



Internship Report

On

Factors affecting customer purchase decision of

Transom electronic product

Course Code: BUS 400

Submitted by

Salauddin Gazi
BRAC Business School
ID-12104227
BRAC University

Submitted to

Dr. Khan Md. Raziuddin Taufique
Assistant Professor
BRAC Business School
BRAC University

Date of Submission

27th December, 2016

Letter of Transmittal

September 27, 2016

Dr. Khan Md. Raziuddin Taufique
Assistant Professor
BRAC Business School
BRAC University

Subject: **Submission of internship report**

Dear Sir,

I have completed this report as part of my internship program. The report has been compiled as per your requirements and those set by the host organization. It gives me immense pleasure to tell you that working on this internship report has given me a wide range of exposure.

The report is based on the knowledge, experiences and the skills that I have acquired during my period of internship in Transcom Electronic Ltd.

I am thus submitting this report with the hope that it lives up to your satisfaction. However I would be glad if you enlighten me with your thoughts and views regarding the report. In addition, if you wish to enquire about any of the aspects of the report, I would be glad to answer your queries.

Thank you again for your support and patience.

Yours Sincerely,

Salauddin Gazi
BRAC Business School
ID-12104227

Acknowledgement

First of all, I would like to thank the Almighty for blessing me with the strength, aptitude and patience for successfully completing my internship and this report.

I would like to thank my academic Supervisor, Dr. Khan Md. Raziuddin Taufique for giving me the opportunity to work with him during my period of internship. I have been able to compile and complete this report in a comprehensive manner due to the guidance, support and counseling that he has provided me with during this period.

I acknowledge my gratitude to Mr. Md. Taslimur Rahman, Head of Corporate sales, Transcom Digital, for his help and valuable suggestion from time to time and for being my supervisor in the host organization in achievement of my internship program as well as preparing the report. Without your cooperation and support, it would have difficult for me to complete the task.

I also show my utmost gratitude to all the officials of Transcom Electronic Limited. The friendliness and helpfulness of the officers really helped me in obtaining the necessary information in time.

I would also like to thank Sales Department both B2B and B2C, which made the door of Transcom Electronic limited wide open for me.

Table of Content

Executive summary.....	1
------------------------	---

Chapter 1: Organization Part

1.1 Company Profile.....	2
1.2 Transcom Electronic Limited.....	2
1.2.1 Lighting & Electrical Distribution.....	3
1.2.2 Transcom Digital.....	3
1.2.3 Electronics & Appliances Distribution.....	3
1.2.4 Transom Mobile Limited.....	4
1. 3 Company History.....	4
1.4 Transcom Electronics operational structure.....	4
1.5 Sales Department.....	5
1.5.1 Business to Business.....	5
1.5.2 Business to Consumer.....	5
1.6 Product Portfolio.....	6

Chapter 2: Project Part

2.1 Introduction of research.....	7
2.2 Problem statement.....	8
2.1 Objectives.....	8
2.2 Literature review and Hypothesis	8
2.3 Conceptual framework.....	10

2.4 Methodology.....	11
2.5 Data analyses.....	12
2.6 Results and Discussions.....	12
2.6.1 Demographics of the Sample	12
2.6.2 Hypothesis Testing.....	18
2.7 Limitations.....	20
2.8 Conclusion and Recommendation.....	21
References.....	22
Appendix.....	23

List of Table

Table 1: Age Frequency.....	12
Table 2: Gender Frequency\.....	13
Table 3: Frequency table of Education.....	14
Table 4: Frequency table of income	15

Table 5: Result Summary of Hypotheses Tests.....	18
--	----

Table 6: Model Summary.....	20
-----------------------------	----

List of Figure

Figure 1: Operational Structure	4
---------------------------------------	---

Figure 2: Product Portfolio	6
-----------------------------------	---

Figure 3: Conceptual Framework	10
--------------------------------------	----

Figure 3: frequency of age pie chart	12
--	----

Figure 4: Frequency of Gender pie chart	13
---	----

Figure 5: Frequency of Education pie chart.....	14
---	----

Figure 6: Frequency of Income pie chart.....	15
--	----

Figure 7: Frequency of Recent Purchase pie chart	16
--	----

Figure 8: Frequency of Purchase Purpose pie chart.....	16
--	----

Figure 9: Frequency of family spent on electronics pie chart	17
--	----

Executive Summary

The report is prepared based on the three months practical knowledge in sales department of Transcom electronic limited. The function of a sales department is to engage in a variety of activities with the objective to promote the customer purchase of a product or the client engagement of a service, Transcom Electronic Sales department run into two categories. B2B sector try to capture organization and factories and B2C sector is focusing on consumer. While B2C works to ensure better sales, on the other hand B2B always look forward to generate Leads. The report also has a brief overview of Transcom limited. This report has been prepared based on research "**Factors affecting customer purchase decision of Transcom Electronic product.**" The research will give us clear idea on which factors (Price, Quality, Promotion, and Warranty) really influence customer to buy Transcom Electronic on buying electronic product. On this report survey and analysis is also done. it has brief demographic background information of each respondent.

