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# Case Studies on Transformation of Traditional Marketing to Digital and Social Media Marketing: Indian Context

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## Abstract

Social media and digital marketing are powerful promotional tools and methodologies for goods and services marketing through internet and non-internet channels all over the globe. These strategies are value-added marketing channels compared to the traditional marketing methods. For the young entrepreneurs, say beginners, who have limited marketing budgets, digital marketing is a cost-effective method to deliver the information about their products to their target customers. The popular social networks are free to join and relatively cheaper than the traditional channels. Many companies are taking initiatives to promote their products and services through social media and digital marketing. Though it is a challenging task, its cost effectiveness and wide coverage are attracting the entrepreneurs to adopt these new marketing strategies. Companies are eager to leverage digital marketing strategies so that the advantage of this new marketing can be enhanced by the businessmen. This paper aims to explore some case studies on implementation of social media and digital marketing, and will also reveal the challenges of digital marketing. The data will suggest how to leverage best digital marketing medium and this topic is covered under the 'Role of e-commerce social media and digital marketing and its influence on user-value'.

## Keywords:

Digital Marketing, Social Media Marketing, e-Marketing, Internet.

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# Atithi Devo Bhava: Social Media and Digital Marketing Strategy of Indian Tourism Departments

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## Abstract

Looking from a business perspective, the benefits derived from social media have manoeuvred it to become an integral part of marketing communications (Kietzmann et al., 2011) and marketing strategy (Barnes, 2010). Kaplan and Haenlein (2010) have elaborated social media as ‘a group of internet-based applications that are built on the ideological and technological foundations of Web 2.0, and that allow the creation and exchange of user generated content’. The use of social media in tourism, especially in the social networking website ‘Facebook’, has started gaining momentum in the Indian market. There has been an increase in the user base of Facebook in the last 6 months, taking the user base in India to 125 million, which is second only to United States with a user base of 1.44 billion (First Post, 2015). While tourism has been a significant and integral part of emerging economies, it accounts for 6.8% of the gross domestic product (GDP) in India. The tourism industry has evolved as one of the key drivers of jobs and revenues in India, approximately totalling to \$44.2 billion by the end of the year 2015.

## Keywords:

Social Media Marketing, Tourism, Digital Marketing, Social Media Networks, Facebook, India



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# Customer Satisfaction, Loyalty and Switching – Evidence from India

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## Abstract

Customer switching from a competitive brand to another company's brand occurs usually due to the efforts made by the company. Similarly, inducing the customers to repurchase the company's brands time and again is very important in their marketing activities. With regards to these, studies of customer variety-seeking orientation and their level of involvement in decision making play a vital role in explaining customers' product selection activities. This study aims to examine and analyse the interlinking relationships among customer satisfaction, loyalty and switching intent in online retailing and purchases made using multiple channels. The research also verifies the moderating effect of customer variety-seeking orientation across channels and purchase decision involvement. A total of 227 patrons from Pune, India, participated in the study who had made purchases in the last 3 months from electronics as well as brick and mortar retailers in the electronics and accessories category. The results showed a positive relationship between customer satisfaction and loyalty and also between customer loyalty and switching intent. The effects of moderating variables, variety seeking orientation and purchase decision were not significant.

## Keywords:

Switching Intent, Customer Satisfaction, Customer Loyalty, Variety Seeking, Purchase Decision, e-Commerce



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# Rethinking Marketing Management Pedagogy: An Alumni's Opinion-Based Study

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## Abstract

Management education can be understood as a junction point for transferring the set of knowledge, skills, values and professional ethics to the budding management professionals (Elmuti, 2004). There has to be a good balance between knowing and doing (or between knowledge and Execution) in the domain of management profession, where business management education takes the leading role of imparting knowledge (Datore et al., 2011). With the changing time, the need of higher education is changing. Knowledge is no more merely to know, but a means to earn a fruitful living, and thus education is converted into a marketable stuff or commodity in the market place of recruiters (Hanover Research, 2014). Datore et al. (2011) have critically discussed in their book 'Rethinking the MBA' that the practical exposure, outcome-based education and technological blend are required to meet the demand of the prospective recruiters. Graduate Management Admission Council (2015) has highlighted a few of the serious points that recruiters want from management graduates by and large, such as decision-making ability, analytical skills, problem-solving skill and creativity, and that has also been supported by Bloomberg Job Skills Report (2015).

## Keywords:

Management Education, Marketing Management, Teaching Technology



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# Exploring the role of value in social security marketing

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## Abstract

Globally, it is dawning upon us that the implementation of social security programs is the key to sustainable development (Jütting, 2002). Marketing of social security programs in India calls for attention since a long time (Dholakia, 1984); there is a dearth of detailed studies to understand the opinions, needs, learning and motivations of citizens around these programs. Social security marketing in India adopted a product-centric approach, creating a void in understanding the consumer behaviour. The poor people's lives remain mostly vulnerable because of insufficient savings, no or ineffective financial planning and wrong career choices (Building Stable Livelihoods, 2016). The fact that poor people hopping over multiple simultaneous jobs creates inefficiency (Banerjee & Duflo, 2011). Still, very little consumer psychology research has been conducted to understand these decisions (Salisbury & Nenkov, 2015). Marketing has a crucial role to communicate to lower economic groups by making them understand the benefits and value of social security programs. The paper aimed at examining value exploration, creation and delivery in this domain.

## Keywords:

Social Marketing, Public Sector Marketing, Cause Marketing, Value-based Marketing India, Social Security



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# Materialism and Consumer Decision-Making Styles of Indian Teenagers: A Second-Order Structural Equation Modelling Approach

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## Abstract

The purpose of this paper is to study the influence of materialism on consumer decision-making styles of teenagers. The conceptual model is developed through a review of literature and is then validated in the context of high school children in NCR, India. A total of 1,216 responses were considered. The model is validated using second-order structural equations. The model is found to be a good fit to the empirical data, and six out of the seven hypothesised relationships were found to be significant. This study examines the influence of materialism on the consumer decision-making styles and its characteristics in the case of the teenage segment. This study is restricted to CBSE schools in NCR and hence cannot be generalised to the whole teenage population in India. The paper identifies the constructs of materialism and gives empirical support to materialism having a direct impact on consumer decision-making styles and its constructs. Marketers can use the findings to segment the teenager market and devise effective strategies. This is the first study that examines the impact of materialistic values on the consumer decision-making styles of teenagers in India. This is for the first time that both materialism and consumer decision-making styles have been studied as second-order constructs.

## Keywords:

Materialism, Consumer Decision-Making Styles, Teenagers, India, Second Order, Structural Equation Modelling



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# Do Friends Influence Perceived Value from a Consumption Experience? An Experimental Investigation

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## Abstract

This research investigates the effect of customer friendships on the customer perceived value (CPV) in the context of joint consumption. CPV is seen as coming from customer experience, a notion grounded in service dominant logic (SDL). We hypothesize that the presence of a friend increases the CPV from a joint consumption experience, and the closer the friendship, the higher the impact on CPV. We suggest that an increase in positive affect (PA) and thought confidence (TC) levels mediate this relationship. We also hypothesize that a change in CPV leads to a corresponding change in re-patronage intention (RPI). Our experimental studies support the notion that the presence of a friend has an effect on CPV, and closer the friendships, higher the impact on CPV. We get empirical support for the mediating roles played by PA and TC with the latter emerging as a stronger mediator. Further, we show that the presence of a friend influences RPI as well. Our findings are important from both a theoretical and a managerial perspective.

## Keywords:

Friendships, Customer Perceived Value, Customer Experience, Positive Affect, Thought Confidence, Re-patronage Intention



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# Open Defecation and Value Added Social Campaign to Eradicate the Problem

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## Abstract

Open defecation refers to the practice of people defecating outside and not in the designated toilets. Open defecation perpetuates a vicious cycle of diseases and poverty and is widely seen as an aspersion on personal dignity. This practice of open defecation is wide spread in India, which is home to the world's largest population of people who defecate in the open. Open defecation is a serious health that needs to be addressed urgently. According to the recent reports of National Sample Survey in 2015, 52.1% of the rural population still defecates in the open, which means that more than half of the rural population is still struggling with this major public health and sanitation problem. Because the practice of open defecation is so rampant, India reports the highest diarrheal deaths among children under the age of 5. About 43% of the children in India suffer from some degree of malnutrition. Open defecation not only puts a risk on the personal dignity of a person but also impacts their abilities and makes them more vulnerable to diseases like diarrhoea, stunting and pneumonia.

## Keywords:

Open Defecation, TV Advertisement, Personal Dignity



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# Beauty is only Skin Deep: Impact of Celebrity Attractiveness on Purchase Intention

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## Abstract

The marketers always use attractive celebrities to attract new customer for their product with the belief that the respondents might think ‘what is beautiful is good’. The literatures in the field of communication also suggest that attractiveness of the communicator will influence communication effectiveness (Judson & Aronson, 1965) and respondent’s agreement towards the message communicated (Chaiken, 1979). According to Miller (1970), a person’s level of attractiveness may evoke in a perceiver a consistent set of expectancies about the traits by the process of trait inference. The marketers hope that this trait inference will enhance advertising effectiveness. However, the researchers are not well aware of how attractiveness of the person influences advertising effectiveness. In a study by Debevec, Kernan, and Madden (1986), it was found that attractive models enhance persuasive efficacy in a mediated fashion, whereas in the study by Petty, Cacioppo, and Schumann, (1983) a direct effect of celebrity endorser was found. Bower and Landreth (2001) suggest that the model product match-up influences advertising effectiveness product evaluations through its effect on beliefs about model expertise and not due to any direct effect on product evaluations.

## Keywords:

Celebrity Endorsement, Advertising, Purchase Intention



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# Quality of Healthcare Services in Government and Private Hospitals in Varanasi: Patient's Perspective

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## Abstract

Quality has come to be recognised as a strategic tool for attaining operational efficiency and improved business performance. Service quality is being increasingly perceived as a tool to increase value for the consumer and as a means of positioning in a competitive environment to ensure consumer satisfaction, retention and patronage. Existing research indicated that consumers satisfied with their service providers are most likely to remain loyal. However, despite its strategic importance, Indian healthcare service providers do not consider the demographic characteristics of their patients. In the healthcare services, quality of the healthcare is the consequence of a strong link between service providers and users of the service. Perceived quality is one of the principal determinants of utilisation and non-utilisation of health services. Also, patient views on quality of care are of paramount importance with respect to the implementation of quality assurance and quality improvement programmes. However, the relevance of patient satisfaction studies is often questioned due to the lack of technical knowledge of the patients. The two-dimensional model of service quality helps in explaining as to why a technically sound service provider may get negative evaluations from the customer.

## Keywords:

Healthcare, Demographic Variables



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# Factors Underlying Consumer Behaviour in Healthcare Virtual Communities (HVCs)

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## Abstract

Healthcare virtual communities (HVCs) can be defined as the computer- and web-mediated communities where people gather, electronically, to talk and listen; to satisfy curiosities; to form and reinforce opinions; to learn; or to form and maintain relationships on health-related issues. HVCs have emerged as a hot topic of discussion among healthcare professionals, marketers and the consumers of healthcare because patients and consumers are increasingly turning to peer-to-peer communication by building communities and contacting fellow consumers on the internet. The purpose of this paper is to study the factors underlying the patient and consumer group while indulging in HVCs and their impact on the patients and consumers of healthcare. Prior studies have been studied to analyse the factors that influence the patients and consumers of HVCs. The authors have appraised the literature across various research papers, online reports and articles. The secondary data collected has been analysed and the most relevant findings have been assimilated. The authors have come across various internal and external factors that impact the behaviour of consumers of HVCs. The internal factors are trust, topic relevance, continuity of care, anxiety, patient empowerment and personalization.

## Keywords:

Healthcare Factors, Virtual Communities, e-Health, Hospital Social Networking



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# Perceptual Differences towards Service Quality in Indian Public and Private Banking Sector: A Study of Rohilkhand Region

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## Abstract

The paper aims to assess and compare the levels of service quality offered by the public and private banking sectors and also to identify the significant difference between the public and private banking sectors with respects to the levels of service quality, as perceived by the bank customers. This study also consider to the understanding of banking service quality in Indian context. The study is conducted among four banks of the region, namely State Bank of India (SBI) and Punjab National Bank (PNB) in public sector banks and HDFC Bank and Axis Bank in the private sector banks. The research adopted a market survey through a questionnaire based on the banking service quality scale, which is designed by applying SERVQUAL. All responses were rated on the Likert scale. The findings highlight the concept of 'service quality' in banks, depicting the fact that the customer's expectations and perception for a particular service vary due to the service gap that creates a failure to reach the desired objective of the customer.

## Keywords:

Public and Private Banking, Service Quality, Customers Satisfaction



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# Understanding the Link between Employee Satisfaction and Customer Value Creation among Start-ups in the Indian Context

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## Abstract

Markets of the 21st century have proven to be immensely heterogeneous and dynamic where people, processes, techniques, needs and means to achieve them are constantly changing and evolving into newer and better ones. There is an abundance of talent in the business world and an equal and competitive need for them. The survival, growth and profitability of a business ride on the efficiency of their employees. Employees make an organisation function the way it does. They form a more than valuable asset for any organisation. Customers are the public who provide the company with the profits they need to run and hence form an equally important part of the organisation. Customer satisfaction, the ultimate goal of any organisation proposing an offering, has a direct link to employer branding (Mosley, 2007). In providing a robust mechanism for aligning employees' brand experience with the desired customer brand experience, and a common platform for marketing and HR, employer brand management represents a significant evolution in the quest for corporate brand integrity.

