big group of interview has lot of discussions but there has possibility to spend huge of times to every response. On the other hand, some students have affinity to unnecessary discussion that can misguide other students from the interview aim. Therefore, I avoided large group of interview in the research.

It was a challenge to me to encourage all of the students into an ideal face to face interview. Because some students did not show importance to the interview but other students were friendly.

I avoided objective questions (yes/no, 1-10, agree/disagree), direct questions or favoritism questions in the interview. I also avoided rigid questions in the interview.

4.4 Structures of the interviews:

According to Creswell (2003) semi-structured interviews is significant for deep observation of respondents’ answer. Particularly, I used the semi-structured interview to inquire of some new questions to the respondent answers. In the research, the semi-structured interviews provide me a lot of information.

Creswell (2003) also pointed out questions in the funnel creates a friendly environment in the interview. Generally the structure used in qualitative research. The deductive approach indicates that starts the interviews from general (open-ended) questions and then narrows down by possible close questions. I used the approach in interview for a friendly environment with respondents.
4.5 Data collection:

The paper uses "grounded theory" in data collection for two reasons. Firstly, the theory formulates some definite statement based on intangible data. In group interviews, the statement can compare into different concept. (Creswell, 2003) Secondly it discovers the main concerns of respondent that demonstrate concepts.

The basic idea of grounded theory indicates to read and re-read the collected data, "discover" or label of variables and makes their interrelationships for superior data presentation. (Whitney, 1998) For quality assurance of data collection, I avoided uncertainty of timing in data collection, avoided vague description of the respondent answers and avoided obscure investigation.

I carefully documented detailed of the respondent answers in paper during and after the interviews. I also avoided uncertainty on the flow of information in recorder for quality of data collection.

4.6 Data analysis:

The data analysis was a standard practice in the research to calculate result. Bryman (1995) argued, it is essential to produce a theoretical support. In the paper, the data has been presented from semi-structured interviews. It means that interview questions did not follow exactly the numeral order.

Coding was used for analysis of the collected data. According to Goulding (2002), coding is suitable for qualitative data analysis that modifies original data into shortened version of code. The interpretive technique develops some conceptual proposal in the paper that give answer of the research question. More broadly it separates the collected data into segments from some label of “code” according to the needed information. It also prepares some similarities and dissimilarities of related codes and compares their inter-relationship.
I used Strauss and Corbin (1990) three coding (e.g. open, axial and selective coding) practices in the paper. Because the coding practice compares data into some parallel set of information. The open coding divides the collected information into segments and then groups them into some categories. The axial coding makes relation of the categories data and develops concept via a combination of literature and inductive or deductive thinking. And the selective coding selects the core categories and systematically relating them in a valid relationship. (Clarke, 2005)
CHAPTER 5: BACKGROUND AND MARKETING STRATEGY OF REL

RANGS Electronics Limited (REL) was established at 1978 in Bangladesh. It is a reputed brand in Bangladesh for its quality of electronics products (e.g. Color Television, Radio Cassette, CD, VCD, DVD Player, VCP, VCR, Digital Camera etc.). Nowadays the company has extended the electronics business into different geographical locations of the world.

The objective of the company is to establish a business profit by offering a quality of products at a reasonable prices and offer proper consumer service for their satisfaction. Mainly REL is selling its electronics products in South Asia, China, Middle East of Asia, some European countries and USA with offering of quality of product and service. About 3530 sales representatives are working in the 302 REL shops and 35 servicing centers into different geographical locations of the world. (Bangladesh RANGS Electronic Ltd, 2008) It also offers home representative service to extend the marketing of product.

REL added its RANGS brand of laptop into the product list from the year of 2005. Initially they supplied the product into the local market of Bangladesh. That time the product demand was small for limited consumers of Bangladesh. The regular marketing covers of customer satisfaction level from limited service. REL entered into the global retail market at the year of 2007. The consumer satisfaction index of REL was only 13.2% in the year of 2009. (China Laptop Industry Report, 2010)

It is primarily true that REL is new in the global market and took small time to establish its brand into customers. It started from limited shops into different geographical locations of the world. But huge competition in the international market has pressurized the REL to sell the laptop in low price. (Bangladesh RANGS Electronic Ltd, 2008) The above issues have decreased the REL retail business deeply in the international market.
It is true that source of information is important for taking consumer purchasing decision. Some consumers spend money to collect of information from authentic sources (e.g. product shop) and other collects it from friends or other social sources. (Engel, 1995) Presently REL has extended its marketing service for selling of laptop. It divided the marketing service for new and existing products in a marketing matrix in startup and existing business. The marketing matrix (Fig 6) has described bellow:

- Online alternative: REL uses of the online alternative for existing product in startup business. The digital marketing tool used in shop or outside of shop for product advertising. Short video of advertising used in digital tool in order to increase consumer attention. The marketing matrix carries the REL brand strongly into consumers.