1.1 Company Profile

Transcom Group is a Bangladeshi business conglomerate. The businesses under this group include Beverage, Pharmaceuticals, Newspaper, Radio channel, Electronics, Foods etc. Today, one of the leading and fastest growing diversified business houses in Bangladesh employing over 13,500 people. These early industrial ventures have moved over to businesses involved in high tech manufacturing, international trading and distribution, forming strong ties with a host of blue chip multinational companies and growing. Not many industrial groups in Bangladesh can claim a history of continuous business pursuits stretching back over 130 years! Initially tea and later jute formed the backbone of the family business. Although these are still part of the activities and contributing marginally to the overall group turnover, presently those early industrial ventures have moved over to businesses involving high-tech manufacturing, international trading and distribution, forming strong ties with a host of blue chip multinational companies. In recent years, TRANSCOM has emerged as the largest media house in Bangladesh. Transcom group started its journey in 1885 through tea plantations. This diversified business house now has interests in many segments in the industrial and service sectors in Bangladesh. Some of the brands managed by the group include: Pepsi, 7-Up, Miranda, KFC, Pizza Hut, Phillips, Whirlpool, Maybelline, Garnier, Heinz, Frito-Lay, Lindt, Servier, Novo-Nordisk. Other aspects of the business include: Pharmaceuticals (Eskayef Bangladesh Ltd), Newspapers (Prothom Alo & the Daily Star), and Radio (ABC Radio FM 89.2), Transcom Distribution Company ltd.

1.2 Transcom Electronic Limited

Transcom Electronics Ltd (TEL) started its' operation in 1993 by taking over PHILIPS electronics and lighting business in Bangladesh. Today, the company is one of the leading electronics and electrical company in the country, marketing and distributing Consumer lighting, Consumer electronics, Home Appliances and Professional lighting products from renowned brands through its extensive distribution and retail network Transcom Digital is the outlet started in the early 2005 through which TEL is retailing products directly to end consumers in the metro and urban cities. In 2008, the company re-introduced itself as "Transcom Digital" as a multi brand, multi-category retailer catering for all Electronics, Appliances and IT products. Today Transcom Digital becomes the original outlet of TEL responsible for sales and providing all TEL electronic/IT products to their valued customers. Currently it is successfully running forty one

outlets throughout the country and expects to increase the total outlet number eventually. Moreover TEL has a strong Corporate Sales Team under Transcom Digital for direct sales to the corporate clients. Through the Electronics & Appliances Distribution Consumer Electronics, Home & Domestic Appliances from global brands such as Samsung, Philips, Whirlpool and home brand Transtec are sold throughout the country via a nationwide dealer network. Currently there are about 165 electronics dealers covered under this network through which Transcom Digital is retailing the following Electronics & Appliances:

1.2.1 Lighting & Electrical Distribution:

Distribution is the core competency area of Transcom Electronics limited. Through which Lighting, Electrical Domestic Appliances from global brand PHILIPS and home brand TRANSTEC are sold throughout the country via a nationwide distributor network. Currently there are about 17,000 electrical outlets and 90,000 grocery outlets covered under this network.

1.2.2 Transcom Digital:

This is a new venture started in the early 2005 through which TEL is retailing products directly to end consumers in the metro and urban cities. In 2008, the company re-introduced itself as “Transcom Digital” as a multi brand, multi-category retailer catering for all Electronics, Appliances and IT products. Today Transcom Digital is successfully running its business with more than forty showrooms throughout the country and expects to increase the by the end of 2017. The Company has a strong Corporate Sales Team under Transcom Digital for direct sales to corporate clients.

1.2.3 Electronics & Appliances Distribution:

Through the E&A Distribution Consumer Electronics, Home & Domestic Appliances from global brands such as PHILIPS, WHIRLPOOL, Samsung, Hitachi and home brand TRANSTE Care sold throughout the country via a nationwide dealer network. Currently there are about 165 electronics dealers covered under this network.

1.2.4 Transom Mobile Limited

Transom is authorized dealer of world class mobile brand like samsung. They started their journey from 2011.

1.3 Company History

Originated with tea plantations in 1885 – a history of strong business pursuits stretching back over 130 years. Initially tea later jute formed the backbone of the family business. Although these are still part of the activities, they contribute marginally to the overall group turnover. These early industrial ventures have moved over to businesses involved in high tech manufacturing, international trading and distribution, forming strong ties with a host of blue chip multinational companies and growing. Not many industrial groups in Bangladesh can claim a history of continuous business pursuits stretching back over 130 years! Initially tea and later jute formed the backbone of the family business. Although these are still part of the activities and contributing marginally to the overall group turnover, presently those early industrial ventures have moved over to businesses involving high-tech manufacturing, international trading and distribution, forming strong ties with a host of blue chip multinational companies. In recent years, TRANSCOM has emerged as the largest media house in Bangladesh.