## Keywords:

Employee Satisfaction, Start-ups, Customer Value Creation



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# **The Mediating Effect of Work Quality on the Relationship between shift Work, Customer Satisfaction and Profitability**

**Fabina James**

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## **Abstract**

The purpose of this paper is to study the effectiveness of work quality as a mediating variable to address the importance of shift work and customer satisfaction on profitability. First, the paper aims to find whether shift work and customer satisfaction have a direct effect on profitability. Second, the paper aims to find whether work quality mediates the relationship between shift work and profitability. Last, the paper aims to find whether work quality mediates the relationship between customer satisfaction and profitability. The author has used a sample size of 165 respondents from the logistics industry who work in shift work, and a convenient sampling (a non-random sampling method) method was used for the study. First, the author used multiple regression to find the relationship between the independent variables (shift work and customer satisfaction) and the dependent variables (profitability). Second, the author used the boot strapping technique in AMOS to find the mediating effect of work quality on the relationship between shift work and profitability as well as the relationship between customer satisfaction and profitability. The findings show that work quality completely mediates the relationship or path between shift work and profitability, whereas it partially mediates the relationship or path between customer satisfaction and profitability.

## **Keywords:**

Work Quality, Customer Satisfaction, Shift Work, Profitability, Mediating Effect, Complete Mediation, Partial Mediation



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# Moderating Effect of Brand Authenticity on the Relationship between CSR and Consumer Loyalty

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## Abstract

The study aims to analyse whether brand authenticity as a moderator has an effect on the relationship between corporate social responsibility (CSR) initiatives and consumer loyalty. The author used Carrols CSR components as the exogenous variables and consumer loyalty as the endogenous variable. The CSR components include philanthropic, ethical, legal and economic CSR. The relationship between the CSR components and consumer loyalty is tested using multiple regression. The author computes the interaction variable brand authenticity to find its influence on the relationship between CSR components and consumer loyalty using Hayes Process in SPSS. The regression test suggests that CSR components significantly predict consumer loyalty. The research suggests that the interaction variable brand authenticity has a significant effect on the relationship between legal CSR, philanthropic CSR, economic CSR and consumer loyalty, whereas brand authenticity has an insignificant effect on ethical CSR and consumer loyalty. The results of the study provide interesting implications to the managers involved in the development of CSR strategy. The research enables the corporates to frame optimal CSR objectives conferring to the consumers' expectations. This study describes that the authenticity of the brand is an important factor for the consumers to be loyal to the brands associated with CSR.

## Keywords:

Corporate Social Responsibility, Brand Authenticity, Consumer Loyalty, Consumers

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# The Demographic Analysis of Private Labels Consumer Durables Consumers in India

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## Abstract

The concept of incorporating the demographic variables offers many managerial and conceptual benefits. The retailers and brand managers can use this research to formulate micromarketing strategies according to their consumer profile to increase the brand loyalty of private label (PL) brands. The purpose of this paper is to profile the PL consumer durable customers based on their demographics. A total of 500 usable surveys were collected in Chennai. The study considers three demographic variables and their impact on the brand loyalty and customer satisfaction. Multivariate analysis of variance (MANOVA) is used, as the demographics factors such as age, occupation and income are compared to find their effect on price, perceived quality, brand association, store image, customer satisfaction and brand loyalty being the dependent variables. The results provide a profile of PL consumers and offer insights into how age, income and occupation of the decision maker affect the PL loyalty. Findings indicate demographic predictors such as age, income and occupation as important drivers of PL consumer durable purchase among retailers. The young consumers who are aged between 26 and 35 years have the knowledge and use the PL brands. These consumers give importance to perceived quality among various factors that involve brand loyalty and belong to a income group between Rs. 1,00,000 and 1,50,000/month and are professionals and entrepreneurs.

## Keywords:

Private Label, Demographic Variables, Retailers, MANOVA, Brand Loyalty



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# Neuroscience: A Tool to Infuse Emotions in Advertisement

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## Abstract

According to Dr. Gary McKeown, School of Psychology, Queen's University Belfast and an Advisor to Sensum, 'If you can elicit a positive emotional reaction from someone, then they are more likely to want to form a bond with you, even if you are a brand'. According to the classic thought of Plato, humans are rational creatures and emotions are dangerous, and need to be controlled. However, the modern think tank believes that emotions guide human beings to act smartly; a brain can never think or decide, until we feel it or create emotions. Emotions are never a hindrance, but help consumers to make a purchase decision. Emotions never deter a purchase, but create a foundation for it. Neuroscience reads the sub-conscious and unconscious mind of consumers to create an engaging and successful advertisement.

## Keywords:

Zapping, Oxytocin, fMRI, Eye Tracking, Unconscious Mind



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# Creating Customer Value by the Companies to Promote Cashless Economy

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## Abstract

As India took a step towards building a cashless economy, it provided golden opportunities to the marketers to create value for the customers after demonetisation. According to dictionary.com, demonetised means to divest (a monetary standard or the like) of value/to withdraw (money or the like) from use/to deprive (an issue of postage stamps) of validity by legal methods and without marking the stamps themselves, whereas the investopedia.com defines demonetisation as the act of stripping a currency unit of its status as legal tender. According to this website, demonetisation is necessary whenever there is a change of national currency. The old unit of currency must be retired and replaced with a new currency unit. The objective of writing this paper is to study the various initiatives taken by Indian companies to promote cashless economy after demonetisation in India. The other purpose is to know about the challenges associated with it.

## Keywords:

Customer Value, Cashless Economy, Digital India



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# Understanding Whitewater Change in Online Shopping Behaviour: A Study on Attribution

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Utkal Khandelwal<sup>3</sup>, Vikas Tripathi<sup>4</sup>, Naval Bajpai<sup>5</sup>

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## Abstract

This study aims to explore the online shopping behaviour of youth by taking six marketing prevailing attributes in to consideration. A total of 307 responses were collected for 18 strategically and statistically developed attributes combinations by using fractional factorial design and conjoint analysis using SPSS v. 20. The result endorsed the prime importance of brand loyalty followed by online-reputation management; however, price was given the least importance due to the reason that price being the 'quality indicator' works as a facilitating tool for the consumers who are not much aware about the product or service, which is not the case with today's youth. In total, six attributes were analysed and relative importance and utility scores were obtained, supporting the need to taking the relevant attributes and their specific levels into consideration. Like other research works, this study too have some limitations such as the sample size could have been more by covering major Indian cities. The use of conjoint analysis made this study more concrete as this multivariate analysis technique let the respondents have a feel of simulation.

## Keywords:

Consumer Preference, Conjoint Analysis, Brand Loyalty



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# **Influence of Memory on Affective Responses: A Consumer's Perspective**

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## **Abstract**

Of all the prominent and established factors that denote the role of affective response on consumer's behaviour, recognition memory has been found to play a crucial role. This paper proves that the influence of memory on affective response has a pronounced effect when data are collected from respondents after extremely brief exposure to visual stimuli, so that nothing more than a flicker could be seen. Respondents were found to recognize the correct stimuli when asked to identify the stimuli from a pair—one new and one shown earlier. A consequent liking with fairly high levels of accuracy was found, and such things can have its implications in the consumer contexts.

## **Keywords:**

Affective Response, Recognition Memory, Episodic Memory



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# Public Private Partnership (PPP) in Infrastructure: A Study of Road and Highway Sector Projects in Uttar Pradesh

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## Abstract

Infrastructure contributes significantly to a nation's economic growth. A high-quality infrastructure enhances the quality of life of the society. Impact of infrastructure on economic growth is recognized internationally. Infrastructure may be considered to be the skeleton on which a society is built. India requires a solid backbone of infrastructure and a similar condition besets Uttar Pradesh as well. Historically, investments in the infrastructure sector, especially in the roads and highways, were being arranged by the government mainly because of the enormous magnitude of resources required, long gestation period, uncertain returns and various associated externalities. The huge resource requirements and the concern for efficiency have made the government move from a traditional way of 'provider of services' to 'facilitator and regulator of services'. This has given way for public private partnership (PPP) models. PPP is a mode of implementing government programme/schemes in partnership with the private sector. Government of India (GOI) has taken the cognizance of the PPP model in India after its enormous success worldwide. The importance of the PPP model as a means of infrastructure development is being recognized all over the world and in India as well. Especially, the role of the PPP models in the development of road and highway sector in India has given thrust to the erstwhile slow growth. Though the PPP model is adopted in India with great enthusiasm, there is a problem of successful implementation, delivery and sustainable practices in the PPP projects, which needs to be addressed to exploit the model in its entirety. The present study is an attempt to observe the current trends in PPP in the road and highway sector, which brings out its present status.

## Keywords:

Infrastructure, PPP, Road and Highway Projects

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# Creating Customer Value to Increase Movie Viewing Habits

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## Abstract

As per the FICCI-KPMG reports published every year, India is the largest producer of films in the world, with over 1,900 films being censored in 2015 in over 14 languages and largest in terms of the number of tickets sold (1,930 million tickets in 2014), making it the largest and most fascinating film-producing country in the world. By almost any measure, India should be the world's highest grossing territory in theatrical revenues. However, India's film industry earned only \$2.13 billion in 2015 and grew at an abysmal 1% in the last 2 years. This revenue is just one-fifth of North America's gross revenues, despite India's population being more than thrice larger. It is less than one-third the size of China's film industry, which was a recent entrant to film business, while India has over 100 years of history and heritage in film making. India's revenue is less than that of Japan, which has one-tenth the population that India has with far fewer movie screens. Popular research organization KPMG, which is publishing an annual report on the media and entertainment industry for FICCI-Frames, is forced to revise downward the forecast on the growth of Indian film industry every year due to various factors.

## Keywords:

Film Industry, Growth, Piracy



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# **Customer Perceptions of Service Quality and Its Impact on Satisfaction: An Empirical Investigation in Indian Mobile, Banking and Healthcare Services**

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## **Abstract**

The phenomenon of liberalization in India resulted in emphasis on service quality and process efficiency, besides overall modernization (Sachan et al., 2007). In this scenario, service quality gains tremendous importance as an important subject for study. In fact, service quality as a topic of research has gained attention of several researchers over the last 2–3 decades (Brady & Cronin, 2001; Gronroos, 1990; Kumar, Kee, & Charles, 2010; Parasuraman, Zeithaml, & Berry, 1985, 1988). This is because it is generally seen in service industries (e.g., banking, telecommunications and healthcare) that the basic product is undifferentiated in nature. Hence, to fight the competition in the marketplace and to deliver customer value, service quality becomes a crucial weapon, because the delivery of superior service quality is considered to be a sure way of success as well as a method of differentiation in most of the service-oriented businesses (Parasuraman et al., 1988).

## **Keywords:**

Service Quality, Customer Satisfaction, Customer Perception



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# Delivery Mechanism of e-Commerce

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## Abstract

A new era of shopping has been envisioned in India in today's scenario. The advancement in the shopping pattern emerged after 2008 with e-retailing and e-commerce. On the high fly of e-commerce websites, an explosive increment in the number of courier/logistics service companies can be witnessed. One of the most prominent components of e-commerce refers to the timely delivery of shipments. The motive of most of the existing e-commerce websites is to have a proficient delivery service that can deliver the products at a fair range and quality. So, it is not so easy to choose a suitable logistics service that is fairish and even binds nearly every section and can be a most prominent achiever.

## Keywords:

e-Commerce, Courier, Delivery, Logistics



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# **A Study on the Impact of Digital Marketing on Consumer Behaviour with Reference to Hyderabad City**

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## **Abstract**

The aim of the study is to examine the implication of digital marketing in consumer purchase decision and to find out the various factors that have made consumers shift towards digital channel, and the interaction between consumers and businesses in digital environment. The study also focuses on how consumers benefited from digital environment and whether and how they change their purchase behaviour. The study is carried out through a survey from 50 respondents. The results of the survey are analysed using the chi-square test. The findings revealed that the influence of digital marketing has led to a paradigm shift in the buying behaviour of consumers from traditional to digital channels. The study is performed in a particular geographical area and this may be considered as a limitation to judge the purchase decisions of all customers of various regions. As the world moving towards the digital era, the digital channels play a vital role in the increase of sales of any firm's products. So, the present study made an attempt to reveal the impact of digital marketing on customers purchase decision.

## **Keywords:**

Customer Purchase Behaviour, Digital Channels, Digital Marketing



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# Probe into Constituent Determinants of Impulse Buying Behaviour

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## Abstract

Effective increases in personal disposable incomes and availability of credit facility have made impulse buying in retail environments more prevalent consumer behaviour. Tech-savvy consumers have jumped on bandwagon of e-commerce websites for most of their needs of product and services. The importance of impulse buying behaviour is recognized by marketers and researchers all around the world and the phenomenon has been extensively studied by researchers. The purpose of this study is to investigate the effects of situational factors, individual characteristics and product characteristics as ‘stimulators’ of impulse buying behaviour and present a model based on factors of correlation. Moreover, this study will provide a guideline for future researches in the field of marketing. Also, the results of this research will have a practical purpose, providing the managers with useful insights that will allow them to create some elements of marketing strategy, e.g., adaptation or alteration of some sales promotion techniques.

## Keywords:

Impulse Buying Behaviour, Lifestyle, Cognitive and Affective Component



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# **Adoption and Usage of Mobile Learning Technologies among Teacher and Students of B-Schools: A Value-Based Learning Perspective in Management Education**

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## **Abstract**

Smartphones have become a commonplace in today's society. Our reliance on smartphones is greatly increasing – specifically for college students. Currently, smartphones are frequently neither accepted nor utilized in higher education. Although it was originally believed that the impact of mobile phones would be found in the use of short message service (SMS), it is now agreed that smartphones will have an even greater impact through the use of apps, podcast of lectures, eBooks, gaming consoles, handheld audio and multimedia guides, and so on. Mobile learning (M-learning) offers modern ways to support learning process through mobile devices, such as handheld and tablet PC, MP3 players, smartphones, iPads, etc. M-learning is considered to be the ability to use mobile devices to support teaching and learning. M-learning is learner-centric learning as opposed to the classroom lecture-form learning, which is teacher-centric. It is the 'mobile' aspect of M-learning that makes it stand apart from other types of learning, especially designing learning experiences that exploit the opportunities that mobility can offer us. M-learning focuses on the mobility of the learner, interacting with portable technologies, and on the type of learning that reflects a focus on how society and its institutions can accommodate and support an increasingly mobile population. Web 2.0 technologies such as blogs, wikis and interactive websites have ushered in a whole new era of information sharing and collaboration. This notion of sharing and collaboration could be furthered when applied in an M-learning context.