- Online extender: REL uses online extender for new product. It works on startup business by publishing news of product in the REL official webpage.

<table>
<thead>
<tr>
<th>Start up Business</th>
<th>Existing business</th>
</tr>
</thead>
<tbody>
<tr>
<td>Online alternative</td>
<td>Distribution extender</td>
</tr>
<tr>
<td>Online extender</td>
<td>Distribution alternative</td>
</tr>
</tbody>
</table>

Fig 6: RANGS marketing matrix (Source: RANGS Electronic Ltd, 2008)

- Distribution extender: Distribution extender is now a popular marketing tool for REL existing products in existing business. Distribution extender indicates that expert sale representatives use face to face personal selling in product shop.

- Distribution alternative: It is very effective to go to all customers door straightly and inform about the new product. The existing business strategy also handles by some expert sale representatives. The home personal selling service is very expensive for REL but it increases consumer attention broadly to REL product.
It is true that maintaining a low product price through the perfect competition in the global market is competitively tough for REL. An analysis indicates the sale representative increases 19.2% of REL laptop price. (Bangladesh RANGS Electronic Ltd, 2008) Other marketing matrixes have low ability to reach global customers. Therefore, REL entered into the challenge of global business to handle huge of consumer in a perfect competition through the supply of right information at right time.

Since the objective of REL is to establish a business profit by offering a quality of products at a reasonable price thus the above marketing matrix elements supply the best quality of information to all consumers. (Bangladesh Yellow Pages, 2006) However the marketing matrix have limited ability to reach too many customers and can not cover the basic requirements of customer satisfaction, Because today’s consumers want to involve in online and offline marketing services that cannot offer the marketing matrix. (Engel, 1995) The major disadvantage of the marketing matrix is many consumers cannot entire in the information at a time. It cannot help consumer to take the purchasing decision from home.
CHAPTER 6: EXPERIMENTAL DATA

Which brand of laptop are you using and which service did you use to buy it?

Most of the Swedish students used mainly HP, Compact, Acer or Apple brand of laptop for their personal use. They purchased the laptops from shop or valid online service.

On the other hand, most of the Chinese students used mainly Toshiba, HP, LG or Acer brand of laptop for their personal use. They purchased the laptops from shop, friends or valid online service.

Most of the Bangladeshi students used Sony, HP, RANGS and Toshiba brand of laptop for their personal use. The Bangladeshi students purchased the laptops from shop and online purchasing service.

Which type of information had you needed before took the purchasing decision of the laptop?

Most of the Swedish and Chinese students had needed different brand of laptops specification information, insurance, price, past user feedback, product outlook information or purchasing information.

But most of the Bangladeshi students had wanted the information such as laptop specification, competitors’ product and price, product position in the market, past user feedback, product outlook and product purchasing information.
How long had you spent before took the purchasing decision?

Most of the Swedish students used 1-3 days for searching information before took the purchasing decision. They mostly used valid service for searching information.

Most of the Chinese students had considered sale representative and online service. They used 1-7 days for searching information before purchased the laptop.

Most of the Bangladeshi students had used online service for searching information that they needed. They used 1-2 days for searching information before took the purchasing decision.

Which types of marketing service had you used before took the purchase decision? Explain why?

Most of the Swedish students had considered the online service before took the purchasing decision. The students did not like long timing representative service. They were displeased to the representative service because of delivering weak information. They had considered the representatives service as bias service for discriminatory information.

Most of the Chinese students had considered valid sale representative and online service. The students liked the representative service because of their cordial behave.

Most of the Bangladeshi students believed that online service had provided all of the information that they needed. They informed that the sale representatives did not deliver the information of competitor product.
Which information had you trusted before took the purchasing decision?

