



A STUDY ON CONSUMER PURCHASE BEHAVIOURS TOWARDS SELECT TELEVISION BRANDS IN THE TWIN CITIES OF TELANAGNA STATE

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ABSTRACT

The present study work evaluated the effects of several factors on customer purchasing behaviours in the context of selected branded television in the twin cities of Telanagna. The researcher considered significant factors such as media exposure, brand preference, and brand awareness to influence purchase behaviour. 724 primary data were collected using a standardized questionnaire in twin cities of Telanagna state to meet the study's primary objectives. Data were analyzed using ANOVAs, and correlations, using the SPSS 23.0 version to arrive at the conclusions and recommendations. According to the study's results, Hypotheses results revealed that media exposure (H01), Brand preference (H02), brand awareness (H03), brand loyalty (H04) and Brand equity (H05) had a statistically significant impact on the consumer purchase behaviour towards branded television.

KEYWORDS: Media exposure, brand preference, and brand awareness, branded consumer goods, consumer behaviour

1. INTRODUCTION

Given the wide diversity of products now accessible in the market, market competition is fierce in the current environment, prompting businesses to use a number of branding strategies in order to attract and maintain a competitive edge in the marketplace. As a result of an increase in the level of rivalry among businesses, particularly in India's fast-moving consumer products market, the number of management methods used in the sector has increased. A varied range of brand features have been merged and developed in response to the demands and desires of the target market, and this is reflected in today's branding strategy for the organisation. Businesses are increasingly relying on alternative strategies as a backup to their branding strategy in order to respond to a diverse variety of situations and market circumstances. Alternative techniques include the following: According to Aaker (1996), branding tactics are crucial for recruiting and maintaining a competitive advantage in the marketplace. In order to establish themselves, survive, and grow in their respective marketplaces, industries that have existed for decades have consistently recognised the need of product branding and segmentation tactics as a crucial weapon. Several specific characteristics of the brand contribute to its potential to aid the organisation in its pursuit of greatness. These characteristics are as follows: The consumer market in India has seen a substantial transformation in recent years. In the past, the Indian consumer was unable to save anything and instead spent the bulk of his wages on purchasing the bare necessities. This has changed dramatically. There have been a slew of innovations in recent years that have propelled the Indian consumer market to the forefront of the world's most important marketplaces. Those who purchase goods and services in India do so because they have increasing incomes, credit cards, exposure to organised shopping culture, and a desire to improve their living standards. Consumers in India represent a segment of the Indian population that is relatively young and has grown up in an era of television and the internet. Increasing employment opportunities have resulted from India's economic liberalisation since 1991, giving young people the capacity to buy a broad variety of new products. Since 1991, young people have acquired the opportunity to purchase a wide variety of new items. This has resulted in the consumer products business seeming quite promising and exciting at the present time. Consumer markets have also benefited from the financial sector, which has provided them with much-needed stimulus. Shopping has become more convenient as a result of the availability of convenient payment options such as credit cards and ATMs. With urbanisation has come a rise in the availability and consumption of branded goods; organised shopping, with its sparkling surroundings and the attraction of multiplexes are drawing Indian buyers towards branded goods. Things that are especially tailored for the Indian environment, as well as items that meet the needs and wishes of Indian clients, are likewise sought after by companies in this country. It has been able to reach the lowest-income segments of the population via the distribution of smaller pack sizes as well as the production of premium goods to fulfil the needs of niche clients, among other methods. Also as a consequence of this trend, successful inventions such as single-use sachets and unique goods that cater to regional and local tastes have been developed. Despite the fact that all of these developments are great, they also provide a big challenge to FMCG firms in terms of being competitive in today's highly competitive market environment. As a consequence, Brand Loyalty may play a crucial role in achieving a competitive advantage over rivals in such scenarios.