## **Keywords:**

Smartphone, Mobile Learning, Management Education

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# **An Assessment of the Role of Students Satisfaction in Word of Mouth**

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## **Abstract**

This study aims to comprehend the relationship between student satisfaction and internal marketing. The study was conducted to explain those determinants that are crucial for positive word of mouth. A cross-sectional research on business schools through a questionnaire is conducted. Population of study is carried out in NAAC-accredited institutes in Bangalore. The responses are analysed using factor analyses and regression analyses. The results reveal that non-administrative aspect and program issue have a very significant impact on student satisfaction, which has an indirect effect on word of mouth through satisfaction. The findings of this research are likely to help the educational institutes to target assets to those regions that assume a prevailing part to their engaging quality and aggressiveness. The impact of HEdPERF dimensions on student satisfaction is found to be rare in literature.

## **Keywords:**

Student Satisfaction, Business School, Higher Education, Word of Mouth, HEdPERF



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# Deciding Pedagogy Mix for Effective Teaching of ‘Marketing Management’

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## Abstract

This study examines the different pedagogies and the related factors affecting the teaching of ‘Marketing Management’ to B-school students in identifying the factors that help teachers to decide their mix of pedagogies for the effective teaching of marketing management. An investigative design of research has been used. The sample of size of 310 is taken for statistical analysis. All the responses were gathered with the help of a structured questionnaire through convenient sampling. The factors for deciding a mix of pedagogies has been derived using principal component analysis. This study has attempted to find out the factors through which marketing teachers can decide a mix of pedagogies for teaching marketing management effectively. Keywords: Marketing Pedagogy Mix, Marketing Management, Pedagogy, Teaching and Learning Marketing, Effective Teaching of Marketing Management



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# **Role of Government and Non-government Organisations in Delivering Value through Creating Market for Tribal Art—A Study on Promotion of Gond Art in Madhya Pradesh**

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## **Abstract**

Located in central India, Madhya Pradesh (MP) is India's second largest state, called the heart of India due to its geographical location. It is the home to the largest number of scheduled tribes and is often called 'The Tribal State of India'. There are 43 recognized tribes concentrated around the forest area of the state. With the support provided by government organisations, non-government organisations (NGOs) and a few designers, the art, craft and traditional motifs of some major tribal communities are recognized, developed and applied in contemporary articles. The uniqueness of these traditional designs has a great deal of appeal among the certain segment of customers. The main objective of this study is to comprehend and analyse the steps taken by the government organisations and NGOs in identifying and transforming the traditional art of Gond tribes of Madhya Pradesh into contemporary articles and exploring their marketing potential. The study is being carried out based on primary as well as secondary data. We are in the process of collecting the primary data by interviewing the tribal artists and authorities of State Tribal Departments, Tribal Research Institute, TRIFED, MP Lok Kala academy, NGOs, etc.

## **Keywords:**

Tribal Gond Art, Tribal Artists, Design, Contemporary Products, Government and Non-government Organizations, Marketing, MP, India



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# A Study on Factors Affecting Attitude and Behavioural Intention towards Social Network Advertising

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## Abstract

Advertising has been used as a promotional tactic by businesses and companies to communicate with consumers. Some authors have portrayed it as ‘omnipresent’ or ‘ubiquitous’ and a dominant facet of modern life (Haefner, Shavitt, & Lowrey, 1998). Advertising has been contemplated and adopted by various companies across the globe as an efficacious promotional component that can be deployed in conveying message to the masses of customers through different media like print media, electronic media, etc. The increasingly advancement in technology throughout the world facilitates a new media platform having high level of personalization and interactivity with consumers (Mahmoud, 2015). In the contemporary world, various companies and businesses are adopting this type of new media platform. Social media advertising is conceptualized as an online advertisement that incorporates users’ interaction that the consumers had agreed to display and be shared (Interactive Advertising Bureau, 2009). Interactive Advertising Bureau (2009, p. 5) further emphasized that customization, targeting and social interaction are the main components of advertising on social networking sites. Social network advertising facilitates the firms, companies and advertisers to take advantages in the form of demographic information that is provided by social media users.

## Keywords:

Social Media Advertising, Technology Acceptance Model, Behavioural Intention, Perceived Usefulness, Perceived Trustworthiness, perceived Attractiveness

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# Consumer Activism: Its Impact on Marketing and Branding

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## Abstract

The goal of our project was to research the history of modern boycott, to create a philosophical framework to address the moral issues of the project and finally to design a tool to utilize existing technology and information database, with a goal of providing information to consumers at the point of purchase. The tool was intended to be only a prototype that, upon completion of the project, could be made available. The literature has typically expressed environmental quality as a function of per capita income, ignoring the role consumption choices can play as a potential mediating factor between environmental degradation and economic growth. Consumption can affect the environment in many ways: higher levels of consumption (and therefore higher levels of production) require larger inputs of energy and material and generate larger quantities of waste by products. We critically review the empirical findings of the Environmental Kuznets Curve literature, according to which an inverted U-relationship between environmental degradation and economic growth is observed. In particular, we focused our attention on consumption-based approaches to the income–environment relation in order to better identify the impact [2] of consumerism on the environment. We finally suggest a possible specification and estimation of a reduced-form equation relating several impact indicators to consumption per capita.

## Keywords:

Consumerism, Environment Quality



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# Consumers' Preference of Indian Shopping Malls – An Exploratory Study

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## Abstract

Modern day malls are increasingly becoming an inseparable part of the residents of cities in India. An increase in the number of malls in the last decade reflects the growing demand. Malls provide customers a complete package of shopping with comfort, with added features of entertainment and fine dining facilities. Shopping malls are beginning to get established in a developing country like India. The purpose of this research is to understand how consumers select one mall over another in India. A survey of the residents of Chennai was conducted to assess the reasons behind their selection of a particular mall over another. A total of 200 usable surveys obtained from 5 shopping malls in Chennai were analysed. Parameters like distance and group behaviour and factors like age and the presence of multiplex impacting the number of footfalls have been studied. This paper concludes that age is a significant factor for visits to malls, and also influences the frequency to visit the mall. While distance is a significant factor in the choice of malls, the presence of multiplex helps increase the number of footfalls independent of the distance from residence. People prefer coming to malls in groups.

## Keywords:

Customer Attitude, Customer Expectations, Mall Attractions, Mall Environment, Retail Gravity, Retail Marketing, Shopping Malls

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# Perceptions and Motives of Tweens for Online Shopping in an Emerging Market

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## Abstract

Tweens are children who want to be teens but are not quite old enough yet. Tweens – also known as Generation I (as in Internet) – are the first demographic that takes the online world completely for granted. The Tween years for children can be some of the most exciting for them and some of the most difficult for their parents. Tweens, primarily considered children between the ages of 8 and 14, have been identified as a new marketing niche for fashion styles marketed directly to them (Cook & Kaiser, 2004). These children are just beginning to sexually mature; however, they are still socially immature and need the guidance of parents and significant others (Clancy, 2011). According to Siegel, Coffey, & Livingston (2004) ‘This age group is markedly different from young kids and older teens in their cognitive, social, and physical development. Cognitively, they are emerging logical thinkers. Social agents like media, family and friends greatly influence the psychological, emotional and personal development of tweens. Tweens, especially those aspiring to fit in, respond to the standards and norms of a reference group (Meyer & Anderson, 2000). They are influenced by media and are the first generation to use the internet freely (Simon, 2001).

## Keywords:

Tweens, Online Shopping, Perceptions, Motives



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# Exploring Triggers and Barriers to Healthy Food Choices among Urban Indians – A Qualitative Study

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## Abstract

Over the past few decades, India has experienced major transitions that have impacted on the health status of Indians. Healthy diet, regular physical activity and not using tobacco products are the keys to prevent NCDs such as cardiovascular disease (CVD), diabetes and chronic obstructive pulmonary disease (COPD). The most easily modifiable risk factor is an incorrect diet. Though being aware of the health benefits of certain food habits, consumers do not adopt the changes due to a variety of reasons.

## Keywords:

Qualitative Research, Healthy Food Choices, Triggers, Barriers



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# Strategy Formulation for Admission of Students: A Value Co-creation Approach on Middle-Level Private B-Schools in West Bengal

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## Abstract

Indian higher education system is the third largest in the world, only after United States and China. After top 20–25 management institutions, the quality and standard are very much questionable and doubtful. Report of ASSOCHAM (2015–16) shows that the total number of B-schools offering MBA is 5,500 and the total number of seats are 5,20,000. This leads to huge unemployment and dissatisfaction among students after passing out; most of these institutions are also devoid of students, resulting to closure of institutions. Most of these institutes fail to establish themselves as a brand and are unable to provide customer satisfaction.

## Keywords:

Co-creation, Management Institute, Brand, Customer Satisfaction



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# Ethics as a New Key Driver for Customer Value Creation: A Conceptual Study

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## Abstract

The identifying process of value creation and its drivers is critical while analysing customer value. Dimensions of customer value and their relationship in creating value to the customer are important for attaining competitive advantage. The purpose of this conceptual paper is to introduce ethics as the most important aspect in customer value creation. We introduce this concept by reviewing ethics literature as well as its impact on trust and consumer behaviour. Customer value creation is a significant phenomenon in consumer behaviour studies. This is a conceptual paper that is based on existing literature and intends to find literature on ethics and customer value. Drawing on the results of empirical and theoretical studies, we conceptualize and infer on how ethics can influence various dimensions of customer value and impact customer's overall repurchase and post-purchase behaviour. This paper suggest that the existing theory and models need to be exercised more in order to explore more proposition as it is not substantive in present marketing scenarios. This study provides a new conceptual framework. The results strongly support the propositions that we have drawn and need to be empirically tested.

## Keywords:

Value Creation, Consumer behaviour, Ethics, Trust, Customer Value, Purchase Behaviour

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# **Paddy Farmer's Perception on the Organic Farming Practices towards the Sustainable Agriculture: An Empirical Analysis on the Paddy Farmers of Tenali Division in Andhra Pradesh**

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## **Abstract**

Organic farming is the new emerging concept throughout the world, and the growing consciousness towards the health and eco-friendly production systems are the causes for this scenario. On the other hand, the increased usage of chemical fertilisers and pesticides resulted into the high cost of production and low yield, which ultimately lead to the reduction in profit margins for the farmers. This research paper focused on the perception of the paddy farmers towards the sustainable agriculture. This paper analysed the perceptions towards the concepts of organic farming procedures such as vermi-compost, green leaf manures, crop rotation, manures, bio-fertilizers and biological management towards the sustainable agriculture.

## **Keywords:**

Organic Farming, Sustainable Agriculture, Paddy Farmers, Bio-fertilizers



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# **Synergizing Digital India with Make in India for Information Technology Hardware Sector Manufacturing: A Analysis of Perception of Information Technology Professionals**

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## **Abstract**

Prime Minister Narendra Modi has announced 'Make in India' program from his maiden Independence speech from the Red Fort in 2014 and inaugurated this program in Vigyan Bhawan, New Delhi, on the birth anniversary of Pandit Dindayal Upadhyaya, i.e., 25 September 2014. This programme was focused to boost country's manufacturing strength. The objective of the Government of India is making 25% of gross domestic product (GDP) from this sector. To achieve this aim, 25 areas of prime importance have been selected and IT and BPM are one of them. The government of India has initiated policy reform in IT and electronics sector through Make in India by making investor friendly policies and reforming overall business environment in ease of doing business, making stronger intellectual property rights, stepping commercial courts, providing financial incentives and forming conducive environment for research and development.

## **Keywords:**

Digital India, Make in India, Public Policy, Economic Reforms



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# Perceptual Mapping of Indian Mobile Brands Using Text Analytics

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## Abstract

India is the second largest consumer of mobile phones in the world. There are many companies that operate in India. Each of the mobile-manufacturing companies is trying to improve its market share by introducing different mobile phones for various customer segments. Each of the mobile brands has been positioned in a different way, which appeals to the target market. Each brand has its own unique selling proposition that has been created over time. Perceptual maps can be used to understand the positioning aspects of mobiles. So far, perceptual mapping of mobile brands has been done using surveys only. With the advent of online retailers like flipkart.com, amazon.com, snapdeal.com and others, there has been a change in consumer buying behaviour. Consumers are more interested in assessing product reviews before making a purchase. These reviews play a major role for understanding the perception of brands by buyers. So, this work attempts to explore perception of customers using text analytics and create perceptual maps from the most frequent terms used in a data set collected from various websites. The study also observes through perceptual mapping, the attributes associated with the brands considered in the study.

## Keywords:

Text Analytics, Perceptual Maps, Mobile Industry, Positioning



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# **Study of Consumer Demographics, Awareness, Perceptions and Beliefs as Determinants of Consumer Acceptance of Foods with Health Claims in India**

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*The authors thank the research scholars Jitin Nair, Carol George and Anshuman Srivastav of Symbiosis Institute of International Business, Pune, for their valuable research assistance in this paper.*

## **Abstract**

The ‘Food–Nutrition–Health–Wellbeing’ paradigm has significantly changed in the last two decades. A complex interplay of demographic, psychographic and socio-economic factors such as rising incomes, consumer wellness trends, affluent lifestyles and desire for an improved quality of life with higher life expectancy has influenced this paradigm. This has led to the emergence of ‘Functional Foods’ – foods with nutritional and health-enhancing claims, which claim to be the panacea for consumers looking for nutrition and health without compromising on taste as well as convenience. The consumer acceptance of functional foods however is not unconditional and is determined by a complex interplay of a host of factors such as consumer demographics and psychographics, their lifestyles, the health claims and health communication used. These factors play a very critical role in the consumer acceptance of the functional foods; therefore, generalization of consumer characteristics is not valid. This paper aims to bridge this research gap in the context of emerging market like India for these foods. The paper aims to study how the above-mentioned consumer characteristics interplay with each other and explain/determine the heterogeneity in the consumer preference/acceptance of functional foods across different Indian consumer segments.

