



Case Studies From Pakistan & Iraq

EDITORIAL BOARD

Sobia Hassan
Noor Jehan
Kürşat Çapraz

InTraders Academic Platform

www.intraders.org

Publisher

Kürşat ÇAPRAZ

e-ISBN:978-605-69427-7-8

Editorial Board

Sobia Hassan, Pakistan

Noor Jehan, Pakistan

Kürşat ÇAPRAZ, Turkey

e-ISBN: **978-605-69427-7-8**

Case Studies From Pakistan & Iraq

Edition: First Edition 26 August 2021 Sakarya, Turkey

Language: English

© All rights reserved. The copyright of this book belongs to Kürşat ÇAPRAZ, who published the book according to the provisions of Turkish Law No. 5846. Not sold with money. It cannot be reproduced or copied by any electronic or mechanical recording system or photocopy without the permission of the publisher. However, short citation can be made by showing the source. University Libraries and similar public institutions may add books to databases provided that they are open and free access without permission.

Publisher

Kürşat ÇAPRAZ

InTraders Academic Platform

Sakarya University Faculty of Political Sciences. Serdivan Sakarya, Turkey

www.intraders.org

info@intraders.org

Case Studies From Pakistan & Iraq
e-ISBN: 978-605-69427-7-8
www.intraders.org

Statement of Responsibility

The legal and scientific responsibility of the manuscripts belongs to the authors.

Appreciation

I am gratified to have the honor to put forward the vote of thanks to authors and editors. As a publisher, it's our source of motivation conveying the articles with reserachers.

Until this book, under InTraders Publishing, we published 6 conferences abstract books, 6 proceeding books, 3 international books (book chapters) and 4 jounal issues.

In upcoming Autumn 7Th InTraders Conference 4-8 October 2021, a beautiful congress which carries more than international congress criteria is waiting for all of you.

Wish to meet you all in this new international conferences...

Kürşat ÇAPRAZ

Publisher

InTraders Academic Platform

www.intraders.org

Ms. Sobia Hassan

**Lecturer/ Incharge
Department of Public Administration
Lahore College for Women University, Lahore, Pakistan**



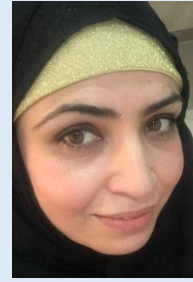
Ms. Sobia Hassan is obtaining her PhD in Administrative Sciences from the Institute of Administrative Sciences, University of the Punjab, and currently working as an Incharge at the Department of Public Administration, Lahore College for Women University, Lahore, Pakistan. Before that she did her Master in Public Administration from IAS, and M.Phil from (Lahore Business School) University of Lahore. She worked as a head coordinator in International Conferences and International Seminars for the Department of Public Administration. She is also an Editorial board member of the Journal of Management and Administrative Sciences, Faculty of Management and Administrative Sciences, LCWU. She is an active academic and presented her work at various prestigious National and International Conferences in the field of Management. She also published her work in various Local and International journals. Her areas of interest are Public Service Motivation, Public Management, Governance and Human Resource Management. She is also working as a student facilitator in different community activities.

Noor Jehan (PhD)

Head of Psychology Department and Assistant Professor

Department of Economics, Abdul Wali Khan University Mardan, Pakistan

Email: noorjehan@awkum.edu.pk; noorejahan82@yahoo.com



Dr. Noor Jehan has obtained her Ph.D. from the University of Agriculture Peshawar Pakistan. She has the distinction to have gold, silver and bronze medals. She is currently working as head of psychology department at Abdul Wali Khan University Mardan, Pakistan. She has 13 years of teaching experience at universities. She is also the sitting Vice President of university association and has served as elected academic council member for three years. She is the editor of HEC recognized journal and is reviewer for many national and international journals. She has published 30 research papers in national and international journals and has done consultancy project on "Fiduciary Risk Analysis of Khyber Pakhtunkhwa Education Sector Plan (2011-2015) financed by Department for International Development UK. She also has successfully completed "Research Project on "Costing out Education Needs for Khyber Pakhtunkhwa" under Thematic Research grant from Higher Education Commission of Pakistan.

Kürşat Çapraz

Sakarya University (2008-...)

Worked as an export manager 2006-2008,
then started at Sakarya University (2008-....).

He is interested in international trade and foreign market research. He published international market articles, joined international events and runs InTraders Academic Publishing.



Contents

Readiness of People to Adopt E-Health Services Ms. Geeta Bai & Ms. Ayesha Sultan	1-12
The impact of service quality and perceived value on consumer purchase decision in hospital Maryam Fatima & Abdirahman Hassan Manka	12-40
The effects of applying corporate governance on the accounting performance of the Iraqi banking sector: an empirical study Al- Khafaji Ahmed Kadhim Idan, AL- durrah Waleed Khaild Suwid Ibrahim Naeem	41-54
Assessment of Barriers in the Implementation of Green Supply Chain Management in FMCG Sector of Karachi Umme Sumaiya Hamid & Wajiha Hamid	55-72
Factors Affecting Consumer Preference for Purchasing Branded Footwear in Karachi Saqib Qamar & Muhammad Shahzad	73-90
Changes in the qualitative characteristics of supporting information and their impact on international financial reporting standards: an empirical study Ibrahim Naeem Hasan, Hashem Ibrahim Raed Naeem	91-103

Readiness of People to Adopt E-Health Services

Ms. Geeta Bai & Ms. Ayesha Sultan

Abstract

Recent advances of technologies are significantly increasing day by day. E-health is an application of information and communication technology that should be implemented for improving the quality in the healthcare services and the cost should reduce at the same time. The purpose of this research is to examine that people are ready to adopt E-health services or not and identified that how much knowledge they have about E-health. By accepting the E-health services people can be able to have online recommendation at any time, they can see the online medical test results, they can book online appointments and interlink with health care providers conveniently. Our survey instrument was close ended questionnaire and it was a self-administrative survey. Sample size of this surveys was 270 and survey was done from different areas of Karachi city. The finding of this study was concluding that people do not have knowledge about E-health. Majority of population do not know about E-health. The privacy was not a big concern for the population for using the E-health services. E-health services is impossible until and unless people do not become familiar with the term E-health.

Keywords: E-health services, internet, adoption, technological acceptance.

JEL Code: I15

Background

Electronic health (e-health) services promote health care system to influence those populations where there is no proper facility of health care. As readiness is more necessary from all point of view of E-business in emerging countries (Heeks, 2008). According to the World health organization (WHO) E-health describe as the use of information and communication technologies (ICT) for healthcare services to facilitate quality of care (Nykanen, 2006). E-health services will be more effective that decline in the cost of health care services and maximize the patient satisfaction level but also decrease the stress on health competency. (Hou, et.al, 2014).E-health readiness is define as awareness of healthcare organization and communities for the predicted change brought by the programs related to information and communities technologies (ICT) (Khoja S, 2007).

The aim of this study is to identify the level of adaption of e-health services that whether the population is willing to adopt this change in the health care industry. The benefits of e-health services are common as data record keeping of patients and providing medical services in crucial stages will become easy for both patients and service providers. Plus e-health would improve the accuracy, less medical errors. It would be less time consuming as people face heavy traffic problems in Pakistan and it would be less cost effective. It will also be use full for people who live in rural areas and people who do not have hospitals nearby and aging people as they are becoming old and do not have someone to take them to hospitals. Rural areas can also be count in this as there is no proper medication system or health care system or we can say that there is no proper hospital nearby.

E-health is a vital need for achievement in healthcare industry and provide the services globally and it is also beneficial for healthcare physicians' access to knowledge to enhance health mediation result. Due to the more usage of new information technology and internet is retaining main changes on the health care industry by improving the health services and also decreasing cost. These changes provide the advantages to patients as they can interact with physician.(Fung and Paynter, 2006, cited in; Mekawie, 2013). If the people have positive thinking toward E-health services that can increases their interest and knowledge to use these type of network of information technology, so that E-health become successful utilization tools.(Olok, et.al, 2015).

Studies have shown several issues that can possibly effect the willingness and readiness of E-health for the use of healthcare providers, involve their opinion regarding the technology that is useful for the well-being and also for information accessibility (Saleh et.al, 2016).

Research Objective:

The aims of this study is to investigate the level of readiness to adopt E-health services and to understand the perception of common people towards E-health services.

Research Question:

- 1.4.1 What is the level of knowledge of people regarding E-health services?
- 1.4.2 What factors are influencing to adopt E-health services?
- 1.4.3 What are the hindrances while adopting the e-health services?

Hypothesis:

- H1: There is a significant impact of knowledge of using technology on readiness level.
- H2: There is a significant impact of high adoption level due to the perceived benefits of E-health services.
- H3: There is a significant impact of low adoption level of E-health due to the privacy concern.
- H4: There is a significant impact of technological acceptance on the adoption level of E-health services.
- H5: There is a significant relationship of use of internet and use of E-health services.

Scope of Study:

The details of scope of study our are given under the following headings:

Inclusion:

We include the general population in our research from Karachi, city, and we focused on primary healthcare services provided through e-health services.

Exclusion:

We exclude secondary healthcare services provided through E-health services.

Justification of study:

Justification of our research is to identify the perception of people towards the adaption of E-health services.

Limitation:

The limitation of our research was that we have limited time period and we have very sample size which was collected from some areas of Karachi, city.

Literature Review

We have concentrated on e-health services because it is important, enthusiastic technological innovation and will be a great change in the healthcare industry. But lack of proper planning and communication cannot bring any change initiative and lead toward failure because any change can produce fear, doubt, and detention (Chau, et.al, 2009). The concept of telemedicine was derived four decades ago and healthcare professionals and technologists worked together to check the result of the adoption of telemedicine specially to support people live in remote areas. (Hu, et.al, 2002). According to the Australia National E-health Strategy in the coming 10 years, the Electronic Health information system will cover 90% of population or care worker and over 50% of them will ready to accept the E-health services and also use these electronic information systems to maintain their health (Zhang, 2015). According to the European Commission has shown the idea on E-health services in 2012 which goals to new changes in healthcare delivery for the advantages of common people to provide the quality of care at low cost which is also convenient for them to contact with physician easily for a health problem. The ministry of health, Malaysia introduces telemedicine services facility in 1997, the purpose of this technology to provide the better care also saving the cost of healthcare providers and it was a important sources of information technology to saving the time which is useful for the people to gain these facilities for health (Zailani, et.al, 2014). In some developed countries like 90% in Sweden, 55% in Australia and 62% in Netherland healthcare provider has used electronic health records for primary care to facilitate the people(Taylor, et.al, 2002; Taylor, 2004; cited in, Li, et.al, 2005) Health care professionals find E-health as the most beneficial development in healthcare, it is useful and valuable for the patients.(menachemi, et.al,2006; cited in Gulzar, et.al,2013). Electronic health record rate and usage is increasing gradually, in the USA it was found that in 2005 primary care was 23% practice in Massachusetts and this rate was increased to 35% in 2007. (Simon, et.al,2009; cited in Nguyen,2014) In Europe the European Union has striven to implement the E-health services with 28 Members States and they made E-health as the key part of the EU health policy and their long-term goal was to achieve the extensive adoption of E-health system all over the Europe.(Kierkegaardn, 2015)

Perceived Benefits of E-Health Services

Telemedicine is the process of electronic information and communication technologies to provide healthcare services to those people who live at a long distance. Telemedicine is derived to support direct services to patients and as a medium for collective efforts among physician. (Menachemi, et.al, 2004). Telemedicine comprises video calling, data, and voice services. (Moore, 1995). As the internet facility is increasing day by day so, E-health services occurs with the quick improvement of interactive consumer health informative (CHI). (Eysenbech 2000, cited in; Zhang, et.al, 2015) It is described as “the use of modern computer technology and telecommunications to support consumers in obtaining information, analyzing their unique health care needs and helping

them make decisions about their own health”. (Zhang, et.al, 2015) As the usage of internet is increasing in a present era along with E-health services is improving there is a need to enhance knowledge that how to use these services (Andreassen, et.al, 2007).

Technological Acceptance

Acceptance of new technology has explained in four major ways: 1) Effective or operative usage of the technology, 2) Satisfaction with the innovation in technology, 3) use of technology, 4) aim or readiness to use the tools.(Karsh, 2004; cited in, Calvin, 2009) The acceptance of E-health services is based on new facilities that could be provided through the internet, for example, online recommendation, contact of online medical test results, reserve appointment online and interlink with healthcare providers.(Mekawie, 2013).

Knowledge To Use technology

The ability to use of computer system, enhance the knowledge of new technology and software. (Norman & Skinner, 2006) Skinner and colleagues initiate that teenager of Canadian has access to use the internet, most of them have ability to use these access for their health. Health information technology (HIT) is helpful for managing the healthcare data and frequently helps to change an environment of health care system. The advantage of health information technology is to decrease the paperwork in hospitals and which resulting the reduction in medical errors, reducing the replication of medical test which effects to less the cost and also save the time of patients and healthcare provider (Anwar et.al, 2011). Advances in internet and computer technologies that initiate to create new opportunities for the healthcare provider and patients in early 1990s in advanced countries.

Apprehension of Privacy

Privacy is an essential concern in online business even it is incredible to do any deal without enlightening personal information. People try to avoid that they did not want to show their personal data through the electronic system because they are concern about privacy.(Ackerman, et.al. 1999; cited in Magdi, et.al, 2013). According to Goldman and Hudson (2000) healthcare sector focusing towards the internet to provide health facility such as consultations with a physician provide prescription drugs, quality of care. According to the previous research 77% people think that privacy is the more necessary in their health information and 84% worried that health information may be shared deprived of their permission. (Liebman, 2002)

Research methodology

This research design involves collection, measurement and analysis of data. This research design effectively addresses the research problem. In this research descriptive study was applied in order to ascertain and describe the perception of general population toward the E-health services. The general populations of Karachi city are considered for conducting this research because our target respondents of research are general population. A non-probability convenient sampling technique is used to gather data from target population engaging those respondents easily understand the concept of e-health. In addition the study offer only one method for participation that is survey based on the closed ended questions. The structure of the questions is to elicit responses in regards to participant's perceptions of their own personal readiness to adopt E-health services. Participants were encouraged to answer all questions in the questionnaire.

The self-administrative survey method was used to fill questionnaire from respondents. We personally go through toward respondent and fill the questionnaire by which we can easily convey our message that basically research was conduct to know the readiness level of general population towards e-health. A structured and self-administrated questionnaire is used to collect the date from target population. The questionnaire compose of two parts, in first part there are four demographic analysis in which variable consist of gender, age, education and income and in the second part questionnaire consist of Likert scale which is divided into five variables.

Pilot Survey

For this research 15 respondents were selected for pilot survey after this all the recommended analysis is performed. The result shows those questionnaires are reliable.

Table 3.1: Reliability Statistics

Cronbach's Alpha	No of items
.712	21

Results

Reliability Statistics

The overall reliability of the survey instrument is mentioned below.

Table 4.1 Overall Reliability Statistics

Cronbach's Alpha	N of Items
.761	21

Case Studies From Pakistan & Iraq
e-ISBN: 978-605-69427-7-8
InTraders Academic Platform
www.intraders.org

The internal consistency of the research instrument is best measured by the Cronbach's alpha value. By the Nannaly (1978) has indicated 0.7 to the acceptable level of reliability. Since the Cronbach alpha statistics turned out to be 0.761, therefore, we can say that our research instrument has acceptable level of reliability.

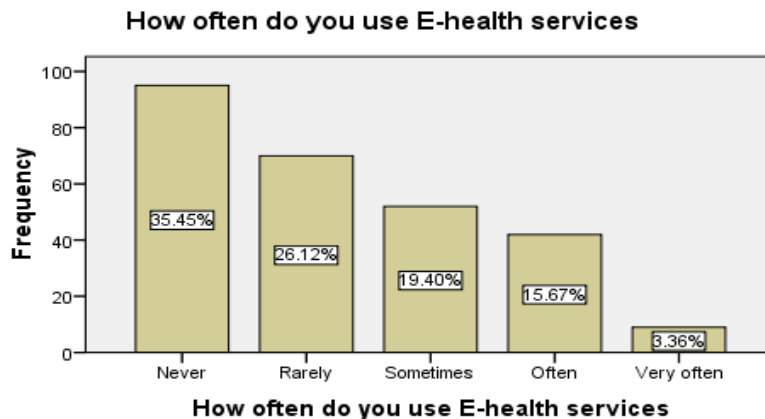
Also, the construct-wise reliability is tested and are shown below;

Table 4.2 Construct Reliability

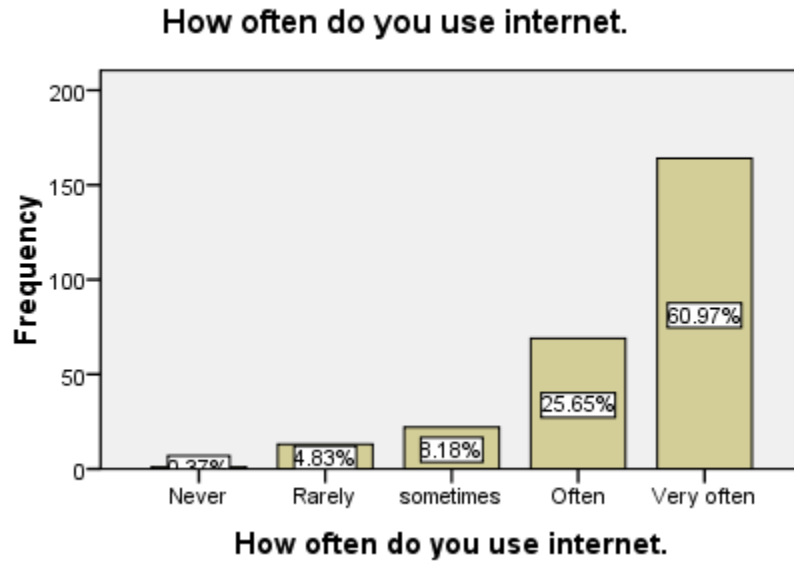
Constructs	Mean	Standard deviation	No of item	Cornbach's Alpha
Knowledge of technology	20.64	3.554	5	0.791
Perceived benefits of E-health	21.10	4.358	6	0.840
Apprehension of privacy	18.21	3.798	5	0.798
Technological Acceptance	11.78	2.243	3	0.766

Frequencies

We calculate the frequencies of our survey questionnaire.



35.45% people never use e-health services, 26.12% people rarely use e-health services, 19.40% people sometimes use e-health services, 15.67% people often use e-health services and 3.36% people very often use e-health services. This means 19.03% people often use e-health services while 19.40% use e-health services sometimes.



This means 0.379% people never use internet, 4.83% people use internet rarely, 8.18% people sometimes use internet, 25.65% often use internet and 60.97% very often use internet. This means that 86.62% people use internet very often and 8.18% people use internet sometimes.

Variable Relation

Construct (Coefficient of Correlation & Determination)	EHealth Adoption	Knowledge Technology	Technological Acceptance	Privacy Concern	E-health benefits
E_health Adoption (N-270)	r=1				
Knowledge Technology (N-270)	r= .324 (R =56.9%)	r=1			
Technological Acceptance (N-270)	r=.253 (R=50.3%)	r=.199 R=44.6%	r=1		
Privacy Concern (N-270)	r= -.086 R= -29%	r= -.026 R= -16.12%	r=.114 R=33.7%	r=1	
E-health Benefits (N-270)	r=.327 R=57.2%	r=.217 R=46.6%	r=.173 R=41.6%	r= -.076 R=27.56%	r=1

Table:4.13

There is 56.9% correlation between knowledge of technology and E-health adoption. There is 50.3% correlation between E-health adoption and technological acceptance. There is -29% correlations between E-health services and privacy concern. There is 57.2% correlation between

E-health adoption and E-health benefits. There is 44.6% correlation between technology acceptance and knowledge of technology. There is 16.12% correlation between privacy concern and knowledge of technology. There is 46.6% correlation between E-health benefits and knowledge of technology. There is 33.7% correlation between privacy concern and technological acceptance. There is 41.6% correlation between E-health benefits and technological acceptance. There is 27.56% correlation between E-health benefits and privacy concern.

Hypothesis Analysis:

The hypothesis analysis by the regression below discussed the accepted and rejected region of hypothesis.

Hypothesis Results:

Hypothesis	P-Value	Result
H1: There is a significant impact of knowledge of using technology on readiness level.	0.000<0.05	P value is< than 0.05 so our alternative hypothesis is accept and null hypothesis is rejected.
H0: There is no significant impact of knowledge of using technology on readiness level.		
H2: There is a significant impact of high adoption level due to the perceived benefits of E-health services.	0.000<0.05	P value is< than 0.05 so our alternative hypothesis is accept and null hypothesis is rejected
H0: There is no significant impact of high adoption level due to the perceived benefits of E-health services.		
H3: There is a significant impact of low adoption level of E-health due to the privacy concern.	0.158>0.05	P value is> than 0.05 so our null hypothesis is accept and alternative hypothesis is rejected
H0: There is no significant impact of low adoption level of E-health due to the privacy concern.		
H4: There is a significant impact of technological acceptance on the adoption level of E-health services.	0.000<0.05	P value is< than 0.05 so our alternative hypothesis is accept and null hypothesis is rejected.