1.4 Transcom Electronics operational structure

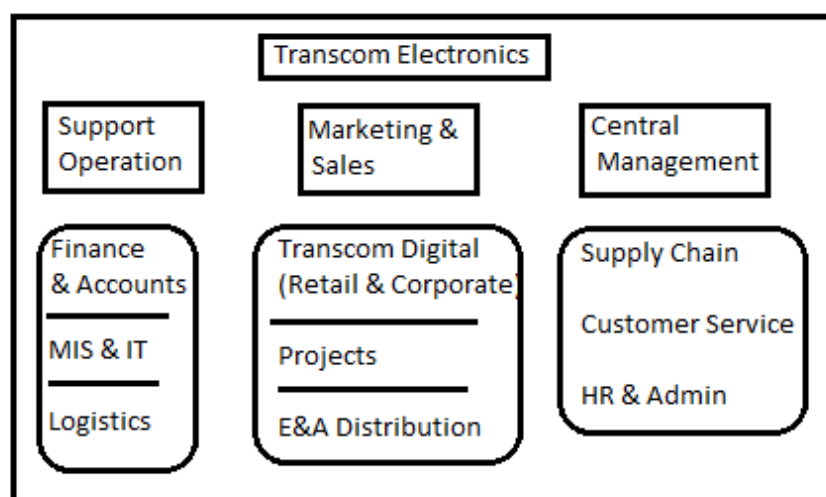


Figure 1: Operational Structure

1.5 Sales Department

Sales department divided into two categories. B2B and B2C

1.5.1 Business to Business

- **Lead generation:** In sales department the main aim is to create lead generation. Sales department of Transcom always try to grab the customer attention with unique and beneficial offers. Transcom divide target market into many and knock corporate offices and factories.
- **Communication:** Basically Transcom Electronic Limited communicates in three different way in B2B sector. For B2B sector communication is important to make a deal. It is all about convince and motivate customers.
 1. **Door to door:** Special team visits corporate office and factories with promotional offers. We try to focus on uniqueness of our products while visiting them.
 2. **E mail Marketing:** we do send email via our data base system which has all the contact of corporate offices and factories.
 3. **Phone calls:** we even make phone calls to the communicate. It is one of the easiest ay to connect with the offices.
- **Presentation:** If our team able to convince customers then we arrange a face to face meeting. In the meeting we come up with unique personation with all the necessary information related to the product.

1.5.2 Business to Consumer

Transcom Electronic has their showrooms all over the Bangladesh. We welcome walk in customer and influence them to buy our product. We even promote our product via TVC and Billboard advertisements.

Show rooms like LG and Sony are all showing a rich ambience inside which the consumers especially the homemakers would prefer a better place to purchase the electronic products. The expandable view of the store has given an opportunity for the consumers to relax purchase of commodities. In addition to this, it is fashion that some electronic showrooms are opening cafes and lounges inside the showroom to boost their brands and warm up to future customers. (Aravindh,2012)

1.6 Product Portfolio

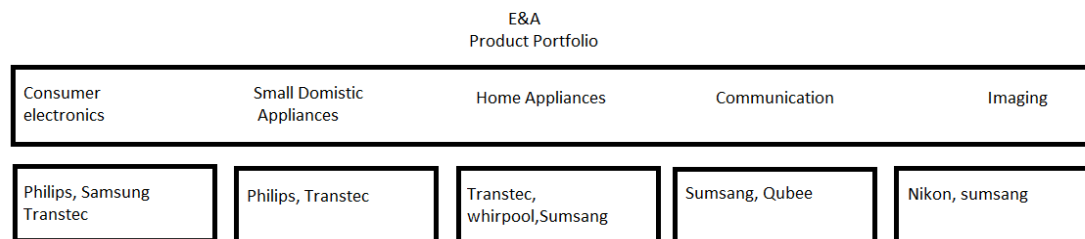


Figure 2: Product Portfolio

2.1 Introduction of research

Technology and innovation make our life easy and better. People are shifting from traditional one to modern lifestyle product. From workplace to our personal life, it play very important role. Today, our kitchen has an electric range replete with electronic controls, a microwave oven similarly endowed, a toaster oven, several mixers, a television that's sometimes smarter than I am, A refrigerator-freezer that can even aware of the outside temperature. All i can say we have lots of home appliances to make our life better. Modern market is always known for focusing on new trends and style to attract new as well as existing customers. In the urban cities where consumers taste and preferences are changing rapidly on the other hand it is also creating business opportunities for new as well as existing marketers. In the present situation there are so many competitions in the market where alternatives are easily available and so many options they are offering to the customer. Various kind of product electronic product offering Many type of unique and different service, feature. Etc. So it becomes difficult for one to choose the best among all. Even some time we get confused what to pick or what not to. That's why a person goes throw a buying decision process to pick the best possible product for his/her. Few things they might consider while taking a buying decision.it could be price, quality, safety, durability etc. Consumer buying decision is a very tricky concept, especially for home appliances in modern marketing because several internal and external stimuli are there to contribute towards consumer purchase process. In modern marketing after introduction of ecommerce buyer behavior has been changed drastically because now a days it is very easy to figure out the needed product through internet with help of online shopping portals. This study is also aiming to frame out empirically the influence of segmentation variables to project the customer. In this report i tried to analyze factors affecting customer buying decision. That's mean what are the factors customer keep in mind while buying electronic product. We have tried to judge market segmentation factors like demographic (age, gender, education, occupation). And dependent variable considers purchase decision and independent variable (price. quality. safety, warranty, risk association. promotion etc.)

A consumer has to go through classical five stages of decision-making process such as problem recognition, information search, alternatives evaluation, product choice, and post-purchase evaluation (Soloman, 2010)

Purchase decision-making processes in the household are more complex than those of individuals for three reasons: the difficulty of reaching a joint decision, the different roles of each spouse in. the decision-making process and the need to solve conflicts between spouses. In other words, conflict is an inherent element in family purchase decision-making (Assael, 1998)

2.2 Problem statement

2.1 Objectives

The main objective of the study is to determine what are the factors mostly influence customer to purchase electronic product. We have four independent variables price, quality, promotion, and warranty. And dependent variable is purchase decision. Purchase decision totally depending on the customer. Some people ready to pay more prices to ensure quality. And some of them do not care about the quality as long as they are getting cheap price. On the other hand some of them get attracted my promotional activity. Last but not the least, some people may consider warranty while buying electronic product.

- To identify whether the customer's decision-making influenced by price.
- To identify whether the customer's decision making influenced by quality.
- To identify whether the customer's decision making influenced by promotional activity.
- To identify whether the customer's decision making influenced by warranty.