Most of the Swedish students had trusted the laptop official webpage information because of representative bias service.

Most of the Chinese students had trusted their close friends. They also believed the online information from webpage and You Tube.

Most of the Bangladeshi students had trusted sale representatives as well as valid information source. The students also believed sale representatives can encourages a buyer from supplying lot of valid information.

Had you found any past user comments before purchased the laptop? If yes, how had?

Most of the Swedish students did not use past user comments.

Most of the Chinese students had used friends or YouTube comments as past user.

Most of the Bangladeshi users had used their friends or sales representatives or unauthorized web information for the comments.
Had you spend money before purchased the laptop? If yes, why had?

Most of the Swedish students did not spend money for collecting the laptop information.

Most of the Chinese students had spent some money before took the purchasing decision. The students had collected information from friends or directly go to shop before purchased the laptop.

Most of the Bangladeshi students had spent money before took the purchasing decision. They considered the cost to call to their friends.

Had you influence by anyone before purchasing the laptop? If yes, how had?

Most of the Swedish students did not influence by anyone. But they had considered the paper advertisement call “reklam” for cheap offer of laptop.

Most of the Chinese students had influenced by friends or digital advertisement in television.

Most of the Bangladeshi students had also influenced by their friends or digital advertisement or online information.
Which service would you prefer for future purchasing of laptop (representative service, online service and social marketing service)? What are the strength, weakness, warning and opportunity of the services?

Most of the Swedish students would prefer the online service first and secondly they prefer the representative service.

Most of the Chinese students would prefer the social marketing service. Secondly they preferred the online service.

Most of the Bangladeshi students would prefer the online service and secondly they choose the sale representative as a valid source of information.

Most of the students believe that online service provides fast information to consumer. It is not depends on time and place. It offers a cheap product price for low cost of service. Consumer can collect information and purchase product from their home computer by the service. But it has opportunities to be cheated a consumer by fraud. Sometimes the service is costly for cost of internet service. Lot of information source can misguide the consumers from actual information. It can improve customer satisfaction level from supplying of right information. Market competitiveness can increase the service efficiency a lot.

Most of the students believe that sale representative describe a product simply step by step. They minimized consumers’ effort by delivering of right information. They also handle the consumers complains carefully. The service is practical and has excellence in product marketing. But long waiting time has decreased the quality of the service. It has limited ability to reach to global or disable customers. It cannot deliver the same information to all consumer doors in same platform. The service is costly to consumer. The service has some opportunities. It can improve the online service in shop for a cheap price of product. The shop can handle huge of consumers by increase the number of sale representatives. But low verification of representing information and poor representative service are two threads of the service.
Most of the students believe that consumer can share information with other consumer or seller by the social marketing service. The consumer can use the service for collection of information from past user. But the consumers can be cheated from unauthentic source of information that is hard to identify for an ordinary consumer. It has lot of opportunities like supply of video information to consumer in the valid social service. Market competitiveness can increase the service efficiency a lot. It can involve lot of consumers in the service.

“The Internet is pioneer for the fast customer service” - do you agree with the comment? If yes, why do?

Most of the students (Swedish, Chinese and Bangladeshi) believe that the internet is pioneer for the fast customer service. Most of all believe the pioneer tool have some unique characteristics like speedy, not depend on time and adapt a consumer easily to a new product.

On the statement a Swedish student comment was “it is not important why we are going to a product shop. The representative cannot consider all of customers in the same platform. But the online service can do it very easily”. The student has visited to a product shop for laptop information but faced by representative bad service.

Do you prefer the virtual service for laptop information? If yes, why do?

Most of the Swedish students prefer the virtual service for laptop information. They specially used the YouTube for information. The Swedish students’ believed that YouTube videos are attractive for information.

Most of the Chinese students also prefer the virtual service because of lot of information. The students believe that virtual information is more practical than representative physical information. A Chinese student informed that “companies should provide valid virtual
information in the webpage”. The student believes that sale representatives cannot give them all of information in a short time.

Most of the Bangladeshi students also believe that virtual service is the largest source of information. The students used mainly You Tube or Facebook to share information with virtual friends.

**Had you visited the laptop official webpage before took the purchase decision? If yes, why had?**

Most of the Swedish students visited valid web page for the laptop information. A Swedish student informed “the web information need to properly arrange because of lacking of search option”.