H0: There is no significant impact of technological acceptance on the adoption level of E-health services		
H5: There is a positive relationship between use of internet and use of E-health.	-101 > 0.05	P value is > than 0.05 our null hypothesis is accept and alternative hypothesis is rejected.
H0: There is a negative relationship between use of internet and use of E-health.		

Research Result

According to the above hypothesis result there is a significant impact of E-health adoption level on technological acceptance, E-health benefits and knowledge technology but there is no significant impact on privacy concern of E-health.

Conclusion

We have conducted the research on “**Readiness of people to adopt E-health services**”. The conclusion is derived from the data collected from a sample of 270 general population of Karachi city out of which all of the responses are taken into consideration. The purpose of this study is to identify the perception of general population to adopt the E-health services. The effective E-health implementation cannot be achieved if the people do not know about the E-health services so they are not ready for such change in healthcare sector. According to our survey it is identify that people want to adopt e-health services but due to lack of knowledge and technology they do not have proper recourse to use these services, E-health services is an existing technological innovation that has potential to bring about paradigmatic changes in healthcare sector.

Future Implementation and Recommendation

The future recommendation of our is that after adopting the E-health services the further research will be conducted to check the impact of patients satisfaction level to use of E-health services, and should be conduct in rural areas as well as in urban areas because in these areas there is no proper facilities of hospitals so there will be more need of E-health services which is more beneficial for them and an easily access to doctor through video call services. In future research will also conduct on how E-health can be effective for doctor.

Limitation

There were several limitations associated with this study which were, 1) We were required to conduct the survey in a predetermined period, 2) the population of this study included, only the sample size of general population of Karachi city.

Reference

1. Li, J., Land, L., Ray, P., and Chattopadhyaya, S., (2005). E-health readiness framework from electronic health records prospective. *Sydney NWS 2050*, Vol. 6(4), pp. 326-348
2. Hu, P., Chau, P., and Sheng, O., (2009). Adoption of telemedicine technology by healthcare organization: An exploratory study, *Journal of organization computing and electronic commerce*, Vol.12, pp.197-221.
3. Menachemi, M., Burke, D.E., and Ayres, D.J.(2014). Factor affecting the adoption of telemedicine: A multiple adopter perspective. *Journal of medical system*, Vol.28, pp.617-632.
4. Mekawie, N.M., (2013). Factor affecting adoption of E-health in Egypt. *Middlesex University's research repository*.
5. Zhang, X., Yu, P., Yan, J., and Spil, I.T., (2015). Using the diffusion of innovation theory to understand the factor impacting patients Acceptance and use of consumer E-health innovations: case study in a primary care clinic'. *BMC medical informatics and decision making*, Vol.15, pp.1-15
6. Olok, G.T., Yagos, W.O., Ovuga, E., (2015). Knowledge and attitude of doctors towards E-health use in healthcare delivery in government and hospitals in northern Uganda: Across-sectional study. *BMC Medical informatics and decision making*.
7. Saleh, S., khodor, R., Alameddine, M., and Baroud M., (2016). Readiness of healthcare for E-health: The case from primary healthcare center in Lebanon. *BMC Health services research*, Vol. 16, pp.644
8. Nguyenn, L., Bellucci, E., Nguyen, L.T., (2014). Electronic health records implementation: An evaluation of information system impact and contingency factors. *International journal of medical informatics*, Vol. 83, pp. 779-796
9. Kierkegaardn, P., (2015) Governance structure impact on E-health. *Health policy and technology*, Vol. 4, pp. 39-46
10. Gulzar, S., Khoja, S., Sajwani, A., (2013). Experiences of nurses with the using E-health in Gilgit-Baltistan Pakistan: A qualitative study in primary and secondary healthcare. *BMC nursing*

11. Anwar. F., Shamim, A., (2011). Barriers in Adoption of Health Information Technology in Developing Societies. International Journal of Advanced Computer Science and Applications, Vol. 2, No. 8.
12. Norman, D.C., Skinner, A.H., (2006). E-Health Literacy: Essential Skills for Consumer Health in a Networked World, Journal of medical internet research. Vol,8(2)
13. P., Heeks., (2008). ICTUD, 2.0: The next phase of applying ICT for international development, IEEE computer.
14. Khoja, S.R.A., (2006). Developing and validating E-health readiness assessment tools for public and private healthcare institution in Pakistan. University of Calgary, Calgary, Alberta
15. P. Nykanen., (2006). E-health systems their use and vision for the future, Tampere university. Zailani, S., Gilani, M.S., Nikbin, D., Iranmanesh, M., (2014). Determinants of telemedicine acceptance in selected in public hospitals in Malaysia: Clinical perspectives. Journal of medical system, Vol. 38, pp. 1-12.
16. Or, C.K.L., Karsh, B., (2009). A systematic review of patient acceptance of consumer. Health informatics association, Vol.16, pp. 550-560

The impact of service quality and perceived value on consumer purchase decision in hospital

Maryam Fatima

Abdirahman Hassan Manka

Dow University

Abstract

Objective: The objective of this study is to assess the services quality and perceived value towards customers' purchase behavior in hospitals. As mainly investigated the patient perception towards the services quality of Dar-ul-Sehat Hospital and Ziauddin Hospital in Karachi, Pakistan. Both hospitals are the two tertiary care hospitals in Karachi, which are claiming to provide best healthcare services at reasonable cost to their consumers. This study is to compare and analyze their services quality.

Method: This research used a structured questionnaire which have been collected the information. Non probability sampling has been selected with sample of (200 respondents) of both hospital patients (inpatient and outpatient). The research was used to gather qualitative and quantitative methods.

Results: The aims of healthcare services is to defend and recover people's physical, Emotional and common health. In together service establishments, service quality has a significant consideration in healthcare administrations.

In this research, perception of the quality of services providing in the arena of health by persons who obtain them is associated giving to altered categories of hospitals provided that such service, and assessments are finished consequently. Therefore, whether patient's perceptions of service

quality vary according to hospital categories, so in what measurements of quality these variances occur and perceived quality by number of different patient's profiles like age, sex, incomes etc.

Keywords: healthcare, services quality, expectations, perceived value, patient satisfactions.

INTRODUCTION

Research Background

Service Quality Evaluation has become a vital aspect of medical care. Hospitals have expanded in terms of availability of specialties, improved technologies, facilities and increased competition and the expectations of patients and their relatives have increased many fold. The patients and their relatives coming to the hospital not only expect world-class treatment but also other facilities to make their stay comfortable in the hospital. Knowledge of expectation combined with understanding of perceived service quality facilitates designing and implementing programs to satisfy patients. The study was conducted to identify the impact of perceive value and services quality and behavior intention of consumer in hospital. (Kayral, 2014).

In this study, we are particularly concentrating on private hospitals of Dar-ul-Sehat and Ziauddin hospital in Karachi Pakistan as it is one of the parts of health care organization. Thus, the healthcare providers essential to carry the best service that meets the customers' expectancy.

Problem Statement

Competition has an important place for the improvement of quality and patient satisfaction in healthcare institutions. In the environments where there is no competition, that's to say when demand surpasses the supply, hospitals offer their patients unsatisfactory services because of the idea that the patients have no other alternatives and they would accept the present services unconditionally. In the healthcare industry, hospitals provide the same types of service but they are differentiated based on the quality of service.

Therefore, this topic was chosen to study. Though the relationships between the concepts impact of service quality and perceived value on purchase behavior of consumers in hospitals.

Research Objectives

The objective of this study is to assess the services quality and perceived value towards customers' purchase behavior in hospitals. As mainly investigated the patients' perception towards the services quality of Dar-ul-Sehat hospital and Ziauddin hospitals in Karachi Pakistan.

Scope of the Study

As **Dar-ul-Sehat** Hospital and **Ziauddin** Hospital are the two renowned secondary care hospitals in Karachi, which are claiming to provide best healthcare services at reasonable cost to their consumers. This study is to compare and analyze their services quality and perceived value of purchase behavior consumers related to these two hospitals and patients satisfaction level.

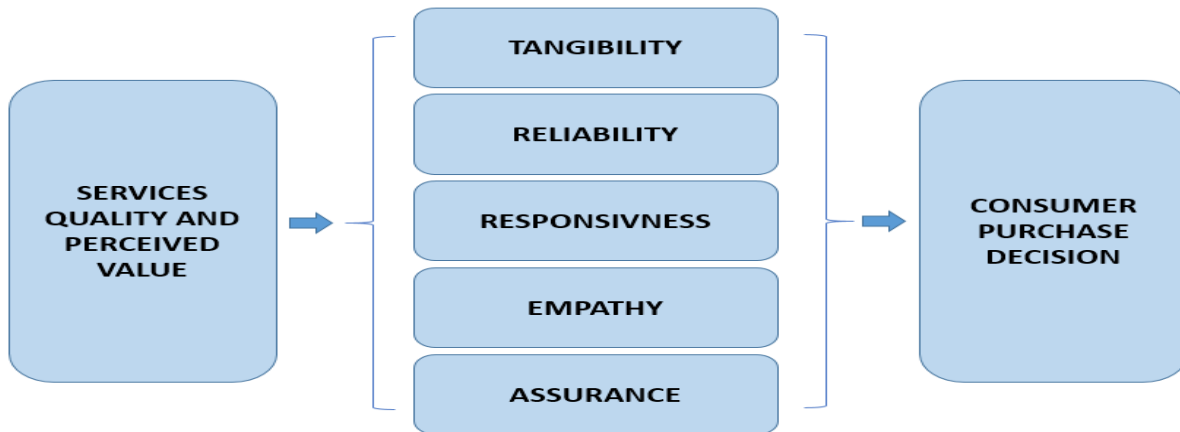
Research Questions

What is the impact of services quality and perceived value (tangibility, responsiveness, reliability, empathy, assurance) on purchase decisions of consumers in Ziauddin and Dar-ul-Sehat hospitals?

Conceptual Framework

INDEPENDENT VARIABLES

DEPENDENT VARIABLE



Justification of the Study

There are a lot of research that has already talked about services quality in healthcare industry especially in developed country. Whereas this study is unique and different from others because it's comparing and analyzing two tertiary care hospitals of Karachi Pakistan. The data of this research has been collected the patients of Dar-ul-sehat and Ziauddin hospitals.

Definitions of Key Terms

Healthcare: Healthcare is the maintenance or improvement of health via the diagnosis, treatment, and prevention of disease, illness, injury, and other physical and mental impairments in human beings. Healthcare is delivered by health professionals (providers or practitioners) in allied health professions, chiropractic, physicians, physician associates, dentistry, midwifery, nursing, medicine, optometry, pharmacy, psychology, and other health professions. It includes the work done in providing primary care, secondary care, and tertiary care, as well as in public health.

Service Quality: An assessment of how well a delivered service conforms to the client's expectations. Service business operators often assess the service quality provided to their customers in order to improve their service, to quickly identify problems, and to better assess client satisfaction.

Expectations: a strong belief that something will happen or be the case.

Perceived Value: Perceived value is the worth that a product or service has in the mind of the consumer.

Patient Satisfaction: Patient satisfaction is a measure of the extent to which a patient is content with the health care which they received from their health care provider.

LITERATURE REVIEW

Introduction

Presently, the part of service quality is generally known as existence a serious element for the success and being of an organization in competitive situation. One of the fastest increasing in the service part is the health care industry. The achievement of private hospitals be determined by on patient's views or judgment on the value of products or services delivers by service employees in hospitals. The service excellence is the measure of how fit the services supplied to meet patients 'anticipations (William C. Johnson & Khanchitpol, 2013).

Therefore, the purpose is to mark a qualified examination in which by evaluating whether patients' service quality observations differ according to hospital kinds and in which quality measurements these differences occur (Kayral, 2014).

Healthcare Services Quality and its Dimensions

Service quality is cleared by way of the difference among customer's views of services existing in a certain firm and their anticipations around organizations contribution (William C. Johnson & Khanchitpol, 2013). Goetsch & Davis (2010) describe quality by means of an active state related with persons, facilities, procedures, product and atmospheres which meets or go beyond expectations and make it possible produce a higher value.

Hospital service quality is the difference between patient's views of services presented by a specific hospital and their anticipations about hospitals present such services (ad & Som, 2010). The patients 'expectations are resulting from their observation of the best attention values of their former experiences in the consumption of services (Kayral, 2014). A satisfied consumer will further expected to remain the use of the service, it also keeps affirmative understandings which support healthcare suppliers to found new patients without extra charge like promotion. (Zeithaml & Bitner, 2000). For that reason, it is significant for healthcare suppliers to constantly monitor and measure customer service anticipations and observations.

Johnston (1987) explains service quality in saying "customer satisfaction," which is the position of communicator between customer's expectation and perceptions of service. Additional, the service characteristics of perceived service quality tell to customer satisfaction. Customer satisfaction or dissatisfaction indicate to increase the evidence and knowledge with the service, which influence the perceived quality of the service.

In order To evaluate service quality, researchers have established numerous tools that trusted on their arrangement of the quality. It is meaningful to say that investigators are ongoing to use SERVQUAL instrument that established by Parasuraman and Zeithaml in 1985 to evaluate the

service quality; for the reason that SERVQUAL is measured as a trustworthy instrument to measure service quality (Rahman: & Fadi AbdelMunim AbdelFattah, 2014).

Parasuraman, Zeithaml, and Berry (1988, 1990) developed a service quality model that recognized perceived Service quality into five dimensions: tangibility, reliability, responsiveness, assurance, and empathy (Kitapcia & İbrahim Taylan Dortyol, 2014)

- **Tangibles:** Physical facilities, equipment and personnel's image in a hospital,
- **Reliability:** As long as the service correctly in a time and way of guaranteed,
- **Responsiveness:** Actuality willing to help the patient, and providing the service as quickly as promising,
- **Assurance:** Staff having acceptable information and building suitable belief in patient,
- **Empathy:** Personnel's driving themselves into the apartment of patience and appreciative their requests.

Maximum customers choose good service to lower charges. Consider about all the conditions where you are arranged to pay some additional to get a superior or well-organized service. Healthcare providers that provide these extra service benefits are expected to be leaders. They take a reasonable benefit above competitors. Customers are needful and looking enhanced services to mark the customer's sense superior. Therefore this will figure out and lead to customer's perceptions beyond their expectations and better customer satisfaction (Agyapong, 2011).

Service Quality Experiences

Elements paying to service quality in health care service are multifarious. SERVQUAL measures established by Parasuraman et al. (1988) have obtainable important improvements to the understanding and amount of perceived service quality. Healthcare services quality Perceived

has been considered commonly in the healthcare service sector and investigators have recorded a variety of experiences that contribute to perceived service quality (Azizan & Bahari Mohamed, 2013).

Therefore, the following are the experiences of healthcare service quality which contain procedural and efficient quality. These experiences are **structure**, **communication** and **managerial** which are related to perceived service quality (Azizan & Bahari Mohamed, 2013).

Structure

The perception of infrastructure is an unintended measurement quality of attention. Infrastructure contains the touchable structures of a service supply that is correlated to equipment, furniture, physical presence of the hospital, conveniences, and accessibility of properties. It is similarly stated to as substitute organization's physical ability or services promontories, which contain external features such as space of parking. And the setting, and internal features such as strategy, design, and equipment (Azizan & Bahari Mohamed, 2013)

Communication

Obviously Healthcare services are intangible and regularly need patient participation in the dealing procedure. So this condition donates to friendly interactions and general understanding between patient and healthcare suppliers (Azizan & Bahari Mohamed, 2013). Their study describes that interaction is clear as patients' contacts with specialists. Consultants and nurses during their visit in the hospitals (Andaleeb, 1998; Hasin *et al.* 2001; Hausman, 2004; Zineldin, 2006).

Managerial

Managerial service supports the production of a main service at the similar period adding value to a customer's usage of the service. The Administrative process in hospital consist of the

procedures of admission, visit and release of patients, medical appointments, and patient consultation waiting time. Therefore these administrative processes is significant in making sure patient pleasure with the hospital service quality (Azizan & Bahari Mohamed, 2013).

The Relationship between Services Quality and Patient Satisfaction

The patients are valued resources for the health care suppliers meanwhile they are the customers who decide the achievement or disappointment of the health care providers. Patients are currently measured as the health care customers for the purpose that, they can mark the choice to select the high-quality of service and supplier which greatest meets their health care requirements (Kitapcia & İbrahim Taylan Dortyol, 2014). The patients' satisfaction is essential for hospitals because it is an important element of frequent custom, optimistic word-of-mouth, and patients' reliability. Patients' perceptions about health services appear to have been mainly discounted by health care providers in developing countries (Sathiyaseelan, 2015).

The statement of Woodside et al. (1989) the patient's satisfaction is an essential competitive feature for the health care activities and similarly it will be the finest pointer for the organization profitability, because extremely satisfied customers are actually not price thoughtful.

Customer satisfaction comes when the level of a customer's expectations is seen by the real quality of the service delivered. Therefore, service quality is the definite service quality the customers or users perceived when measure in contrast to their anticipations before the client receiving a service (Arsanam & Khanchitpol Yousapronpaiboon, 2014).

Agreeing to Strasser (1991) the patients' satisfaction is the actual patient's importance decision to the motivations that they observe in the health atmosphere just before and after the passage of their impatient period or clinical appointment.

Perceived Value

Perceived value has investigated in several scientists after seeing service quality, customer satisfaction and customer commitment. Altogether the similar perceived value has added countless consideration as performance methods (Rahman: & Fadi AbdelMuniem AbdelFattah, 2014).

In today's perceived value becomes an important part which desires learning and much understanding in together marketing and management situations as because of it is carefully related to perceptions such as buying purposes, customer satisfaction, reliability and productivity (Linimol & Chandrachoodan Nair, 2015).

Before we talk and say something other, perceived value does not specify the value of a product, but relatively mentions to consumers' perception of a product's actual price. By respect to consumers' perceived value (ÖRGEV & Teoman BEKAR, 2013). Dodds and Monroe (1985) suggested that consumers desire buying product with high price, although avoiding from product taking low price, in which they perceive their quality depends on their price

Zeithaml (1988) recommended that approximately consumers perceive value when there is a low charge, even though some others perceive value when there is equilibrium between quality and price.

The perceived value is well-defined as the customer's assessment of the helpfulness of the perceived assistances and the perceived expenses. In healthcare, assistances are the outcomes of a good services quality in together the result and procedure areas like the service quality valuation. Currently, the perceived value is measured as one of the greatest powerful experiences of customer satisfaction (Pevac & Aleksandra Pisnik, 2016).

The services in healthcare, perceived value is commonly perceived as main feature to the achievement of healthcare marketing in producing and holding reliable patients (Pan, 2011).

ZIAUDDIN HOSPITAL KARACHI

The **Dr. Ziauddin Group of Hospitals** is one of healthcare suppliers in Pakistan, which is running below *Dr. Ziauddin Trust*. The clinics deliver medical treatment and carefulness.

Five hospitals functioning through Karachi calculation above 600 beds deliver medical care. Protection speed with modern diagnostic machineries and medical treatment. Sections of Diagnostic Imaging. The hospital have one of the Radiology & Investigative Imaging Divisions in Pakistan.

The services providing at hospital are X-Ray and Ultrasound, MRI, CT scan, Digital Subtraction Angiography, Colour Doppler Mammography and Interventional Radiology. The Section of Surgery is a present tertiary care ability supplying to the desires of the town as well as extra areas. Mentor specialists qualified in associations of UK and USA with skill in urology, endocrine and gastrointestinal surgeries succeed the unit. The Section of Medicine, alongside with endocrinologist, provides to an extensive spectrum of environments maintained by intensive care unit (ICU).

The Section of Obstetrics and Gynecology 24-hour facility to contract with emergency obstetrical difficulties has been recognized. The Dr. Ziauddin Collection of Hospitals spreads its custom of openness and patient care to its inpatient division and struggles to kind its patients' visit relaxed and satisfying. Patients can select from VIP sets, private places, semi-private places and the common ward where specialists, nurses and operators effort in similar to confirm a patient's hurried recovery under superior care.

DAR-UL-SEHAT HOSPITAL KARACHI

Dar-ul-Sehat Hospital is undergoing and private by Dar-ul-Shifa Worldwide (private) Ltd. Dar-ul-Sehat Hospital is a 250 bed tertiary carefulness coaching Hospital for Liaquat College of Medicine and Dentistry. The hospital is situated in the center of populous zone of Gulistan-e-Jouhar. Karachi. It provide different kind of services including:

- 24 hours emergency department
- 24 hours pharmacy department
- 24 hours fully functional laboratory services
- Special care unit and recovery rooms

Darul sehat hospital has fully functionally outpatient department which stuff and nurses ready to help and support with patient and guide the way in and out of the hospital. The hospital has exactly 29 different department which operates different kind of services and almost over 70 specialist doctors

RESEARCH METHODOLOGY

Research Strategy:

It is a descriptive research because it describes the relation between service quality and perceived value to the consumer satisfaction. It's a quantitative and somehow qualitative in nature research. The data for study is collected from primary and secondary sources. Primary data has been collected by using semi-structured questionnaire filled by the patients in Dr. Ziauddin and Dar-ul-Sehat Hospitals. This research is basic and deductive and secondary data has been collected through research papers, reports, articles and journals.