2.2 Literature Review and Hypothesis

The role of price in consumer behavior is certainly both influential and complex. As the four papers in this session demonstrate, this role can be explored in many ways, each leading to different insights about how price influences consumer decisions. The review that follows highlights some of the key issues and problems suggested by these papers, offering ideas for the further development of research and theory on consumer response to price. (jerry, 1984)

H1: Customers get influenced by price while making purchase decision of Transcom Electronic product.

Quality is how the recipient of the product or service views the product or service: before buying, upon delivery, and after the delivery-and use. In other words, quality is satisfying the customer and it is defines by customer. Quality is exceeding the customer expectations and the extent to which the customers or users believe the product or service surpasses their needs and expectations. Product quality in a broad sense, is defined as "superiority or excellence" of a product (Zeithaml, 1999). When objective quality of a product is hard to justify, buyers would take more abstract signals such as brand name as the key consideration. In the mind of customers, perceived quality defines perception, product quality and superiority. This effect on customers generally stimulates brand integration and exclusion which leads to positive consideration set before purchase decision. (Bristow, 2002) In many situations, consumers do not know the true quality of competing products (or brands) before making their purchase decisions. Warranty that is to be offered for a product is an important marketing decision. It was understood quite early that a warranty possibly offers insurance against product failure to potential buyers (Heal, 1977)

H2: Customers get influenced by quality while making purchase decision of Tanscom Electronic product.

Technology advancement had not given us new products and services, but they had changed the meaning of many words. With increase in mass media, advertising effectiveness, as more traditional mass media, had reduced. Now advertiser is looking for new and presumably less cluttered media. The current age of digital media had given consumer choices to opt in and opt out of marketing messages and advertising. Consumers are getting more control of what they want and when they want. All these things are moving toward the interactive marketing (Newell & Merier, 2007; Kondo & Nakahara, 2007). Advertiser's primary objective is to reach Prospective customers and influence their awareness, attitudes and buying behavior. They spend a lot of money to keep individuals (markets) Interested in their products. To succeed, they need to understand what makes potential customers behave the way they do. The advertisers Goals is to get enough relevant market data to Develop accurate profiles of buyers-to-find the common group (and symbols) for communications This involves the study of consumers behaviour: The mental and emotional processes and the Physical activities of people who purchase and Use goods and services to satisfy particular needs And wants (Arens, 1996). Advertising, sales promotion and public relations are mass-communication tools available to marketers. As its name suggests, mass communication uses the same message for everyone in an audience. Today, definitions of advertising abound. We might define it as communication process, a marketing process, an economic and social process, a public relations process or information and persuasion process (Arens, 1996).

H3: Customers get influenced by promotional activity while making purchase decision of Trancom Electronic product.

A warranty is a contractual agreement associated with the sale of a product that requires the manufacturer to either rectify or compensate for any failures over the warranty period. The cost associated with the servicing of the warranty per item sold is a random variable of considerable importance to manufacturers (Jack and Murthy, 2001). In many situations, consumers do not know the true quality of competing products (or brands) before making their purchase decisions. Warranty that is to be offered for a product is an important marketing decision. It was understood quite early that a warranty possibly offers insurance against product failure to potential buyers (Heal, 1977)

H4: Customers get influenced by warranty while making purchase decision of Transcom Electronic product.

2.3 Conceptual Framework

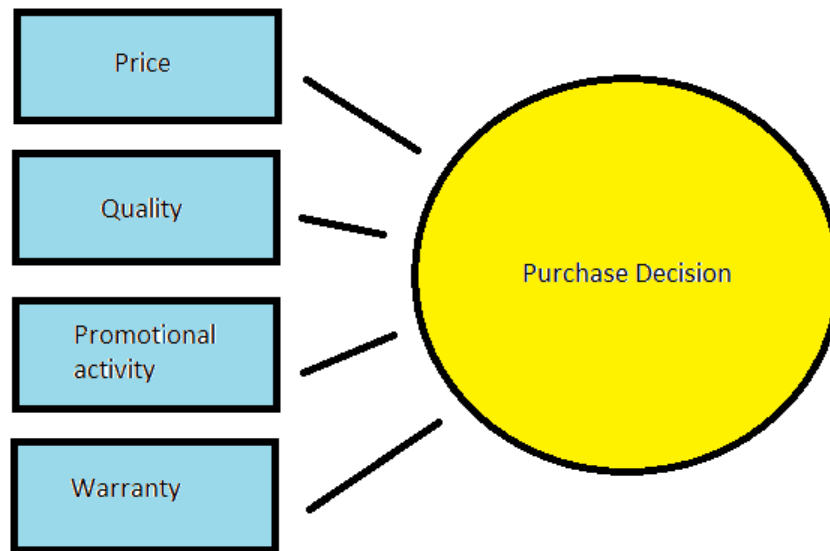


Figure 3: Conceptual Framework and Hypothesis

Based on literature review, five factors identified for further work. Purchase decision considered as dependent variable on the other hand price, quality, promotion, and warranty were independent variable.

H1: Customers get influenced by price while making purchase decision of Transcom Electronic product.

H2: Customers get influenced by quality while making purchase decision of Tanscom Electronic product.

H3: Customers get influenced by promotional activity while making purchase decision of Trancom Electronic product.

H4: Customers get influenced by warranty while making purchase decision of Transcom Electronic product.