Consumer Goods: As a general rule, products may be categorised into three groups depending on their durability or tangibility (Chaudhuri and Holbrook, M. B, 2003). (2001). The first group is comprised of non-durable products, which are physical commodities that are often consumed after just one or a few uses, as opposed to durable items. Customer demand for goods that are consumed rapidly and purchased often includes toothpaste, sugar, soap, and salt, to name a few examples. Durable items have a tangible feel to them as well as the ability to survive repeated use. Furniture, clothing, and other objects are examples of items that fall within this classification. Given their sluggish rate of decomposition, they are not often purchased in large numbers as nondurable commodities in the first place. Customers purchase services, which are intangible activities, benefits, or pleasures that are given for a cost and sold to them by businesses. They are often created and eaten within a short period of time, as opposed to durable or non-durable objects, which may be manufactured and then preserved continuously after being manufactured. Despite the fact that the things' maker may be thousands of kilometres away from the consumers, service providers are often housed in the same building as their customers.

Television sector: A standard television set with integrated internet and interactive functions, known as a smart TV or connected TV (CTV), enables users to stream music and movies, surf the internet, and view images. Smart TVs are sometimes referred to by its other name, connected TVs. The computer, the television set, and the set-top box have all come together to form what is known as "smart TV." In addition to the traditional functions of television sets and set-top boxes, which are provided by traditional broadcasting media, these devices can provide Internet television, online interactive media, over-the-top content (OTT), as well as on-demand streaming media, and home network working access. The terms "Internet TV," "IPTV," and "Web television" are not to be confused with "Smart TV." The term "Internet TV" refers to the practise of obtaining television programming through the Internet rather than via more conventional means such as terrestrial, cable, or satellite transmissions, and this is true regardless of the mode of Internet distribution. IPTV (Internet Protocol Television) is one of the standards for Internet television technology that is used by television broadcasters. The phrase "Web television" refers to the many programmes that have been developed for the board of Internet TV by a broad range of different firms and people.

2. REVIEW LITERATURE

The fact that the customer is familiar with the brand and has a good working knowledge of it is shown by the fact that the item in question is anything that the customer has ever seen or heard about the brand (Brewer & Zhao, 2010). In addition, the name of the brand is the single most essential piece of information to retain. When it comes to making decisions, having understanding about the brand might be useful to the customer. Because the customer was familiar with the Brand and had sufficient knowledge about it, it was not difficult for them to make their purchase decisions. Customers learn about a business's brand via exposure to a variety of public information sources, including the internet, newspapers, radio, and other types of information transmission. When consumers are aware of the positives and negatives associated with a certain product brand, it makes it much safer for them to make a purchase decision. A connection is created between the customer and the brand that they want to possess when there is enough brand awareness (Pouromid & Iranzadeh, 2012). The highest degree of awareness of the brand is achieved when the consumer really uses the products offered by the company. Because the client has previously seen the brand, he recognises it even when he is exposed to it in a new advertisement that is broadcast through the media. Because of the brand's products being featured in the media, he is now knowledgeable about their functions and characteristics. When a consumer is aware of the qualities of a brand and feels that the brand can match his or her requirements, that customer will decide to purchase that brand. Tong and Hawley released a study in 2009 in which they said that when a consumer is about to buy a product from a given brand, he shows the characteristic that is known as brand awareness. This was stated in the context of a customer who was ready to make a purchase. The positive reputation that the brands have contributes to an improvement in the level of satisfaction experienced by the customers. The development of a brand's image in the marketplace is influenced by a number of factors, including a customer's familiarity with the brand, the customer's use of the brand, and the customer's level of happiness with the brand. When a company has a positive public image, it leads to increased levels of customer satisfaction. The growth of the brand's image is influenced by the satisfaction of the customers. (Hess and Story, 2006) [Citation needed] The representation of the brand is of the utmost importance for a business that places a premium on providing total satisfaction to its clients. Organizations may improve their overall performance by working to improve the image of their brand and by offering exceptional customer service. When it comes to putting this idea into practise at the shop, this thought illustrates that the affects of a shop's image are tied to the level of consumer happiness with the business. The good relationship that exists between the company and its consumers is evidence of the connection that exists between the image of the brand and the pleasure that it provides to the consumer. According to the results of the research, there is no statistically significant correlation between customer loyalty and satisfaction (Zins, 2001). On the other hand, the satisfaction of customers has an indirect yet direct influence on the image of the company (Kandampully & Suhartanto, 2000). A firm's image may be improved through loyal customers and employees. In addition, if customers have a favourable impression of a brand, they are more likely to be pleased with the products they buy from that brand. The satisfaction of a consumer contributes to the enhancement of a brand's reputation, and this satisfaction is directly proportional to the level of quality and affordability offered by the firm in question. When the company works to improve the image of the brand, it sees increases in both its profits and its goodwill. When it comes to the goods that they provide their