Population

Target population is the inpatients and outpatients of Dr. Ziauddin Hospital and Dar-ul-Sehat Hospitals in Karachi. Their patient response will help us to compare the services quality and how patient perceive their value of the services.

Sample Size and Sampling Technique

The sample size is around (200-220) respondents, non-probability, convenience sampling in both the hospitals I.e. Ziauddin and Dar-ul-sehat Hospitals in Karachi.

Research Instrument

The instrument used in this research is a survey questionnaire, through which the data has been collected from both ziauddin hospital and dar-ul-sehat hospitals of Karachi. The questionnaire consist of total 19 questions, which are answered using the likert scale, along with some basic respondent information asked separately before the survey questions.

Research Setting:

The data is analyzed through SPSS version 17.0. The result is calculated using descriptive, correlation and regression analyses. Reliability testing has also been done.

DATA ANALYSIS AND INTERPRETATION

Reliability Test

Table 1: Reliability Statistics

Cronbach's Alpha	N of Items
.812	19

Interpretation: The responses given by the volunteers to the predefined factors are consistent and reliable. The association and reliability between these factors are good, i.e. 0.812, because it is close to 1, which is a perfect standard.

Descriptive Analysis

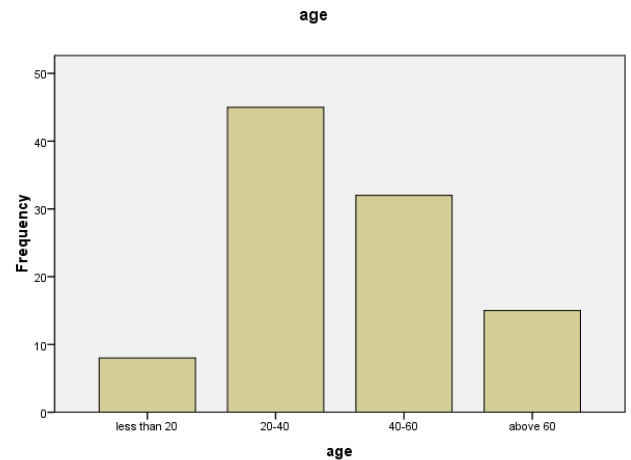
Frequency Tabulation

DR. ZIAUDDIN HOSPITAL

Figure 1:

Table 2: age

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid less than 20	8	7.4	8.0	8.0
20-40	45	41.7	45.0	53.0
40-60	32	29.6	32.0	85.0
above 60	15	13.9	15.0	100.0
Total	100	100.0	100.0	



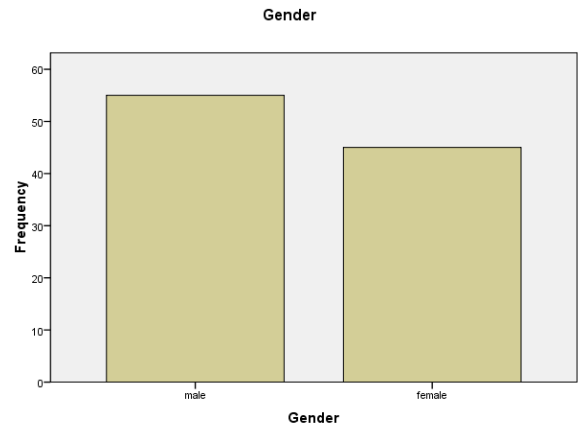
Interpretation: As per table the age range of 20-40

shows the highest percentage i.e. 41.7%, the 40-60 shows 29.6%, above 60 shows 13.9% and the less than 20 shows 7.8%. while the missing responses are also 7.4%.

Figure 2:

Table 3: Gender

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	male	55	50.9	55.0	55.0
	female	45	41.7	45.0	100.0
	Total	100	100.0	100.0	



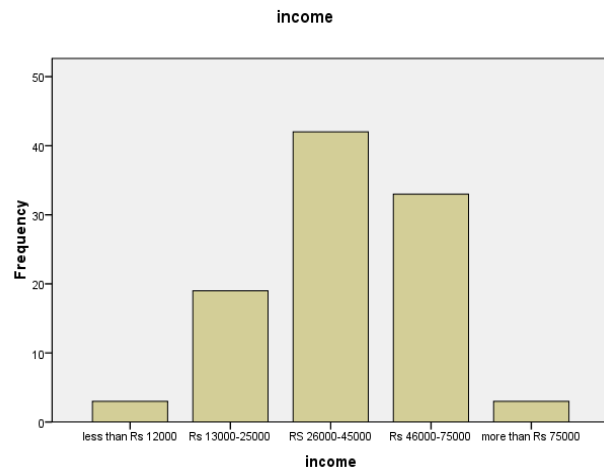
Interpretation: As per table majority of the responses

were collected from males that is 50.9% and the responses from females were 41.7%, while 7.4% responses are missing.

Figure 3:

Table 4: income

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	less than Rs 12000	3	2.8	3.0	3.0
	Rs 13000-25000	19	17.6	19.0	22.0
	RS 26000-45000	42	38.9	42.0	64.0
	Rs 46000-75000	33	30.6	33.0	97.0
	more than Rs 75000	3	2.8	3.0	100.0
	Total	100	100.0	100.0	

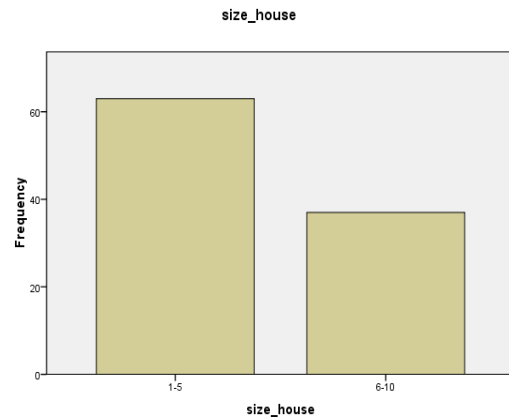


Interpretation: As per table the income range of 26000-45000 shows the highest percentage i.e. 38.9%, then 46000-75000 shows 30.6%, income range 13000-25000 shows 17.6%, while less than 12000 and more than 75000 both shows same percentage I.e. 2.8%.

Figure 4:

Table 5: size_house

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1-5	64	59.3	63.4	63.4
	6-10	37	34.3	36.6	100.0
	Total	101	100.0	100.0	



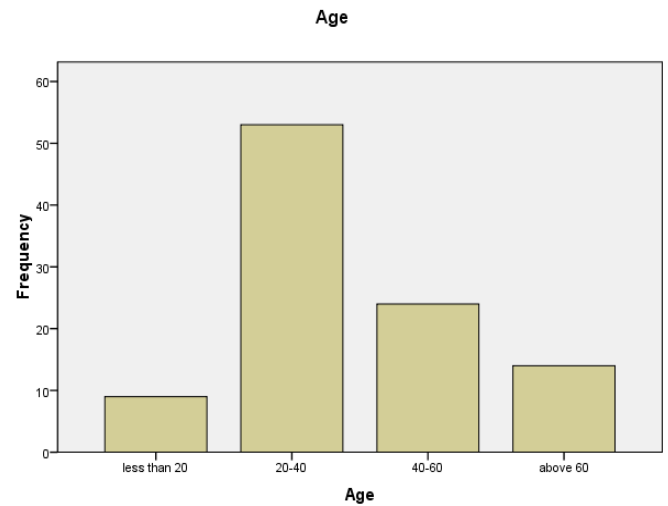
Interpretation: As per table the size of household range 1-5 shows more percentage that is 59.3% while the range 6-10 shows 34.3%. 6.5% responses shows missing.

DAR-UL-SEHAT HOSPITAL

Figure 5:

Table 6: Age

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	less than 20	9	8.8	9.0	9.0
	20-40	53	52.0	53.0	62.0
	40-60	24	23.5	24.0	86.0
	above 60	14	13.7	14.0	100.0
	Total	100	100.0	100.0	

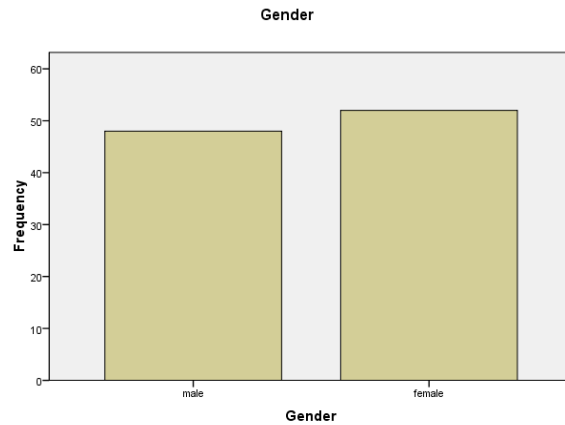


Interpretation: As per table the age range of 20-40 shows the highest percentage that is 52%, then 40-60 shows 23.5%, above 60 shows 13.7% whereas less than 20 shows 8.8%. 2% responses are missing.

Figure 6:

Table 7: Gender

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid male	48	47.1	48.0	48.0
female	52	51.0	52.0	100.0
Total	100	100.0	100.0	



Interpretation: As per table most of the response data is collected by females that is 51% whereas males are 47.1%, 2% responses shows missing.

Figure 7:

Table 8: income

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid less than RS 12000	4	3.9	4.0	4.0
Rs 13000-25000	15	14.7	15.0	19.0
Rs 26000-45000	40	39.2	40.0	59.0
Rs 46000-75000	29	28.4	29.0	88.0
more than Rs 75000	12	11.8	12.0	100.0
Total	100	100.0	100.0	

Interpretation: As per table the income range 26000-45000 shows the highest percentage that is 39.2%, then 46000-75000 shows 28.4%, 13000-25000 shows 14.7%, more than 75000 shows 11.8%, whereas less than 12000 shows 3.9%.

Figure 8:

Table 9: size_house

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1-5	62	60.8	62.0	62.0
6-10	38	37.3	38.0	100.0
Total	100	98.0	100.0	
Missing System	2	2.0		
Total	102	100.0		

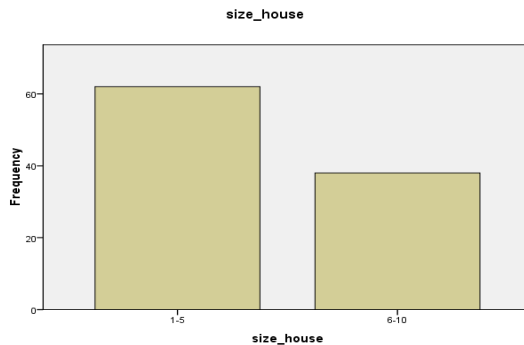
Interpretation: As per table the size of household of the range 1-5 shows more that is 60.8% and 6-10 shows 37.3%, while 2% responses shows missing.

Correlation Analysis

DR. ZIAUDDIN HOSPITAL

Table 10: Correlations

		tangibility	reliability	responsiveness	assurance	empathy	purchase_decision
Tangibility	Pearson Correlation	1	.542**	.511**	.535**	.664**	-.163
	Sig. (2-tailed)		.000	.000	.000	.000	.105
	N	100	100	100	100	100	100
Reliability	Pearson Correlation	.542**	1	.590**	.574**	.615**	-.076
	Sig. (2-tailed)	.000		.000	.000	.000	.451
	N	100	100	100	100	100	100
Responsiveness	Pearson Correlation	.511**	.590**	1	.539**	.511**	.077
	Sig. (2-tailed)	.000	.000		.000	.000	.447
	N	100	100	100	100	100	100
Assurance	Pearson Correlation	.535**	.574**	.539**	1	.580**	-.112
	Sig. (2-tailed)	.000	.000	.000		.000	.266
	N	100	100	100	100	100	100
Empathy	Pearson Correlation	.664**	.615**	.511**	.580**	1	-.086
	Sig. (2-tailed)	.000	.000	.000	.000		.395



	N	100	100	100	100	100	100
purchase_decision	Pearson Correlation	-.163	-.076	.077	-.112	-.086	1
	Sig. (2-tailed)	.105	.451	.447	.266	.395	
	N	100	100	100	100	100	100

** . Correlation is significant at the 0.01 level (2-tailed).

Interpretation: According to table of correlation analysis, the first service dimension of tangibility shows -0.163 relation with consumer purchase decision at significant value of 0.105 ($p > 0.05$) that is greater than 0.05 p value, the second service quality variable I.e. reliability shows -0.076 relation with consumer purchase decision at significant value of 0.451 that is greater than 0.05 p value, the relation of responsiveness with consumer purchase decision is 0.077 at significant value of 0.447, relation of assurance with consumer purchase decision is -0.112 at significant value of 0.266, whereas the relation of service quality dimension empathy with consumer purchase decision is -0.086 at significant value of 0.395 which is again greater than 0.05 p value

DAR-UL-SEHAT HOSPITAL

Table 11: Correlations

		tangibility	reliability	responsiveness	assurance	empathy	purchase_decision
Tangibility	Pearson Correlation	1	.133	.268**	.325**	.300**	-.197*
	Sig. (2-tailed)		.186	.008	.001	.002	.049
	N	100	100	97	99	100	100
Reliability	Pearson Correlation	.133	1	.540**	.347**	.462**	-.120
	Sig. (2-tailed)	.186		.000	.000	.000	.236
	N	100	100	97	99	100	100
Responsiveness	Pearson Correlation	.268**	.540**	1	.447**	.430**	-.127
	Sig. (2-tailed)	.008	.000		.000	.000	.214
	N	97	97	97	96	97	97
Assurance	Pearson Correlation	.325**	.347**	.447**	1	.344**	-.195
	Sig. (2-tailed)	.001	.000	.000		.000	.053

	N	99	99	96	99	99	99
Empathy	Pearson Correlation	.300**	.462**	.430**	.344**	1	-.183
	Sig. (2-tailed)	.002	.000	.000	.000		.069
	N	100	100	97	99	100	100
purchase_decision	Pearson Correlation	-.197*	-.120	-.127	-.195	-.183	1
	Sig. (2-tailed)	.049	.236	.214	.053	.069	
	N	100	100	97	99	100	100

** . Correlation is significant at the 0.01 level (2-tailed).

* . Correlation is significant at the 0.05 level (2-tailed).

Interpretation: According to table of correlation analysis, the first service dimension of tangibility shows -0.197 relation with consumer purchase decision at significant value of 0.049 that is almost equal to 0.05 p value, the second service quality variable I.e. reliability shows -0.120 relation with consumer purchase decision at significant value of 0.236 that is greater than 0.05 p value, the relation of responsiveness with consumer purchase decision is -0.127 at significant value of 0.214, relation of assurance with consumer purchase decision is -0.195 at significant value of 0.053, whereas the relation of service quality dimension empathy with consumer purchase decision is -0.183 at significant value of 0.069 which is again greater than 0.05 p value.

Regression Analysis

DR. ZIAUDDIN HOSPITAL

Table 12: Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.274 ^a	.075	.026	.631

a. Predictors: (Constant), empathy, responsiveness, assurance, tangibility, reliability

Table 13: ANOVA^b

Case Studies From Pakistan & Iraq

e-ISBN: 978-605-69427-7-8

www.intraders.org

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	3.042	5	.608	1.526	.189 ^a
	Residual	37.485	94	.399		
	Total	40.528	99			

a. Predictors: (Constant), empathy, responsiveness, assurance, tangibility, reliability

b. Dependent Variable: purchase_decision

Table 14: Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.079	.291		10.575	.000
	Tangibility	-.215	.133	-.227	-1.615	.110
	Reliability	-.073	.144	-.072	-.504	.616
	responsiveness	.277	.129	.283	2.149	.034
	Assurance	-.109	.120	-.123	-.912	.364
	Empathy	.030	.127	.035	.235	.815

a. Dependent Variable: purchase_decision

Interpretation: Rendering to the regression analysis of service quality dimensions and consumer purchase decision, above conclusions have been drawn. Table shows that $R^2 = 0.075$ (i.e. 7.5%), which is in between 0 and 1. Table 4.13 shows the F-statistics=1.526, and the p-value associated with it is 0.189 (greater than standard alpha value of 0.05), which predicts that there is no significant relationship between the independent and dependent variables. Table 4.14 shows that the value of Coefficient of Constant=3.079 (dependent variable), when the values of independent variables are zero, and the coefficients of independent variables show that responsiveness has significant positive connection with consumer purchase decision. Empathy also has positive link

but not significant because the p-value of empathy is 0.815 (greater than standard alpha value of 0.05). Whereas tangibility, reliability and assurance have negative association with consumer purchase decision.

DAR-UL-SEHAT HOSPITAL

Table 15: Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.269 ^a	.072	.021	.64363

a. Predictors: (Constant), empathy, tangibility, assurance, reliability, responsiveness

Table 16: ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	2.901	5	.580	1.401	.232 ^a
	Residual	37.283	90	.414		
	Total	40.184	95			

a. Predictors: (Constant), empathy, tangibility, assurance, reliability, responsiveness

b. Dependent Variable: purchase_decision

Table 17: Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.734	.371		10.067	.000
	Tangibility	-.101	.094	-.121	-1.075	.285
	Reliability	-.037	.135	-.035	-.274	.785
	responsiveness	.025	.120	.028	.211	.833
	Assurance	-.114	.110	-.124	-1.040	.301
	Empathy	-.096	.104	-.113	-.921	.360

a. Dependent Variable: purchase_decision

Interpretation: Rendering to the regression analysis of service quality dimensions and consumer purchase decision, above conclusions have been drawn. Table shows that $R^2 = 0.072$ (i.e. 7.2%), which is in between 0 and 1. Table 4.16 shows the F-statistics=1.401, and the p-value associated with it is 0.232 (greater than standard alpha value of 0.05), which predicts that there is no significant relationship between the independent and dependent variables. Table 4.17 shows that the value of Coefficient of Constant=3.734 (dependent variable), when the values of independent variables are zero, and the coefficients of independent variables show that responsiveness has some positive connection with consumer purchase decision but not significant, because the p-value of responsiveness is 0.833 (greater than standard alpha value of 0.05). Whereas tangibility, reliability, assurance and empathy have negative association with consumer purchase decision.

CONCLUSION AND RECOMMENDATION

Findings

As per the results of the analysis, the service quality dimensions and perceived value is found to have no significant relationship with consumer purchase decision in Ziauddin and Dar-ul-Sehat hospitals, therefore all of the alternative hypotheses are yet rejected and all the null hypotheses are accepted. Hence the findings of research says that there's non-significant impact of tangibility, reliability, assurance and empathy (service quality dimensions) on consumer purchase decision, whereas only one service quality dimension that is responsiveness has some significant impact on consumer purchase decision in above mentioned hospitals.

Conclusions

The observed conclusions are marked that both private hospitals are expected in providing improved health care services to their patients. Thus As perceived quality is a significant degree in persuading buyers' rate perception and in touching buyers' target to purchase services. The patient understanding round quality of healthcare initiatives a superior percentage of the people to both private hospitals in Karachi.

Outcomes indicated that Ziauddin and dar-ul-sehat hospitals, specialists, nurses and assistant employee are given that almost exactly same level service quality to number of different patients with altered profession, level income and gender, as for the reason that all the patients are expenditure equal volume of money for their necessary demand care.

This study providing us that Private hospitals in Pakistan are creating superior efforts as paralleled to the community hospitals. So All the persons of both hospital including specialists, nurses and assistant employee are intended to give their best care to their patients, given that

fresh and healthy atmosphere to both the patients and their followers, treated equipment's, professionally appearing patient requests, accessibility of medical examination and pharmacy conveniences inside the hospital and advance of a response instrument. Totally these hard work run these both hospitals on the way to continuous enhancement in the procedures, structure and deliver constantly quality of healthcare service to their patients.

Recommendations:

the healthcare providers, especially the tertiary care providing hospitals must pay attention to the quality of the services they are providing, and must improve their responsiveness towards the patients and their attendants. Commercial approach may help organizations in multiplying their revenues but the only thing which can help an organization to grow n progress in the long run is the satisfaction and contentedness of their consumers..

Limitation of the Study

This research is particularly conducted on the two tertiary care teaching hospitals of Karachi. The service quality and the perceived value of other same level hospitals by the customers may differ. Further study can be conducted to enhance the knowledge and analysis in this domain.

Future Implication

The conducted research can be used in identifying the factors of service quality and perceived value that does and does not have any significant impact on consumer purchase decisions in hospitals. The scope of further research on every subject is always present. This study can further continued to find out the significant service quality dimensions and to lead hospitals and healthcare providers in achieving customer satisfaction and significant perceived value of their services.

References

- ad, N. F. R. & Som, A. P. M., 2010. Service Quality and Patients' Satisfaction in Medical Tourism.
- Agyapong, G. K., 2011. The Effect of Service Quality on Customer Satisfaction in the Utility Industry – A Case of Vodafone (Ghana).
- Arsanam, P. & Khanchitpol Yousapronpaiboon, 2014. The Relationship between Service Quality and Customer Satisfaction of Pharmacy Departments in Public Hospitals.
- Azizan, N. A. & Bahari Mohamed, 2013. THE EFFECTS OF PERCEIVED SERVICE QUALITY ON PATIENT SATISFACTION AT A PUBLIC HOSPITAL IN STATE OF PAHANG,.
- Kayral, İ. H., 2014. Perceived Service Quality in Healthcare Organizations and research in ankara by hospital type.
- Kitapcia, O. & İbrahim Taylan Dortyol, 2014. The Impact of Service Quality Dimensions on Patient Satisfaction, Repurchase Intentions and Word-of-Mouth Communication in the Public Healthcare.
- Linimol, L. T. & Chandrachoodan Nair, 2015. An assessment of service quality and patient satisfaction in healthcare services using SERVQUAL model.

