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## ANALYTIC SURVEY OF THE IMPACT OF BLUE OCEAN STRATEGY ON THE SALE QUANTITY PROMOTION IN ELECTRONIC INDUSTRIES

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**Abstract-** This paper is an analytic survey of the impact of suitable usage of blue ocean strategy on the sale quantity promotion in Electronic industries. It is gathered the attitudes of 220 Mobile phone sellers as a sample in Mashhad city. The research conceptual model contains of an independent variable (sale quantity promotion) and three dependent variables (innovation, inimitable, valuable). According to the research findings and analytic model, all of three variables affect on sale quantity promotion in this industry and the average of inimitable variable is more effective than the average of other variables.

**Keywords-** Strategy, Marketing, Blue Ocean Strategy, Value Innovation

### Introduction

Competition paradigm is dominated on the mind manager in the trading space. Outshine rivals was the code of success of many companies. Stop trying for victory success in the competition was the only for victory in rival about Blue Ocean Strategy. And instead of inter to blooded rival in the Red Ocean, it should be interred into Blue Unlimited Ocean market and make supply. A market that is not indented game rules and there is opportunity for profitable growth. The movement is done in the area of strategic management in the creative and innovation area. Blue Ocean Strategy is about Strategic Thinking. 21 century is a society which is regard as an ultra industrial or informative society. Reforming this society to a society based on data depends on technological innovations special computer and communication. Concept of global community based on electronic and frequency information emphasizes more on the importance of information as goods. Global increasing emphasizes to amassment process, processing and transforming information, changes communication to the central nervous system in the international community. Communication performs a very important effect on the world people live. Considerable amount of the people in the developed countries and under-developed countries use telephone and communicating service. In the research is tried to

analyze using of new strategy is named Blue Strategic which is mainly based on Strategic Thinking.

Thinker knowledge management believes on two approaches included: 1) Strategic Planning 2) Strategic thinking. Blue Ocean with challenging competition and presenting new solutions, introduce new area for achieving success in the business area. Blue Ocean Strategy though creation of unknown markets invites organizations to exit of bloody oceans of competition to where competition is meaningless. In this research form the point of view of marketing, it is investigated and analyzed the impacts of using these strategic elements on sales' promotion one of the electronic technology means cell phone.

Novelty of this strategy in the business world and sensitiveness of this subject has caused to be presented a research for its knowledge, analysis and its effects on marketing and selling cell phone. It was presented necessary suggestions and its possibility in performing this strategy to the electronic products business part and cell phone.

So using Blue Ocean strategy in the electronic industries can have significant advantages of supply and selling cell phone, with keeping relative use of Blue Ocean Strategy in the competition field; and can show importance degree of using Blue Ocean strategy elements on the business field, consequently its effects on sales' production for cell phone.

### **Problem**

In the today competing world , there is an important problem which is drown of industries in the Red Ocean ,created by trading rivals in the business world and there is nowhere for responding on previous glories ,and organization should think more than before to the strategic chance. Novelty of this strategy in the business world and sensitiveness of this subject has caused to be presented a research for its knowledge, analysis and its effects on marketing and selling cell phone. And it was presented necessary suggestions and its possibility in performing this strategy to the electronic products business part and cell phone.

Regarding to spreading usage of cell phone, necessity of concentration to performing ideal services of this communicative tool. And sales' production by Blue ocean Strategy idea which try to challenge the competition and presenting innovative solution, introduces new area for achieving success in the business area. How companies can systematically increase their opportunities, however decrease time of edition and also performing Blue Ocean strategies. In this research Kim and Mauborgne (2005) were trying to find which strategies have to be used for companies? Which strategies are the best for whole of the organization, for different production of organization?

### **Importance and Necessity for Choosing Subject of Research**

Because the twenty century is the communication century and the world is moving quickly toward development in technology and mobile communications, and is changed to village; today cell phone is showing off as a human masterpiece.

In this research to comprehended the importance of the subject it should be pointed to rules of strategic Thinking and Blue Ocean strategy about marketing strategy in general in the area of electronic industry and in particular in cell phone.

Management approaches and competing strategies are increasingly disappearing in the business environment in the twenty century, and since Red Ocean has been much blooded, mangers should create Blue Ocean more than this. So using Blue Ocean strategy in the electronic industries can have significant advantages of supply and selling cell phone, with keeping relative use of Blue Ocean Strategy in the competition field; and can show importance degree of using Blue Ocean strategy elements on the business field, consequently its effects on sales' production for cell phone.