clientele, businesses have the first and most important decision to make, which is whether or not to brand the items they put on the market to sell to consumers. Because the primary objective of branding is to differentiate a product from its rivals, businesses that are in the process of making a choice regarding their branding should conduct an analysis of their branding by comparing and contrasting the benefits and drawbacks of the various branding options that are available. The realm of marketing is getting more competitive, making it harder than ever to achieve widespread popularity. As a consequence of this, businesses are required to spend a great deal more money and commit a considerable amount more time to marketing initiatives than they did in the past (Szwarc, P. (2005)).

Businesses that have taken the decision to brand themselves may seek a name for their brand with the assistance of a range of different marketing research in order to get a name that best represents their brand. Memory testing determines the quality of the name in terms of recall, preference testing determines which names are preferred among a group of individuals, and sensation testing evaluates the images that come to mind when hearing the name. Other types of testing include testing to determine the ease with which the name can be articulated (Keller, K. L, 1998).

2. Significance of the study

Consumers in developing markets such as India now have more brand options than ever before and compete with local and international businesses. The liberalizing policies of India, as well as the changing business environment and regulatory changes, have contributed to the enhancement of India's macroeconomic growth as well as the expansion of multinational companies in Indian markets through the establishment of their businesses in India, which has led to an increase in the number of options available to Indian consumers towards TV brands. Because of this, there is now a greater variety of TV brand options available to customers in India. Companies are interested not only in the product itself but also in the behaviour of customers and brands, as this provides them with the appropriate orientations for positioning their TV brands.

Increasing the value of their TV brand is the most important thing businesses can do to reduce the time prospective buyers spend looking for TV brands. Brand loyalty, brand awareness, and preference can boost brand value and profitability. Therefore, customers can readily understand these evaluations and reactions. A positive brand image impacts the customers' continued loyalty to the brand. In this situation, marketers need to take a broad view of marketing activity for a brand and see the many impacts it has on brand knowledge.

Additionally, they need to recognize how changes in brand knowledge influence more conventional outcome measurements such as sales. The markets need to realize that the knowledge about the brand in the memory that the firm's short-term marketing efforts have established is a significant factor in the long-term success of all future marketing programs for a brand; it is something that needs to be recognized in order for the markets to be successful. In this liberalized and competitive market, international and Indian enterprises must understand the customers' motivations behind the brands they choose to purchase and consumer behavior. Developing and effectively maintaining a corporation's brand has become crucial for every modern corporate organization, and TV brand companies are no different. As a result, branding has developed into one of the most significant markers of the sector's success. In India, there have only been a few studies conducted on consumer behaviour concerning certain brands. The majority of the research has focused on investigations into non-durable products. To fill this research gap, the current research study focuses on the consumer behaviour towards Television brands in twin cities of the Telangana state.

3. Objectives of Study

The study's goal is to get a better understanding of the consumer purchase behaviour towards selected television brands. The following are the specific objectives of the research:

- To study different brands of Select televisions and the demand in the market
- To study the types of media exposure that impact consumer purchasing behaviour for selected branded Television.
- To investigate the effect of brand preference on consumer buying behaviour of the select Television brands.
- To explore the effects of brand awareness on select television brands' consumer buying behaviour.

4. Hypotheses of the Study

Hypotheses are regarded as a critical tool in study analysis. It affects the meaning of new judgments and expectations. In every study report, hypotheses are built on underlying beliefs or assumptions. Following a thorough assessment of the relevant literature, an effort was undertaken to build a conditional assumption to examine its logical ramifications. The following hypotheses have been developed for the objectives of the analysis.