ÖRGEV, C. & Teoman BEKAR, 2013. Non-Monetary Costs, Hospital Perceived Value and Patient Satisfaction in Health Institutions.

Pan, F. F. C., 2011. Perceived values on hospital services: A fuzzy logic.

Pevec, T. & Aleksandra Pisnik, 2016. Perceived Value of Health Service—The Conceptual Model.

Rahman., I. S. & Fadi AbdelMuniem AbdelFattah, 2014. Service Quality and Customers' Patronage Decision of Healthcare Insurance Products: In-Depth Interview.

Sathiyaseelan, T., 2015. Service Quality and Patients' Satisfaction on Ayurvedic Health Services.

William C. Johnson, P. & Khanchitpol, 2013. Out-patient Service Quality Perceptions in Private Thai Hospitals.

The effects of applying corporate governance on the accounting performance of the Iraqi banking sector: an empirical study

Al- Khafaji Ahmed Kadhim Idan University of Craiova

AL- durrah Waleed Khaild Suwid University of Craiova

Ibrahim Naeem Hasan Al-Bayan University

Ahmed_alkhafge@yahoo.com

ibrahim.naeem@albayan.edu.iq

Abstract

Corporate governance is one of the important matters for business and international organizations in order to develop a practical mechanism for applying this concept in the banking sector to avoid crises. To ensure the achievement of goals, so the problem is the impact of adopting corporate governance principles in improving the strategic accounting performance of banks?

By studying the theoretical and practical side of a sample of 10 banks to measure the variance with a questionnaire presented according to the Likert quinquennial scale, where it became clear that the total mean of the study sample is 3.15, which represents the agreement of most of the sample members on the variance of banks in adopting the principles of corporate governance as well as achieving strategic accounting performance indicators for banks and thus accepting study hypothesis.

Keywords: corporate governance, accounting performance, private banks.

Introduction:

The concept of corporate governance has received attention from business organizations in general and banking institutions in particular in recent times in many countries of the world, both developed and developing, until it was considered one of the requirements for successful management and a panacea for the loss of investor confidence, after the events that the global

Case Studies From Pakistan & Iraq

e-ISBN: 978-605-69427-7-8

InTraders Academic Platform

www.intraders.org

economy experienced during a decade The nineties of the last century with the outbreak of the Asian financial crisis in 1997. A number of international companies, especially the American ones, including (Enron) and (Worldcom) were exposed to financial scandals, and this became clear when in 2001 announced the bankruptcy of (216) companies as a result of their inability to pay their obligations, In addition to what the world witnessed in 2002 of the collapse of a number of giant international companies for various reasons, including fraud, misrepresentation, tampering and accounting errors, as well as the low ethics of the profession and the ethics of corporate departments, banks and international auditing offices that proved their complicity with those companies, including the (Anderson) international auditing company. As a result, the society lost its confidence in the administrative, accounting and control systems, which negatively affected investment decisions in the American Stock Exchange and other international exchanges.

All of these events put the concept of corporate governance at the top of the concerns of business and international organizations in order to develop a practical mechanism for applying this concept in the banking sector to avoid crises. The reason for this concern is that corporate governance is not only an abstract moral concept that must be adopted, but it is a means to ensure the accuracy and good performance of banks, which leads to ensuring the achievement of objectives.

Based on the foregoing, calls came to apply the principles of corporate governance in companies in general and banks in particular in order to preserve their continuity and encourage investment in them. Hence, the importance of this study emerged, which did not stop at this point only, but rather tried to go beyond it to find a way to improve the strategic accounting performance of banks and as a result of omission Iraqi banks the importance of the role of corporate governance and their adoption of traditional work methods that do not meet the lowest levels of facing challenges and competition.

Research Methodology: This includes:

1- Research problem: The problem of the study stems from what the banking business is witnessing today from the increasing intensity of competition and the accelerating pace towards providing advanced banking services that satisfy the tastes and desires of customers through providing outstanding performance and obtaining large financing from shareholders who are satisfied with banking operations and management, as well as contributing to making The decisions of the

banking institution and the legal protection for them, so the problem is summarized by the following question: What is the effect of adopting the principles of corporate governance in improving the strategic accounting performance of banks?

2- The importance of the research: The study derives its importance from the fact that it represents a comprehensive framework to test the impact of banks' adoption of corporate governance principles in improving strategic accounting performance with the aim of achieving excellence in light of the severe competition witnessed by the banking labor market now and in the future, after the occurrence of economic change and its trend towards openness and market economies. Others The study seeks to contribute to enriching the scientific and practical aspects by showing the importance of corporate governance and its principles in treating the problems that banks suffer from, as a philosophy that has proven successful in international banks.

3- Research Objectives: The study aims to measure the impact of corporate governance and its principles in improving strategic accounting performance. It also aims to:

A- Determining the extent to which the study sample banks adopt the principles of corporate governance and the extent of variation in that.

B- Determining the level of strategic accounting performance of the study sample banks and the variance in achieving its indicators.

C- Testing the relationship and impact between corporate governance and its principles and strategic accounting performance with its indicators.

4- Research hypothesis: The study is based on a main hypothesis: banks vary in adopting corporate governance principles as well as achieving strategic accounting performance indicators for banks.

5- Research model: In light of the study problem and to achieve its goal, a proposed hypothetical model was built to diagnose the impact of corporate governance in improving the strategic accounting performance of banks based on two variables:

A- The independent variable: corporate governance with its principles (the availability of an effective framework for corporate governance, shareholder rights, equal treatment of shareholders, the role of stakeholders, disclosure and transparency, board responsibilities).

B - The approved variable: the strategic accounting performance with its indicators (profitability, liquidity, solvency of capital, investment risk).

6- Previous studies: This topic dealt with a summary of previous studies and research that the researcher reviewed through the process of searching on the Internet within the possible limits:

Introduction Jacob - 2006 A statement of the extent to which the principles and foundations of institutional control can be applied in private Iraqi banks and a statement of the impact of the modern internal audit function to support institutional control and to reach a proposed model for the work of Iraqi private banks, indicating the impact of the modern internal audit function to support institutional control.

As for the schedule - 2007, it clarifies the foundations of corporate governance and the role of internal audit regarding it, as it is one of its main elements in the light of a legal environment that defines its powers and responsibilities, as well as aims to measure the ability of the internal audit department and its employees to protect all stakeholders, from officials to small investors.

While Al-Jubouri - 2007 introducing the concept of governance in Iraqi banks and highlighting the importance of applying governance in the departments of banks, the research sample to contribute to providing the requirements of proper administrative and financial planning, as well as knowing the results when applying governance.

The theoretical side

1- The concept of corporate governance:

It should be noted at the outset that the term did not occupy the mind, thought and conscience of corporate evaluators and management experts, as well as professionals dealing in financial markets, as happened with the term “GOVERNANCE” or corporate governance (CORPORATE GOVERNANCE). This concept is in harmony with the terms GLOBALIZATION and PRIVATIZATION, around which a great deal of controversy took place at the beginning of their emergence. Others such as good management, good management, institutional control, institutional control, corporate governance, corporate governance and other terms, but the most

common and widely used by writers and researchers is the term corporate governance or corporate governance, which consists of two terms: corporate and corporate governance, and governance as a concept that includes many One of the aspects that the researcher touched on (Mikhail, 2005, p. 83) and one of the first to pay attention to this topic is the Organization for Economic Cooperation and Development. The OECD first introduced its definition in 1999 as "that system that clarifies how financial business establishments are managed and controlled." Whereas Wolfensohn went in his definition of corporate governance as "the system that revolves around achieving justice, transparency and accountability," while he went in his definition of corporate governance through his view of this concept as a system consisting of a set of parts that activates capabilities and employs resources in an efficient manner and determines in His definition is that corporate governance is a system that works as an interactive and targeted system consisting of three parts: (Al-Saadani, 2005, 169-170).

2- The Importance of Corporate Governance: Corporate Governance has gained great importance from its realization of the following benefits: (Al-Sabban and Suleiman, 2005, pp. 312-313).

A - Spare companies' cases of administrative failure, exposure to bankruptcy and financial failure

B - Determining the fate of companies in addition to the fate of the economies of countries in the current era called the era of globalization.

c- Through the availability of transparency, clarity and accuracy in the financial statements

d- The importance of governance emerges through the separation between company ownership and management, and thus between shareholders and company management.

F- Governance has an important role in attracting investments, whether foreign or local.

3- Corporate Governance Principles: The Organization for Economic Cooperation and Development (OECD), in partnership with the International Monetary Fund (IMF), the IB International Bank, and professional associations had a prominent role in establishing a set of guiding principles, namely: (Khalil and Al-Ashmawi, 2008, pp. 38-45).

A - Availability of an effective corporate governance framework.

b- Shareholders' rights.

C- Equal treatment of shareholders.

D- The role of stakeholders.

E - Disclosure and transparency.

The responsibilities of the board of directors.

4- Challenges facing the application of corporate governance in banks:

Despite the great efforts made by international and regional organizations and bank unions to support corporate governance in the banking sector, banks still face great challenges in absorbing and applying the principles of governance due to the different ruling systems and the circumstances surrounding each system, especially in Arab and developing countries. These challenges can be summarized as: It comes: (Shaker, 2005: 32).

A- Concentration of Ownership: This term refers to the concentration of ownership of banks that started as companies managed by families or a limited number of individuals, and which are still under the control of their founders or their heirs. These are the highest positions in the bank.

B- Transparency and disclosure: The banking sectors in developing countries, including the Arab ones, are characterized by insufficient transparency and weak financial disclosure. The reasons are, as mentioned in paragraph (a), because these institutions are not accustomed to the principle of disclosure in financial statements or transparency in banking operations and to the principle of participation in making decisions. The decisions are despite some recent amendments to the legal and regulatory frameworks as a result of the crises experienced by the global economy and the advocacy of corporate governance principles.

C- Participation and protection of shareholders: It was mentioned above about the senior positions and their occupants, by virtue of the nature of their ownership. The decision-making is ineffective and the legal protection for them is insufficient, because the basic decisions such as appointments and nominations to the Board of Directors are taken by the holders of the largest shares of shares in the bank according to the majority rule without the need for the approval of the small shareholders. (Union of Banks, 2003, p. 35).

D- Laws and Relations: Today, the developing world faces a great challenge that the developed world did not know, especially the members of the Organization (OECD), which is how to move from systems based on relationships to systems based on laws, as the system of governance includes a set of formal and informal laws. In addition to a mechanism of private and governmental practices for the purpose of implementing those laws, and these laws, practices and mechanisms collectively govern the relationships between the practically controlling banking institutions (insiders) and between investors and stakeholders, so the poor quality of local systems in those societies is one of the greatest challenges facing Governance application (Al-Saeedi, 2008: 33).

E- The cultural dimension: One of the challenges faced by banks in applying the governance system is the lack of full awareness of the importance of this concept, especially when ignorance stems from the boards of directors and executive departments of banking institutions, in addition to the local culture that still looks at corporate governance issues as Issues of little importance due to the prevalence of family ownership, in addition to competition between banks themselves, which pushes them to abandon the principles of governance in order to maintain market share and achieve profits, and this is the result of indifference and indifference to these principles. (Carpenter, 2007, pg 4).

5- Characteristics of accounting indicators: The relative strength of the bank's ratios depends in one way or another on the bank's life cycle and not only on the performance of the management team: (Haddad and Hathloul, 2005, p. 147).

A- Profitability indicators: If revenues indicate the starting point for financial performance only, then profitability indicates the final result of all efforts and activities for the bank's performance, which is the overall measure of financial performance, profitability and achieving an appropriate return for its owners from the basic objectives in the work of banks, and in order for the bank to achieve these profits, it must He employs the money he obtains from various sources and reduces his expenses as much as possible.

b- Liquidity indicators: The concept of liquidity refers to the ability of the commercial bank to convert part of its quasi-cash funds into cash within a short period of time that allows facing withdrawals. non-financial. (Hammad, 2005: 22).

C- Capital adequacy indicators: The importance of capital stems from the functions that it can achieve, as it forms a base for the bank's future growth and development, and plays an important role in the process of absorbing and covering any unexpected losses that the bank may face. The size and nature of the risks to which it is exposed has a greater ability to bear and overcome losses and continue to provide services to its customers. (Hached, 2005: 76).

D- Investment risk indicators: When making investment decisions, the investor does not look at the return only, but takes into account the degree of risk associated with that return. It is known that any investment decision is accompanied by some uncertainty about the expected results of that investment. (Haddad and Hathloul, 2005, p. 148).

The practical aspect of research

The presentation and analysis of the data shown by the questionnaire in relation to corporate governance for a sample of 10 private joint stock banks, as well as the presentation of the results of the analysis of strategic accounting performance indicators for the study sample banks, and for this purpose the (Likert quintuple) scale was used, which is distributed among the highest weight of the paragraph (totally agreed). "I gave 5 marks), to the lowest weight for the paragraph (I do not agree completely" and was given 1 degree), and between them there are three other weights (agree, I gave 4 degrees, neutral was given 3 degrees, disagree, I gave 2 degrees) to represent the other answer fields.

After that, a table of recurring distributions of the study variables was made to adopt this type of tables for the purposes of the statistical analysis process to obtain the weighted arithmetic means, and standard deviations, and it was also relied on the hypothetical arithmetic mean of (1) as a criterion for measuring and evaluating the degree obtained with regard to the paragraphs of governance Companies, after conducting statistical treatment and analysis, through the weighted arithmetic mean, and the standard deviation, of the respondents' responses to the requirements of corporate governance.

Table (1) The response of the sample members

paragraphs	Stand. Dev.	mean
The availability of a corporate governance structure helps to raise the level of transparency and efficiency of the markets in which the bank operates	1.356	2.87
Corporate governance helps in providing a mechanism to ensure the participation of everyone inside and outside the bank in improving its performance.	1.175	2.33
Corporate governance determines the issue of the distribution of responsibilities between the authorities responsible for supervision and banking.	1.457	3.47
The application of corporate governance in the bank helps in the implementation of legislation that ensures the distribution of responsibilities among the various bodies in order to achieve the interests of customers.	1.648	3
The Bank's corporate governance framework ensures the protection of fundamental shareholders' rights.	1.506	4.13
The application of corporate governance in the bank guarantees the right of shareholders to participate effectively in the fundamental decisions and to inform them adequately about those decisions related to the fundamental changes in the bank.	1.668	2.93
The application of corporate governance in the bank guarantees the right of shareholders to participate effectively and inform them of the rules governing the meetings of the assembly	1.438	3.07
The application of corporate governance ensures that the capital structure and arrangements that grant a number of shareholders a certain degree of control that affect the bank's policy must be disclosed in proportion to the percentage of their contribution.	1.302	2.47
Corporate governance in the bank ensures the availability of rules and procedures that cover acquisitions and unusual deals such as mergers and sale of the bank's assets so that they become clear and announced and their prices are transparent and subject to the general conditions.	1.404	3.6
The application of corporate governance in the bank helps in treating the shareholders belonging to the same category an equal treatment.	1.146	2.8
The application of corporate governance in the bank helps in activating equal voting rights for shareholders within each class and their right to obtain information on the voting rights associated with all classes of shares before purchasing.	1.74	3.2
The application of corporate governance in the bank ensures that the trading of shares is prohibited in a manner that is not characterized by disclosure and transparency.	1.598	3.47
Corporate governance helps in prohibiting trading or trading for the account of insiders within the bank.	1.291	3.33
The corporate governance framework stresses the need to respect the rights of stakeholders that are protected by law.	1.682	2.4

The application of corporate governance in the bank helps to provide the stakeholders with the opportunity to obtain appropriate compensation when their rights are violated.	1.424	3.8
The corporate governance framework allows the existence of a mechanism for the participation of stakeholders, and this mechanism in turn ensures the improvement of performance levels in the bank.	1.552	3.13
The application of corporate governance in the bank helps in providing information to stakeholders and opportunities to access it in a periodic manner and at the appropriate times.	1.58	2.73
The corporate governance framework emphasizes providing an effective structure to protect against insolvency and guarantee the rights of creditors.	1.424	4.2
The application of corporate governance in the bank helps in the accurate disclosure of data related to all financial matters of the bank.	1.464	3
The rules governing corporate governance in the bank ensure that the disclosed information is based on high quality accounting standards.	1.502	2.4
The application of corporate governance in the bank ensures that the annual audit of the bank's accounts is carried out by a qualified and independent auditor (external auditor) in order to provide an external guarantee to the board and the shareholders confirming the actual representation of the financial position of the bank.	1.944	3.27
The application of corporate governance in the bank helps in providing channels for the dissemination of information to enable the beneficiaries to access it in a fair and transparent manner.	1.624	3.73
The application of corporate governance rules ensures that the board of directors operates on the basis of the diligence of a man who is keen on what is in the interest of the bank and the shareholders.	1.302	3.47
The application of corporate governance helps the board of directors to establish an effective control system for conflict of interest.	1.521	3.2
The application of corporate governance rules helps the board of directors to follow high ethical standards and take into account the interests of related parties.	1.309	3
The Board of Directors performs a set of essential tasks assigned to it in an impartial and transparent manner.	1.302	3.13
The application of corporate governance rules in the bank helps in enabling the board of directors to judge objectively and independently regarding the affairs of the bank.	1.648	3
Total	1.482	3.15

1- There is an increase in the general weighted arithmetic mean of the corporate governance variable, as it reached (3.15), and with a general standard deviation of (1.52), and the relative

importance of this variable reached (63.06%), and it is clear that the weighted arithmetic mean is greater than the hypothetical arithmetic mean of (3) This means that this variable was very clear to the study members, and this is due to the bank's adoption of corporate governance variables, which was positively reflected on the answers of the study members.

2- It is clear that the weighted arithmetic mean of the variable availability of an effective framework for corporate governance amounted to (2.92) with a standard deviation of (1.44), and it was found that the weighted arithmetic mean is less than the standard of the hypothetical arithmetic mean of (3), which means that this variable is not considered a clear variable For the study sample members, the relative importance of this variable reached (58.33%) from the respondents' point of view, and this is due to the weakness in the study sample members' perception of the importance of the variable availability of an effective framework for corporate governance at the level of the bank's work, and all of this is due to its poor availability in the bank.

3- It is clear that the weighted arithmetic mean of the shareholder's equity variable amounted to (3.24) with a standard deviation of (1.54), and it was found that the weighted arithmetic mean is greater than the hypothetical arithmetic mean of (3), and this means that the shareholder's equity variable is a "clear" variable for sample individuals The study, and the relative importance of this variable from the point of view of the study sample members reached (64.8%), due to the high level of awareness of the study sample members of the importance of the variable at the level of the work of the bank.

4- The results indicate that the weighted arithmetic mean of the variable equal treatment of the shareholders was (3.2) with a standard deviation of (1.4), and it was found that the weighted arithmetic mean is greater than the hypothetical arithmetic means of (3), and this means that the variable of equal treatment of the shareholders is considered a clear variable. For the study sample members, the relative importance of this variable was (64%) from their point of view, due to the high level of awareness of the study sample members of the importance of the variable on the level of the bank's work, and this is due to the application of the paragraphs of this variable.

5- There is an increase in the weighted arithmetic mean of the variable of the role of stakeholders, as it reached (3.25) with a standard deviation of (1.63), and it was found that the weighted

arithmetic mean is greater than the standard of the hypothetical mean of (3), and this means that the variable of the role of stakeholders is a clear variable For the members of the study sample, the relative importance of this variable reached (65.07%) from their point of view, due to the high level of awareness of the study sample members of the importance of the variable at the level of the bank's work.

6- It is clear that the weighted arithmetic mean of the variable of disclosure and transparency amounted to (3.1) with a standard deviation of (1.67), and it was found that the weighted arithmetic mean is greater than the standard of the hypothetical arithmetic mean of (3), and this means that the variable of disclosure and transparency is a "clear" variable for individuals The study sample, and the relative importance of this variable from the point of view of the study sample (62%), due to the high level of awareness of the study sample members of the importance of the variable at the level of the work of the bank.

7- It is clear that the weighted arithmetic means of the variable of the responsibilities of the board of directors amounted to (3.16) with a standard deviation of (1.39). For the study sample members, the relative importance of this variable from the point of view of the study sample reached (63.2%), due to the high level of awareness of the study sample members of the importance of the variable at the level of the bank's work.

From the above it is clear that the total mean of the study sample is 3.15, which represents the agreement of most of the sample members on the discrepancy of banks in adopting the principles of corporate governance as well as achieving the strategic accounting performance indicators for banks and thus accepting the hypothesis of the study.

Conclusion

Corporate governance is a relatively recent term, but it has old roots and premises. It has been adopted by a number of international organizations and committees for the benefits and advantages it has achieved. At the forefront of these organizations is the Organization of Economic Cooperation and Development (OECD). The official laws, through the practice of those companies of their administrative and financial operations with the utmost disclosure and transparency,

protect the rights of shareholders, which is one of the most important principles advocated by international organizations, given that this category is the first affected in the event that the company or bank is exposed to bankruptcy and collapse.