### **Research's theory base**

Research's theory literature is based on Blue Ocean, which will be investigated about its impacts on quantity

sales' promotion of electronic industry. This strategy is found by W.Chan. Kim and Rene Mauborgn. The independent variety being unique (innovation), non-imitate (differentiation) and valuable was accordance with Harrison Model (2001, 94) and has been investigated its point on dependence's variant of sales' quantitative promotion.

### **Concepts and explanations**

Blue Ocean is new expression but its concept and existence isn't. This concept is defined in unknown markets. Nowadays companies need something ulterior competition and for achieving new profit and growth's opportunities, should create Blue Ocean. Blue Ocean strategy mobility is collection of deeds and managing strategies, which their subject is presenting main trading productions.

### **Red Ocean Strategy**

This strategy is the symbol of contemporary industry and companies are competing through it. Actually Red Oceans are known market: Blue Ocean is whole industries that now don't exist. There are unknown aspects markets; limitations and boundary of industries are identified, and has been accepted, and competing rules of game are known. Most of the Red Ocean Strategies are concentrated on strategies based on competition. And there are less possibility for profitably and growth through these companies.

### **Value innovation**

This expression had more emphasis in value, which of course value creation is in a gradual scale. Innovation without its valuable aspects is according to technology, or has emphasized on pioneering in the market. Here the discussion is that innovation in value occurred while companies parallel innovation on their position from the point of view of expense, price and ideality. innovation in value is the new way for thinking about strategies and its performing which lead to creating of Blue Ocean and rapture from competition. Innovation in value is an interrogative and conceptual problem, and an innovative person in addition to investigation should perform like a viewer, auditor and questioners, and benefit from whole conceptual aspects. Innovators observed to the shapes and people, and analysis situations should be responded and the proceeded to investigating the numbers of possible users of this innovation, their needs and the values that they maintain for this innovators.

### **Imitate and Differentiation**

Imitate means sampled from all futures of a company. It means if companies would like to imitate a strategy,

should resemble whole of system instead of one or two special futures or the methods of performing identified actions.

Strategy for differentiation of productions can be based on achieving value for superiority, believable, luxuriance, high level technological attributes. The picture should be based on interior futures; therefore advertisements can help or make a reinforcement picture.

Differentiation is done in different strategies by being unique tool and differentiates between rival tools. Being unique is acquired from ways like innovation in production; superior quality; superior services; contemplative advertisements; better behavior of seller or other ways. To success in the differentiation strategy, costumers should have tended more to pay. Yet the competing area is spread and this means more extended unique tools or services should be planned in a way to have attraction in the different sections of market. The best way in differentiation in production is being pioneer in introducing new productions and making barrier by royalty for their protection. If imitate is impossible, exclusive use can make benefits. In fact attempt for being pioneer may bring big success but can be a perilous action.

Value: value from the point of view of costumers is benefits of a production without its expense. here expense have a extended meaning included primary price, expense of exploitation, expense of maintenance , spiritual expense , social expense, chronological expense and expense of waiting. Value has been for costumers by compare between ideality (profit) and undesirable (expense). (Qafariyan 2010)

From the point of view of costumers, profit is idealities that have been achieved of accessibility to production (tool and service). In this definition, profit included of attributes a future of production, its conformity with real need of costumer, quality of production, secondary services and identification from gaining production.

### Competitive advantage

Competitive advantage is an element that causes preference of organization on rival by costumer. Effective strategy should be able to make more value for competitive advantage company and costumers. Differentiation desert is an element that makes value for costumers and its accessibility is not easily possible. To gain competitive advantage, the value should be known sooner than rival from the point of view of costumers and respond id better that rival.

### Research Conceptual Model

#### 1) Research Conceptual Model



### Research background

#### Interior researches

This research has been preceded to the research that is related to dependent verity. according to this problem , have not been done more research related to Blue Ocean Strategy in the area of marketing management and strategy management in Iran, in other sections we will point to other research from researchers that have done some investigation about the verity for sales' promotion in the other area of industry.