2.4 Methodology

Findings of the exploratory research revealed the insight of the customer purchase decision making of electronic product. Four factors were selected from the findings of the exploratory research. Eighteen questionnaires were developed related to the topic and seven questionnaires' about them for the conclusive research questionnaire. Five point Likert scale was used to collect data from the respondents. The respondents were asked to rate on several statements on the questionnaire using 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. The data were collected via online survey with the help of Google doc .total sample size of 101 respondents was used to conduct the research. Survey conducted via social media and email as well. The survey was done within Dhaka, Bangladesh. At first the students were asked whether they had purchased anything from Transcom or not. A total of 15 items were constructed to get the data on five variables where four were independent (Price, Quality, Promotion, Warranty) and the remaining one was dependent (purchase decision).

2.5 Data analyses

Descriptive statistic used to analysis Demographic questionnaires on the other hand inferential statistics used to develop Multiple Liner Regression Analysis. For Demographic questionnaires, Microsoft Excel required and for Regression analysis, IBM SPSS statistic 24 was used.

2.6 Results and Discussion: Results and discussion of the project is given below.

2.6.1 Demographic of the sample

- **Age**

Table 1: Age Frequency

	Frequency	Percent	Valid Percent	Cumulative Percent
18-24	58	57.4	57.4	57.4
25-34	41	40.06	40.06	97.46
35-44	1	1	1	98.46
45-54	1	1	1	99.46
55-64	72	0	0	100
Total	101	100.0	100.0	

Age pie chart

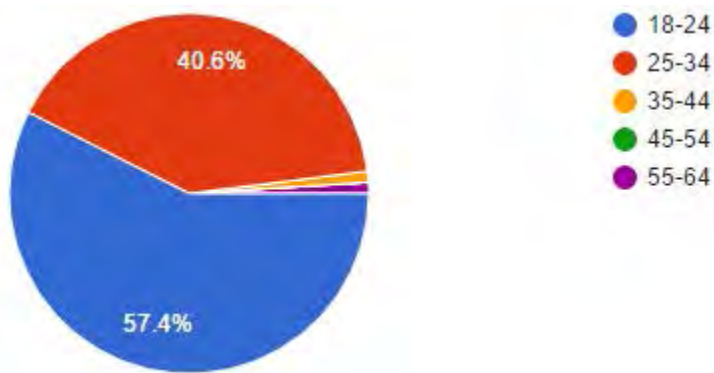


Figure 3: frequency of age pie chart

The frequency table above shows that out of 101 respondents, 58 of them fall under the age group of 18-24 and 41 of them fall under the age group of 25-34. and 1 respondent of each age group of 45-54 and 55-64. It indicates 97.46% of the survey respondents' age is between 18-24

and 25-34

- **Gender**

Table 2: Gender frequency

	Frequency	Percent	Valid Percent	Cumulative Percent
Male	49	48.5	48.5	48.5
Female	52	51.5	51.5	100
Total	101	100	100	

Gender Pie Chart

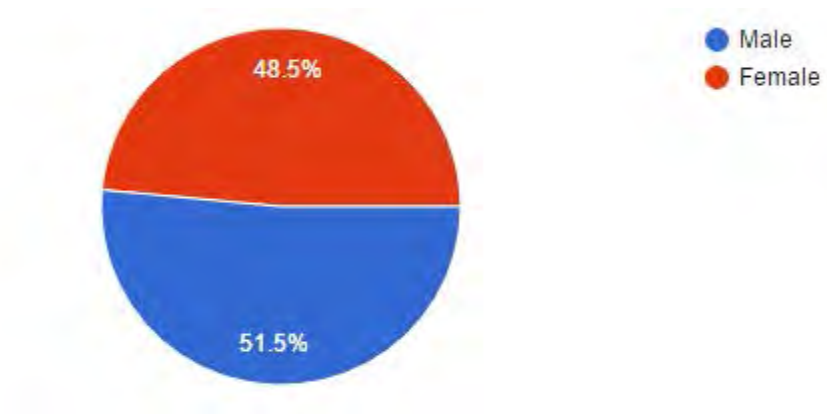


Figure 4: Frequency of Gender pie chart

The pie chart shows out of 101 respondents, 49 were male and 52 were female. And the frequency for male is 48.5% and for female 51.5%.

- **Education qualifications**

Table: 03 Frequency table of Education

	Frequency	Percent	Valid Percent	Cumulative Percent
H.S.C	22	22.8	22.8	22.8
Graduate	63	62.4	62.4	85.2
Post Graduate	14	13.9	13.9	99.1
Doctorate	1	0	0	99.1
Post Doctorate	72	1	1	100
Total	101	100.0	100.0	

Pie Chart of Education Qualifications

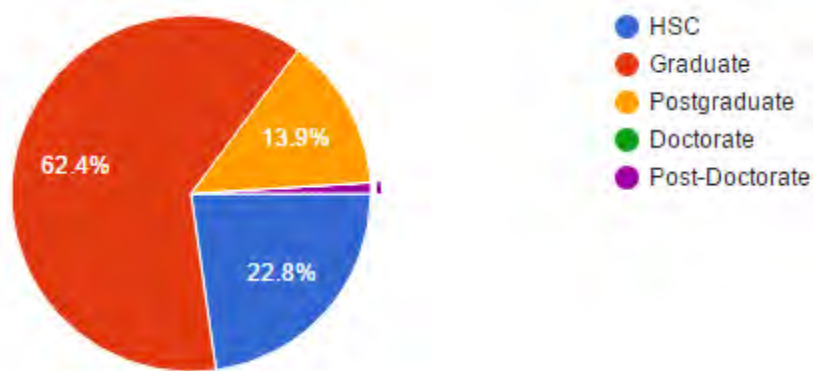


Figure 05: Frequency of Education pie chart

The frequency table above shows that out of 101 respondents, 22 were H.S.C passed. 63 person were graduated which more than total half respondents. 14 respondents were completed their post graduate. one person were post doctorate too.