And to create the appropriate environment to activate the role of corporate governance by activating the role of internal control and working with international accounting standards, and emphasizing the independence of internal and external auditors in addition to the efficiency of audit committees, in order to follow up and inspect to discover abuses and deviations in banking operations in a timely manner.

Resources

1. Haddad, Akram, and Hathloul, Mashhour, "Money and Banks: An Analytical and Theoretical Introduction", 1, Dar Wael for Publishing and Distribution, Amman - Jordan, 2005.
2. Hashad, Nabil, "Your Guide to the Practical Application of Basel-2 in Banks - Encyclopedia of Basel-2", Part 3, Beirut - Lebanon, 2005.
3. Hammad, Tarek Abdel-Aal, "Corporate Governance - Concepts, Principles, Experiences, and Applications of Governance in Banks", University House, Egypt, 2005.
4. Khalil, Atallah Ward, and El-Ashmawy, Mohamed Abdel-Fattah, "Corporate Governance", Al-Hurriya Library for Publishing and Distribution, Cairo - Egypt, 2008.
5. Al-Sabban, Muhammad Samir, and Suleiman, Muhammad Mustafa, "The Scientific and Practical Basis of Auditing", University House, Alexandria, 2004-2005.
6. Al-Saadani, Mostafa Hassan Bassiouni, "Internal Audit in the Framework of Corporate Governance from the Perspective of the Nature of Internal Audit Services", a paper presented to the First Scientific Conference on Internal Audit in the Framework of Corporate Governance, Cairo - Arab Egypt, September 24-26/2005.
7. Michael, Ashraf Hanna, "Auditing of accounts and its parties within the framework of the corporate governance system", a paper presented to the first scientific conference on internal auditing in the framework of corporate governance, Cairo - Arab Egypt, September 24-26/2005.
8. Union of Arab Banks, "Institutional Governance in the Arab Banking Sector and the Requirements for Developing Its Practices According to International Standards", No. 267, Beirut - Lebanon, February / 2003.
9. Shaker, Fouad, "Good Governance in Arab Banks and Financial Institutions According to International Standards," Arab Banking Bulletin, Chapter One, March/2005.
10. Al-Saidi, Nasser, "Hawkamah Launches the Banks Prize 2008"
<http://www.alqabas-kw.com/article.aspx?id=408505,2008>
11. Najjar, Ahmed Mounir, "The Knowledge Dimension in Corporate Governance"
<http://Kda.com.kw/masareef/ar/category.detail.php?issueid=19.2007>

**Assessment of Barriers in the Implementation of Green Supply Chain Management in
FMCG Sector of Karachi**

UMME SUMAIYA HAMID

INSTITUTE OF BUSINESS AD HEALTH MANAGEMENT

DOW UNIVERSITY OF HEALTH SCIENCES

somikhan0011@gmail.com

WAJIHA HAMID

INSTITUTE OF BUSINESS AD HEALTH MANAGEMENT

DOW UNIVERSITY OF HEALTH SCIENCES

hafizawajihamid@outlook.com

Abstract

The objective of this study is to assess the barriers that impact the implementation of Green Supply Chain Management. For this purpose, it is going to identify the impact of lack of technological advancement, effect of the lack of top management support, impact of lack of Government regulation and support system, effect of the lack of knowledge and awareness and the identify the effect of high cost of GSCM implementation on the performance of GSCM. With the growth of economy, it creates vulnerable effects on environment, which reduces environment sustainability. Only few multinational companies are adopting Green Supply Chain Management (GSCM). There is huge lacking of focus and implementation of GSCM by majority of companies as well as Government of Pakistan. The research strategy is used as quantitative type because the collected data will be numerically analyzed. The population size of this research is Supply Chain employees of FMCG companies of Karachi and the estimated sample size of this research is 109. The research will be conducted in Unilever Pakistan Shan Foods and Peek Freans Pakistan. The sampling technique is used in this research is convenience sampling. After the gathering of information, an ideal research model is executed to the acquired outcome and after that these outcomes were entered in SPSS to examine the outcomes. There are some barriers arises in the implementation of GSCM concept like, lack of Top Management Support,

Case Studies From Pakistan & Iraq

e-ISBN: 978-605-69427-7-8

InTraders Academic Platform

www.intraders.org

Lack of Knowledge and Awareness, Lack of Advancement in Technology, Lack of Government Regulation and the High Cost in implementation of GSCM.

Keywords: Supply Chain Management, Green Supply Chain Management, Barriers, Industrialization, Technological advancement.

JEL Codes: A1, F63, F64, G18, M11, Q01, Q56, R41.

Introduction

After the Second World War, the era of technological advancement begun in developed countries, then environmental issues started to rise immediately. Globally, Laws and legislation were formulated to make environment sustainable (Dhull & Narwal, 2015). Environmental issues are worldwide in environment and scale, and handling them requires policy makers and pioneers of firms situated in Western created economies and also rising and creating economies to understanding naturally agreeable practices (Brik, Mellahi and Rettab, 2013).

The main and principal standard to secure the environment appeared in 1996. ISO set up its ecological arrangement of ISO benchmarks in the same year. The main task of ISO 14000 management is to highlight the ecological problems of venture/associations. The associations are evaluated and on the casual that they meet the standard, those associations are ensured by standard statements. Firms or corporations that follow ISO official benchmarks can easily promote their goodwill and quality by displaying to customers and competitors that they maintain the worldwide framework of ecological administration framework. Along these lines, they can take the upper hand over their rivals comprehensively. Obtaining is the compulsory exercise for estimation of responsibility for buying of the core/initial supplies as well as for its transfer of the supplies after the finish of its valuable life. The items must to be outlined with the end goal that the substance can be reused and reprocessed after its helpful time period, and another valuable imperative perspective is to provide weight on the scrap lessening. The outer organizations and the Environmental Assurance Office's (EPA) worry diminishment of unsafe waste. Thousands of Organizations in china have officially executed the natural administration

framework benchmark; the greater parts of these organizations are fabricating corporations (Rouse, 2005).

Many researches has been done on the Pakistani FMCG industry, but very limited studies have been covered GSCM. The developed countries, includes Japan, China, Taiwan and the United States, are playing key roles to implement GSCM system (Balon, Sharma and Barau, 2016).

Karachi is the hub and backbone of Pakistan business industry. Most of the companies have their manufacturing and production plant in Karachi.

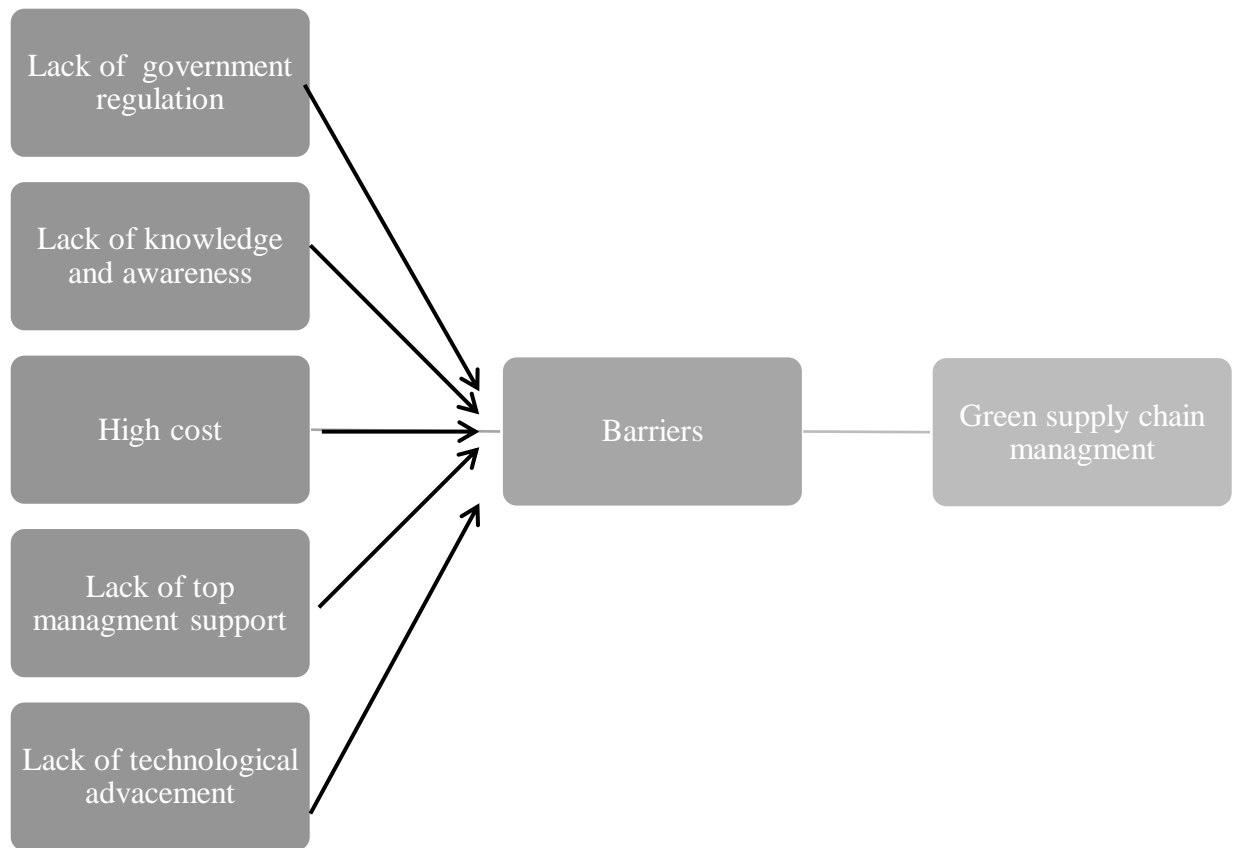
With the growth of economy, it creates vulnerable effects on environment, which reduces environment sustainability. Only few multinational companies are adopting Green Supply Chain Management (GSCM). There is huge lacking of focus and implementation of GSCM by majority of companies as well as Government of Pakistan. The research objectives of the study are

- To identify the impact of lack of technological advancement on GSCM.
- To explore the effect of the lack of top management support on GSCM.
- To find out the impact of lack of Government regulation and support system influence on GSCM.
- To determine the effect of the lack of knowledge and awareness on GSCM.
- To identify the effect of high cost of GSCM implementation on the performance of GSCM.

Many empirical studies and articles have been available on this topic but as the world, moving on towards more industrialization the environment will get worst effects than ever before. It increases the importance of Green Supply Chain Management (GSCM) and creating more gaps to fill in the implementation of GSCM. Specifically, this study will try to find out the effects of barriers that arise in the implementation of Green Supply Chain Management (GSCM) in Karachi (Pakistan) in Fast Moving Consumer Goods (FMCG) Sector.

The scope of the study is consult to FMCG industries of Karachi those want to implement Green Supply Chain Management (GSCM) and to the Local Government of Karachi.

Conceptual Framework



Literature Review

The world market place growing potentially and its dynamics are always changing so it is essential to observe the coming future trends that can affect the businesses and their activities. While doing planning and forecasting Supply chain management is always important element or factor and it is always should be properly monitored (Mehra, 2005). Supply Chain departments play the role of mother in the organization and it is known as backbone of organizations. Gathering raw material and effective market analysis and dynamics are the key factor that generates revenue, which depends upon the efficient Supply Chain strategy.

Supply chain management is the process of managing all corporate activities including procurement of raw materials, conversion, transportation, production and dispersal of finished

goods to the distributors and final consumers. SCM is also called the art of management of providing the Right Product, At the Right Place, Right Cost and at the Right Time to the Right Customer (Anon., n.d.). The forecasting and strategic approach from the point of initiation (needs/wants/ demands) until the consumer consumptions without any dis-connectivity and disintegration for the sake of customer satisfaction, that process called Supply chain management (Anon., n.d.).

The GSCM (Green Supply Chain Management) has begun from the SCM (supply chain management). Supply chain, a process of joining the assembling exercises beginning from the basic materials to the finished items and after that disperses to clients. It is a concept in which supply chain management is just associated with assembling exercises from acquiring of raw materials to delivery of finished item. The distinction among the concept of SCM (supply chain management) and GSCM (green supply chain management) is only the natural issue. GSCM begins from the item formation to end of helpful existence of the item to reusing or transfer ecological worry in each single step of green supply chain management. In late years, researchers consider the concept of GSCM and also do research work in this field. (Dhull & Narwal, 2015).

The main object of GSCM is to decrease waste and air pollution by putting ecological concept in product design and product management. This process can be implemented through drivers. Drivers can be explained as the force that encourages the organization or managers to adopt the GSCM. (Niemann, Kotze, and Adamo, 2016)

Environmental Sustainability: Environmental issues are increasing on the local, regional and globally because of polluted airs that generate from production plants and improper method of recycling solid waste that should be managed properly. GSCM is a wonderful model to address environmental issues in traditional supply chain management (Govindan, et al., 2014). According to Broomhill (2007), in current markets, industries vibrate environmentally and socially dependable and take part in corporate social duty (CSR). It is an arrangement of intentional strategies, codes or rules, started and driven by the association. Social and natural duty is one of the drivers of GSCM which is responsible to evaluate and produce obligations regarding the organization's results on atmosphere and effect on community health (Bhool & Narwal, 2013).

Economic Benefit: It is most important thing to focus that quality of product should not compromise by the minimization of cost production. (Liu, Zhang, Wang, Chen & Shen, 2013). According to Bhool & Narwal (2013), In GSCM, Economic benefit can also be a driver that speaks to the capacity to decrease unit expenses of mass-produced services or goods rendered without influencing its proposed utilize or diminishing the item's feature. The clearing of valueless components of product can quick cost declines. Financial advantage can additionally be gotten by utilizing less strength, water and basic materials in the manufacture procedure, which won't just defense the earth yet in addition prompt a decrease underway cost (Kamol Kittiwong & Phruksaphanrat, 2015).

In organizations, production department often improve their processes of supply chain to green supply chain system for numerous operational interactions, but they certainly fail to implement such upgrade systems because of barriers that are liable for external and internal environments (Balon, et al., 2016). Giunipero, Hooker & Denslow (2012) have finds the drivers and the barriers that are industries currently facing in purchasing and in sustainability of supply chain management operation effort. Lin in 2011, studied the effective factors among eight principles of performance.

Lack of Govt. Regulation & Support System And GSCM: Regulations are the most often quoted driver for green supply chain management (Min & Galle, 2001; Beamon, 1999; Walton, Handfield & Melnyk, 1998; Green, Morton & New, 1996). “As the government specify the environmental regulations for the specific industry so the Government regulations can encourage or discourage the implementation of GSCM” (Luthra, Kumar and Haleem, 2011). Restricted help offered by the organizations to new plans to execute GSCM is another significant obstacle (Srivastav & Gaur, 2015). Government laws tend to need organization to stay set in their functioning courses by encouraging old methods (Al Khidir & Zailani, 2009).

Lack of Knowledge & Awareness and GSCM: In the execution of GSCM, the lack of knowledge about Green Supply Chain Management among supply chain partners is viewed as one of the prominent boundary. It includes an absence of experience and the sentiment 'excessively

confusing, making it impossible to execute (Balasubramanian, 2012). GSCM implementations include driven innovation and particular information and organizations without this knowledge require organizing (Khiewnavawong Sa & Schmid, 2013). Ravi & Shankar (2005), likewise underlined that research and training are key necessities to accomplish fruitful execution of Green Supply Chain Management follows in any organization. In this scenerio costs regarding time and money includes in research and training (Khiewnavawong Sa & Schmid, 2013).

High Cost and GSCM: The high initial cost required in the execution of diverse green practices, for instance, green planning; green assembly and green branding of packaging (Balaji, Velmurugan and Manikanda, 2014) go about by means of a boundary to Green Supply Chain Management and block organizations by the execution of GSCM. Organizations restrict the dreams of them to the now and here and, subsequently, do not see the long pull benefits of putting resources into the execution of GSCM. This issue is irritated when organizations have officially restricted spending plans and need to organize costs as per intensity instead of significance (Walker, Sisto and Mcbain, 2008). In the implementation of GSCM, direct cost and transaction cost both type of costs are involved. (Luthra, et al., 2011). Both types of costs are probable to create major barriers for the implementation of GSCM (Al Khidir & Zailani, 2009). It is contended that GSCM needs high venture however has a low rate of profitability (Chahgooshi & Zerekshki, 2014). Innovation progress selection, enlisting qualified representatives, and persuading and preparing workers to hold GSCM follows require high beginning assumption (Srivastav & Gaur, 2015). It is observed that GSCM is the barrier for the organization who are looking for Short-term profits because GSCM is the long-term profit process.

Lack of Top Management Support and GSCM: Firms are managed by people with various levels of sense of duty regarding natural issues and blessed with various capacities that at last decide the degree to which an organization's pioneers embrace a GSC administration (Vachon & Klassen, 2006). A vast collection of literature demonstrates that a key to green supply chain management is duty and support of the best administration group and a culture that cultivates environmentally agreeable practices (Nakamura, Takahashi and Vertinsky, 2001). Managers

might be resolved to green the supply chain on account of the ethical basic to "make the right decision" with less respect for financial execution (Donaldson & Davis, 1991). Zhu & Sarkis (2006), noticed that "without this underlying upper administration responsibility, most (GSC) programs will undoubtedly exploit, substantially less be really started." Taking the above authority—i.e., moral—disputes.

Lack of Technological Advancement and GSCM: Innovation is a fundamental part for joint effort and decreasing expenses. Moderate, inadequate and disgraceful correspondence is because of the absence of mechanical framework (Luthra, et al., 2011). Mozambique did not have sufficient innovative foundation. The view got from two interviewees was that innovation is seen as a difficulty rather than a driver. In Supply Chain, Innovation encourages linking and collaboration. It is discovered that inventory system incorporation profits operational and ecological management (Bhool & Narwal, 2013). This synchronized effort is consequently non-present because of the absence of innovation introduce in the business.

Research Methodology

The research strategy is used as quantitative type because the collected data will be numerically analyzed, and the primary and secondary sources of data collection will be used because the data will be gathered through survey and the previous research articles and journals respectively. Market share of FMCG sector of Pakistan is around four billion dollars that composed on Nestle 1.2 billion dollars, Unilever 0.9 billion dollars, Shan foods 0.4 billion dollars, National foods 0.3 billion dollars, English biscuits 0.3 billion dollars, Engro Foods 0.25 billion dollars, Reckitt Benckiser 0.25 billion dollars, Procter and Gamble 0.2 billion dollars and Mitchell's, Lotte Kolson, Mayfair etc. 0.2 billion dollars.

The population size of this research is Supply Chain employees of FMCG companies of Karachi and the estimated sample size of this research is 109. The research will be conducted in Unilever Pakistan Shan Foods and Peek Freans Pakistan. The sampling technique will be used in this research is convenience sampling under the category of non-probability sampling because the employees of Supply chain department in Unilever Pakistan, Shan Foods and Peek Freans

Pakistan will be the respondents that will be available easily without any specification of positions.

We have been designed this research closed ended questionnaire to collect the data from three multinational companies i.e. Shan, Unilever, and EBM. This study is a quantitative research, as well as questionnaire is closed ended to maximum margin to get the result about impact of barriers that arise in the implementation of GSCM. The survey questionnaire includes 20 items which are graded on Likert scale. The independent variable includes barriers while the dependent variable includes GSCM.

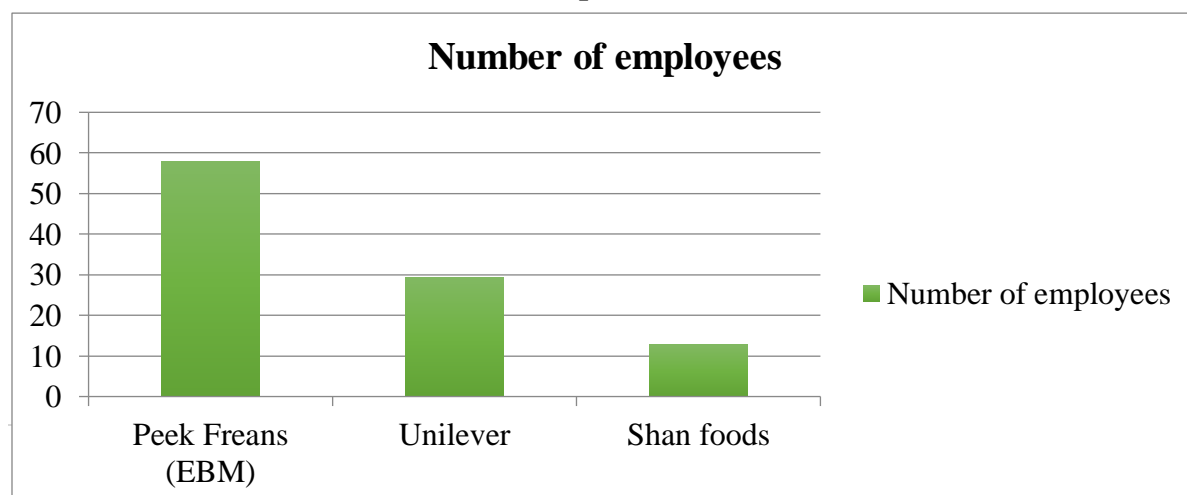
Data Analysis and Interpretation

After the collection of data, an optimal research model will be applied to the obtained result and then these results will be entered in SPSS to analyze the results. To analyze the data, SPSS 19.0 (Statistical Package for the Social Sciences) will be used. Descriptive analysis, will be applied as there are some categorical questions. Correlation analysis will be applied as to analyze the impact of independent variable on the dependent variable. Multiple regression analysis, will be applied as there are more than one dependent variable create effect on independent variable.