Most of the Chinese students believed web service minimizes their effort to information searching. They have emphasized on the valid web service.

Most of the Bangladeshi students used the web page for comparison of different model of laptop. The students also believed that a consumer can easily differentiate a product from other from the web page information.

**Did you share the laptop information with friends? If yes, how did?**

Most of the Swedish students did not share the laptop information with their friends. But they used Facebook or twitter for sharing their status.
Most of the Chinese students shared the information through Facebook or twitter.

Most of the Bangladeshi students shared it through You Tube video or Face book. They also discussed in group with their friends.

**Did you ever go to a laptop servicing center? If yes, why did?**

Few of the Swedish and Chinese students serviced their laptop from servicing center. They collect the servicing information from sales representative or the laptop official web page.

Few of the Bangladeshi students also took repair service from servicing center. But they collected the information from sale representative.
CHAPTER 7: DATA ANALYSIS

7.1 Open coding:

Open coding uses a form of theoretical sampling known as "open sampling." that break down the experimental data from comparing. Then conceptualize and categorize of the data. (Forsyth, 2004) In the paper the research question has been fractured into six codes during the open coding as well as “Product Information”, “Representatives service”, “Valid source of information”, “Online service”, “Online social marketing service” and “Purchasing service”. (Gray, 2001) The codes have been discussed bellow through the respondents answer for categorizing of the experimental data.

“Product Information”:

The Swedish students need different brand of laptop specification, insurance, price, past user feedback, product outlook information or purchasing information. They collect the information from valid online source or product shop.

The Chinese students want laptop specification, price, past user feedback, product purchasing information. They collect the information from authorized and non-authorized web sources, friends, or product shop. They want the information to compare into products and price in the market.

The Bangladeshi students want laptop specification information, insurance, price, past user feedback, product outlook information or purchasing information. They collect the information from product shop, digital advertisement or authorize or non-authorize web source.
“Representatives service”:

The Swedish students do not consider the sale representatives as a valuable source of information because of long timing.

The Chinese students consider the service as vulnerable service because of cost. Thus it is a low satisfactory service into the consumer.

The Bangladeshi students consider the service as bias service for information because the sale representative cannot give all of information in a short time.

“Valid source of information”:

The Swedish students trust mainly the laptops official website information. They also believe representative service and their close friends.

The Chinese students believe virtual social networking tool and the product official webpage information.

The Bangladeshi students trust mainly the official website information and their friends.

“Online service”:

The Swedish students like the online service for purchasing and product information. They believe that online service has no constrain of time and place.

The Chinese students also prefer the online service for laptop information because of huge source.
The Bangladeshi students consider the online service as pioneer service for information. They believe the service judge all of customers in equal frame.

“Online social marketing service”:

The Swedish students use different social networking service for networking with friends. Mainly they use the You Tube, Facebook or twitter.

The Chinese students use the social networking service like You Tube or Face book. They also use the service for sharing information with friends.

The Bangladeshi students use the online social service like You Tube or Face book for linking with friends.

“Purchasing service”:

The Swedish students like web service for purchasing laptop.

The Chinese students like the online service for purchasing laptop.

The Bangladeshi students like virtual shop for purchasing laptop.
7.2 Axial coding:

Axial coding aggregates the core themes of open coding and make relation with the research question via a combination of inductive and deductive thinking. According to the basic framework of axial coding, I made connections of the open codes with the research question through valid arguments of literature. It continually refines the categories data and makes interconnections with theory of the research to generate some new code as well as “Consumers behavior analysis” and “Selection of the marketing communication”. (Creswell, 2003)

“Consumers behavior analysis”:

According to Duignan (2008) proper information links a product to customer satisfaction. In relationship marketing, valid information sources deals a competitive advantage both for organization and customers. Buckland (1991) states, major customers have a tendency to obtain new competitive advantage from valid information source. Thus, valid information source can minimizes customer expectation from searching of real information.

Kennedy (2010) informed, virtual video have lot of space to supply of huge of information than sale representative. Thus representative service has limited ability in global business but online service has vast of scopes in the area.