- **Income**

Table: 04 Frequency table of income

	Frequency	Percent	Valid Percent	Cumulative Percent
0-30000	85	84.2	84.2	84.2
30000-50000	7	6.9	6.9	91.1
50000-70000	4	4	4	95.1
70000-100000	1	1	1	96.1
100000+	4	4	4	100
Total	101	100.0	100.0	

Pie chart of monthly income

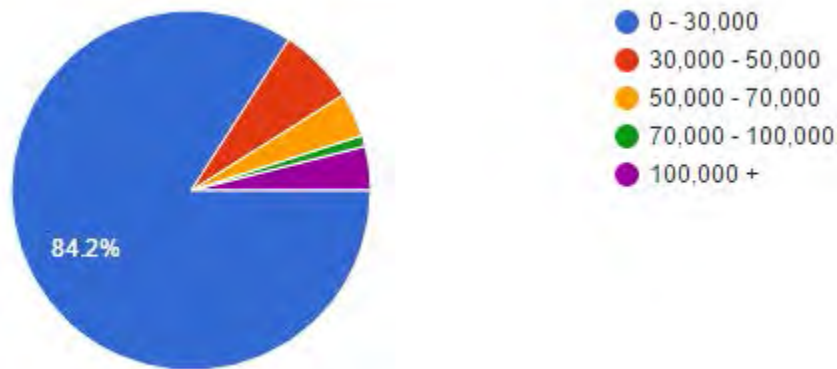


Figure 6: Frequency of Income pie chart

The frequency table above signifies that 85 respondents or 84.2% of all the respondents' income is Tk 0-30, 0000 or less, 7 respondents or 6.9% of their income is between Tk 30,000 to Tk 50,000 , only 4 respondents or 4% of their income is between Tk.50,000 to Tk. 70,000 and 1 respondents or 1% of their income is Tk.70, 000 to Tk.100,000. Lastly only 4 people have income Tk 100,000+

- *What type of electronic product did you purchase recently?*

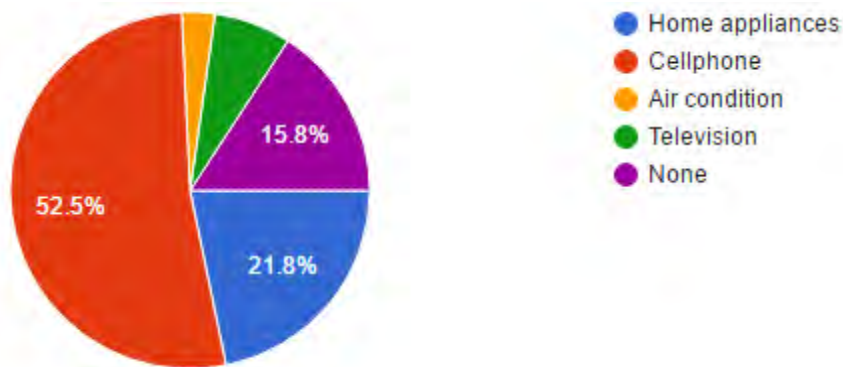


Figure 7: Frequency of Recent Purchase pie chart

1. 21.8 or 22 respondents bought home appliance
2. Almost half of the respondent (52.5 or 53) were able to buy cellphone
3. only 3 respondents or 3% people bought air condition
4. 7 respondents purchased television
5. 15.8% or 16 survey respondent did not purchase anything

- *How would you define your recent purchase?*

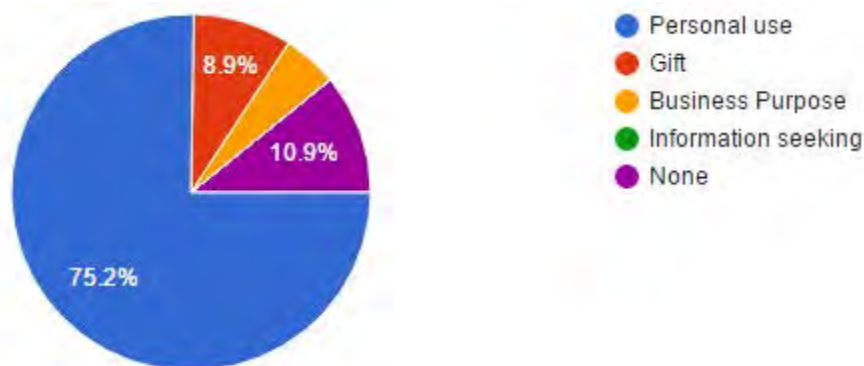


Figure 8: Frequency of Purchase Purpose pie chart

1. 75.2% or 76 respondents bought electronic Product for personal use.
2. 8,9% or 9 respondents gifted to others.
3. 5% or 5 respondents purchased need of their business.
4. 10.9% or 11 respondents did not buy anything.