1. Mr.hasan Alvedari had done a thesis as "analyze of the ways for increasing selling in the clothing and weaving industry in Iran". His consequences were included low quality in the weaving production and high price against production of other countries. (Alvedari ,1996)
2. Mr.yosofian also has done a research about effective elements on satisfaction of customers from telephone banking. in that research he had focused on the concept of creation of value and some elements like quality, customer expectations, convenience and variation in the telephone banking (that were important in order for costumers) , and the concept of creation of value as services. (yosofian Araiee ,2008)

#### Foreign research

1. in the research which was done in the Samsung Economical Researches Institute in Seoul and International Institute of development in management in Losan (Switzerland) by the name of "the relation between innovation, quality, growth, having profit, and market value" , they investigate the relation between these elements and they found innovation and quality both as a value. (Hee-Jae Cho,2005:555-575)
2. Denis Pita (2009) in his research by the name of" problems in a low economy (week), development in the new production and Blue Ocean" tried to cited a conceptual concept trough dangerous competition and finding marketing space without any rival. His

consequences supply a new usage of Blue Ocean Strategy for development in the new production. (Pitta,2009:292-296)

3. Mr. Sang Lee (from Nebraska University) in his thesis proceeded to investigate innovation and imitate, with analyze of different models which one of them is the distribution model of communication and information (Maha Jan 1998).

This model included time dimension and introduce the relation between social interaction based on visual costume according to pattern of Ejzen and Fish been (1980) and Taylor and Tad (1995) and speaking advertisement (Sisik 1993 , Lee 2003, Silverman 2001) and advertisement (Vagoon1980-1986 , Roaster and Presi 1980) and the model of accepting technology (Davies 1989, Davies and his colleague1989) and aspect of personal perception based on Planned Behavior Theory (Ejzen and Fish been 1980) and self-impact (Bendoraa1892, Klein 1998 and Campo and Hinges 1995)

#### **The goal of research**

The goal of research is analyzing of the impact of suitable use of Blue Ocean Strategy on sales' promotion in the electronic industry.

#### **Hypothesis of research**

First hypothesis: there is significant relation between suitable use of Blue Ocean strategy and sales' promotion.

Second hypothesis: there is significant relation between innovation and sales' promotion.

Third hypothesis: there is significant relation between differentiation and sales' promotion.

Forth hypothesis: there is significant relation between valuable and sales' promotion.

Subject: the subject of research is about using of Blue Ocean Strategic elements in marketing and selling cell phone in the electronic industry. In this regard researcher with investigating mentioned verities tries to analyze impact of cell phone seller attitude on sales' promotion.

Spatial scope: geographic range is Mashhad area and 220 persons.

Temporal scope: duration for doing this research was done during 8 months - from Bahman 1388 – Shahrivar 1389.

#### **Research Methodology**

The method of research is measurement and practical which was for analyzing impacts of Blue Ocean Strategic elements in Strategic management area, on amount of sale and marketing cell phone in electronic industry.

Research statistical university: salespersons of cell phone in Mashhad.

Sampling method was simple coincidental and 220 questioners was scatter between sample persons in Mashhad.

Formula of identifying sample volume in society (HaghShenas, 1384.86)

$$n = z^2 \frac{pq}{\epsilon^2}$$

Tools for collecting data are included:

#### **Primary Data Sources**

Questionnaire which its data is the base for deny or accept the hypothesis.

#### **Secondary Data Resources**

use of specialty magazines and practical surveys

use of M.A and P.H.D thesis in the library in universities  
Method for analyzing data: for analyzing data have been used descriptive statistical techniques (like frequency diagrams and charts), deductive statistics for testing hypothesis, SPSS and related software. For the main test one-sample T test had been used.

Data on table 1 have indicated that these 220 questioners were distributed between 212 men (96/4 percent) and 6 women (2/7 percent) and 2 persons that didn't respond.

According table 2 the most frequency were between 21-30 years old which 157 persons were (71/4 percent). It is shown that statistical university was young.

Table 3 is showing that educations of around 90 persons were associate degree and just 3 persons had M.A. degree.

#### **Considering Research Hypothesis**

H 0: there is not any significant relation between innovation and sales' promotion.

H1: there is a significant relation between innovation and sales' promotion.

T-Test is used for testing this hypothesis for one society and the result was as below:

Table 4

Average degree of innovation is 3/649 which is more than 3.

Table 5

Upper table show the result of test. The amount is 0/000 and is less than 0/05. So certainly (about 95%) we can say that innovation on sale production is more than average; this means that from the point of view of salespersons, innovation element affects on sales' promotion for cell phone.

H 0: there is not any significant relation between inimitable (differentiation) and sales' promotion.

H1: there is significant relation between inimitable (differentiation) and sales' promotion.

