

## Testing the Moderating Effect on Product, Company and Situational Factors towards Buying Decision of Industrial Bar Code Printers and Accessories

**Dr. Ankit Katrodia**

*North West University*

*School of Management Sciences, South Africa*

### Abstract

Exploratory research design was adopted for this research study. Materials and receivables managers were chosen as samples for study. Snowball sampling method was adopted to derive 621 samples from the total population. A self-administered structured Questionnaire was used to collect primary data. The Questionnaire was bifurcated based on factors involved in the theoretical research model such as product specific factors, company specific factors, situational factors, autonomous decisions, joint decisions and supplier or brand choice. The collected data was further analysed using appropriate statistical techniques and software to draw inferences for this research study.

**Keywords:** Industrial Buyer Behaviour, Electronic Barcode Accessories Market, Barcode Forecast and Opportunities, Product Portfolio and Market Intelligence.

Full Text: [PDF](#)



This work is licensed under [Creative Commons Attribution 3.0 License](#).

European Journal of Economics, Law and Social Sciences ISSN 2519-1284 (print) ISSN 2510-0429 (online)

Copyright © IIPCCCL-International Institute for Private, Commercial and Competition law