- *Please indicate the approximate amount your family spent on electronic product yearly?*

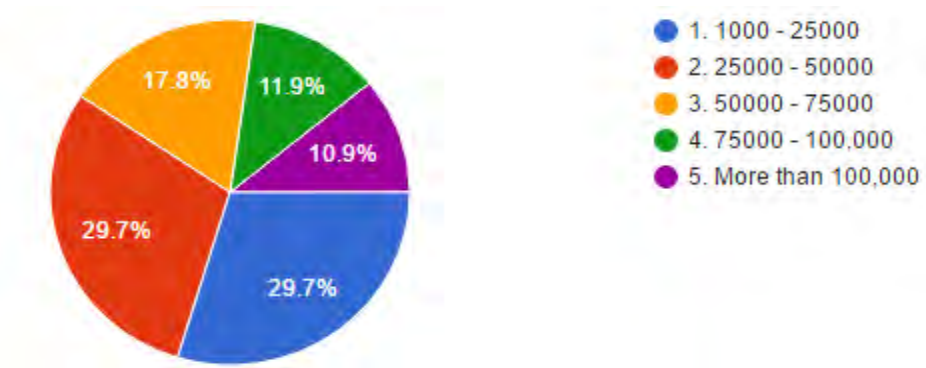


Figure 09: Frequency of family spent on electronics pie chart

1. 29.7% or 30 respondent's family spent 1,000 Tk to 25,000 Tk electronic products.
2. 29.7% or 30 respondent's family spent 25,000 Tk to 50,000 Tk electronic products.
3. 17.8% or 18 survey respondent's family spent 50,000 Tk to 75,000 Tk on electronic product.
4. 11.9% or 12 respondent's family spent 75,000 Tk to 100,000 Tk on electronic product.
5. 10.9% or 11 respondent's family spent more than 100,000 Tk on electronics

2.6.2 Hypothesis Testing

With the help of IMB SPSS statistics 24, The research has been done the analysis to test the hypothesis whether it is supported or not. There were four factors that could influence respondents. The survey was conducted via Google doc (form) to fine out actually what really motivate or influence them to buy Electronics product.

- **Results**

Table 5: Result Summary of Hypotheses Tests

Hypothesis	Standardized beta coefficient	p-value (significant at $p < 0.05$)	Result
H1 <i>Customers get influenced by price while making purchase decision of Transcom Electronic product.</i>	0.158	0.090	Not Supported
H2 <i>Customers get influenced by quality while making purchase decision of Transcom Electronic product.</i>	0.118	0.329	Not Supported
H3 <i>Customers get influenced by Promotional activity while making purchase decision of Transcom Electronic product.</i>	-.068	0.497	Not Supported
H4 <i>Customers get influenced by warranty while making purchase decision of Transcom Electronic product.</i>	0.408	0.002	Supported
$R^2 = 0.266$			

H1: The model indicates that hypothesis 1: '*Customers get influenced by price while making purchase decision of electronic product.*' is not supported. The β value is 0.158, and P-value is 0.090, which is less than the 5% significance level, thus causing the hypothesis to be not supported.

The relationship between Customer Purchase decisions of Transcom Electronic product influenced by price is positive but since the p-value supersedes the significance level, the hypothesis is not supported.

H2: The model indicates that hypothesis 2: '*Customers get influenced by quality while making purchase decision of Transcom Electronic product.*' Is not supported. The β value is 0.408, and P-value is 0.408, which is more than the 5% significance level, thus causing the hypothesis to be not supported.

The relationship between a customer purchase decisions influenced by quality is positive but since the p-value supersedes the significance level, the hypothesis is not supported.

H3: The model indicates that hypothesis 3: '*Customers get influenced by Promotional activity while making purchase decision of Transcom Electronic product.*' is not supported. The β value is -.068, and P-value is 0.497, which is more than the 5% significance level, thus causing the hypothesis to be not supported.

The relationship between purchase decision influenced by promotional activity is negative as well as the p-value supersedes the significance level, that is why hypothesis is not supported.

H4: The model indicates that hypothesis 4: '*Customers get influenced by warranty while making purchase decision of Transcom Electronic product.*' is supported. The β value is 0.417, and P-value is 0.002, which is less than the 5% significance level, thus causing the hypothesis to be supported.

Therefore, the relationship between customers purchase decision influenced by warranty is positive. This Hypothesis is supported.

Table 06: Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.515 ^a	.266	.235	.99584
a. Predictors: (Constant), MeanWarranty, MeanPrice, MeanPromotion, MeanQuality				

From the regression analysis, the value of R Square is found 0.266, meaning that the independent variables (Price, Quality, Promotional activity, Warranty) have 27% impact over the dependent variable (Purchase decision). R^2 is 0.266 which indicates the overall strength of model fit. Since R^2 value is less than 0.50 and the strength of the model is weak. Overall relationship between all the independent variables and dependent variable is weak

2.7 Limitations

2.6.1 Literature Review Limitation:

I did not find any suitable literature review based on Bangladesh. So the literature reviews were not easily available. there were more independent variables like safety, risk, security, brand name, brand image etc. but i could not related any literature review with my topic. Moreover, there was very little information found in the perspective of Bangladesh

2.6.2 Small Number of respondents:

Our sample size was only 101 respondents, which is a very small number for conducting a this type of research. Large number of respondent can reduce the error. Thus, the accuracy of our results may have been compromised due to the small sample size.

2.6.3 Lack of time:

The survey process needs a enough time to communicate with the respondents. But it does not happen because people are always in rush and hurry. They do not think enough for answering the questions. Therefore, a very limited period of time is found for conducting the survey.

2.6.4 Limitation of Independent Variable:

There were only five variables (one dependent and four independent). I could have consider few more variables like safety, risk, word of mouth, brand value, brand image etc.

3 Conclusions and Recommendation

The purpose of our research was to identify which factor mostly influence customer while they are going to buy Transcom electronic product. Among four factors or independent variables, Warranty offering influenced respondent the most. Out of 101 respondents, almost 40% people get influenced by warranty. In a simple word as long as they are getting yearlong warranty card, they are happy to get Transcom product. There is a reason behind it. Electronic product always do not last long, there is always a risk association with electronic product. That is what warranty motivate customer to purchase and influence their decision. Transcom provide 3 to 5 years long warranty card with home appliances and 1 year warranty with cell phone. Transcom should focus on warranty offering because at the end of the day customer will think about durability and security.