T-Test is used for testing this hypothesis for one society and the result was as below: table 6

Average degree of differentiation was 3/849 which is more than 3.

Table 7

Upper table show the result of test. The amount is 0/000 and is less than 0/05. So certainly (about 95%) we can say that impacts of differentiation on sales' promotion is more than average. this means that from the point of view of salespersons, differentiation element affects on sales' promotion for cell phone.

H 0: there is not any significant relation between valuable and sales' promotion.

H1: there is significant relation between valuable and sales' promotion.

T-Test is used for testing this hypothesis for one society and the result was as below:

Table 8

Average degree of differentiation was 3/758 which is more than 3.

Table 9

Upper table show the result of test. The amount is 0/000 and is less than 0/05. So certainly (about 95%) we can say that impacts of valuable on sales' promotion is more than average. this means that from the point of view of salespersons, valuable element affects on sales' promotion for cell phone.

Consequence based on hypothesis research: in this research, researcher analyzes 220 questioners which contained questions about hypothesis research. Then he tries to gather them by using statistical software and he used one-sample T test. Summary of the result is mentioned at below:

Table 10

The result of analyzing data and result of deductive statistics show that all three element innovations, differentiation and valuable in cell phone affect on sales' quantitative promotion.

Compare result: as it observed in the research, average degrees of three verities were in order: 3/849, 3/758, 3/649 which average degree of inimitable (differentiation) was more than other elements. From the point of view of salespersons, differentiation in cell phone can have more effects on selling electronic industry. So we concluded that according to TAM model that is derived from imitate indicator, visual custom and speaking advertisement can affect on sales' promotion for cell phone. In addition to innovation, which is base of Blue Ocean Strategy, here researcher confirmed that differentiation (as one of them main elements for production competitive advantage) affects on sales' promotion. in regard to hypothesis ' research, it can be concluded that in Iran according to economical problem, for people speaking element is more important , the next degree of importance is price and the last one is innovation.

The main goal of this research in addition to investigate and analyze about impacts of suitable use of Blue Ocean Strategy on sales' promotion of cell phone in electronic industry, is mentioned solutions which can be used for industry' producing cell phone and also sales' promotion in trading cell phone centers. At the end some suggestions was mentioned for the future researchers about usage of new strategic elements of Blue Ocean.

### **Suggestion Based On Theoretical Literature**

According to this situation that cell phone market is a new trading, it is suggested to industrialist that notice to innovation, differentiation and valuable to gain better market. As s result sale' agency will have better sales. regard to analyze' Blue Ocean Strategy, producer for entering to a quiet space based on innovations' value should create value in the whole organizational process with observing principals' innovation in a production for company and costumers. During this strategy it is attempted to decrease the expenses of company in addition to increase the value for costumer. It is tried to concerned on inimitable verity and also as it was shown in the results of questioners, from the point of view of salespersons element' imitate has affected on innovation and value for sales' promotion of cell phone.

### **Practical Suggestion Based On Hypothesis**

according to using salespersons' idea in this research, regarding to existed verities in the model ; there are some suggestions for producers and salespersons of cell phone that are derived from research's hypothesis , salespersons ' suggestions in the questioners , suggestion about the innovation and differentiation and value elements:

1. Produce and supply of cell phone and electronic production with simple operation regard to costumers' age.
2. Making variation in producing cell phone.
3. Making culture for using internet and trading through cell phone
4. Movement toward using modern technologies in order to services' improvement quality' increase, price' decrease and sales' promotion.
5. Making culture for using cell phone for electronic pay and making security on it.
6. Using the ideas of men and women costumers in producing cell phone and private electronic productions.
7. Notice on internet and electronic ad for knowing market' stock.
8. Making different and unique winner in producing and supplying electronic productions.
9. Similarity in cell phone's price

10. on time services after selling and suitable with costumers' need
11. Informing salespersons for doing special services for the costumers
12. Updating information of salespersons, holding educational meeting and introducing new models.
13. Possibility for distribution in the sales' agency according to costumers' need
14. More governmental control on importing and Chinese cell phone
15. Similarity on prices for attracting the costumers' trust and guarantee and better and free services
16. Possibility for using Persian language in the most of the cell phone

### Suggestions for Future Researches

This research is about investing analysis of effects of suitable use of Blue Ocean Strategy in the electronic industry which certainly all of the elements have not been investigated (it is not possible during a thesis to process all of them aspects). Electronic industries need more research related to marketing to explain competitive place of electronic productions in the market. The subject of the future research can be included:

- research on the number of more salespersons (use more sample) in the country
- research on costumers of electronic production (cell phone) and poll from them
- research on producer of electronic production( cell phone)
- research about promotion on profit in electronic industries
- research about use of Blue Ocean Strategy on other industries
- Research on Blue Ocean Strategy with quantitative and qualitative methods for different research (discovery, deep interview and...)