From the empirical data, it has been clear that all consumers want the similar information to seller as well as laptop specification information, competitors’ product, product position in the market, past user feedback, price, insurance, product video, servicing information and purchasing information. They have lot of interest to valid information service. The consumers do not want to go sale representative for lengthy service but the consumers have attraction to online service. The consumers also have lot of involvement into online social networking tools to share their status.
“Selection of the marketing communication”:

Joshi (2005) pointed out that weakness is true in the representative service because man has limited ability to supply the same excellent to all customers. According to Powell (2003) representative service covers high cost that goes directly go to price of product. Therefore leading organizations consider some low cost of marketing service to offer a cheap price of product in the market.

It is true that representative service can satisfy limited of consumer but the global business aim has decreased a seller mind to use the service. (Stone, 2001) The online social marketing can increase the marketing efficiency through relationship marketing from consumer to consumer or consumer to seller. Adams (2005) pointed out for two reasons consumers used unofficial information. 1) Lack of information in valid sources. And 2) Low customer satisfaction in the information service. Thus, laptop sellers should supply of proper information in the valid source for consumer satisfaction.

On the other hand, the respondents believe online service has higher value than representative service. Whitney (1998) also informed that online service can drives all of consumers as global customers where all have the same opportunities to collect of same information. Schultz (1997) pointed out online service can develops a virtual relationship with consumers through the transcendent motives because the service offers virtual information chain from delivery of information in a realistic way. In the perspective, online social marketing services do not only cover strong customer relationship, it also increases the virtual value of product from strong social bonding into consumers. Therefore, all of the respondents have highly concerned the past user feedback before taking their purchasing decision.

Andreasen (1995) also informed that value of product has close link with social bonding of consumers whereby social customers share information with their friends or relatives. Thus, the product marketer should deliver the product information through valid online tool for social consumers according to their expectation.
7.3 Selective coding:

From the axial coding, I found the following summarizes phenomena (Table 3) in selective coding. The coding data have direct relation with the research question and able to compare to each other.

Table 3 Selective coding of the data (Source: Strauss, 1990; Creswell, 2003)

<table>
<thead>
<tr>
<th>Students perceptions</th>
<th>The Swedish students perceptions</th>
<th>The Chinese students perceptions</th>
<th>The Bangladeshi students perceptions</th>
</tr>
</thead>
<tbody>
<tr>
<td>Concept</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Representative service</td>
<td>Provide valid information.</td>
<td>Provide valuable information step by step.</td>
<td>Provide valid information.</td>
</tr>
<tr>
<td></td>
<td>The consumers want a speedy representative service.</td>
<td>The consumers want a virtual representative service.</td>
<td>The consumers want a virtual representatives’ service.</td>
</tr>
<tr>
<td></td>
<td>Low consumer satisfaction and involvement in the service.</td>
<td>Low consumer satisfaction and involvement in the service</td>
<td>Average consumer satisfaction and involvement in the service.</td>
</tr>
<tr>
<td></td>
<td>Occasionally use the service before taking the purchasing decision.</td>
<td>Occasionally use the service before taking the purchasing decision.</td>
<td>Occasionally use the service before taking the purchasing decision.</td>
</tr>
<tr>
<td></td>
<td>Have long queue in the service center.</td>
<td>Have long queue in the service center.</td>
<td>Have long queue in the service center.</td>
</tr>
<tr>
<td>Social marketing service</td>
<td>Do not provide valid information.</td>
<td>Provide huge of valuable information.</td>
<td>Provide lot of information.</td>
</tr>
<tr>
<td></td>
<td>The consumers want valid online service.</td>
<td>The consumers want speedy service in the shop.</td>
<td>The consumers want speedy service with the representatives’ service.</td>
</tr>
<tr>
<td></td>
<td>Low consumer satisfaction and involvement.</td>
<td>High consumer satisfaction and involvement.</td>
<td>High consumer satisfaction and involvement.</td>
</tr>
<tr>
<td></td>
<td>Occasionally use the service before taking the purchasing decision.</td>
<td>Popular into consumers before taking the purchasing decision.</td>
<td>Very popular into consumers before taking the purchasing decision.</td>
</tr>
<tr>
<td></td>
<td>Should provide free and valid service to consumer.</td>
<td>Should provide free service to consumer.</td>
<td>Should provide free service to consumer.</td>
</tr>
<tr>
<td>Online services</td>
<td>Provide valid information and purchasing service.</td>
<td>Provide huge of information and purchasing service.</td>
<td>Provide lot of valid information and purchasing service.</td>
</tr>
<tr>
<td>-----------------</td>
<td>-------------------------------------------------</td>
<td>--------------------------------------------------</td>
<td>-----------------------------------------------------</td>
</tr>
<tr>
<td>The consumers want valid online service.</td>
<td>The consumers want valid service in shop.</td>
<td>The consumers want valid service in shop.</td>
<td></td>
</tr>
<tr>
<td>Very high consumer satisfaction and involvement in the marketing tool.</td>
<td>Very high consumer satisfaction and involvement in the marketing tool.</td>
<td>Very high consumer satisfaction and involvement in the marketing tool.</td>
<td></td>
</tr>
<tr>
<td>Popular into consumers before taking the purchasing decision.</td>
<td>Popular into consumers before taking the purchasing decision.</td>
<td>Very popular into consumers before taking the purchasing decision.</td>
<td></td>
</tr>
<tr>
<td>Should provide free and valid service to consumer.</td>
<td>Should provide free service to consumer.</td>
<td>Should provide free service to consumer.</td>
<td></td>
</tr>
</tbody>
</table>
CHAPTER 8: DISCUSSION