## **Keywords:**

Consumer Demographics, Consumer Awareness, Knowledge and Beliefs, Sources of Information, Consumer Attitudes

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# Reference Group Influence on Consumer Buying Behaviour: A Demographical Study of Indore

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<sup>2</sup>*Indian Institute of Management Indore, Indore, India.*

## Abstract

This study pertains to the assessment of the influence of five important factors of reference group on different demographical dimensions on the consumers of Indore City. The main focus is on the choice of fashion apparels. The demographic factors in reference to this study include age, gender and occupation. A sample of 111 consumers of Indore is surveyed using a structured questionnaire. The statistical measure used for the study includes descriptive statistics and chi-square test. The results demonstrate that the proposed framework was found to have a good fit. Most of the statistical tests indicate support for significant impact and influence of demographics on consumer buying behaviour for fashion apparels. Thirteen out of fifteen null hypotheses were rejected.

## Keywords:

Reference Group, Consumer behaviour, Chi-Square Test, Demographic Dimensions, Fashion Apparels, Consumer Attitude, Consumer Perception



# Determinants of Creating Customer Values in Education Sector in India

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## Abstract

In the present age of globalization and commercialization of education, it is evident that customer satisfaction plays a very important role in sustaining the development of any university or business school/management institute. This paper discusses the important factors in creating customer value and customers' satisfaction in education sector. It is certain that the personalized services offered by the universities and business schools put a direct impact on the good relationship with students and their parents, which helps in increasing their loyalty towards the organization. This is an exploratory research that aims to study the important factors that determine the education quality and its delivery. This also results in creating customer value. In addition, this paper also suggests a comprehensive model of creating students' value in the education sector, especially in the management schools. To attain these objectives, the primary data has been collected from 200 management students by administration of a well-planned questionnaire and from 50 faculty Members through personal interviews. Secondary data available in the form of surveys, reports, journals, magazines, newspapers, websites, etc. has also been used in this study.

## Keywords:

Customer Value, Consumer, Management Student, Education Sector



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# Understanding the Effectiveness of Social Media Marketing Mix (SMMM) on Consumer Purchase Influencer Stimulants with Special Reference to Apparel Sector

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## Abstract

Consumer is at the epicentre in different processes of purchase decision that leads to sales of a product. This makes it extremely important for marketers to thoroughly understand the way consumer makes decision. The journey that consumers undertake right from the awakening of the desire to the post purchase in turn has effects on their future purchase. Even prior to the desire being ignited, it is important to understand that consumers are constantly consuming content and browsing through the categories they have affinity towards. There has been wide proliferation of digital media in India and companies have been planning various digital media strategies to target their audience. Although this is a trend catching up, the problem lies in the fact that many of such campaigns are not being successful as companies are arbitrarily planning such strategies without effective understanding of consumer behaviour.

## Keywords:

Online Apparel Shopping, Consumer Decision Journey, Digital Media Strategies, Consumer Behaviour



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# **Retail Therapy Shoppers Segments: Exploring the Differences in the Personality, Shopping Orientation and Impulse Buying Tendency**

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## **Abstract**

The research study aimed at profiling of the women shoppers based upon their level of indulgence or non-indulgence in therapy shopping, through segmentation, and determining the differences between the identified segments. The variables including shopping orientation, impulse buying tendency and personality traits were used for such differentiation. Three groups of shoppers were identified and named as non-therapy, ordinary therapy and high-end therapy shoppers. The results showed significant differences between high-end therapy shoppers and non-therapy shoppers (with respect to shopping orientation, impulse buying tendency, extraversion and openness), high-end therapy shoppers and ordinary therapy shoppers (with respect to experiential shopping orientation, impulse buying tendency, extraversion and openness) and between ordinary therapy shoppers and non-therapy shoppers (with respect to experiential shopping orientation). High-end therapy shoppers were found to be more impulsive, extrovert and open to experiences and new ideas and had more experiential orientation towards shopping.

## **Keywords:**

Retail Therapy, Segmentation, Shopping Orientation, Impulse Buying Tendency, Personality Traits



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# Role of Food Neophobia and Type of Unfamiliarity in Influencing Willingness to Try Novel Healthy Foods

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## Abstract

With the number of obese and overweight people increasing and the onset of various diseases related to improper diet, it becomes important to identify factors that influence people's eating behaviour. There is a need for a proper balanced diet. Food neophobia might be one important barrier for balanced food choices (Siegrist et al., 2013). Food neophobia is the reluctance to eat or the avoidance of new foods (Birch & Fischer, 1998; Pliner & Hobden, 1992). In this study, the factors that influence people to try novel healthy foods are analysed, especially about the type of information that is provided with the food. The role of the trait of food neophobia and the type of unfamiliarity of food are also studied.

## Keywords:

Food Neophobia, Willingness to Try Novel Healthy Foods, Food Marketing



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# Social Network and Marketing Opportunities

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## Abstract

In recent years, people check their social networking sites even before the daily routine work after waking up, and the popularity of online social networks has had a tremendous impact on the way companies conduct marketing. No doubt the basic marketing principles are important; however, companies must be creative in order to target specific audiences and make a profit. Through social network marketing it is easier for companies to attract new clients, service current clients, and make money, as well as promote brand image, provide helpful services, and gear up targeted advertising campaigns. Social networking is rapidly expanding. As per a survey, in 2015, the number of users of social networking users in India was 181.7 million and it increased to 216.5 million by the end of 2016, which is almost 16% of India's population (www.statista.com). Furthermore, the trend will continue and by the end of 2017, the number of users is expected to increase up to 250.8 million, which is very large as compared to other developing countries in terms of percentage. So, it is a good business tactic to interact with their consumers and deepen the brand relationship via online social networking. This paper will attempt to understand the workings behind social network advertising, determine whether it is profitable for businesses to promote their products and services via the social network platforms and determine the opportunities and pitfalls of social network marketing.

## Keywords:

Social Networks, Marketing, Internet

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# Paradigm Shift in Gender Roles towards Advergaming: New Vistas in Advertising

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## Abstract

Advertising has been persistently evolving and is predicted to move into a spiral, growing upwards with time and development of various media channels (Huey, 1999). One of the upcoming new media advertising tools of today is Advergaming. Advergaming uses an online game to subtly convey the brand/product/idea in the mind of the consumer (Giallourakis, Advergaming, 2009). As it uses new media technology, it has the ability to connect any customer globally and also has the e-commerce advantage that can complete all the stages of AIDA and lead the attention to action (Giallourakis, The Showdown). Traditionally, Advergaming has been used with a restricted age group of respondents ranging between 5 and 12 years (Lee et al., 2009). In this paper, we explore the ability of an Advergame to build engagement and loyalty with respondents of age group above 18 years. Here, we connect with over 350 respondents through a survey and propose framework and equations relating all the important constructs using sequential equation modelling. It has been observed that the gender of the player makes an important impact in building emotional connect and then purchase intention. The same has been analysed through quantitative analysis.

## Keywords:

Advergame, Online Game, Gamification, New Media, Gaming Technology, Customer Loyalty, Purchase Intention, Brand Attitude, Emotional Customer Loyalty, e-Commerce, Role of Gender



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# A Fuzzy Perspective to Sport Commercials: A Case of Indian Premiere League (IPL)

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## Abstract

In a cricket crazy nation like India, any cricket event draws marketers' attention in that marketers can advertise their products and services to the masses through television (TV) commercials and other means. However, it is also imperative for the sporting event itself to create its own branding through advertisements and promote itself. In this research paper, our focus remains upon the TV advertisements of Indian Premier League (IPL), which are generally aired before the start of the event on various TV channels across India. We take into account IPL's four TV advertisements for 4 years, viz. a TV advertisement for 2013–2016. Each of these TV advertisements promoted IPL as an extravaganza and reminded people to watch it without fail. Our objective is to assess the reaction of viewers while they watch IPL's TV advertisements. To analyse the reaction profile of viewers, we use the fuzzy logic technique, which enables us to understand the opinions of viewers about IPL TV commercials in a more practical manner.

## Keywords:

Sport Marketing, IPL, Fuzzy Logic, TV Advertising/  
Commercials, Cricket

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# Open Defecation and Value-Added Social Campaign to Eradicate the Problem

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## Abstract

Open defecation refers to the practice of people defecating outside and not in the designated toilets. Open defecation perpetuates a vicious cycle of diseases and poverty and is widely seen as an aspersion on personal dignity. This practice of open defecation is widespread in India, which is home to the world's largest population of people who defecate in the open. Open defecation is a serious health issue that needs to be addressed urgently. According to the recent reports of National Sample Survey in 2015, 52.1% of the rural population still defecates in the open, which means more than half of the rural population is still struggling with this major public health and sanitation problem. Because the practice of open defecation is so rampant, India reports the highest diarrheal deaths among children under the age of 5. About 43% of the children in India suffer from some degree of malnutrition. Open defecation not only puts a risk on the personal dignity of a person but also impacts their abilities and makes them more vulnerable to diseases like diarrhoea, stunting and pneumonia.

## Keywords:

Open Defecation, TV Advertisement, Personal Dignity, Social Networking



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# Perceptual Mapping of Green Tea Brands: Using Discriminant Analysis

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## Abstract

It has been observed by researchers that very few studies have been conducted on the green tea that reflects positioning of the brands that are created by marketers of green tea. Likewise, there is little literature on consumer perception preferring and purchasing a particular green tea brand over others. This study aims to inspect the relationship between brand positioning and consumer buying preferences. A multi-dimensional discriminant analysis (MDA) technique has been used to understand consumer perception and depict the relative position of each attribute with brands. This statistical technique can enhance managers' ability to identify promising brand positions and enhance the overall brand design process. The study finds that Indian green tea brands are preferred by consumers due to that they pursue various goals such as good for health, improve immunity, antioxidants in nature, and helps in digestion and reduce weight. Perceptual map implies that consumer opinions about different attributes of different green tea brands. The study illustrates consumer brand awareness, market potential and brand competition situations.

## Keywords:

Green Tea, Positioning, Brand preference, Emerging Product



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# **Examining the Influence of Social Validation on Hedonic and Utilitarian Customers’ Purchase Intention**

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## **Abstract**

Customers may act impulsively (hedonic customers) while shopping or may follow their shopping list (utilitarian customers). The major dearth of knowledge in the literature is that there are no satisfactory studies that examine the relationship between social validation and hedonic and utilitarian customers. Therefore, this study by means of an experimental design investigates how customers with hedonic and utilitarian orientation get influenced by social validation when purchasing a product. The findings suggest that there is a significant impact of social validation on customer purchase intention. Besides this, the purchase intention of hedonic customers is higher than utilitarian customers in both cases of social validation and no social validation.

## **Keywords:**

Utilitarian, Hedonic, Social Validation



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# **Digital Marketing of Agricultural Produce: An Effective Way of Linking Rural Farmers to Urban Consumers**

**Shubhangi Salokhe**

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## **Abstract**

The main purpose of this research paper is to find out consumers' expectations for online shopping of agricultural produce, so that we can develop and suggest a suitable marketing system to give return to the efforts of Indian farmers. Direct marketing by the farmers helps in ensuring higher remuneration to the farmers and improving the satisfaction level of the consumers. Recent trend in marketing management is the use of digital marketing and it is a form of direct marketing. This helps farmers for marketing their farm produce directly to the consumers. First-hand information is collected from the farmers of Pune region and consumers from Pune city. Suitable statistical tools and methods like percentage, frequency, factor analysis, and crosstabs are appropriately used. Results revealed that digital agricultural marketing can help farmers for increasing their profit margin. Consumers' main benefit from online shopping is home delivery followed by time saving for commuting to market and shopping as per time availability. Consumers mainly expect home delivery of good quality agro-produce at their door step at a time convenient to them, followed by freshness of the produce and cash on delivery. The niche to bring digital marketing of agriculture produce is to attract the lower income group by awareness and trials and retain the higher income group by quality of produce and various prompt services of online marketing.

## **Keywords:**

Farmers, Agricultural Produce, Marketing, Digital Marketing



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# Measuring Perceived Service Quality and Examining Mediating Effect of Switching Costs in Express Delivery Services

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## Abstract

This study emphasised two main contributions: (1) empirical validation of service quality measurement, i.e., SERVPERF in B-to-B context and (2) to develop a model of relationships among perceived service quality, perceived switching costs and behavioural loyalty intentions in the same industry. Survey data were collected from 285 business customers of Express Delivery Service (EDS) industry. Structural equation modelling was adopted to test the model using IBM AMOS 21.0v graphics. The results show that the perceived service quality has a direct positive effect on switching costs and customer loyalty. Furthermore, the effect of perceived service quality on customer loyalty is mediated through switching costs.

## Keywords:

Customer Loyalty, Service Quality, SERVPERF, Switching Costs



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# Business Model on IoT for Indian Public Sector Retail Oil Outlets

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## Abstract

Physical objects that were isolated earlier are being connected to global networks. This literature review has revealed that currently there is a substantial financial opportunity loss without the adoption of Internet of Things (IoT) in the Indian Public Sector Retail Oil Outlets. This paper has done a literature review and survey to calculate and quantify the opportunity loss and also identify the 26 variables that contribute to an increase in employee productivity and operational efficiency through IoT in Indian Public Sector Retail Oil Outlets. Using the Osterwalder's Business Model Canvas tool (Osterwalder & Pigneur, 2010) and based on the responses received from the respondents through the survey, these 26 variables were incorporated under the 9 building blocks to come up with an IoT business model for Indian Public Sector Retail Oil Outlets. The means of the variables within each building block were computed and compared with each other. The means of the variables were compared to the average of all the variables and significant differences were searched for. The relative importance of the variables within each building block has been highlighted in the IoT business model. The interviews for the open-ended questions were coded with ATLAS.ti software and the output was incorporated in the IoT business model to identify the connection between the identified variables.

## Keywords:

Internet of Things, IoT Business Model, Indian Public Sector Retail Oil Outlets

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# Cashless Economy: The Way Ahead

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## Abstract

‘The Force’ is in your hands – कराग्रेवसतेलक्ष्मी: .....Economy like Money has always depict the very essence in nature as ‘fickle’ in Devanagri connote ‘चंचल’, which is regardless of time, era and zone. Economy has always been in a dynamic phase...subject to changes...even in times of natural calamity or manmade/state-driven position, like in the recent case of demonetization. This time over, demonetization has virtually stalled the economy. Several mobile wallet (M-Wallet) service providers have created innovative ways to attract customers. This has led to a massive rise in the usage of m-Wallets. According to Assocham along with research firm RNCOS, there is immense potential in the growth of the market. It can reach Rs. 30,000 crores between 2016 and 2022, indicating a growth rate of an incredible 141% year on year.