Table: 01 Name of Organization

	Frequency	Percent	Valid Percent	Cumulative Percent
Peek Freans (EBM)	63	57.8	57.8	57.8
Unilever	32	29.4	29.4	87.2
Shan Foods	14	12.8	12.8	100.0
Total	109	100.0	100.0	

Graph: 01



It shows the frequency of respondents who are employees, described in numbers along with percent 57.8% employees are from Peek Freans, 29.4% employees are from Unilever and 12.8% employees are from Shan foods.

Table: 02 Correlation (Economic Benefit)

Construct	Pearson Correlation	Sig. (2-tailed)	N
Top Management	.171	.075	109
Knowledge and awareness	.193*	.044	109
Technology	.100	.300	109
Cost Implementation	.401**	.000	109
Government Regulation	.410**	.000	109

** . Correlation is significant at the 0.01 level (2-tailed).

* . Correlation is significant at the 0.05 level (2-tailed).

The results of correlation tabulation show that there is a significant positive correlation between Economic Benefit and Cost implementation (i.e.401) as well as with Government Regulation (i.e. 0.410). While top management, knowledge and awareness and technology have weak relationship with economic benefit i.e. .171, .193 and .100 respectively.

Table: 03 Correlation (Environmental Sustainability)

Construct	Pearson Correlation	Sig. (2-tailed)	N
Top Management	.197*	.040	109

Knowledge and awareness	.203*	.034	109
Technology	.183	.057	109
Cost Implementation	.035	.714	109
Government Regulation	.132	.172	109

** . Correlation is significant at the 0.01 level (2-tailed).

* . Correlation is significant at the 0.05 level (2-tailed).

Table: 04 Model Summary (Economic Benefit)

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.559 ^a	.313	.279	.24288

a. Predictors: (Constant), Government_Regulation, Cost_Implementation, Knowledge_awareness, Technology, Top_managment

b. Dependent Variable: Economic_benefit

Table: 05 ANOVA^b (Economic Benefit)

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	2.766	5	.553	9.377	.000 ^a
	Residual	6.076	103	.059		

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.228	.195		1.167	.246

Table: 06 Coefficients^a (Economic Benefit)

Top_managment	-.080	.103	-.070	-.778	.438
Knowledge_awareness	.082	.071	.095	1.149	.253
Technology	-.043	.070	-.052	-.611	.542
Cost_Implementation	.533	.124	.369	4.293	.000
Government_Regulation	.176	.040	.398	4.385	.000

a. Dependent Variable: Economic_benefit

The results of correlation tabulation show that there is a significant positive correlation between Environmental Sustainability and Knowledge and Awareness (i.e. .203) as well as with Top Management (i.e. 0.197). While technology, cost implementation and Government Regulation have weak relationship with environmental sustainability i.e. .183, .035 and .132 respectively.

Rendering to the regression analysis of barriers above conclusions have been drawn. Table 04 shows that $R^2 = 0.313$ (i.e. 31.3 %), which is in between 0 and 1. Table 05 shows the F-statistics=9.377, and the p-value associated with it is 0.000 (less than standard alpha value of 0.05), which predicts that there is a significant relationship between the independent and dependent variables. Table 06 shows that the value of Coefficient of Constant= .228 (dependent variable), when the values of independent variables Cost implementation and Government Regulation are zero, and the coefficients of independent variables show that Cost implementation and Government Regulation have significant positive connection with Economic benefit while other variables have negative relation.

Table: 07 Model Summary (Environmental Sustainability)

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.321 ^a	.103	.059	.28750

a. Predictors: (Constant), Government_Regulation, Cost_Implementation, Knowledge_awareness, Technology, Top_managment

b. Dependent Variable: Environmental_Sustainability

Table: 08 ANOVA^b (Environmental Sustainability)

Case Studies From Pakistan & Iraq
e-ISBN: 978-605-69427-7-8
InTraders Academic Platform
www.intraders.org

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	.975	5	.195	2.359	.045 ^a
	Residual	8.514	103	.083		
	Total	9.489	108			

a. Predictors: (Constant), Government_Regulation, Cost_Implementation, Knowledge_awareness, Technology, Top_managment

b. Dependent Variable: Environmental_Sustainability

Table: 09 Coefficients^a (Environmental Sustainability)

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.647	.231		2.800	.006
	Top_managment	.210	.122	.178	1.730	.087
	Knowledge_awareness	.172	.084	.193	2.036	.044
	Technology	.139	.083	.163	1.668	.098
	Cost_Implementation	-.094	.147	-.063	-.642	.522
	Government_Regulation	.003	.047	.007	.066	.947

a. Dependent Variable: Environmental_Sustainability

Rendering to the regression analysis of barriers above conclusions have been drawn. Table 07 shows that $R^2 = 0.059$ (i.e. 5.9 %), which is in between 0 and 1. Table 08 shows the F-statistics=2.359, and the p-value associated with it is 0.045 (less than standard alpha value of 0.05), which predicts that there is a significant relationship between the independent and dependent variables. Table 09 shows that the value of Coefficient of Constant= .647 (dependent variable), when the values of independent variable knowledge and awareness are 0.044 and the coefficients of independent variable show that knowledge and awareness has significant positive connection with Environmental sustainability while other all variables have negative relation.

Findings

Case Studies From Pakistan & Iraq
e-ISBN: 978-605-69427-7-8
InTraders Academic Platform
www.intraders.org

HYPOTHESIS	RESULT	DISCUSSION
(Ho₁): There is a significant impact of lack of technological advancement on GSCM (Economic Benefit).	.542	Reject
(Ho₂): There is a significant effect of lack of top management support on GSCM (Economic Benefit).	.438	Reject
(Ho₃): There is a significant influence of lack of Government regulation and support system on GSCM (Economic Benefit).	.000	Accept
(Ho₄): There is a significant effect of high cost of implementing GSCM on performance of GSCM (Economic Benefit).	.000	Accept
(Ho₅): There is a significant relationship between lack of knowledge and awareness and GSCM (Economic Benefit).	.253	Reject
(Ho₁): There is a significant impact of lack of technological advancement on GSCM (Environmental Sustainability).	.098	Reject
(Ho₂): There is a significant effect of lack of top management support on GSCM (Environmental Sustainability).	.087	Reject
(Ho₃): There is a significant influence of lack of Government regulation and support system on GSCM (Environmental Sustainability).	.947	Reject
(Ho₄): There is a significant effect of high cost of implementing GSCM on performance of GSCM (Environmental Sustainability).	.522	Reject
(Ho₅): There is a significant relationship between lack of knowledge and awareness and GSCM (Environmental Sustainability).	.044	Accept

Research Result

This research was conducted in FMCG sector of Pakistan in which we consider three companies (Unilever, EBM and Shan foods). This study is about GSCM implementation in respective sector and discuss about the barrier which arise in the implementation of GSCM. According to the statistical data Government Regulation, High Cost and lack of knowledge and awareness are the barriers in the implementation of GSCM in FMCG sector in Pakistan.

Conclusion

Supply chain management is the process of managing all business activities including procurement of raw materials, conversion, transportation, production and distribution of finished goods to the distributors and final consumers. The distinction among the concept of SCM (supply chain management) and GSCM (green supply chain management) is only the natural issue. GSCM begins from the item formation to end of helpful existence of the item to reusing or transfer ecological worry in each single step of green supply chain management.

Pakistan is a developing country; it is one of the largest potentially growing markets in the world in last few decades. As industry of Pakistan is growing it also creates issues like environmental and proper decomposition of solid waste.

GSCM is a concept which helps the organization to control the issues regarding assembling, exercising of the raw material to the distribution of products to end customers but it's not that much easy in doing than said. There are some barriers arise in the implementation of GSCM concept like, lack of Top Management Support, Lack of Knowledge and Awareness, Lack of Advancement in Technology, Lack of Government Regulation and the High Cost in implementation of GSCM.

Limitation

The obvious limitation in this study is small sample size and time allotted for this study. As the research was conducted on small scale so the questionnaire design limits the source of information and details of questions, which should be, respond. Limited access to different organizations due to less time, so only those firm and population is target in this study, which was easily access.

Future Implication and Recommendation

- This research can be further proceeding in another sector of Pakistan.
- This research would be helpful for other organizations within the sector.
- The green supply chain management concept is still the new concept in Pakistan the research would be helpful in the implementation of GSCM for government as well as for organizations.
- This research would be helpful for further researchers in GSCM domain.

References

- Al Khidir, T. & Zailani, S., 2009. Going green in supply chain towards environmental sustainability.. *Global journal of Environmental Research*, 3(3), pp. 246-251.
- Anon., n.d. FINANCIAL TIMES. [Online]
Available at: <http://lexicon.ft.com/Term?term=supply-chain-management>
- Anon., n.d. MSG MANAGEMENT STUDY GUIDE. [Online]
Available at: <http://managementstudyguide.com/supply-chain-management-definition.htm>
- Balasubramanian, S., 2012. A hierarchical framework of barriers to green supply chain management in the construction sector.. *Journal of sustainable Development*, 5(10), pp. 15-27.
- Balon, V., Sharma, A. K. & Barua, M. K., 2016. Assessment of Barriers in Green Supply Chain Management Using ISM: A Case Study of the Automobile Industry in India. *Global Business Review*, 17(1), pp. 116-135.
- Bhool, R. & Narwal, M., 2013. An analysis of drivers affecting the implementation of green supply chain management for the Indian Manufacturing industries.. *International Journal of Research in Engineering and Technology*, 2(11), pp. 242-254.
- Chahgooshi, A. & Zerekshki, N., 2014. Barriers Analysis in GSCM implementation in auto component manufacturing in Iran.. *Global Journal of Management Studies and Researches*, 1(1), pp. 21-36.
- Dhull, S. & Narwal, M., 2015. Drivers and barriers in green supply chain management adaptation: A state-of-art review. *Uncertain Supply Chain Management*, Volume 4, pp. 61-76.
- Donaldson, L. & Davis, J. H., 1991. Stewardship theory or agency theory:cCEO governance and shareholder returns.. *Australian Journal of Management*, 16(1), pp. 49-64.
- Govindan, K., Kaliyan, M., Kannan, D. & Haq, A., 2014. Barriers analysis for green supply chain management implementation in Indian industries using analytic hierarchy process.. *International Journal of Production Economics*, 147(Part B), pp. 555-568.

Kamolkittiwong, A. & Phruksaphanrat, B., 2015. An analysis of drivers affecting green supply chain management implementation in electronics industry in Thailand.. *Journal of Economics, Business and Management*, 3(9), pp. 864-869.

Khiewnavawong Sa, S. & Schmid, T. E., 2013. Barriers to green supply chain implementation in the electronics industry, Bangkok. *IEEE International Conference on Industrial Engineering and Engineering Management*.

Luthra, S., Kumar, S. & Haleem, A., 2011. Barriers to implement green supply chain management in automobile industry using interpretive structural modelling technique-an indian perspective. *Jornal of Industrial Engineering and Management*, 4(2), pp. 231-257.

Mehra, S., 2005. Current issues and emerging trends in supply chain management: an editorial perspective. *International Journal of Production Research*, 43(16), pp. 3299-3302.

Rouse, M., 2005. TechTarget. [Online] Available at: <http://whatis.techtarget.com/definition/ISO-14000-and-14001> [Accessed September 2005].

Srivastav, P. & Gaur, M., 2015. Barriers to implement green supply chain management in small scale industry using interpretive structural modelling technique - a north indian perspective.. *Journal of Advances in Engineering and Technology*, 2(2), pp. 6-13.

Vachon, S. & Klassen, R. D., 2006. Green Project partnership in the supply chain: the case of the package printing industry.. *Journal of Cleaner Production*, Volume 14, pp. 661-671.

Factors Affecting Consumer Preference for Purchasing Branded Footwear in Karachi

SAQIB QAMAR

INSTITUTE OF BUSINESS AND HEALTH MANAGEMENT

DOW UNIVERSITY OF HEALTH SCIENCE

saqib.neo@hotmail.com

MUHAMMAD SHAHZAD

INSTITUTE OF BUSINESS AND HEALTH MANAGEMENT

DOW UNIVERSITY OF HEALTH SCIENCE

Shahzadcr@outlook.com

Abstract

The purpose of study is to identify the choice of customer when they purchasing footwear brand, there are lots of brands available in market so, why customer select some specific footwear brand. Technique which is used is convenience-based sampling under the category of non-probability sampling because of the respondent will be only women who have purchased and used branded footwear, the formula has been used to drive the sample size which is 150. There are five Hypothesis used for this research study and researchers select 150 respondents for data collection. SPSS Correlation, Regression and KMO were being chosen for the data analysis. “Price, Product Quality, Brand Loyalty, Brand Conscious, Store Location “are the independent variables, “Consumer Preference” which is dependent variable. In the end the results showed that two Hypothesis is accepted and other three is rejected. Conclusion of this research shows that there are two most significant factors price and quality influence the consumer preference, it’s changed their purchasing pattern. This research paper would be beneficial and useful for marketer expert and researchers.

Keywords: Consumer Preference, Branded Footwear, Price, Product Quality, Brand Conscious, Brand Loyalty Store Location.

JEL Code: L67, L84, M11, M21, M31.

Case Studies From Pakistan & Iraq

e-ISBN: 978-605-69427-7-8

InTraders Academic Platform

www.intraders.org

Introduction

The purpose of study is to identify the choice of customer when they purchasing footwear brand, there are lots of brands available in market so, why customer select some specific footwear brand, this study defines the age group of people.

Globalization change every aspects of our lives, previously customer focused on price of the product but now customer have knowledge they compare different footwear brands and focus on quality of the product now it become a fashion to purchase expensive brand which have quality and satisfy self-image, this study explore factors that influence customer when they making purchase decision Ladies wants attractive, stylish footwear which feel them comfortable and relax and also they want to create a good impression on others. Footwear is huge industry for making money that's why in this industry you find many competitors and some competitors offering low prices which switch customers from one brand to other brand.

Different competitors have different strategy for selling the product some are offering discounted prices and some are making the loyal customers by providing the quality footwear, in footwear industry the advertising method is providing the quality product which will create a excellent image in the mind of customer and communication skills is also important. These days, Females wear footwear not to shield and comfort but now it become a fashion to wear a stylish footwear to convey good representation(Wang, 2014). Wearing a fashionable footwear change the fashion through we can move simply. Shoes industry creates a rank character for people and they accept easily(Guzel, 2013).

There are different types of factors were used by the marketer to influences the consumer purchasing decision. The problem statement of this research study is to evaluate/analysis and determine the factors that affects the consumer preference in purchasing the footwear brand in Karachi, Pakistan. And also conclude, which is the most significant factor that influences consumer preferences of the footwear brand in Karachi, Pakistan. The finding of this study will be beneficial to the marketers.

Analysis the factors and determine their effect on consumer selection for (purchasing) branded footwear in Karachi. They are many footwear brands are available in market, most the marketers/ brands are very successful in this field. There are many factors are involved to attract the consumer attention, through that factors/ attribute, they influence the consumer selection or preference to that footwear brand. This research is mainly focused on the analysis of those factors that affect the consumer selection or preference towards that footwear brand. And to identify the most significant factor or attribute that is co-related with consumer selection or preference.

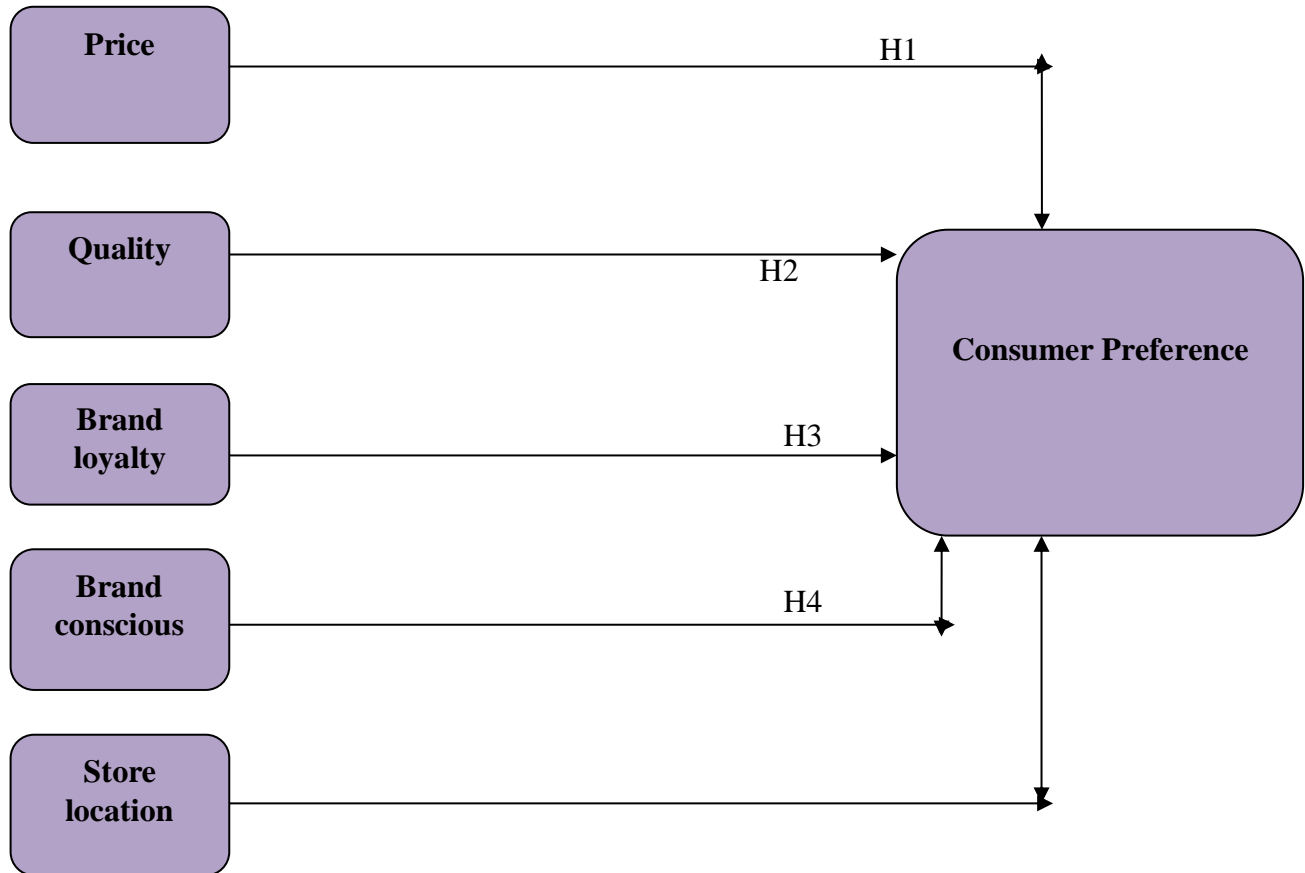
The outcome of this research will be beneficial for the marketers apparel/clothing companies/ footwear brands that which factor is the most influence their consumer selection or preferences, their purchasing decision and also retain their consumers. This research will also assist the footwear brands how they would expand their strategies to predicting their consumers selection/ preference.

The research is beneficial for company's financial growth and increasing their market share. The research will be helpful for upcoming footwear brand and existing footwear brands to improve the strategy. The research will be helpful for marketer to enhance the quality of their products to grab the attention of their customers.

Conceptual Framework

Independent variable

Dependent variable



Literature Review

(Mulugeta Girma, 2016) derived the world is turning into a decade, consumer demand and their preferences are also changed towards the footwear industry, people are more conscious about their outlooks and consumptions, new trend of fashion industry and their behavior changed towards new products, since the advance information technology and communication of advance have shrunk distance and, fashion preferences and attitudes of the world's population.

(Naushad Mahrukh, Saleem Shamim, Rizvi Kaiser, 2014) derived in their research that a study carry out to conclude feature that pressure individuals purchase product which endorse by celebrity and display in newspapers, magazines or social media, these factors influence the fashionable products. (Anand & Alekya, 2015) defines in their research study that footwear industry has been generating more employment, revenue and enhanced their exports. According to their study this well growth industry footwear industry's production increases their market share at the higher rate in the future from a current rate of 10-15%, by incorporating advanced technologies.

A study on brand conscious buyers of India revealson the basis of quality when you evaluate features of brand, their design and comfortably and explore the expectation of customers which make them to loyal to specific brand(Naushad, et al., 2014). (R.Alexander, Khonglah, Oliver, A.K.Subramani, 2015) conclude in their literature customer's behavior is the process where customer makes the decision for which product or service should consider that it will convince their requirements. Customer buying behavior include the acts of individuals openly involve in find, using and disposing of economics goods and service.