Risk-taking theory suggests that consumer adoption of new products would be a potentially high-risk situation as the new products provide unfamiliar and ambiguous stimuli (Bauer, 1960).

Consumer may postpone purchasing new products as they fear that the new product may not work as promised (fear of loss of money than the possible gain of owning the new product) (Simonson, I., 1992)

Though price do not supported our model, it has 16% influenced of the total respondent. Transcom should focus on pricing so that they customer could consider price while purchasing electronic product.

Promotional activity has negative impact on decision making. That's mean something is really wrong with promotional activity. Transcom should take expert advice or agency help to come up with unique advertisement to influence people.

References

- Aravinth D.S., 2012."A Study on Customer Preference towards Electronic Goods"Bonfring International Journal of Industrial Engineering and Management Science, Vol. 2, No. 1
- Arens, Williams F. 1996. Contemporary Advertising. USA: Richard D. Irwin, A. Times Mirror Higher Education Group Inc. Company.
- Assael, H. (1998). Acquiring and processing information. In H. Assael (ed.), Consumer Behavior and Marketing Action (pp. 161-193). New York: PWS-KENT
- Bauer R. A.,1960. "Consumer Behavior as Risk Taking," Dynamic Marketing for a Changing World, ed. Robert S. Hancock, Chicago: American Marketing Association, 389-98
- Heal, G. (1977), "Guarantees and Risk-Sharing", The Review of Economic Studies 44(3): 549-560
- Jack, N. and D. Murthy (2001), "A Servicing Strategy for Items Sold Under Warranty", Journal of the Operational Research Society 52(11): 1284-1288.
- Newell, J., Meier, M. (2007) 'Desperately Seeking Opt-In: A Field Report from a Student-Led Mobile Marketing Initiative', International Journal of Mobile Marketing, 2 (2), pp. 53-57.
- Solomon, M. R., Bamossy, G., Askegaard, S., & Hogg, M. K., (2010), Consumer Behaviour: a European perspective. Essex: Pearson Education
- Zeithaml et al, (1998) Study Guide for use in Marketing, Journal Marketing Research.

www.transcombd.com/home (accessed on 27th, December 2016)

Appendix

Questionnaires

Demographic information

Age

1. 18-24
2. 25-34
3. 35-44
4. 45-54
5. 55-64

Gender

1. Male
2. Female

Educational Qualifications

1. HSC
2. Graduate
3. Postgraduate
4. Doctorate
5. Post-Doctorate

Monthly Income

1. 0 - 30,000
2. 30,000 - 50,000
3. 50,000 - 70,000
4. 70,000 - 100,000
5. 100,000 +

What type of electronic product did you purchase recently?

1. Home appliances
2. Cellphone
3. Air condition
4. Television
5. None

How would you define your recent purchase?

1. Personal use
2. Gift
3. Business Purpose
4. Information seeking
5. None

Please indicate the approximate amount your family spent on electronic product yearly

1. 1000 - 25000
2. 25000 - 50000
3. 50000 - 75000
4. 75000 - 100,000
5. More than 100,000

I purchase home appliances product of TRANSCOM Electronic

Strongly Agree Agree Neutral disagree Strongly Disagree

I Purchase TRANSCOM product for my personal use

Strongly Agree Agree Neutral disagree Strongly Disagree

My previous experience with TRANSCOM influence me to buy their product

Strongly Agree Agree Neutral disagree Strongly Disagree

I feel that TRANSCOM product price are expensive

Strongly Agree Agree Neutral disagree Strongly Disagree

I think TRANSCOM product price need to reduce

Strongly Agree Agree Neutral disagree Strongly Disagree

I do not think about the price when it comes to TRANSCOM product

Strongly Agree Agree Neutral disagree Strongly Disagree

TRANSCOM always try to maintain the quality of the product

Strongly Agree Agree Neutral disagree Strongly Disagree

I measure quality based on durability of the product

Strongly Agree Agree Neutral disagree Strongly Disagree

Quality product always ensure good performance

Strongly Agree Agree Neutral disagree Strongly Disagree

I have never seen any kind of promotional activity on billboard

Strongly Agree Agree Neutral disagree Strongly Disagree

I have seen lots of advertisement on newspaper

Strongly Agree Agree Neutral disagree Strongly Disagree

TRANSCOM electronic grab the customer attention via TVC

Strongly Agree Agree Neutral disagree Strongly Disagree

I prefer TRANSCOM product because of their warranty card

Strongly Agree Agree Neutral disagree Strongly Disagree

Long period of warranty motivate me to buy TRANSCOM product

Strongly Agree Agree Neutral disagree Strongly Disagree

TRANSCOM warranty card reduce the risk

Strongly Agree Agree Neutral disagree Strongly Disagree

Coefficients ^a								
		Unstandardized Coefficients		Standardized Coefficients			95.0% Confidence Interval for B	
Model		B	Std. Error	Beta	t	Sig.	Lower Bound	Upper Bound
1	(Constant)	.297	.618		.481	.632	-.930	1.525
	MeanPrice	.245	.143	.158	1.712	.090	-.039	.530
	MeanQuality	.144	.147	.118	.982	.329	-.148	.437
	MeanPromotion	-.105	.155	-.068	-.682	.497	-.412	.201
	MeanWarranty	.469	.146	.408	3.201	.002	.178	.760

a. Dependent Variable: MeanPurchaseDecision