8.1 A practical analysis of REL marketing communication related to the consumer perceptions

The experimental data of the research have informed that Swedish students want the similar information of product like the Chinese and Bangladeshi students. They want the information about product, competitor products and product position in the market, past user feedback, price and insurance, servicing information and purchasing option. Most of the Swedish, Chinese and Bangladeshi students have high satisfaction and attraction to online service. But they want a valid communication tool for information searching and purchasing product. Most of the Chinese and Bangladeshi students have linked with their friends through different online networking tool. They had used it before took a purchasing decision.

From the case study, it has been identified REL has a quality of representative service but the consumers have low interest to the REL laptop. It has also clear from the experimental data consumers has low satisfaction level to the representative service. Again the representative service cannot offer online and offline communication in marketing. Thus, REL has lot of product shops into the different geographical location but its competitors are advanced in the laptop business. The competitors are providing same information to all consumers through the online and offline service. The services are free and effortless for the consumers to information collection. The absent of the service makes the REL laptop less competitive and higher price in market.
8.2 Discussion on how can REL improves its laptop marketing to adapt the customer perceptions?

The above coding analysis informs that representative service provides a valuable link between consumers and products. It delivers of product information for consumer satisfaction. The success of the service depends on the product presentation of sale representative and knows well a consumer in a polite way. Most of the respondents were dissatisfied on the sale representative as a time consuming service. The respondents want to use online service from home computer because they have complained to sale representative.

REL representative service also provides a valuable link between the customers and product brand. The representative uses inter shop communicator for fast service in the shop. It has limited online service for consumers thus the sale representative takes huge of time. The online service in REL marketing can decreases the pressure of sale representative to delivery of information. The marketing communication do not only offers a cheap product price, it also delivers a fast service into huge of consumer. Thus, REL can adapt the internet in its marketing communication for a fast delivery of product information and low price of product.

But it is also true; some of the respondents have attraction to sale representative as valid service. The service have unique characteristic in product marketing. A consumer can get all of information from sale representative. Again all of the respondents have high involvement into online social marketing tools. Thus REL should adapt the service in product marketing as a secondary choice of consumers for their satisfaction.
CHAPTER 9: CONCLUSION AND RECOMMENDATIONS

To study the research question “What are the marketing media essential for building a successful customer service operation in REL business?” it is observed from the study that Chinese and Bangladeshi students have almost same perceptions like the Swedish students. The most important preference of the Swedish students is online communication. The Chinese and Bangladeshi students also have the highest interest to the communication media for lot of information source. It is ideal for the consumers who want to quick information without spending money. The Chinese and Bangladeshi students secondly prefer the sale representative face to face communication as well as valid service. The marketing communication improves the consumers’ decisions making to purchasing laptop from delivery of authentic information. Correspondingly the second preference of the Swedish students is representative service for authentic source of information but it takes time to delivery of simple information. Furthermore the communication media increases the product price for high cost of labor. However the marketing service can detail all of the information easily. It is useful for the consumers who want to buy an expensive product. The third preference of all consumers is online social marketing. All of the respondents use the service daily. But lack of valid foundation the marketing communication decease the consumers’ interest. The marketing communication has lot of scopes to consumers to share information with other consumer. It is ideal for the consumers who want to prefer social bonding with other consumer and seller. The marketing communication introduces a new relation with new friends in product marketing.