Another research of (Hussain Al-Salamin & Eman Al-Hassan, 2016) proposed, when consumer glance his sight on a price of \$4.99 since this being closer to four dollars than almost five dollars, this triggers an enhanced consumer reaction towards such pricing strategy which is constructed on the theory that prices had a psychological impact on the psyche of consumer buying preference. Another research (Prof. Ram Mohan, 2014) shows this illusion of price reduction and distinctive sales strategy drive the consumer change their buying preferences (Mohan, 2014).

Product quality has the different features and uniqueness in service that has potential to convince customer. Defined as "fitness for use"(Lim & Aprianingsih, 2015). Previous research study reviewed that Quality of the product consists of such components which include features, functions, and services of the product, and material that create the capability to satisfy the needs of the consumer (Lim & Aprianingsih, 2015).

product quality includes the following elements such as material, size, color, fitting and the performance of the product, which will affect the consumer preference for purchasing a single brand or switch around to different brands because of the product quality (Mohan, 2014)

One of the most important characteristics of product quality is the material since it affect the feel of the footwear and its texture and product enduring (Kumar & Advani, 2015)

Lightweight, waterproof and long-lasting durability, all these are the product functional attributes in footwear, while the durability is one of the most important factors in purchasing footwear(Renaldo Wijaya Lim, 2015). (Nasar, Karamtullah, Karim, Siddiqui, 2012) argue that to attract the consumer attention and becomes their preference, there are two main factors features and product quality, are the effective to influence the consumer behavior. Customer wants the good quality products which making them to bit a perfect choice rather than purchasing initial available brand(Lim & Aprianingsih, 2015). According to (Rajdeep Singh, 2016) the study derived that consumer changing lifestyle ultimately effects the consumer preferences and their choice of brand which labeling themselves as quality product, physical consistency create the long term relation with their consumers (Singh, 2016). As well as consumer switch to other brand due to the tangible quality product and the brand build their unique selling proposition of high quality products in terms of material, color deign and performance of the product (Nasar, et al., 2012).

According to (Girma, 2016)found that Brandis a symbolic which provides all the information of product which is associated with the product such as product features, characteristics, assistance and values, because it helps for developing the position of the brand and positive self-image in consumer mind. Most of the latest researches states that brand would be built through the name, symbol, its interior design or it would be integration of all these element that will help the consumer to identify that brand among its competitors and differentiate them from other brands(Hussain & Ali, 2015).

(Rasa Gudonaviciene & Sonata Alijosiene, 2015) conclude that good outline of the store location and armoshere of the store environment is built upon such factors which include convenient store location, visual element of physical element decoration and colors, which create the impact consumer and influence the them to buy the product. According to (Hussain & Ali, 2015)reviewed that store environment create huge impact on consumers emotion and satisfaction, as well as convenient store location retail outlet influence the consumer purchase decision. (Robaka Shamsher, 2016) derived there are such factors that switch the consumer preference is one the

factors is eye-catching stores, store environment and convenient store locations and their strong brand images create impact on consumer choices (Shamsher, 2016).

Consumer Preference is the decision making process for buying product and service. who obtain goods for person-happiness, two types: Personal and Organizational. The personal customers obtain good for his/her self. Some individual become the consumer by consuming the product and others become customer by selling to other for generating profits in order to run their organization (Derakhshide & Emadzadeh, 2012). Marketer should know if they want to satisfy the customer needs, make customer loyal and retain the existing customer they have to make the strong strategy, therefore increase their competitive position. It is impossible today to continue cost competitive and present every feature most wanted by customers (Kocoglu, et al., 2015) (Adamu, 2011). Marketers make the decision that to whom they promote their product to customer or to consumer, they identify the person who make the buying decision, marketers predict how customer are likely to react to product information and benefits and make their strategy accordingly (KHONGLAH, et al., 2015). Often consumer are now congruent with their self-image, to complete their desire they prefer to buy branded product. Which shows that brand are becomes the symbol and identity of the consumer goes beyond the only product features. (ISIK & Yasar, 2015). (Kocoglu, et al., 2015) People has the choice for selecting the product but they rely on some specific product, it become strength of a product.

Research Methodology

Approach is used as quantitative because the collected data will be numerically analyzed, the data will be gathered through survey and the previous research articles, journals respectively. And sources of data collection will be primary and secondary. The independent variables are price, product quality, brand loyalty, brand conscious, and store location, which influence the dependent variable consumer preference.

The targeted population is women who have purchase the footwear and the standard sample size of this research is 150. The research will be conducted in institutes of Dow University of Health Sciences including these departments IHM, DCOP, and IMT. From 200 questionnaires 150 were selected and the remaining was not included because of incomplete and invalid responses.

Convenience based sampling under the category of non-probability sampling because of the respondent will be only women who have purchased and used branded footwear, this formula has been used to drive the sample size which is 150.

This research is quantitative kind of research, so data is collected by using a 20 items questionnaire having 5 point Likert scale. For research, closed ended questionnaire has been being formed to collect data. Survey Questionnaire is created by formulating closed ended questions to maximum margin to find out Factors affecting consumer preference for purchasing branded footwear in Karachi, Pakistan.

The Primary source of data collection for this research is questionnaire but the secondary source of data is journal articles. Data has been collected from Dow University of Health Sciences, such as these department used to collect the IHM, DCOP, and IMT. As target population was women, so the girl students of these departments are respondent, from whom the data is collected.

Data Analysis and Interpretation

Collected data has been analyzed on SPSS, Descriptive, factor analysis, Correlation and regression, will be applied to analysis the impact independent variables on a single dependent variable. For Secondary data more than 30 journal articles are considered.

Table 01 : Age of customer

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	16-20	85	56.7	56.7	56.7
	21-25	65	43.3	43.3	100.0
	Total	150	100.0	100.0	

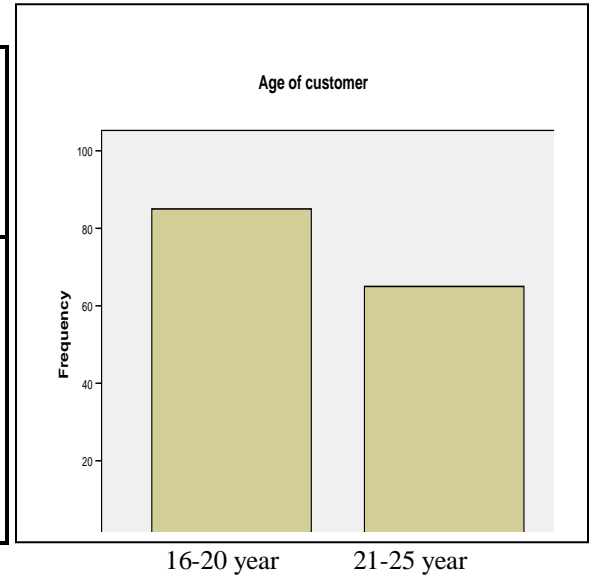


Figure 4.1

It shows the frequency of age of respondent, it described in numbers along with percent. 56.2% are 16-20 year, 43.3% are 21-25 year, 0% is 26-30, and 0% is 31-35

Table 02: Brand selection

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Aerosoft	10	6.7	6.7	6.7
	Bata	37	24.7	24.7	31.3
	English boot house	24	16.0	16.0	47.3
	Service	20	13.3	13.3	60.7
	Borjan	2	1.3	1.3	62.0
	Hush puppies	17	11.3	11.3	73.3
	Stylo shoes	40	26.7	26.7	100.0
	Total	150	100.0	100.0	

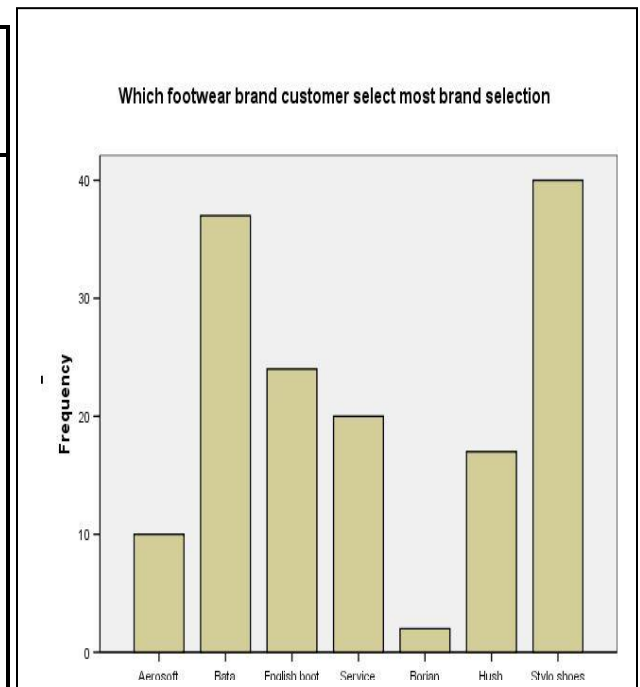


Figure 4.2

It shows the frequency of footwear brand customer selected the most, it described in numbers along with percent 6.7% of aerosoft, 24.7% of bata, 16% EBH, 13.3%of service, 1.3% of borjan, 11.3 of hush puppies, 26.7 of stylo shoes.

Table 03 : Correlations

		CONSUMER _PREFEREN CE	PRICE_ PRICE_	RPRODUCT_ QUALITY	BRAND_LO YALTY	BRAND_CO NCIOUS	STORE_LOC ATION
Pearson Correlation	CONSUMER_PREFER ENCE	1.000	.293	.315	.281	.274	.280
	PRICE_ PRICE_	.293	1.000	.057	.281	.540	.333
	RPRODUCT_ QUALITY	.315	.057	1.000	.325	.327	.260
	BRAND_LOYALTY BRAND_LOYALTY	.281	.281	.325	1.000	.534	.399
	BRAND_CONCIOUS BRAND_CONCIOUS	.274	.540	.327	.534	1.000	.461
	STORE_LOCATION STORE_LOCATION	.280	.333	.260	.399	.461	1.000
Sig. (1-tailed)	CONSUMER_PREFER ENCE	.	.000	.000	.000	.000	.000
	PRICE_ PRICE_	.000	.	.245	.000	.000	.000
	RPRODUCT_ QUALITY	.000	.245	.	.000	.000	.001
	BRAND_LOYALTY BRAND_LOYALTY	.000	.000	.000	.	.000	.000
	BRAND_CONCIOUS BRAND_CONCIOUS	.000	.000	.000	.000	.	.000
	STORE_LOCATION STORE_LOCATION	.000	.000	.001	.000	.000	.
N	CONSUMER_PREFER ENCE	150	150	150	150	150	150
	PRICE_ PRICE_	150	150	150	150	150	150
	RPRODUCT_ QUALITY	150	150	150	150	150	150
	BRAND_LOYALTY BRAND_LOYALTY	150	150	150	150	150	150
	BRAND_CONCIOUS BRAND_CONCIOUS	150	150	150	150	150	150
	STORE_LOCATION STORE_LOCATION	150	150	150	150	150	150

Correlation ending indicate that positive connection among price and consumer preference (Sig = .000; Pearson Correlation = .293), the relationship is significant: p-value is below standard p-value of 0.01. Correlation ending indicate that positive connection among product quality and consumer preference (Sig = .000; Pearson Correlation = .315), the relationship is significant: p-value is below standard p-value of 0.01. Correlation ending indicate that positive connection among brand loyalty and consumer preference (Sig = .000; Pearson Correlation = .281), the relationship is significant: p-value is below standard p-value of 0.01. Correlation ending indicate that positive connection among brand conscious and consumer preference (Sig = .000; Pearson Correlation = .274), the relationship is significant: p-value is below standard p-value of 0.01. Correlation ending indicate that positive connection among store location and consumer preference (Sig = .000; Pearson Correlation = .280), the relationship is significant: p-value is below standard p-value of 0.01.

Table: 4. Model SUMMARY

Model	R	R square	Standard error	R square change	F change	df1	df2	Significance
1	.445	.170	.56696	.198	7.125	5	144	.000

a. Predictors: (Constant), STORE_LOCATION, RPRODUCT_QUALITY, PRICE_, BRAND_LOYALTY, BRAND_CONCIOUS

Table 4.adjusted R square is .170, indicates17.0% variation in the dependent variable.

Table 5 ANOVA

Model	Sum of square	df	Mean square	F	significance
Regression	11.452	5	2.290	7.125	0.000
Residual	46.287	144	.321		
Total	57.739	149			

a. Predictors: (Constant), STORE_LOCATION, RPRODUCT_QUALITY, PRICE_, BRAND_LOYALTY, BRAND_CONCIOUS

b. Dependent Variable: CONSUMER_PREFERENCE

Table 6 Coefficient

Model		Unstand. Coeffi		Standard. Coeffi	t	Significance.	95% Confidence	
		B	Std. Error	Beta			B	
							Lower	Upper
1	(Constant)	.624	.261		2.392	.018	.108	1.139
	PRICE_	.235	.091	.234	2.591	.011	.056	.414
	RPRODUCT_QUALITY	.243	.079	.251	3.063	.003	.086	.400
	BRAND_LOYALTY	.100	.080	.115	1.253	.212	-.058	.259
	BRAND_CONCIOUS	-.034	.075	-.048	-.452	.652	-.182	.114
	STORE_LOCATION	.103	.080	.113	1.294	.198	-.054	.261

a. Dependent Variable: CONSUMER_PREFERENCE

Rendering to the regression analysis of factors affecting and consumer preference, above conclusions have been drawn. Table 4.56 shows that $R^2 = 0.198$, which is in between 0 and 1. Table 4.6 shows the F-statistics=7.125, and the p-value associated with it is 0.000 (less than standard p-value of 0.05), which predicts that there is a considerable connection between the independent and dependent variables. Table 4.8 shows value of Coefficient of Constant=.624 (dependent variable).

Factor Analysis

Table 4.9: KMO and Bartlett's Test

Sampling Adequacy.		.737
Bartlett's Test	Approx. Chi-Square	202.040
	df	15
	Sig.	.000

The test show the sampling adequacy is $0.737 > 0.50$. This is fine. $\text{Sig.} = 0.000 < 0.05$

Table 4.10 Communalities

	Initial	Extraction
Price	1.000	.403
Product quality	1.000	.284
Brand loyalty	1.000	.526
Brand conscious	1.000	.666
Store location	1.000	.483
Consumer preference	1.000	.332

Table 4.11 Variance explained

No	Eigenvalues			Squared loadings		
	Total	Variance percentage	Cumulative percentage	Total	Variance percentage	Cumulative percentage
1	2.693	44.882	44.882	2.693	44.882	44.882
2	.990	16.495	61.377			
3	.789	13.146	74.523			
4	.623	10.381	84.904			
5	.569	9.477	94.981			
6	.337	5.619	100.000			

Table 4.12 Component

	Component
	1
Price	.635
Product quality	.533
Brand loyalty	.725
Brand conscious	.816
Store location	.695
Consumer preference	.576

Findings

Hypotheses Statements	Significance Levels	Results
Ha ₁ : Considerable connection between price and customer preference	0.011 < 0.05	Alternate hypothesis accepted
Ha ₂ : Considerable connection between quality and customer preference	0.003 < 0.05	Alternate hypothesis accepted
Ha ₃ : Considerable connection between brand conscious and customer preference	0.212 < 0.05	Alternate hypothesis rejected
Ha ₄ : Considerable connection between brand loyalty and customer preference	0.652 < 0.05	Alternate hypothesis rejected
Ha ₅ : Considerable connection between store location and customer preference	0.198 < 0.05	Alternate hypothesis rejected

Conclusion

The conclusive reason is to discover most important factor that affect consumer preference for purchasing footwear brand, research will be supportive for footwear makers in discovering the preferences of customers. The study conduct in Dow University for student's preference in footwear. The results shows that relationship between price and consumer preference 0.011 which is less than 0.05, alternate hypothesis accepted, relationship between quality and consumer preference 0.003 which is less than 0.05, alternate hypothesis accepted, relationship brand conscious price and consumer preference 0.212 which is greater than 0.05, Alternate hypothesis rejected, relationship between brand loyalty and consumer preference 0.652 which is greater than 0.05, Alternate hypothesis rejected, relationship between store location and consumer preference 0.198 which is greater than 0.05, Alternate hypothesis rejected. Correlation between price and consumer preference (Sig = .000; Pearson Correlation = .293) as well as between product quality and consumer preference (Sig = .000; Pearson Correlation = .315), brand loyalty and consumer preference (Sig = .000; Pearson Correlation = .281), brand conscious and consumer preference (Sig = .000; Pearson Correlation = .274) as well as between store location and consumer preference (Sig = .000; Pearson Correlation = .280).

Recommendation

This research study has been beneficial for the footwear manufacture industry; they have to incorporate product quality in their product since this variable is more influential on the consumer. Particularly they have to build their name of the brand which recall in their customer subconscious mind, in terms of features, perceived quality which fulfill their functional benefits.

Retailer and manufacture should create their brand value, which have to be incorporated with emotional values, symbolic characteristics, and perceived brand status. Also the marketing strategy such as promotion of the footwear manufacture should tailored to specific customer gender i.e. that communication to the girls and ladies should focus on the comfort, durability, pricing strategy,

and product quality. This derived the long lasting features of the product, to develop their brand loyalty relationship with their customer.

Also manufacture should understand their consumer preferences variables which is built on the brand name, develop effective brand strategy that influence heavily on consumers. Also store outlet interior designs and consumer friendly environment, create the impact on consumer.

Limitations:

Limitation of in this research is that we have to research in a specific field of consumer preference and its relationship with affecting factors due to the limited time or time constraint and lack of financial resources. Also we have small samples size of respondent 150 only. And also we have targeted only footwear sectors not others sections.

Future Implication

This study is limited to a particular industry and also a small amount of size. For a future suggestion and implications is that there are other types factors are also needed to be research such as four marketing “P” and also analysis the relationship between that why product quality has a very strong relationship with consumer preferences, determinant the characteristics of brand quality and their implied element which influence the consumer behavior. We have targeted only footwear sector as a category of female respondent, there are other sectors such as luxury product, and branded clothing section, daily FMGC products etc. also increase number of respondent and their category.

References

- Adamu, E., 2011. Factors Affecting Consumers' Shoe Preference: the Case of Addis Ketema Sub-city on Domestic versus Imported Leather Shoes.
- Derakhshide, H. & Emadzadeh, M. K., 2012. Evaluating Youth's Buying Behavior. *INTERDISCIPLINARY JOURNAL OF CONTEMPORARY RESEARCH IN BUSINESS*, p. 589.
- Girma, M., 2016. Exploring Consumers Footwear's Brand Preference and Its Antecedents between age groups and gender: In Case of dire Dawa administration. *International Journal of Scientific and Research Publications*, pp. 740-748.
- Guzel, D. S., 2013. Factors Affecting University Students in Shoes Selection. *Mediterranean Journal of Social Sciences*, p. 398.
- Hussain, R. & Ali, M., 2015. Effect of Store Atmosphere on Consumer Purchase Intention. *International Journal of Marketing Studies*, pp. 35-43.
- ISIK, A. & Yasar, M. F., 2015. Effects of Brand on Consumer Preferences: A study in Turkmenistan. *Eurasian Journal of Business and Economics*, pp. 139-150.
- Kocoglu, C., Tengilimoglu, D., Ekiyor, A. & Guzel, A., 2015. The Effects of Brand Loyalty on the Consumer Buying Behaviors: The Example of Perfume in the Province Of Ankara. *International Journal of Humanities and Management Sciences*, pp. 318-323.
- Kumar, S. R. & Advani, J. Y., 2015. Factors Affecting Brand Loyalty: A study in an emerging market on fast moving consumer goods. *Journal of Customer Behaviour*, pp. 251-275.
- Lim, R. & Aprianingsih, A., 2015. FACTORS INFLUENCING BRAND LOYALTY. *JOURNAL OF BUSINESS AND MANAGEMENT*, p. 943.
- Mohan, P., 2014. INFLUENCE OF PRODUCT AND PLACE FACTORS ON CONSUMER BUYING BEHAVIOR IN FORMAL FOOTWEAR SECTOR. *International Journal of Management and Social Science Research Review*, pp. 63-71.
- Mohan, P. R., 2014. INFLUENCE OF PRODUCT AND PLACE FACTORS ON CONSUMER BUYING BEHAVIOR IN FORMAL FOOTWEAR SECTOR. *International Journal of Management and Social Science Research Review*, pp. 63-71.

- Nasar, A., Hussani, K. S., Karim, . E. & Siddiqui, M. Q., 2012. Analysis of Influential Factors on Consumer Buying Behavior of Youngster towards Branded Products: Evidence from Karachi. *KASBIT Business Journal*, pp. 55-61.
- Naushad, M., Saleem, S. & Rizvi, K., 2014. Measuring Factors Regarding Branded footwear. *Journal of Economics and Sustainable Development*, p. 20.
- Renaldo Wijaya Lim, A. A., 2015. FACTORS INFLUENCING BRAND LOYALTY TOWARDS SPORTSWEAR IN BANDUNG. *JOURNAL OF BUSINESS AND MANAGEMENT*, pp. 932-943.
- R., KHONGLAH, O. & A., 2015. CUSTOMER BUYING BEHAVIOUR TOWARDS BRANDED CASUAL SHOES. *ZENITH International Journal of Business Economics*, p. 54.
- Shamsher, R., 2016. STORE IMAGE AND ITS IMPACT ON CONSUMER BEHAVIOR. *ELK ASIA PACIFIC JOURNAL OF MARKETING AND RETAIL MANAGEMENT*.
- Singh, R., 2016. FACTORS AFFECTING BRAND LOYALTY IN THE FOOTWEAR INDUSTRY – A STUDY OF LUDHIANA DISTICT. *International Journal of Research - GRANTHAALAYAH*, pp. 139-149.
- Wang, Y., 2014. Consumers' Purchase Intentions of Shoes. *International Journal of Marketing Studies*, p. 58.