- **H01:** There is no significant impact of media exposure on consumer purchasing behaviour for branded consumer goods.
- **H02:** There is no significant influence on brand preference on consumer purchasing behaviour for branded consumer goods.
- **H03:** There is no significant impact of brand awareness on consumer behaviour for branded consumer goods

5. METHODOLOGY

- **Research Design:** Descriptive research



- **Sources of data:** This study used a structured questionnaire to acquire primary data from respondents in order to better understand the aspects that influence of media exposure, brand preference and awareness on consumer purchase behaviour towards selected Television brands. Secondary data is gathered from a variety of journals and periodicals, such as magazines and business newspapers, as well as from subject-specific books and websites, among other sources.
- **Data collections methods:** The information was gathered via the use of a structured questionnaire, a customer survey approach, and a personal interview with customers.
- **Sampling area:** Telanagna state
- **Sampling Method:** For the purpose of collecting a sample of 724 respondents in Telanagna state, the convenience sampling approach was used.
- **Statistical tools used:** ANOVAs and correlations, were performed using SPSS 23.0 version for data analysis

Table 1 Reliability Statistics		
Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.822	.801	21

According to Table 1, the questionnaire was assessed for reliability and the findings are shown below. The constructed questionnaire has been pretested and validated via face validity by being provided to a carefully chosen group of experts, and it also has a sufficiently high reliability score. The outcome was a value of 0.822 for the. It shows that the data has a high level of dependability and validity.

5.1 Demographic Variables: The frequency distribution of demographic variables is presented in the following table.

Table 2 Demographic Analysis

Particulars	Classification	No of Responses	Percentage
Age	Below 20 years	93	12.8
	21-30	289	39.9
	31-40	188	26.0
	41-50	130	18.0
	51 and above	24	3.3
Gender	Male	342	47.2
	Female	382	52.8
Education	SSC	73	10.1
	intermediate	141	19.5
	degree	216	29.8
	Post Graduation	219	30.2
	Above Post Graduation	75	10.4
Occupational status	Govt Employee	144	19.9
	Private Employee	175	24.2
	Business	177	24.4
	Professional	119	16.4
	Others	109	15.1
Monthly income (in rupees)	below 35,000	153	21.1
	35,001 - 40,000	198	27.3
	40,001 - 45,000	174	24.0
	45,001 - 50,000	117	16.2
	55,001 and above	82	11.3
Total		<i>n = 724</i>	<i>100%</i>

5.2 ANOVA RESULTS

ANOVA was conducted to determine the effect of media exposure on consumer purchase behavior for selected branded Television: An ANOVA is used to determine whether or not media exposure has a substantial impact on customer purchase behavior for selected branded Television.



H01: There is no significant impact of media exposure on consumer purchasing behaviour for selected branded Television

Table 3 ANOVA Results

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	50.575	4	12.644	22.027	.000
Within Groups	341.543	595	.574		
Total	392.118	599			

It is observed that from the above table, the sum of the squares of the significant difference between means of the difference in the media exposure and consumer purchasing behaviour, and the between-groups variation 121.777 is due to interaction in samples between groups. If sample means are close to each other. The Within variation 376.576 is due to differences within individual samples. The table also lists the F statistic 11.982. The significance level of 0.000 is less than 0.05, indicating that the null hypothesis was rejected and the alternative hypothesis accepted; thus, there is a significant impact of media exposure on consumer purchasing behaviour for selected branded Television.

H02: There is no significant influence on brand preference on consumer purchasing behavior for selected branded Television.

Table 4 ANOVA results

		Sum of Squares	df	Mean Square	F	Sig.
Employee Development	Between Groups	139.128	23	6.049	11.787	.000
	Within Groups	359.226	700	.513		
	Total	498.353	723			

It is observed that from the above table, the sum of the squares of the significant difference between means of the difference in the brand preference and consumer purchasing behaviour, and the between-groups variation 139.128 is due to interaction in samples between groups. If sample means are close to each other. The Within variation 359.226 is due to differences within individual samples. The table also lists the F statistic 11.787. The significance level of 0.000 is less than 0.05, indicating that the null hypothesis was rejected and the alternative hypothesis accepted; thus, there is a significant impact of brand preference on consumer purchasing behavior for selected branded Television.

