Hypothesis

A review of literature on customer behavior can be conducted to develop good theoretical framework for future marketing. The following null and alternative hypothesis to be tested in relation to the research variables:

H0: There is no relation between demographic patterns of customer towards future marketing.
H1: There is relation between product features (qualification, occupation, area, income, gender, age and intention) of customer towards future marketing.

H0: There is no significant difference among sales promotion schemes and customer’s satisfaction.
H2: There is significant difference among sales promotion schemes and customer’s satisfaction.

H0: There is no difference among customer’s intentions to buy a product.
H3: There is difference among customer’s intentions to buy a product.

H0: There is no association between perceived service quality and satisfaction of customer.
H4: There is association between perceived service quality and satisfaction of customer.

H0: There is no correlation between brands, costs, accessibility, availability of related products and customer behavior.
H5: There is correlation between brands, costs, accessibility, availability of related products and customer behavior.