Changes in the qualitative characteristics of supporting information and their impact on international financial reporting standards: an empirical study

Ibrahim Naeem Hasan, Al-Bayan University, Iraq
Hashem Ibrahim, Al-Bayan University, Iraq
Raed Naeem, Wasit University, Iraq
ibrahim.naeem@albayan.edu.iq

Abstract

Accounting is a science that affects and is affected by the environment. The developments that took place in various technological, economic and political fields of life contributed to the events of many accounting changes, on top of which are changes in the conceptual framework of accounting and what it contains of concepts, foundations and characteristics. New supporting characteristics have an impact in one way or another on the application of international accounting standards.

And he followed the inductive approach to reach the results by taking a sample of three private joint-stock banks. It became clear that the conceptual framework of accounting was applied, where the relative weight of the level of application of standards reached 65.9% for the Ashur Bank through reviewing the financial reports of the bank and its policy, which is an average percentage and decreases for Babel Bank to reach the relative weight of 64.3% and the Bank of Babylon The economy is 64.8%, and despite the discrepancy, this contributes to finding ease in applying international financial reporting standards.

Keywords: supporting characteristics, conceptual framework, financial reporting standards.

Introduction

The financial sector is one of the important sectors in the country's economy, and the continuity of the sector represented by banks and its growth is the success of the financial strategies for that sector. By following the international financial reporting standards, banks are trying to overcome the risks they face in addition to attracting investments and entering global competition. Following international financial reporting standards, it may make an obstacle to the activities of companies and financial institutions in justifying some actions and accounting procedures on the one hand,

and on the other hand, the emergence of the concepts of clarity represented by the supporting properties of information as a basic element in the conceptual framework.

These characteristics give great benefit to the preparers of financial reports in evaluating the quality of the information that results from the application of accounting methods and methods, as they represent the most important aspect in the relevant accounting information that results in a good decision, and that the different methods give different results about the facts and financial events, that the level of attributes That should be available in the characteristics and information quality, depends not only on the subjective characteristics of accounting information, but also on the supporting characteristics related to information users.

It is known that Iraqi banks have adopted the application of international financial reporting standards, which gave a qualitative leap in achieving information quality, as well as reducing information asymmetry, which is reflected in improving operational efficiency and quality of financial reporting and increasing the market value of those banks, but this affects the changes that occur on the framework Conceptual Accounting.

First: the methodology of the study

1. Research problem: The availability of a certain level of qualitative characteristics of accounting information depends on personal judgments and professional practices by accountants, and therefore the extent of dependence and trust on them by the users of this information and its suitability for them remains the subject of questions because this information and the characteristics available in it reflect the viewpoint of its authors. Or the degree of their commitment to it, that the appearance of supporting characteristics of accounting information affects the financial reporting standards and may not be identical with what its users desire or meet their needs according to many different decisions taken by them and based on this information and the consequences and consequences of these decisions economic impact on their financial future.

2. The importance of the research: The importance of this research is multiplied by the degrees of interest in the numerous decisions taken by the users of accounting information depending on them and the consequences of those decisions. The quality of Balhar is a set of elements and

characteristics supporting the information and the resulting impact on the financial reporting standards applied by banks.

3. Research objectives: The research aims to:

- Statement and study of the qualitative characteristics of the accounting information in the financial statements.
- Statement of the conceptual framework and supporting characteristics, the relationship with the qualitative characteristics.
- Statement of the relationship's impact on the application of financial reporting standards.

4. Study hypotheses: The study is based on the following hypothesis: Iraqi joint stock banks apply the conceptual framework with its levels of qualitative and supportive characteristics, which affects the procedures of financial reporting standards.

5. Previous studies:

Second: The theoretical aspect of the study:

When looking at the evolution of the conceptual framework, it was found that it consists of basic building units, which is the pillar of accounting practices, as the development of a conceptual framework will lead to stability in financial reporting practices and in turn to more useful unified reports for rational decisions (Sterling, 1990: 2)

The revised 2018 Conceptual Framework issued by the International Financial Reporting Standards Board (IASB) is a comprehensive set of concepts for financial reporting and includes: (IFRS, 2018:3) (<https://www.iasplus.com/en/news/2018/03/cf>)

1. Objective of General-Purpose Financial Reporting: This part clarifies that the objective of general-purpose financial reporting is to provide financial information about the reporting unit of interest to existing and potential investors, lenders and other creditors in making decisions related to the provision of resources to the economic unit. It also emphasizes in This new section states

that the information can assist users in assessing the management oversight (governance) of the economic resources of an economic unit.

2. Qualitative characteristics of useful financial information: will be mentioned later.

3. Financial statements and reporting unit: It is not different from its predecessor, but what is new in the framework also states that the International Financial Reporting Standards Board is convinced to provide consolidated financial statements in a way that contributes to providing useful information to users of financial statements.

4. The elements of the financial statements did not differ. The main focus of this chapter is on the definitions of assets, liabilities, equity, as well as revenues and expenses, which do not differ from the 2015 draft, as shown below: (Donleavy, 2016: 35)

- Assets: a current economic resource controlled by the unit as a result of past events, and the economic resource is a right that has the ability to achieve economic benefits.
- Commitments: A unit's current commitment to transfer an economic resource as a result of past events.
- Financial value (ownership right): the remaining share in the assets of the economic unit after deducting all its obligations.
- Revenue: the increase in assets or decrease in liabilities that leads to an increase in equity, other than those related to the owners' contributions.
- Expenses: a decrease in assets or an increase in liabilities that leads to a decrease in equity, other than those related to owners' distributions, and the new is the introduction of a separate concept of the economic resource to convey the reference to future flows of economic benefits.

5. Recognition and derecognition: It did not differ from the 2015 draft.

6. Measurement: It did not differ from what was stated in the 2015 draft.

7. Presentation and Disclosure: It did not differ from the 2015 draft framework.

8. The concept of capital preservation: The focus is on the performance of the economic unit to preserve capital.

The objective of the framework is to assist the Board in developing financial reporting standards based on consistent concepts, giving useful financial information to investors, lenders, and other creditors, and assisting financial report preparers to establish consistent accounting policies for transactions or other events in the absence of a standard or the standard allowing selection Accounting policies, as well as helping all parties understand and interpret the standards, this revised framework is adopted in 2020. (Al-Aidi, 2020: 101)

1. The concept of qualitative and supportive characteristics: The qualitative characteristics of accounting information are characteristics that make the information presented in the financial statements useful and important to users (Juma, 2011: 86), and for financial reports of general and special purpose to be useful to their users and readers, they must be of a certain quality and have the characteristics The quality of information at a certain level, and focuses the basic concept of the qualitative characteristics of accounting information as "the link between the reason and how in accounting" (Kieso, 2012: 68)

Accounting information plays a major role in meeting the needs of its users and is one of the basic pillars for making decisions and evaluating performance. Accounting information generally expresses a fact, or an observation that is used to reduce uncertainty about a specific event, and increase the knowledge of the decision maker (Muhammad, 2011: 33).

2. The main characteristics: they include:

Relevancy: Relevant information is that information that has the ability to predict future events and relevance that the information presented is relevant to and influences the decision to be taken by enabling users to evaluate past, present and future events or correct what has been evaluated as long as the information has the ability to influence In decisions, it is not traded at the expense of reliability, as the information can be reliable but inappropriate, and the appropriateness property includes qualities that should be available in the accounting information in order to be appropriate and these

The sub-adjectives are as follows: (Mahawa, 2014: 51)

-The affirmative value.

-Predictive value.

-Return value.

• Honest representation: It is the measurement of what is related to the extent of the sincerity of the measurement in representing what it claims to represent (Al-Abdullah, 2000: 711): Accordingly, the accounting information is reliable and can be relied upon if it is free from errors, that is, it is neutral, expressed honestly and can be verified, and thus This feature requires three basic elements that characterize accounting information, which are as follows: (Hussain, 2006: 18)

- Verifiability.
- Error free.
- Neutrality.

3. Secondary characteristics of accounting information: The accounting information of the company is more useful if it can be compared with information of another similar company, which means (comparability), and compare it with the accounting information for previous periods of time for the same company, and this means stability in application (consistency), and these characteristics are: (Belkhawi, 2009: 179).

- Comparability.
- Verifiability.
- Timeliness
- Comprehension

4. Supporting characteristics: In a new addition to a group of additional characteristics in the conceptual framework of the financial report and called it Clarified, this paragraph included four characteristics represented by the following: (Al-Aydi, 2020: 109)

• Prudence: the most controversial characteristic, as it represents the degree of caution that is not excessive, and some see that it is a form of conservatism in a different way, an example of that reservation does not allow the recognition of unrealized profits as valuation profits as prudence allows, in addition to the fact that reservation gives personal judgment and bias a broader scope Through accounting alternatives, while prudence does not allow this, or a little by reducing the accounting alternatives, such as keeping one method of merging as well as inventory, whether

pricing or evaluating it, and we conclude that reservation tends to exaggerate, unlike accounting prudence.

- **Administrative Stewardship:** Some believe that what is meant by this is governance, as it requires the provisions of administrative responsibility for the processes of publishing reports and their informational content. It also requires that the unit achieve effective control elements and achieve efficiency and effectiveness.

Measurement uncertainty: It requires the unit to provide appropriate information to reduce the uncertainty of the beneficiary parties, that is, the information contained in the financial reports must reduce the uncertainty, and in the event of the opposite, it is no longer useful, especially in the processes of measuring the elements of financial statements.

- **Substance over form:** It is intended to give priority to the essence of the process, and it is often associated with the elements of financial reports. There are some elements that are mixed with tabulation, so it needs to give priority to the essence of the process through what came with accounting concepts such as preferred shares, its legal form is property rights, but its essence is a debt on the unit that entails paying interests regardless of it. about profits.

5. **Accounting prudence and qualitative characteristics of accounting information:** The qualitative characteristics of accounting information are the basis of the needs of users of financial statements. Accounting information should be free from any bias, errors or deficiency on the part of its authors. When making decisions, users must be able to understand the accounting information presented. It has credibility and reliability that enables it to be relied upon and compared with other information to choose alternative opportunities. In all cases, the accounting information is of great benefit when it has these characteristics. (Scott, 2015: 213)

6. **The impact of the supporting characteristics of the information on the setters of financial reporting standards:** Achieving good financial reporting is essential for the effective functioning of capital markets and the fruitful allocation of economic resources, and if the public does not trust the process of preparing financial statements or the information contained in those statements, they will lose confidence in Putting their investments, and thus will prevent the growth of the capital market. Although the market economy can work without trust and trust, it will not work well and

the economic situation will not be productive and prosperous because of the high risk factor. (Abma, 2016: 4)

All Iraqi companies must present their financial statements to users of the accounting information contained therein, provided that they include all material and important information, performance evaluation indicators, ownership ratios, management of the economic unit, and disclosure of the accounting and financial standards followed by the economic unit in evaluating performance, and that the information is not misleading and does not affect In the efficiency of information in financial reports, and that information dissemination channels provide a fair way to access information of interest to all users, those that help them and have the ability to influence judgment or economic decisions and to make the user and the reader more serious and interested in what is new and modern in the information environment, provided that the lists are characterized The financial presented has characteristics that make it more serious, and these characteristics are: (Salman, 2011: 79)

Relevancy: The information is useful for a decision if it can reduce the degree of uncertainty related to the variables in the decision-making process. Accounting information possesses the property of relevance when it affects the economic decisions of users. The property of relevance includes sub-traits (appropriate timing, predictive value, feedback value). .

Reliability: In order for information to be useful, it must be reliable, that is, it can be relied upon and be of a high degree of honesty. Honest representation, impartiality.

- **Comparability:** One of the qualitative characteristics is informing the users of the financial statements about the accounting policies used in preparing those statements, and any changes that have occurred in those policies, as well as the effects of those changes.

- **Consistency in application:** This feature is intertwined with the previous one, and it means the regular application of accounting methods and rules from one financial period to another in order to enable the users of the financial statements to compare the results of the company's business over time.

Third: the practical aspect:

The supporting characteristics were studied through the level of application of the conceptual framework by private joint stock companies, and a sample was taken from three banks (Assyria, Babylon, and the economy), and the results of the application were shown by studying the content of the reports and how to achieve the goal of accounting by providing useful information to users of financial reports. Through the enjoyment of accounting information with its basic, reinforcing and supportive characteristics, as shown in the table below:

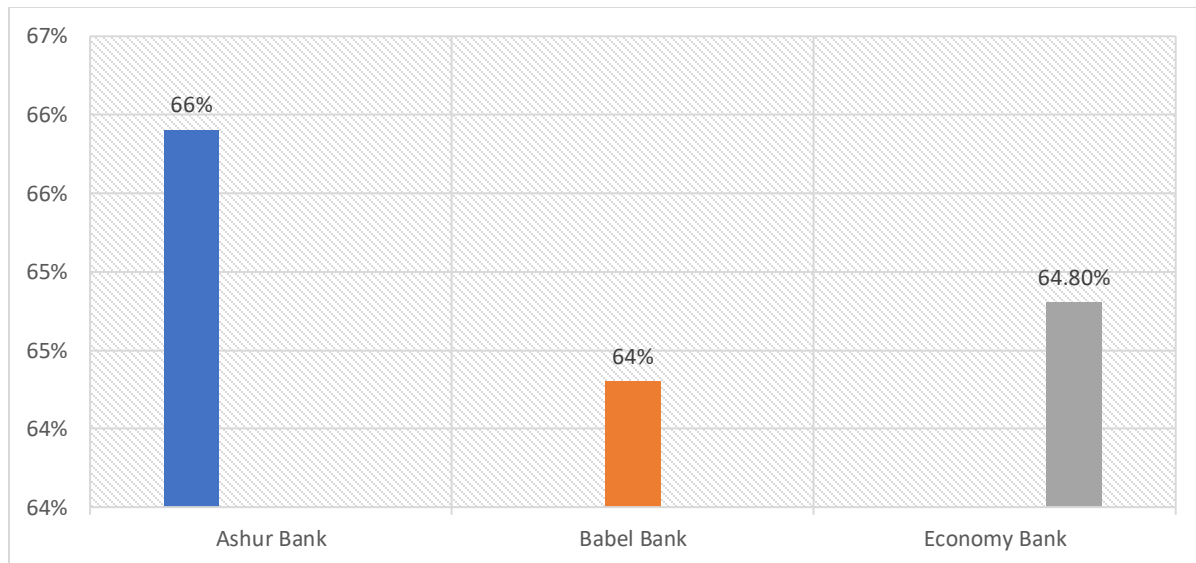
Table (1) Percentages of application of the conceptual framework

frame levels	Ashur Bank	Babel Bank	Economy Bank	basis of calculation
Level one: goals	%65	%62	%60	$\frac{\text{Total points applied}}{\text{Expected total score}} 100 \times$
Second Level				
Elements of financial statements:	%80	%80	%80	$\frac{\text{Disclosed items}}{\text{Sum of items}} 100 \times$
qualitative characteristics:				
basic characteristics				
Fit feature:				
predictive value	%89	%81	%77	$\frac{\text{Earned revenue}}{\text{Expected revenue}} 100 \times$
affirmative value	%81	%70	%77	
physical (material)	%80	%70	%80	
honest acting				
complete	%67	%72	%55	$\frac{\text{missing items}}{\text{Total elements}} 100 \times$
neutrality	%30	%33	%35	
Error free	%70	%60	%67	$\frac{\text{Number of items No errors}}{\text{Total elements}} 100 \times$
Enhancement properties				
Comparability	%60	%65	%63	
Verifiability	%40	%30	%45	
temporality	%44	%32	%34	
understandability	%76	%82	%65	$\frac{\text{illustration elements}}{\text{Total elements}} 100 \times$
Clarity Elements				
Accounting prudence	%30	%30	%40	
Administrative supervision (governance)	%70	%80	%70	

Uncertainty measurement	%30	%30	%40	
Essence over form	%40	%44	%43	
The third level				
accounting assumptions	%100	%100	%100	
Accounting principles	%100	%100	%100	
Accounting Determinants	%100	%100	%100	
relative weight	%65.9	%64.3	%64.8	-

From the previous table, it is clear that the participating banks apply the conceptual framework of accounting, where the relative weight of the level of application of standards reached 65.9% for Assyria Bank through reviewing the financial reports of the bank and its policy, which is an average percentage and decreases for Babel Bank to reach the relative weight of 64.3% and the Bank of Economy 64.8%. Contributes to finding ease of application of international financial reporting standards, and this can be presented as follows:

Figure (1) Percentages of applying the conceptual framework



The adoption of the application of financial reporting standards has also enhanced the application of the conceptual framework of accounting, as the methods of presenting the elements of financial reports as well as their recognition have changed, and from the above the hypothesis of the study can be accepted: Iraqi commercial banks apply the conceptual framework of accounting at its levels and affects their financial data.

Conclusion

The presence of qualitative and supportive characteristics is sufficient evidence to change the accounting orientation towards a policy of transparency and sustainability, which are new concepts in accounting and that give twists and turns in the field of accounting change, and the supporting characteristics add value to the qualitative characteristics of information and also contribute to improving the assessment of assets and liabilities.

It is clear that the participating banks apply the conceptual framework of accounting, where the relative weight of the level of application of standards reached 65.9% for the Ashur Bank through reviewing the financial reports of the bank and its policies, which is a medium ratio and decreases to the Babel Bank to reach the relative weight of 64.3% and the Economy Bank 64.8%. Despite the discrepancy, this contributes to finding Ease of application of international financial reporting standards, as it requires proper application of international financial reporting standards in participating banks, there are still many fundamental errors in the form and presentation of financial reports.

References

1. Abma, Rients, (2016), Views On 'Prudence, to the members of the International Accounting Standards Board, The Netherlands.'
2. Donleavy, Gabriel (2016), An Introduction to Accounting Theory, 1st edition, University of Western Sydney, Australia.
3. International Financial Reporting Interpretations Committee (IFRIC) , (2018), Conceptual Framework Feedback Statement.
4. Kieso , Donald E. , Jerry J. Weygandt , Terry D. Warfield (2012) Intermediate Accounting , 14th Edition , John Wiley & Sons, Inc. , U.S. .
5. Scott, William R. (2015), Financial Accounting Theory, University of Waterloo, Canada.
6. Sterling, Robert R, 1990, Positive Accounting: An Assessment, Abacus,, Vol. 26. No. 2. University of Utah, UK.
7. Belkhawi, Ahmed (2009) “Accounting Theory” Part 2, Arabization of Prof. Dr. Riyadh Al-Abdullah, review by Prof. Talal Al-Jajawi, Al-Yazuri Scientific Publishing and Distribution House, Amman, Jordan, Arabic Edition.
8. Juma'a, Ahmed Helmy (2011), "Pioneers in Accounting and Auditing", Dar Al-Safa Publishing and Distribution, Amman, Jordan.
9. Hussein, Ahmed Hussein Ali (2006), "Accounting Financial Statements", Modern Commercial Office, Alexandria, Egypt.
10. Salman, Abdul Karim Muhammad, (2011) The role of the auditor in verifying the qualitative characteristics of accounting information in the financial statements - an applied study in a group of Iraqi companies, PhD thesis, Iraq.
11. Al-Aidi, Ibrahim Naim, (2020) The dialectic of prudence in accounting thought and its impact on the risks of operational cash flows - An applied study in a sample of Iraqi banks listed in the Iraqi Stock Exchange, a doctoral thesis at Al-Mustansiriya University, Iraq.
12. Al-Abdullah, Riyadh (2000), “Accounting Theory”, House of Books and Documents, Baghdad.
13. Mohamed, Hawally, and Marzouki and Marzouki, (2011) International Accounting Standards Board (IASB) as an advocating body for accounting standardization, International Scientific Forum on: Accounting Reform in Algeria, Kasdi Merbah University, Ouargla, Algeria.
14. Mahawa, Amal, (2014) Assessing the legitimacy of the international model of accounting: an analytical view, the International Scientific Forum on: The Role of International Accounting Standards IAS-IFRS-IPSAS in activating the performance of institutions and governments, University of Ouargla, Algeria.

InTraders Academic Platform

“Case Studies From Pakistan & Iraq” book includes Pakistani & Iraqi Researchers’ studies; presented at InTraders Conferences. Researchers updated the studies, then this book comes in contact with you.

Topics based on international trade, business, economics and supply chain management. Under InTraders trademark, we conduct InTraders Autumn Conferences, Spring Conferences, InTraders International Trade Academic Journal, Conference Alerts and International Market Search.

“We caress the souls of researchers”

InTraders Academic Platform

<https://www.intraders.org>

Autumn Conferences

<https://www.intraders.org/october/>

Spring Conferences

<https://www.intraders.org/may/>

Academic Journal <https://dergipark.org.tr/intraders>

Conference Alerts

<https://www.intraders.org/news/> www.paraekonomisi.com