## Keywords:

Cashless Economy, Demonetization, M-Wallets



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# Consumer Shopping Motivations as the Determinant of Webrooming and Showrooming Behaviour.

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## Abstract

With cross-channel shopping gaining prominence, multichannel retailing is becoming the norm. With the advent of Internet, consumers are increasingly relying on technology to compare products and prices during the shopping process. According to an Accenture survey, 63% Americans studied browse at a store and then go online to find better deals (Accenture, 2013). However, another research, Harris poll (reported on shopify.com), stated that 69% of the consumers studied in the United States preferred to search online but buy the products from a store. The findings might be contradictory, but the fact remains that companies continue to struggle with their omni-channel practices, as consumers are increasingly exhibiting webrooming and showrooming behaviours, which are specific types of channel-switching behaviours. 'Showrooming' refers to consumers searching for information in the store but buying it through online channels (Flavin et al., 2016) and 'webrooming' refers to searching through online channels but buying offline (Zimmerman, 2012). Consumer motivations for cross-channel behaviour have been studied in the extant literature, but little emphasis has been given to this particular type of cross-channel switching behaviour where online and offline channels are integrated. Our study aims to discuss the shopping motivations that make consumers webroomers or showroomers and suggest a typology for them.

## Keywords:

Consumer, Shopping Motivations, Webrooming



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# Customer Perceived Value: A Tool to Take Smartphone Decision

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## Abstract

The purpose of this research is to understand the phenomenon of smartphone choice based on the users' feedback on product review websites. This research study elaborates on the issue how users' online comments for smartphones are evaluated by prospective buyers to adjust the perception of smartphone choice? This research is exploratory in nature since it seeks an insight into how consumers take online comments into account as they make smartphone choice. For the same, it proposes and validates a conceptual model that depicts customer's perception about credibility and helpfulness of online comments acting as a tool for smartphones choice. The findings of this study reveal that all demographic variables, namely age, gender, income, and education, fail to register a significant relationship with motives to seek online comments. And, the rest of hypotheses regarding their respective links in the proposed model is partially supported and confirms the direction of hypothesised relationship.

## Keywords:

Customer Perceived Value, Perceived Credibility, Perceived Helpfulness, Smartphone Choice, Online Comments, Motives



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# Moderating Role of Price Deals: An Empirical Study on Measuring Brand Equity of Indian Online Retailers

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## Abstract

Choice and convenience are the main reasons for customers adopting online purchase (Butler & Peppard, 1998). Since customers are allotting lesser time for shopping, the need for convenience has increased and online retail has become as an alternate medium for purchase (Jiang et al., 2013), and there are also a lot of choices available to compare products and price (Butler & Peppard, 1998) when compared to a retail store. With the Internet, the information search to compare products and price becomes very handy; with plenty of information available online, the customer can choose any retailer to purchase the product (Maignan & Lukas, 1997). With information open to all, the chance of differentiating from the competitor is very less for a retailer, and for an online retailer (e-tailer), the chances are even less. So, to increase the sales the e-tailers have to find ways to attract more customers and retain existing customers.

## Keywords:

Price Deal, Brand Equity, Moderation, Online Retailer, e-Retailer



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# Consumer Value Derivation in Life Insurance Industry

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## Abstract

The concept of customer value is becoming increasingly used in strategy and marketing literature in recent years. Customer value is considered central to competitive advantage and long-term success of business organizations. The concept of customer value becomes emphatically significant in a life insurance product, especially in India. Life insurance today is a multifaceted industry. It comprises a number of innovative combinations to lure the end consumer. For a country like India, life insurance is more than a financial product; it is a means of social security. The aim of this research is to develop a theoretical framework based on the synthesis of exhaustive literature review and evaluate the consumer value. The theoretical framework clearly outlines the factors that play a pivotal role in deciding whether the end objective of the consumer is met. This research also intends to propose an alternative based on the findings in the life insurance industry that has to be implemented at policy level in lieu of the extant ranking based on the claim settlement ratio.

## Keywords:

Customer Value, Value Index, Systematic Literature Review, Theoretical Framework, Life Insurance, Social Security, Value Delivery, Consumer Buying Decision, Promise vs Delivery, Distribution Network, Financial Goal Accomplishment



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# Understanding the Dynamics of Consumer Behaviour: A Case of Consumption of Soft Drinks

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## Abstract

Consumption of products and the minutiae of consumer behaviour corresponding to it are probably as old as the existence of the human species on planet earth. In pre-historic times, consumption was inextricably linked to survival. Early man found random and arbitrary ways to 'consume' things with the sole objective of keeping body and soul together. Although 'consumption' was in vogue, there was no such thing as 'consumer behaviour' as we know it today. The primary reason for this was that the consumption of 'things' (which were not yet products in the modern, contemporary sense of the term) was very rudimentary. There were no patterns as such in the behaviour exhibited by the stone-age human beings (who were not yet 'consumers' in the modern, contemporary sense of the term).

## Keywords:

Consumer Behaviour, Psychographics, Consumption of Soft Drinks



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# Relationship Orientation in Banking and Insurance Services – A Review of the Evidence

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## Abstract

This study aims to review published empirical research on relationship orientation in banking and insurance services. The objective of the study is to understand whether a strong customer-sales representative relationship contributes to sales effectiveness and to know the significance of relational behaviours in developing and maintaining long-term relationship. This study follows the protocol for management review set by Tranfield et al. (2003). Relevant electronic bibliographic databases and reference lists of pertinent review articles were searched. Screening and eligibility of articles were based on the PICO model and PRISMA guidelines. A total of 20 papers were finalised for the study; findings reveal that the dimensions of relationship quality (RQ) are trust satisfaction and commitment. RQ can be shaped by relationship selling behaviours such as mutual disclosure, co-operative intentions, adaptive selling and customer orientation. Selling orientation behaviour impedes RQ.

## Keywords:

Relationship Marketing, Relationship Quality, Trust, Satisfaction



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# Assessing the Value Creation Process for the Stakeholder in Marketing Education

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## Abstract

The concept of value creation in today's competitive and complex business world is a highly focused activity nowadays. Consequently, business units and commercial organizations are investing heavily so as to create value for the customers. The focus has thus shifted to the formulation, development and the revision of the various processes that are responsible for the value creation mechanism. In other words, it calls for assessment of the existing value creation processes. This paper is an attempt to assess the value creation process for the stakeholders in the marketing education. The scope of the study is focused on the student-related process, the faculty-related processes and the marketing-related processes in an educational set-up. The reason for choosing these three processes is the fact that these are the core drivers for an educational set-up, and thus by assessing the various processes for these core drivers, the management can stand to gain significantly. The domain of the study is confined to higher educational institutes in the NCR region with the sample size being 276. While developing the paper and collecting the data, both primary and secondary resources were used.

## Keywords:

Process Development, Process Formulation, Process Model, Value Creation

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# Indian Advertising: A Study on Culture and Value System

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## Abstract

For the last 20–25 years, India has been on the radar of many leaders, viewing from the corporate point of view and is among the fastest growing economies. Since 1990s, the opening of the doors for the outer multi-national companies have led to create value in the mind of consumers and further facilitated a standardised form of marketing and advertising. With a population of over one billion, the market opportunities are too growing with the rising middle class population, increasing income levels, growing number of working women and consequently increasing purchasing power.

## Keywords:

Pollay's Advertising Appeals, Rokeach Values, Cultural Dimensions



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# Antecedents to Intention to Generate Content Online

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## Abstract

The study seeks to propose a model to identify the antecedents to intention to generate positive online reviews, and to establish their relation with positive electronic word-of-mouth (eWOM) sharing intention. A self-administered questionnaire was developed to achieve the goal of the study. Data was collected using convenience sampling techniques. The multiple linear regression technique was used to evaluate the results. Product involvement and timeliness, information accuracy and order condition dimensions of e-service quality were found to have an impact on customer satisfaction. Customer satisfaction had further impact on intention to generate eWOM and so did the attitude and perceived behavioural control aspect of theory of planned behaviour.

## Keywords:

Electronic Word-of-Mouth, eWOM, Online Reviews, Product Involvement, Customer Satisfaction, e-Service Quality, Theory of Planned Behaviour, Multiple Linear Regression

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# Application of Service-Dominant Logic for Value Creation in Tourism: An Empirical Study of JKTDC Hotel Managers

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## Abstract

Over the past several decades, industrial economy has transformed to a service economy and competitive advantage at market place has been enhanced through service (Karmarkar, 2004). During 1970s–1990s, service management became an epitome among the growing economies with services marketing as the most active area and the holistic approach began to skew toward intertwining of goods and service, and services being considered as a perspectives for any offering (Wyckham et al., 1975; Gummesson, 2008; Gronroos, 1991; Langeard, 1987; Normann, 2001). In 1980s, relational approaches established themselves in marketing, embracing both goods and services and both business-to-consumer and business-to-business (B2B) marketing: relationship marketing, creating network connection of things, people and organizations (Greer, Lusch, & Vargo, 2016). CRM, one-to-one and specific models of these like the 30 relationships (the 30Rs) and the six markets model, and special applications in B2B marketing.

## Keywords:

Service Dominant Logic, Co-creation, Hospitality Industry, Path Analysis



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# **Effect of Service Quality, Service Value and Customer Satisfaction on Consumer Behavioural Intentions in Restaurants of Gwalior Region**

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Pragati Bhargava<sup>3</sup>**

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## **Abstract**

The Indian restaurant industry is growing very rapidly. This growth has emerged due to changing lifestyles and cultures; increasing number of households where both spouses are working; increasing population; increasing urbanization; increasing income levels; and increasing tourism. The expectations of customers are increasing and they have become very selective regarding their taste or food preferences. This study shows the relationship among service quality, sacrifice, value, customer satisfaction, and behavioural intentions. The study was empirical in nature, and it includes a sample size of 420. Data were collected through questionnaires and contained 42 items. The tools used for data analysis show that which type of test has been applied. In this research reliability, EFA, CFA, SEM and MANOVA tests have been applied. Analysis reveals that the service quality has more effect on customer satisfaction followed by behavioural intentions, service value and sacrifice respectively.

## **Keywords:**

Service Quality, Service Value, Customer Satisfaction, Sacrifice, Behavioural Intentions



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# **Patanjali: A Journey of Swadeshi Brand (Research on Patanjali Ayurveda)**

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## **Abstract**

India has a population of around 1.31 billion (Census of India, 2016). After China, India is the only country having the highest consumer base, and because of this, Indian FMCG is highly competitive. India has many national and multinational FMCG companies. One of the most recognizable companies is Patanjali Ayurved Ltd. (Patanjali Ayurved Ltd., 2016), which raised and grew drastically in last few years. The company focuses on selling Swadeshi products with great innovation, very different marketing techniques and good quality products at a cheaper rate. This report specifically focuses on Patanjali Ayurved, its journey from very small to a reputed brand in India and its impact on the FMCG sector in India (Companies in India, 2016). This report will also provide a deep analysis of the reasons behind the success of Patanjali and will find the perception of people as well for this brand by considering various factors. This is done using primary data, which is gathered by a survey.

## **Keywords:**

FMCG Industry, Swadeshi, Patanjali, Ayurveda, Factors



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# Exploring the Effects of Brand Scandals on Counterfeits: An Experimental Study

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## Abstract

One of the most stunning aspects of the past few years has been the speed at which the counterfeit market has expanded and matured. The spread of counterfeit products has become a global phenomenon and a major marketing challenge (Chaudhry & Stumpf, 2011; Sharma & Chan, 2011; Basu, Mukherjee, & Lee, 2015). According to the findings of International Anticounterfeiting Coalition (IACC), the projected value of global trade in counterfeit and pirated goods is around 1.77 trillion dollars (IACC, 2015). According to Wilcox et al. (2009), counterfeiting is the trade of illegally made products that are manufactured in a way that bear a resemblance to genuine goods but are inferior in terms of quality, performance, reliability and durability. Depending on whether the consumer is aware or unaware about his purchased goods being counterfeits, it is important to separate counterfeiting into deceptive and non-deceptive (Grossman & Sapiro, 1988; Bloch et al., 1993; Wilcox et al., 2009). Deceptive counterfeiting includes all the situations where a consumer is unaware of being misled into buying a counterfeit item. Consumer thinks that the item purchased is made by a specific company, where in fact it is made by other producers. Non-deceptive counterfeiting is when consumers, due to the situation (place of purchase, price, item composition), are aware that the item is not original, but still make a conscious decision to buy it (Eisend & Schuchert-Guler, 2006).



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# Barriers and Drivers for Cross-Border e-Commerce: An Investigation

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## Abstract

There is a strong manoeuvre in e-commerce that we are witnessing in India. The routine ways of doing business are becoming obsolete, the existing industries are losing dominance, and governments are struggling and coming up with different policies to adapt to the new forms of trade. This has become the need of the hour, as this catalytic wave will lead to the survival of fittest. Innovation and adaptation can alone survive this and rest will have to perish. The change e-commerce brings will be severe. In this newly connected world, businesses both large and small face a clear choice: be part of the momentum or fail. The methodology would involve collection of expert opinion. Experts would include global marketing thought of leaders from various organizations and academics. Based on their opinions, various variables would be identified, which would further be analysed using factor analysis. The findings of the study would help us to identify the factors that can build and obstruct strong cross border e-commerce in India. The study will also help us understand business perspectives on challenges and opportunities by growing cross-border e-commerce in India.

## Keywords:

International Marketing, e-Commerce, Porter's Model, PESTEL, Delphi Technique



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# Who, What and Why: A Review and Classification of Research in Online Consumer Behaviour

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## Abstract

The literature on adoption of electronic commerce by consumers is vast and diverse. Existing reviews of e-commerce literature have enumerated studies based on the theories or constructs specific to e-commerce. Here, we examine 84 research articles published between 1990 and 2015 and develop a typology from a more general consumer behaviour perspective. We categorize studies based on a few fundamental research questions viz. 'who', 'what' and 'why' and try to find common themes among the answers to these questions. The 'who' question yields segmentation of consumers based on demographic or psychographic variables. The 'what' question leads to an understanding of the product characteristics, information availability and usage characteristics. The 'why' question looks at variables that identify the benefits and costs of online shopping, including perceived usefulness, service quality, perceived ease of use and risk or trust factors. The present typology provides a useful way of understanding consumer behaviour research within e-commerce.