H03: There is no significant impact of brand awareness on consumer purchasing behaviour for selected branded Television

Table 5 ANOVA Results

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	172.886	21	8.233	17.757	.000
Within Groups	325.467	702	.464		
Total	498.353	723			

It is observed that from the above table, the sum of the squares of the significant difference between means of the difference in brand awareness and consumer purchasing behaviour, and the between-groups variation 172.886 is due to interaction in samples between groups. If sample means are close to each other. The Within variation 325.467 is due to differences within individual samples. The table also lists the F statistic 17.757. The significance level of 0.000 is less than 0.05, indicating that the null hypothesis was rejected and the alternative hypothesis accepted; thus, there is a significant impact of brand awareness on consumer purchasing behaviour for selected branded Television.

H04: There is no significant impact of brand Loyalty on consumer purchasing behaviour for selected branded Television

Table 6 ANOVA Results

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	159.318	21	7.587	15.709	.000
Within Groups	339.036	702	.483		
Total	498.353	723			

It is observed that from the above table, the sum of the squares of the significant difference between means of the difference in the brand loyalty and consumer purchasing behaviour, and the between-groups variation 159.318 is due to interaction in samples between groups. If sample means are close to each other. The Within variation 339.036 is due to differences within individual samples. The table also lists the F statistic 15.709. The significance level of 0.000 is less than 0.05, indicating that the null hypothesis was rejected and the alternative hypothesis accepted; thus, there is a significant impact of brand loyalty on consumer purchasing behaviour for selected branded Television.



hypothesis was rejected and the alternative hypothesis accepted; thus, there is a significant impact of brand loyalty on consumer purchasing behaviour for selected branded Television.

H05: There is no significant impact of brand equity on consumer purchasing behaviour for selected branded Television

Table 7 ANOVA Results

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	267.375	24	11.141	33.714	.000
Within Groups	230.979	699	.330		
Total	498.353	723			

It is observed that from the above table, the sum of the squares of the significant difference between means of the difference in the brand strategies and consumer purchasing behaviour, and the between-groups variation 267.375 is due to interaction in samples between groups. If sample means are close to each other. The Within variation 230.979 is due to differences within individual samples. The table also lists the F statistic 11.982. The significance level of 0.000 is less than 0.05, indicating that the null hypothesis was rejected and the alternative hypothesis accepted; thus, there is a significant impact of brand equity on consumer purchasing behaviour for selected branded Television.

5.3 Correlations between media exposure, brand preference, awareness, loyalty, brand equity, and consumer purchase behaviour: In order to better understand the relationship between many factors such as media exposure, brand preference, awareness, loyalty, brand equity, consumer buying behaviour, and the findings relating below, we conducted a correlation analysis of the data.

Table 8 Correlation

		ME	BP	BA	BL	BE	CPB
ME	Pearson Correlation	1	.769**	.674**	.607**	.582**	.370**
	Sig. (2-tailed)		.000	.000	.000	.000	.000
	N	724	724	724	724	724	724
BP	Pearson Correlation	.769**	1	.724**	.626**	.596**	.416**
	Sig. (2-tailed)	.000		.000	.000	.000	.000
	N	724	724	724	724	724	724
BA	Pearson Correlation	.674**	.724**	1	.647**	.662**	.489**
	Sig. (2-tailed)	.000	.000		.000	.000	.000
	N	724	724	724	724	724	724
BL	Pearson Correlation	.607**	.626**	.647**	1	.774**	.507**
	Sig. (2-tailed)	.000	.000	.000		.000	.000
	N	724	724	724	724	724	724
BE	Pearson Correlation	.582**	.596**	.662**	.774**	1	.660**
	Sig. (2-tailed)	.000	.000	.000	.000		.000
	N	724	724	724	724	724	724
CPB	Pearson Correlation	.370**	.416**	.489**	.507**	.660**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	
	N	724	724	724	724	724	724

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

All the variables like ME, BP, BA, BL, BE, CPB were significantly correlated.