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Table 1- Distribution sample based on sex

|         | Number | Percent | درصد معتبر |
|---------|--------|---------|------------|
| Female  | 6      | 2/7     | 2/8        |
| Male    | 212    | 96/4    | 97/2       |
| Sum     | 218    | 99/1    | 100/ .     |
| بي پاسخ | 2      | 9       |            |
| ΣTotal  | 220    | 100/0   |            |

Table 2- Distribution sample based on age

|                | Number | Percent | Creditable Number |
|----------------|--------|---------|-------------------|
| Less than 20   | 21     | 9/5     | 9/7               |
| Between 21-30  | 157    | 71/4    | 72/4              |
| Between 31-40  | 34     | 15/5    | 15/7              |
| More than 40   | 5      | 2/3     | 2/3               |
| Sum            | 217    | 98/6    | 100/0             |
| Without Answer | 3      | 1/4     |                   |
| ΣTotal         | 220    | 100/0   |                   |

Table 3- Distribution Sample Based On Education

|                | Number | Percent | Creditable Percent |
|----------------|--------|---------|--------------------|
| Under Diploma  | 87     | 39/5    | 39/9               |
| Diploma        | 90     | 40/9    | 41/3               |
| B.A            | 38     | 17/3    | 17/4               |
| M.A            | 3      | 1/4     | 1/4                |
| Sum            | 218    | 99/1    | 100/0              |
| Without Answer | 2      | 0/9     |                    |
| ΣTotal         | 220    | 100/0   |                    |

Table 4- One-Sample Statistics (innovation)

|            | N   | Mean   | Std. Deviation | Std. Error Mean |
|------------|-----|--------|----------------|-----------------|
| Innovation | 220 | 3.6490 | .54606         | .03682          |

Table 5- One-Sample Test (Innovation)

| Test Value = 3 |           |     |                 |                 |   |       |
|----------------|-----------|-----|-----------------|-----------------|---|-------|
|                | T-Student | Df  | Sig. (2-Tailed) | Mean Difference | 95% Confidence Interval Of The Difference |       |
|                |           |     |                 |                 | Lower                                     | Upper |
| Innovation     | 17.628    | 219 | .000            | .64899          | .5764                                     | .7215 |



|            | N   | Mean   | Std. Deviation | Std. Error Mean |
|------------|-----|--------|----------------|-----------------|
| Inimitable | 220 | 3.8494 | .49511         | .03338          |

| Test Value = 3 |           |     |                 |                 |   |       |
|----------------|-----------|-----|-----------------|-----------------|---|-------|
|                | T-Student | Df  | Sig. (2-Tailed) | Mean Difference | 95% Confidence Interval Of The Difference |       |
|                |           |     |                 |                 | Lower                                     | Upper |
| Inimitable     | 25.447    | 219 | .000            | .84943          | .7836                                     | .9152 |

|       | N   | Mean   | Std. Deviation | Std. Error Mean |
|-------|-----|--------|----------------|-----------------|
| value | 220 | 3.7584 | .54701         | .03688          |

| Test Value = 3 |           |     |                 |                 |   |       |
|----------------|-----------|-----|-----------------|-----------------|---|-------|
|                | T-Student | Df  | Sig. (2-Tailed) | Mean Difference | 95% Confidence Interval Of The Difference |       |
|                |           |     |                 |                 | Lower                                     | Upper |
| Value          | 20.565    | 219 | .000            | .75844          | .6858                                     | .8311 |

| Number | Independent Variable    | Dependent Variable | Mean  | T      | Df  | Significant Level | Result |
|--------|-------------------------|--------------------|-------|--------|-----|-------------------|--------|
| 1      | Sale quantity promotion | Innovation         | 3.649 | 17.628 | 219 | .000              | Accept |
| 2      | Sale quantity promotion | Inimitable         | 3.849 | 25.447 | 219 | .000              | Accept |
| 3      | Sale quantity promotion | value              | 3.758 | 20.565 | 219 | .000              | Accept |

Source: Researchers' Results.