## Keywords:

Online Shopping, e-Commerce, Consumer Behaviour, Typology

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# Customer-Based Business Strategy and Its Role in Creating Value: Case Study of a Leading Scandinavian Bank

**Nandini Sridhar**

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## Abstract

Every major corporation aspires to be the market leader in its field. The path to reach the coveted #1 position varies, with some companies choosing to focus on increasing revenue and reducing cost, whereas others prioritize customer service and satisfaction as the key imperative, allowing profitability to take a back seat for some time. This paper focuses on the need for a holistic strategy based on different levers like employee engagement, customer satisfaction and shareholder value. Delivering a leading customer experience requires committed and engaged employees. A best-in-class customer experience will drive customer loyalty, growth, create shareholder value and build a strong position in society. The objective of the study is to examine the relationship between these levers and determine the interdependence between them in a quantitative manner. The tools used for the analysis are trend analysis, XY plot and autoregressive models. It can be inferred from the study that although a tenuous relationship exists between employee engagement and customer satisfaction, the relationship between customer satisfaction and shareholder value is determined to be robust.

## Keywords:

Strategy, Scandinavian Banking, Customer Satisfaction, Financial Performance, Employee Engagement



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# Purchasing Behaviour for Green Products: A Structural Equation Modelling Approach

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## Abstract

Green products and environmental sustainability has become a buzz word for marketing these days. The purpose of the paper is to identify several variables that affect the purchase behaviour of a consumer regarding environmentally sustainable products. The study has attempted to propose a framework for understanding purchase behaviour with respect to environmental sustainability. A cross-sectional study of 300 faculty members from various colleges of Delhi/NCR is done. Due to the presence of missing data, 288 usable responses were considered for testing the conceptual framework. Structural equation modelling is used to assess the fit of the framework. The findings indicate that the entire five hypotheses are supported. Subjective norm, environmental concern, attitude towards environmentally sustainable products and perceived behavioural control have significant positive impact on purchase intention. Also, purchase intention has a significant positive impact on purchase behaviour. The result of the study has practical significance for the companies that are making and promoting environmentally sustainable products. Purchase behaviour of an environmentally conscious consumer can be analysed separately. Therefore, the marketers can strategize the promotional campaigns and advertisements of such products in a different manner. The study is one of its kinds, since the respondents are academicians. Academic fraternity, their perception and purchase behaviour have a significant impact on the future consumers, i.e., students. Therefore, the study has several new dimensions to understand the purchase behaviour for green products.

## Keywords:

Environmental Sustainability, Environmental Concern, Green Product, Subjective Norm

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# Social Cost Benefit Analysis (SCBA) of Chinese Toy Market in India

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(This Research Paper is based on the study completed under funded Research project by Ministry of Consumer Affairs, New Delhi during 2015-16)*

## Abstract

The entry of China in the Indian market may be felt at each and every step, as from the colours of Holi to the crackers of Diwali, one may find Chinese products available in all segments, viz. electronics, electrical and kitchen ware appliances, wooden products, toys, sports goods, etc. at a very affordable price. Like other products, China made toys can be seen almost in the hands of all kids as well as their parents in India. These Chinese toys are very attractive and low priced hence attract most of the kids as well as their parents. 70 per cent of all toys sold in India come from China, which is somehow upsetting the Indian traders of toys. Keeping this in view, the present study titled “SCBA of Chinese Toy Market in India” is an attempt to discuss the related issues of availability of Chinese toys in the Indian market. The research was concentrated on the trade of Chinese toys available in India within the states of Delhi, Haryana and Uttar Pradesh. A total of 30 customers from 10 different categories of toys, i.e., total 300 respondents and 300 sellers were identified from different market and selected for the intensive study. Thus, the total sample was 600. Besides, officials engaged in different markets and associations related to toy industry focused to get information in lieu of Chinese toy availability in the Indian market. An SCBA matrix is proposed to appraise the study. The prime focus of this study was to identify, analyse and correlate the social cost and benefits generated by Chinese toys in Indian market and society.

## Keywords:

Indian Market, Chinese Toys, SCBA, Comparative Advantage, Indian Government Policies



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# **A Study on Comparative Analysis of Consumer Perception towards Patanjali FMCG Products and Leading FMCG Brands in India**

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## **Abstract**

In current marketing scenario, the study of consumer behaviour has become very crucial and inevitable for the marketers. A sophisticated approach towards consumers in marketing conveys that marketing is all about creating products and services that satisfy the unmet needs of consumers. Philosophical approach expresses that marketing is to raise the material standard of living throughout the world and the quality of life. The three forces of the current economy such as globalization, hyper-competition and Internet are reshaping markets and business. All these three forces are acting to increase downward pressure on prices, which have made survival of domestic products difficult. The marketing challenge, then, is to find ways to maintain prices, value and profitability in the face of these macro-trends. At the same time, various world regions are becoming more integrated and more protective, and members of the region are seeking preferential terms in trade. This paper discusses on overview of the sector, its critical analysis, future prospectus and a comparison of Patanjali Ayurved Ltd., which has emerged as a distinguished competitor to the multinational brands in the FMCG industry in India. This paper aims to identify different forces of the thought process of consumers in decision making, impact of cultural, social, economic, political, technological factors on the consumer behaviour in the consumption of Patanjali FMCG products and Patanjali Ayurved Ltd.'s critical analysis and future growth.

## **Keywords:**

Consumer Buying Behaviour, FMCG, Patanjali Ayurved Ltd., Segmentation, Branding, Loyalty, Marketing Channels, Supply Chain, Consumer Perception, Attitude, Technology, Healthcare, Corporate Social Responsibility

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# An Empirical Study on Factors Influencing Luxury Brands Purchase

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## Abstract

Post-1991 economic reforms, the Indian economic and social scenario underwent major transformation. With this economic liberalization, there has been a growth in the IT, manufacturing and services sector. These developments have been successful in creating plush job opportunities in the private sector, with rise in income levels. Increasing affluence and rising consumerism have given a boom to the luxury brands market in India. Enthusiasm for luxury brands is growing in emerging economies of China, India, Far-East, the Middle-East and Latin America (Chadha & Husband, 2007). As per the ASSOCHAM 2016 report, India has a 1.2 billion population, among them 125,000 people are high net worth individuals (HNWIs) and 7,700 are ultra-high net worth individuals (UHNWIs). The growth of the Indian luxury market is driven by an ever-increasing base of ultra-high-net worth households (UHNHs). The Indian luxury market is expected to grow at a compounded annual growth rate (CAGR) of 27 per cent through 2017–18.

## Keywords:

Buying Behaviour, Luxury Brands, Consumer behaviour, Hedonic Motivations, India



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# Legal Framework of e-Banking Services in India

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## Abstract

Growth-oriented economies worldwide by default demand well-organized, value and need-oriented set-up of consumer banking services, so as to constitutionally safeguard the fundamental rights and claims of even the commonest of the common citizens availing such services. The present state of banking governance in India too cannot afford to keep isolated from reviewing the contemporary banking enactments in an era of global renaissance of e-banking (electronic-banking) services, especially where UNCITRAL (United Nations Commission on International Trade Law) norms act as exogenous factors and have defused deep inside the semi-permeable policy structures of developing economies like India and the other countries of Asian region. The challenges faced by indigenous technology developers especially for developing countries like India shall be to position a user-friendly approach towards technology adaptation while perceiving the reality of socio-economic structures under which the proposed technology ought to operate and simultaneously embedding features in the process of technology implementation so that the rule of law prevails and consumers not only feel strong by such technological advancements that redresses disputes but also get more empowered and protected with better legal frameworks in an era where growth and development are the cry of the hour for improving excellency and the quality of life throughout the world in the domain of banking services.

## Keywords:

e-Banking, Cyber law, Security, Cyber Consumer



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# Viewers' Response towards Positive and Negative In-Film Destination Portrayals: An Experimental Examination

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## Abstract

The purpose of the present study is to examine the effect of films with destination portrayals on viewers' response towards positive and negative in-film destination portrayals of two levels of tourist destination attractiveness by using fictional film posters as experimental stimuli. The present study analyses the effects of in-film destination portrayals (positive/negative) on two levels (high/low) of tourist destinations attractiveness. The proposed hypotheses are examined by employing a 2 (type of in-film destination portrayals: positive/negative) × 2 (tourist destination attractiveness: high/low) between-subjects factorial design. There are several important findings that can be inferred from the results. Findings suggest that viewers' response towards positive in-film destination portrayal facilitated more positive attitude towards destination, visit intention and more favourable destination image than negative in-film destination portrayal. In addition, findings illustrate that viewers' responses towards the in-film destinations portrayals vary significantly depending on the level of tourist destination attractiveness (high or low). The limitations of this study are the following: First, the small sample in this study was generally drawn from post-graduate students at a large university. Second, there are other forms of communication such as audio-visual, and the present study did not compare the findings in this context with other forms of communication.

## Keywords:

Attitude towards the Destination, Destination Image, In-Film Destination Portrayal, Visit Intention



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# Conceptualising the Business Performance of Tourism Service Industries through Value Creation

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## Abstract

The present scenario of cut throat competition unfurls the fact that delivering superior value to the customers is not so easy task. Also, when the focus shifts on the service industry, there is much more need for the service providers to concentrate upon the needs and demands of customers. For an industry with service base, a happy, delighted and satisfied customer is the key to attain customer satisfaction and loyalty because reaching and fulfilling expectations of the customers are good but maintaining consistency to retain those acts as an additional competitive advantage for the service providers. Tourism industry is one such industry that falls under the arena of service industry where delivering services is more intense, and for the satisfaction of the customers, tourism service providers need to put special attention to their customer's value requirements and further develop service value that are unique in nature and meet their customer's expectations. It is high priority for the managers and academicians to create as well as deliver value to their customers that too in accordance with their wish. Regardless of this, how a customer will be evaluating the value embedded within the services (O'Cass & Sok, 2015; Priem, Li, & Carr, 2012; O'Cass & Ngo, 2011; Sparks, Bradley, & Jennings, 2011; Lepak, Smith, & Taylor, 2007; Ulaga & Eggert, 2006; Bowman & Ambrosini, 2000) has provoked managers and academicians to explore the matter in further details.

## Keywords:

Value Proposition, Value Offering, Perceived Value, Employee Customer Orientation, Personality Traits

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# Specialty Advertising New Dimension for Creating Customer Value-Extended Abstract for Conference

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## Abstract

Specialty advertising is defined as useful (or) decorative merchandise imprinted with an advertiser's name or message and distributed free to target audience (Matteson & George, 1993). According to Bizmove Management Training Institute, specialty advertising is defined as useful articles of merchandise that are imprinted with an advertisement and are given to customers and potential customers without strings attached. The tools of specialty items comprise (i) wearable items – bags, caps, shirts, gloves; (ii) writing instruments – pen, pencil; (iii) glassware/ceramics cups, coffee mugs; (iv) desk/office/business accessories – diaries, key rings, pen drives; (v) calendars; (vi) recognition jewellery; (vii) recognition awards; (viii) balloons; (ix) technology-based items – laser-etched wood, holographic printing, glassware that changes imprinted message (Charles and Cabailero, ASI Institute). The specialty advertising message is disseminated to a preferred participant, reducing waste coverage, offers a high degree of flexibility and is designed for retention to provide repeat experience to the advertising message at no additional cost. Specialty items are the medium of generating goodwill in the mind of beneficiary as the consumer receives majority of these products as gift items from others, so consumers are grateful to receive them. Because of the low cost and great exposures, the simplest message can strengthen the appeal or information provided through other forms.

## Keywords:

Specialty Advertising, Customer Relationship, Customer-Value Creation



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# Customer Engagement: A Revisit to the Roots

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## Abstract

Growth of internet plays a catalyst agent and the world has become an increasingly networked society where customers interact among themselves and with firms through various media, such non-transactional customer behaviour in the context of customer management gains importance. There is growing interest in customer engagement since the last decade both in its evolutionary path and its relations with other customer management processes and outcomes (Verhoef et al., 2010). Customer engagement and customer involvement are the goals of customer management activities such as product sampling, seminars and demonstration activities (Barth, 2007). Van Doorn et al. (2010) focused on the behavioural consequences of the psychological processes embedded in customer-brand connections and stated that though the constructs customer brand connection, customer brand relationship, brand engagement disposition, customer engagement behaviour can affect each other; customer engagement behaviour is a distinct psychological construct where customer engagement is a second source of experience beyond the hedonic source of experience resulting from a motivational force to make or not to make something happen. They proposed that customer engagement is considered as behavioural manifestations towards the brand or firm that goes beyond transactions as a result of motivational drivers and that there are five dimensions of customer engagement behaviour, namely valence, form or modality, scope, nature of impact and customer goals, which are the ways that customers choose to engage.

## Keyword:

Customer Engagement

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# **Service Quality, Value and Customer Satisfaction – An Empirical Study for On-Demand Home Services**

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## **Abstract**

On-demand home services is the newly emerging phenomenon that is increasingly contributing to the economies worldwide. This study investigates the factors influencing customer satisfaction (CS) with reference to on-demand home services. The hypothesized conceptual framework is grounded in the E-service quality (E-SQ) and service quality (SERVQUAL) models. The constructs used to develop the integrated research model for this study are based on these two theoretical models. On the basis of a review of existing literature, the researcher has drawn four hypotheses. The statistical analysis to test these research hypotheses used 382 samples gathered using a pre-tested questionnaire. The empirical validation of the framework was done using the statistical technique of SEM. The results suggests that E-SQ and SERVQUAL contribute to the overall service quality (OSQ), which has a positive effect on CS. It is further noted that OSQ and CS with reference to on-demand home services are moderated by value. This research proposed and validated an empirical model of CS and OSQ by integrating E-SQ and SERVQUAL. This study offers interesting insights to managers and marketers in the service industry. Since OSQ and CS in the context of on-demand home services are moderated by value, this clearly suggests its importance while crafting marketing strategies and translating it into success for the organization.