Concerning ME, it has a strong correlation with BP ($r=.769^{**}$; $p<0.01$) and BA ($r=.674^{**}$; $p<0.01$) at 2-tailed significance level.

Likewise, BP has a significant correlated with BA ($r=.724^{**}$; $p<0.01$) and BL ($r=.626^{**}$; $p<0.01$) at 2-tailed significance level.

Similarly, BA has a significant correlated with BL ($r=.647^{**}$; $p<0.01$) and BE ($r=.662^{**}$; $p<0.01$) at 2-tailed significance level.

Correspondingly, BL has a strong correlation with BE ($r=.774^{**}$; $p<0.01$) and CAP ($r=.507^{**}$; $p<0.01$) at 2-tailed significance level.

Respectively, BE has a strong correlation with CPB ($r=.660^{**}$; $p<0.01$) at 2-tailed significance level.

Respectively, CPB has a strong correlation with BL ($r=.507^{**}$; $p<0.01$) and BE ($r=.660^{**}$; $p<0.01$) at 2-tailed significance level.

6. SUGGESTIONS

- Retailers may provide additional deals and discounts to entice consumers, and the company should work to expand its product and service offerings to accommodate a larger market.
- Advertising and word-of-mouth are the primary means through which consumers learn about a brand, thus organisations should focus on providing quality marketing and enhancing the company's reputation.



- Customers are willing to pay a premium for branded TVs with high quality and features, therefore firms should be prepared to provide the finest product possible and please their customers.

7. LIMITATION OF THE STUDY

- The research will be carried out in order to better understand the Selected TV brands in Hyderabad and Secunderabad respectively.
- The research is being carried out solely in the twin cities (Hyderabad and Secunderabad) of Telanagna state. As a result, the conclusions of the research will have the constraint of being generalizable to the whole population.
- In this research, "only selected television sector were considered," with no consideration given to any other sectors.
- It is possible that the responders will be unable to express their thoughts and ideas adequately. As a result, it is possible that in articulation will seep into the research.
- The scope of the research is confined to examining consumers' impressions of a small number of sample frames.

8. CONCLUSION

This research study explored the factors affecting on consumer purchase behaviour towards selected branded television in the twin cities of telengana. The researcher collected 724 samples from Hyderabad and Secunderabad of Telanagna state using the convincing sampling method, and data were analyzed with the help of ANOVA, and correlation methods. The findings revealed that 39.9 percent of the respondents aged between 21-30 years, 26.0 percent of the respondents aged between 31-40 years, 12.8 percent of the respondents aged below 20 years, 18 percent of the respondents aged between 41-50 years and 3.3 percent of the respondents aged 51 years and above; 52.8 percent of the respondents were female respondents and remaining 47.2 percent of the respondents were male; 30.2 respondents belong to Post Graduation. Followed by, 29.8 percent of the respondents belong to Degree, 10.4 percent of the respondents belong to Above Post Graduation, 19.5 percent of the respondents belong to intermediate and 10.1 percent of the respondents belong to SSC. 24.4 percent of them were Business people. Followed by 24.2 percent of them were Private Employee, 19.9 percent of them was Govt. Employee, 16.4 percent of them were Professional and 15.1 of them were Others. 27.3 percent of the respondents earn monthly income level is 35,001- 40,000 rupees. Followed by 24 percent of them earn 40,001- 45,000 rupees, 21.1 percent of them earn below 35,000 rupees, 16.2 percent of them earn below 45,001 - 55,000 rupees and 11.3 of them earn 55,001 and above rupees for monthly. Hypotheses results revealed that media exposure (H01), Brand preference (H02), brand awareness (H03), brand loyalty (H04) and Brand equity (H05) had a statistically significant impact on the consumer purchase behaviour towards branded television.

ACKNOWLEDGEMENT

I am glad and appreciative to the previous contributions as journal references for their highly beneficial advice to enhance the quality of the work in order to complete this assignment.

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