From the study, it has been clear that REL need an active online communication tool in product marketing. The use of the Internet can give lot of advantages in the REL business. It can decrease the REL laptop price and defeat competitors from the price competition. The online marketing introduces the idea of virtual representative in the REL business. Separately it can offer the marketing service that would help the sale representative. Again it is not
significant in the REL business that sale representative increases the laptop price or it has lot of complain to the representative inefficiency. Rather it is important to the consumers, the service provider is authentic. But the viewpoint of virtual representative has the same activity and can minimize the marketing cost. Again REL can use the consumers in product marketing through the use of social marketing tool.

Thus my recommendation from the study, REL should adapt the social networking into online marketing tool for linking a consumer with other in order to achieve consumer satisfaction. The virtual representative can be an alternative in REL business to achieve the customer satisfaction.
CHAPTER 10: FUTURE STUDY

The virtual representative service is similar to face to face representative service. It means, companies can use the representative product presentation video in the official web page. It has vast of significant to supply of product information into the consumer gallery. Thus, the virtual representative service offers a lot of business advantages from the best marketing mix and customer satisfaction. Therefore I have a future plan to examine the service practically into the consumers.

Again, leading electronics companies are highly concern to fast delivery of information for the consumer satisfaction. “Update of web page” is one example of this. Thus, I also have another future plan to work on the marketing communication where a consumer can share his/her knowledge easily. The idea would generate the virtual knowledge management process in product marketing. It would help a business organization to easily monitor its consumers and adapt to minimize the information gap.
CHAPTER 12: REFERENCES


Haldeman, T. & Turner, J. (2009). Implementing a community-based social marketing program to increase recycling. Social Marketing Quarterly. 3(2), 34-76


Nordin, Fredrik (2008); Transcendental marketing: a conceptual framework and empirical examples, pp 34-50


Electronics sources:


CHAPTER 13: Appendixes

Appendix 1

Table 2: Internet user of some countries (Source: World Bank, 2011)

<table>
<thead>
<tr>
<th>#</th>
<th>Country or Region</th>
<th>Penetration (% Population)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>China</td>
<td>36.3 %</td>
</tr>
<tr>
<td>2</td>
<td>United States</td>
<td>78.2 %</td>
</tr>
<tr>
<td>3</td>
<td>India</td>
<td>8.4 %</td>
</tr>
<tr>
<td>4</td>
<td>Sweden</td>
<td>78.4 %</td>
</tr>
<tr>
<td>5</td>
<td>Brazil</td>
<td>37.4 %</td>
</tr>
<tr>
<td>6</td>
<td>Germany</td>
<td>79.9 %</td>
</tr>
<tr>
<td>7</td>
<td>Bangladesh</td>
<td>43.0 %</td>
</tr>
<tr>
<td>8</td>
<td>United Kingdom</td>
<td>82.0 %</td>
</tr>
<tr>
<td>9</td>
<td>France</td>
<td>69.5 %</td>
</tr>
<tr>
<td>10</td>
<td>Nigeria</td>
<td>28.3 %</td>
</tr>
<tr>
<td>11</td>
<td>Indonesia</td>
<td>16.1 %</td>
</tr>
<tr>
<td>12</td>
<td>Korea</td>
<td>80.9 %</td>
</tr>
<tr>
<td>13</td>
<td>China</td>
<td>59.9 %</td>
</tr>
<tr>
<td>14</td>
<td>Turkey</td>
<td>44.4 %</td>
</tr>
<tr>
<td>15</td>
<td>Mexico</td>
<td>30.7 %</td>
</tr>
<tr>
<td>16</td>
<td>Italy</td>
<td>49.2 %</td>
</tr>
<tr>
<td>17</td>
<td>Philippines</td>
<td>29.2 %</td>
</tr>
<tr>
<td>18</td>
<td>Spain</td>
<td>62.2 %</td>
</tr>
<tr>
<td>19</td>
<td>Vietnam</td>
<td>32.3 %</td>
</tr>
<tr>
<td>20</td>
<td>Argentina</td>
<td>66.0 %</td>
</tr>
</tbody>
</table>