## **Keywords:**

E-SQ, SERVQUAL, Overall Service Quality, Value, Customer Satisfaction, On- Demand Home Services



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# **The Role of Values and Beliefs in Consumer Responses to Corporate Green and Non-green Actions for Quick Service Restaurants in Kochi**

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## **Abstract**

Corporate social responsibility (CSR) is the foundation to understand the responsibilities of organization to the society where the organization executes their activities. CSR embraces both the internal needs of employees and the external needs of the society. This study examines the consumer's attitude towards quick service restaurants like KFC, McDonalds, Pizza Hut, Dominos, etc. based on their CSR activities: green or non-green with focus on the restaurants in Kochi. This study covered 250 customers of various quick service restaurants in Kochi. Questionnaires measuring with 5-point Likert scales were distributed among them and judgemental sampling was used. Structural equation modelling was used for analysing the data collected from the respondents and Analysis of Moment Structures (AMOS) software is used for analysing the model. Relationship quality was the mediating variable that proved that there is a full mediation effect on the relationship between positive word-of-mouth and perceived CSR. The study has found that customers are aware about CSR activities of a restaurant, and have a positive relationship between the customers and the restaurants and this enabled a positive word-of-mouth among customers regarding quick service restaurants.

## **Keywords:**

Quick Service Restaurants, Corporate Social Responsibility, CSR Drives, Positive Word-of-Mouth, Self-Enhancement Values

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# Examining the Mediating Effect of Consumer Attitude and Corporate Reputation for the Belief, Concern and Behavioural Response Relationship of Social Media Advertising

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## Abstract

Increase in the number of smartphones has increased the usage of Internet; it has also influenced the usage of social media sites. Hence, social media sites have become a platform for firms to place their advertisements. The current study assesses the effect of beliefs and concerns on user attitude towards social network advertising and how the consumer responds to it. The mediating effect of consumer attitude towards social media mediates the beliefs and concerns and behavioural response. This study also looked upon the mediating effect of corporate reputation between consumer attitude towards social networking advertising and behavioural response. Data was collected through online channels from a sample of 258 people who use social networking sites. Results show that there is positive effect between personal utility belief and consumer attitude towards social media advertising. Consumer concern has negative effect on consumer attitude towards social media advertising. There exists a full mediation by consumer attitude towards social media between independent variables personal utility belief, socio-economic belief, consumer concern and dependent variable behavioural response. The mediating role of corporate reputation between consumer attitude towards social media advertising and behavioural response exerts a partial mediation.

## Keywords:

Personal Utility Belief, Socio-Economic Belief, Consumer Concern, Corporate Reputation, Behavioural Response



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# Patient Centeredness and Health Service Experience: The Mediating Effects of Patient Satisfaction in Eye Care

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## Abstract

The purpose of the study is to find out the patient centeredness leading to good patient healthcare experience by means of satisfaction acts as a mediating factor in eye care hospitals. The aims of this study were to examine (a) the effect of PCC on patients' experience and (b) the mediating effect on patients' perception of centred care on patient satisfaction through their experience. A descriptive research design was used. Structural equation modelling was used to test direct and indirect effects. Through the convenience sampling method, personal interview was conducted among 454 patients who visited the leading eye hospital in Tamil Nadu. Patients are the centre and the most valuable part of the team as we need to involve them in their care and understand that they are an integral part of the healthcare team. This study examines the effect of cantered care of patient with their high-quality of experience with their healthcare providers.

## Keywords:

Patient Centeredness, Patient Experience, Patient Satisfaction



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# Candidate Journey to Customer Journey: Building Employer Brand Personality to Create Customer Value

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## Abstract

In this paper, we will focus on the importance of the employee experience, its impact on the customer experience and present a model for creating and sustaining a distinctive, integrated brand experience. We will also provide insights into how to develop a strategy to optimize employee experience, customer loyalty and profitability. In light of the subsequent evolution in employer brand management practice, the aim of this paper is to present a re-appraisal of the concept in terms of its potential contribution to customer experience management and customer value creation through employer branding. Primary data was collected with the help of a structured questionnaire in two different stages. The employed questionnaire consists of two main parts: the first one is dedicated to employer brand personality, and the second one comprises perceived value. The items of those constructs were measured employing the 5-point Likert scale. In order to reveal the relations between the three constructs, the statistical data analysis using SPSS 22.0 was performed. Marketing is generally responsible for managing the customer experience when traditional brand experience models are deployed. A critical part of managing the customer experience is educating employees on how to deliver the desired brand experience. We would argue that putting as much effort in designing positive employee experiences as we do for positive customer experiences will result in optimizing corporate performance.

## Keywords:

Employer Brand, Customer Value, Branding, Marketing



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# Competitive Intelligence Collection and Use by the Sales Representative and Its Impact on Adaptive Selling

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## Abstract

Competitive intelligence (CI) plays an important role in strategic marketing decisions and market-oriented organizations. The importance of knowledge to the organization cannot be denied. However, to date, little research has been done to investigate the critical role the individuals in sales and service representative positions play in the gathering and use of information in the organization and how this information can help them enhance their selling approach towards customer. Using social identity theory as a conceptual background, this paper focuses to investigate how organizational identification and role conflict impact the collection and use of individual competitive intelligence (ICI). In addition, the study is also set to cover the impact of organizational identification, role conflict and CI use on adaptive selling. Structural equation modelling will be used to test the hypotheses relationship. This paper through the findings tries to give the insight of important of CI, and its collection and use have a vital impact on the selling approach of the sales representative as per the customers' needs and demand.

## Keywords:

Organizational Identification, Role Conflict, Adaptive Selling



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# Power of Scent Marketing to Influence Consumer Behaviour

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## Abstract

The smell of food cooking in the kitchen can invoke numerous thoughts of good experiences while enjoying that food. This same effect is used by scent marketers to emotionally connect with customers and make a place for their products and services in consumer's memories. Scent marketing has been in existence for a long period of time but its usage to the right extent in order to increase customer base is quite recent. Therefore, in the present study, the previous literature has been reviewed to get a grip of what is the present knowledge in this area and what more can be done in the future. Hence, papers and articles were collected from various sources. The use of scent marketing is not limited to food products or services but has expanded to apparels and other services as well. It was found that for the past two decades, marketers have been trying to find the relationship between the use of different kind of scents and their effects in varied environments. It was seen that when the ambient is congruent with the environment, it has a significantly positive impact on the customers present. Also, the approach-avoidance behaviour of customers is influenced by manipulating their moods with the use of scents.

## Keywords:

Scent Marketing, Mood, Consumer Behaviour



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# Analysing Customer Relationship Management Strategies in Airline Industry

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Susmita Mukhopadhyay<sup>3</sup>

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## Abstract

The term relationship marketing was coined by Berry (1983) and defined as activities of a firm to build, maintain and develop customer relationship. In academic community, the terms ‘relationship marketing’ and ‘customer relationship management’ (CRM) are often used interchangeably (Payne & Frow, 2005). Due to globalization, increasing competition, market saturation and rapid advances in technology, CRM has become a crucial part of airline business (Liou, 2009). Airline service’s characteristics offer many opportunities for practicing CRM (Cheng et al., 2008). Currently, India is the 9th largest aviation market with a passenger throughout of 159 million as of 2013 (Saranga & Nagpal, 2016). Recently, Indian government has passed a regional air connectivity scheme under which airline will charge only Rs. 2,500 for 1 h flights. Air Analysing Customer Relationship Management Strategies in Airline Industry Page 2 of 6 Travel in India is currently 0.1 trips per person per year, a fraction of the global average of 2.0 (O’Connell & Williams, 2006). In India, the domestic airline industry is going through a booming phase. In order to capture maximum market share in today’s tough competitive world, airlines are now paying close attention in evaluating and implementing marketing strategies with a specific aim of improving customer retention. Acquiring new customers is costlier than retaining previous ones.

## Keywords:

Strategy, Airline, Relationship



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# Understanding Semi-Urban Consumers in India – An Empirical Analysis

**Partha Sarathi Mitra<sup>1\*</sup>, Gobinda Roy<sup>2</sup>, Rajarshi Debnath<sup>3</sup>**

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## Abstract

Previous research has drawn attention to the potential demand from consumers at the bottom of the economic pyramid (BoP). Many such researchers in the Indian context have focused on rural areas where 70% of the population lives (Esposito, Kapoor, & Goyal, 2012). However, a large proportion of this population live in semi-urban areas comprising small towns and so the term rural is somewhat misleading here. Despite the number of seminal studies focusing on the BoP (Pralhad & Hammond, 2002; Prahalad & Hart, 2002), limited empirical investigations have been conducted to analyse the needs and concerns of the semi-urban poor in India. A few that exist focus on specific needs like healthcare only (Esposito, Kapoor, & Goyal, 2012). Our research addresses this gap through a grass root level study of the semi-urban low-income population in four cities in Eastern India with a particular focus on the following research questions: (1) What are their purchase habits, economic concerns and unmet needs? (2) What factors affect their purchasing decision? (3) Which marketing channels influence their purchasing decision?

## Keywords:

Bottom of the Pyramid, Low Income, Semi-Urban, Segmentation



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# Assessment of the Changing Dynamics of OOH Communication in the Digital and Mobile Marketing Era

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## Abstract

This exploratory research study attempts to understand the changing pattern of and preference for OOH advertisement, viz. a digital platform, and discusses the changing presence of the OOH medium in the fast evolving technology space. Through the literature review, we compare OOH and the digital medium and discuss on how brands are using these for communicating with the target audience. A suggested framework based on the information processing theory is provided based on an indicative opinion taken from respondents on the medium they are most likely to remember a marketing communication from at the time of purchase.

## Keywords:

Digital, Marketing, Communication, OOH, Mobile



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# **Studying How the Terms ‘Organic’ and ‘Natural’ Are Being Used as Marketing Ploys by the Brands and Understanding How the Consumer Behaviour towards This Segment in the Current Marketing Environment Has Changed and Then Defining Methods for the Consumers to Identify a 100% Organic or a Natural Product**

**Deepak Kumar<sup>1\*</sup>, Rasananda Panda<sup>2</sup>**

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## **Abstract**

The global market size for the herbal and the organic market is approximately 60 billion dollars of which European Union holds the maximum market share of 45% followed by North America that accounts for 11% market share and ASEAN countries with 19%. As per the industrial forecast, the global market for herbal products is expected to be as large as 5 trillion dollars by 2050. Currently, India contributes one-twelfth of the global 60 billion dollars market that means India is a 5 billion market approximately growing at a high CAGR of 20% (Research, 2011). The factors predict a positive growth for the Indian herbal and organic market in the upcoming future. Apart from the growth speculations, India possesses 16 agro-climatic zones, 10 vegetative zones, 15 biotic provinces, 426 biomes, 45,000 different plant species and 15,000 medicinal plants that exhibit the infrastructural potential of the country and makes India one of the only 12 nations in the world that are performing really well despite having a small percentage of area attributed to the organic and the herbal sector. Natural remedies would become increasingly important especially in developing countries. India, with its biodiversity, has a tremendous potential and advantage in this emerging area (Foundation, 2014).

## **Keywords:**

Organic, Natural, Consumer Behaviour



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# **An Empirical Study on the Consumer Behaviour towards Counterfeit Products**

**Preeti Singh**

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## **Abstract**

The renowned companies are capitalizing in their brands for quality, innovation, marketing, etc. There are tangible as well as intangible aspects of well-established brands that differentiate them in the clutter of marketing tactics. The unscrupulous imitators of the original brands can devastate brand equity and future prospects of a company. In the present world, the consumers are literally being bombarded with the incessant marketing stimuli. Even if a slogan of a company rhymes with another, the consumers can easily confuse the two. Hence, if the products are of the same type and appearance, a consumer can be deceived into purchasing fake versions. Moreover, some consumers intentionally opt for the imitated products regardless of substandard quality and higher risks. This research about consumer behaviour towards counterfeits would highlight the factors that encourage people to buy such items. It will subsequently help a better problem definition of the global piracy problem. This will, in turn, lead to an improved action plan against counterfeits by incentivizing the consumers into choosing the original brands. The research objective is to investigate the consumer behaviour towards counterfeiting fast-moving consumer goods in Gwalior and to identify the factors influencing consumers to purchase counterfeit goods in Gwalior.

## **Keywords:**

Imitators, Counterfeits, Consumer Behaviour, Brands



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# Sex, Gender and Political Brands: Reflection from the US Presidential Elections

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## Abstract

Even though people explicitly said that they are very happy to have a female president, their conscious or unconscious biases still influenced their preferences and decisions. A woman in power is rarely the standard around the globe, though the number of women leaders has probably doubled since 2005. Americans seemed to believe that at last a woman will be elected the president within their lifetime, a landmark that would up the United States to the list of countries with a female leader. However, for their disappointment or contentment, United States proved back that a woman is perfectly fine to be a woman, but not a president. Gender biases and stereotypes are not a new phenomenon in the world. However, it is fascinating to see that people are happy to choose and has chosen a candidate who is termed as a political novice, accused of anti-social behaviour and cursed to be a sexist over a candidate termed to be the perfect candidate, who has lived his/her life in the field and has been a key political component. Now, the question is if it is not about voting for the perfect candidate, then what made the one who has won win or why the lost had to lose? The perspectives can be many and multi-fold. However, what caught the olfactory lobes of the recent US presidential elections was the rage of smouldering campaigns for a couple of months until the elections and the ashes of win and lose post facto between a shrewd business tycoon and a political legend as the media calls it.

## Keywords:

Women, Gender, Identity, Political Identity, Political Consumption



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# **Brand Consciousness, Face Consciousness, Public Self-Consciousness and Materialism: A Relationship Study**

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## **Abstract**

Brands are becoming ubiquitous and a part of everyday living, especially among the youngsters across the globe. Appearing on the billboard, or being placed on entertainment media such as films, TV advertisement, serials, music videos, and the visibility of brands is increasing day by day. Youth of today are more materialistic and self-conscious, which raises the temptation in them to follow the craze of brand race in their purchase decisions. Very few studies on brand consciousness among Indian youth have been conducted so far. The present study is an attempt to examine the relationship among brand consciousness, face consciousness, public self-consciousness and materialism in the Indian context. An attempt is also made to find out whether face consciousness, public self-consciousness and materialism are also the predictors of being brand consciousness.

## **Keywords:**

Brand Consciousness, Face Consciousness, Public Self-Consciousness, Materialism, Youth



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# Customer Engagement in the Context of Online Social Media (With Reference to facebook.com)

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## Abstract

Through the rise of mobile and social technologies, customers are now more influential than ever. Customer's always-connected status and ability to discover information in seconds put them in control of their own experience, and this movement has forced marketers to rethink how they engage and connect with their customers. As a result, customer engagement was brought to the attention of the marketers as a way to improve customer relationships and therefore gain competitive advantage in the new era of social media. This empirical study attempted to introduce and investigate the factors influencing the newly emerged concept of customer engagement in the context of online social media – Facebook. It was a cross-sectional descriptive study. A sample of 254 online social media – Facebook – users was used. A structured questionnaire was administered to explore the customer's perspective in relation to engagement with the social media. For statistical analysis, SPSS version 20 was used. Factor analysis using principle component analysis yielded six factors. Purposive value and absorption emerged as the determining factors for online social media customer engagement. Time and effort, maintaining interpersonal connectivity, trust and security and entertainment were revealed as other influential factors for online social media customer engagement. It is important for online social media sites to focus on providing the purposive value and absorption for the users as it is gaining popularity in countries like India, where the young generation is a widespread user.

## Keywords:

Customer Engagement, Social Media, Competitive Advantage



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# Understanding Generation X Vacation Decision-Making Style: A Study of Consumer Typology

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## Abstract

It has become the challenge for the tourism service providers to segment the young market as per their preference, choices, behaviour and characteristics and decision making. In past few years, a large number of studies have been carried out on consumer behaviour but still some areas need more attention and decision-making style is one of them. This paper is divided into three sections. The first section contains the theoretical back ground and previous research done in the similar field. Also, it will be a contribution to the literature by highlighting the concept of decision making and decision-making style; theatrical exploration is based on Indian and international studies. The second part describes the methodology designed to investigate the travel decision-making style of generation X. And, the third section comprises discussion, finding, limitations and future scope of study.

## Keywords:

Generation X, Decision- Making Style, Segment, Market



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# **Social Networking Sites (SNS): An Empirical Study on User's Intentions to Use, Applying the Technology Acceptance Model (TAM)**

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## **Abstract**

This paper intends to empirically test and analyse social networking sites (SNS) usage pattern by applying the technology acceptance model (TAM) and predict user's intention to use SNS. This information would help in better understanding of the remarkable marketing potential of SNS in India in practice and creating user value. The researcher explored intentions to use SNS using the TAM of Davis (1984) in Indian contexts and applied confirmatory factor analysis using the structural equation modelling (SEM) technique to check the model fitness in it. To commensurate this, a survey was done through a well-structured questionnaire of 172 respondents of North India, particularly from western Uttar Pradesh, covering different age groups, income level, education background and professions. To explore the degree of fitness of TAM model factors in SNS, six hypotheses were designed. Findings revealed that the TAM model fits with the data to interpret and analyse the intentions to use SNS in the target population. However, five hypotheses proposed a positive relationship; however, for one hypothesis, there is not enough evidence to prove it. To evaluate the integration of new technologies, the traditional TAM model is extensively used. The intention to use SNS is studied comparatively little in Indian contexts. This study explores and underlines the diversified potential of these networks

## **Keywords:**

Social Networking Sites (SNS), Technology Acceptance Model (TAM), Confirmatory Factor Analysis (CFA), Structural Equation Modelling (SEM), Electronic-Word of Mouth (e-WOM), Social CRM



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# Assessing the Role of Emotions in B2B Decision Making: An Exploratory Study

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## Abstract

The role of emotions in B2B decision making has been explored and a customer experience model has been suggested for B2B industry. Exploratory research conducted by us supports the presence of five dimensions of customer experience, including sensory, emotional, relational, behavioural and intellectual, in B2B. Our study indicates that the experiential value for B2B decision making is derived from functional, symbolic, emotional and cost values, which are assessed by the buyer during their interaction with the product or service ecosystem.

## Keywords:

Customer Experience, Experiential Value, B2B, Purchase Intention



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# Emotions in Customer Value Perception and Decision Making: The CEV Model

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## Abstract

Decision making is proposed to be a mix of affective and cognitive processes, and a model was built explaining the three stages of evaluation that a consumer carries out while evaluating an offering. The model is explained with respect to three well-established concepts of appraisal – the Broadbent model, Scherer's appraisal theory and anticipated emotions concept proposed by Bagozzi. Having explored other traditional and information processing models, constructive choice processes and attitudinal models such as TRA (Ajzen & Fishbein), theory of planned behaviour (Ajzen) and multiple pathway anchoring and adjustment model (Cohen & Reed), we propose a customer experience-based model of evaluation. It is proposed that purchase intention is influenced by cumulative experiential value (CEV), which a consumer develops during successive interactions with an offering. A research methodology and hypothesis are proposed for future testing of the model.

## Keywords:

Customer Experience, Experiential Value, Purchase Intention





# **A Review of Factors Influencing the Choice of Hospital: Perspective of Patients**

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## **Abstract**

From the existing literature, we came to know that the patient's perceptions about the healthcare services represent a significant role when choosing a hospital. This paper aims to critically review the various research papers based on patient choice of hospitals and the factors influencing their decision in various countries. The patients are given more importance to the reputation of both hospital and doctors for an important reason for their selection of hospitals. The reviews of patient choice of hospital literature revealed that the patient choice has been influenced by many factors that, namely infrastructure, personal quality, trustworthiness, administrative process, location, travelling time and cost, reputation, experience, waiting times and cost of treatment, need to be focused for attracting more and more patients. These factors depend on the patient need, type of patients, culture and belief of the patients. A conceptual framework is proposed based on the literature review and current models to study the factors effect on hospital choice.

## **Keywords:**

Hospital Choice, Patient Choice, Reputation



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# Metaphor in e-Governance Branding: Hold the Reins

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## Abstract

The purpose of this study is to test the effects of using visual and verbal metaphors on building the emotional attachment of citizens towards the government's e-Governance initiative. The attachment theory in psychology suggests that the degree of emotional attachment to an object predicts the nature of an individual's interaction with that object. This means that citizens' emotional attachment may possibly lead to their commitment to the Digital India campaign, thus ultimately getting their willingness to make sacrifices to promote the same. This article is based on the Consumers' Emotional Brand Attachment (CEBA) scale developed by Thomson et al. (2005) and follows the concept of attachment theory given by Bowlby (1979). In this study, a model to identify the effect of 'metaphoric e-Governance branding on citizen' has been developed, which will be tested using the SEM method in AMOS.

## Keywords:

e-Governance, Metaphor, Branding, Advertising, Emotional Attachment, Involvement



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# Online Communities on Social Networks: Influence of Active Participation on Engagement

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## Abstract

The advent of new media and the Internet has brought social media to the fore of all brand communications. Marketers are looking at leveraging social media and all its capabilities to their advantage so as to build and manage customer relationships while also co-creating brand experiences. Online communities are one of the most preferred choices of marketers, from among all the tools and features that social media offer. The present study aims to understand how user's active participation in online communities is instrumental in influencing their engagement with the community. The above relationship is tested on a sample of 203 respondents, using structural equation modelling (SEM), where trust and commitment are explored as mediators. Although trust is found to partially mediate the relationship between active participation and engagement, commitment acts as a full mediator. The influence of personal characteristics (membership duration and gender) is also explored as an ancillary outcome to the study.

## Keywords:

Social Media, Participation, Engagement, Trust, Commitment, Community



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# Engagement with Online Communities: Role of Community Commitment and Active Participation

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## Abstract

Of the various tools offered by social media to marketers, online communities offer the most cost-effective means of marketing communication. They not only offer a wider reach, but also enable two-way communication while offering deeper customer insights. Porter et al. (2011, p. 103) in their study identified the need for firm-sponsored communities to cultivate engagement in the community, based on a deep understanding of customer needs compared to a customer-initiated virtual community that may engage users organically. Researchers (Porter et al., 2011; Tsai & Pai, 2013; Casalo et al., 2011) in the past have also identified that users participate in online communities so as to meet different needs at different points in time. This study explores community engagement so as to enable marketers to harness the power social media offers while also creating successful brands, both in the virtual and real-time environments.

## Keywords:

Community, Commitment, Participation, Online, Social Media



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# Attributes for an Effective Online Communication through an Interactive, Engaging Interface that Can Create a Delightful Consumer Experience

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## Abstract

Consumers' expectation from an organization's online presence is growing at an enormous rate. The prominence of organization's online interface has major effects on consumer behaviour (Nadeem et al., 2015; Goh, Heng, & Lin, 2013). The evolution of developed society towards an experience economy, analysing the role of technologies, demands for an effective user interface that can create a better consumer engagement and experiences (Pallud & Straub, 2014). Consumer engagement refers to 'Co-creative and interactive consumer experiences with the focal agent/object that lead to a particular psychological state' (Brodie et al., 2011). This is one of the main concerns of companies dealing with interactive websites and concerned about how consumer engagement affects trust, attitudes, and loyalty for the organization (Bowden, 2009; Leventhal, Hollebeek, & Chen, 2014). Therefore, there is a need for effective online interface design with strong functional focus and also providing an opportunity for delightful experiential activities.

## Keywords:

Interactive Interface, Consumer Experience, Exploratory Factor Analysis, Confirmatory Factor Analysis, Effective Online Communication



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# **A Study on General Marketing Practices among Small and Medium Enterprises with Reference to Kerala**

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## **Abstract**

Entrepreneurship plays an important role when a country strives to move from a predominantly agrarian economy to an industrialized one. The entrepreneurial talent available in a country determines the pace of its economic development. The number and growth of small and medium enterprises (SMEs) provide the much needed impetus to economic development. As India is striving to achieve this, it worth noting how imaginative the marketing practices of our SMEs are. Studies suggest a positive relationship existing between the implementation of general marketing practices and the performance of a firm. The objective of general marketing practices is to provide the right solution to the right customer at the right time and place at the right price. The components of general marketing practices (GMPs) adopted by the SMEs in the present study are examined with the help of eight factors, namely customer care, pricing, research, advertising, product differentiation, quality improvement, packaging and distribution. The highly implemented variable in customer care at SMEs is business hours, whereas in pricing these are stable pricing and a few price discounts. In the case of research, these variables constitute new products, and in advertising, these are publicity and public relations. The study concludes that the rate of implementation of GMP is higher at the medium enterprises than that in small enterprises.

## **Keywords:**

Entrepreneurs, SMEs, Marketing, General Marketing Practices (GMPs)



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# Switching Pattern among Mobile Service Subscribers

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## Abstract

The telecommunication service industry is a fastest growing market, which is highly competitive and the customers are at liberty to choose among different service providers. In the meantime, the service providers are also cautious in retaining their existing customers. Mobile service providers have learned that it is wiser and healthier to retain the present customers rather than gaining a new customer at the cost of existing customers. The customers on the other hand realize the attractive nature of different service providers and yet are unable to switch due to the barriers kept by the present service provider. The risk felt by customers in adopting a new service provider has given extra toughness to the switching barriers created by the service provider. This paper presents a literature survey about the intangible barriers kept in the market by mobile service providers. Further study encourages identifying the customers' behavioural pattern on mobile number portability freedom given by TRAI and the corresponding multi-SIM card facilities. These definitely ease the barriers kept by the service providers and liberate customers to exploit market potential. Thus, sooner or later government's intervention is inevitable to ease these barriers, which in turn give customers full freedom arising out of choice advantage with good service quality.

## Keywords:

Switchover, Mobile Service Provider, Switching Barrier, Switching Cost, Customer Satisfaction, Telecommunication, Customer Retention, Service Quality

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# **Consumer Behaviour and Consumption Pattern on Branded Instant Noodles: Empirical Evidence from Consumers of Kerala Extended Abstract**

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## **Abstract**

Do the dimensions like attributes' importance, demographic variables and interpersonal influence affect the consumer decision making process on branded noodles? The present study analyses this research question by conducting a market survey that integrates the various dimensions affecting the consumer decision making of branded noodles and the repurchase intentions. The major objectives of the study are the following: (a) What are the shopping behaviours of consumers on instant branded noodles (attributes like flavour, place of purchase and usage rate; and (b) what is the relationship between product attributes, demographic factors of selected consumers, interpersonal influence and intention to purchase again. The effective marketing of instant food items requires a study on their preferences. The consumer needs and preference are changing as per the current market scenario. The consumer looks for product differentiation and the conveniences offered. The interests, likes and preferences of customers of the product vary. The present study is aimed at understanding the consumer behaviour towards various brands of noodles by studying their interests, preferences and factors leading to consumption and thereby studying the scope of a new product.

## **Keywords:**

Consumer Behaviour, Consumption Pattern, Branded Instant Noodles, Branded Food Products



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# Customer Value – The Enduring Marketing Mantra

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## Abstract

In today's economy, businesses are playing on a levelled field where technology, product uniqueness, special features and the ability to secure exclusive contracts are no longer barriers to competition. The birth of the information-based and service-led economy (Johnson & Weinstein, 2004; Laudon & Laudon, 2004) has created equality on many levels where most companies are now able to access and disseminate knowledge and information across their functional departments and platforms as key resources to level competition. Business intelligence is no longer a unique possession that companies can use to stay ahead of their competitors because trends analyses concerning markets and economies are widely available to any company desiring to conduct a macro-environmental analysis in understanding their value drivers. Today's companies, both small and large, private and public, understand fully that they are operating in a global environment where their practices and strategies must respond and react to both controllable and uncontrollable changes shaping their survival and success. As a result, business and corporate level functions have become wholly integrated across companies and departments are no longer separated by functional activities; however, organizations act as integrated systems in an endeavour to survive change and maximize both people and physical resources in an effort to increase efficiency and improve effectiveness at all levels.

## Keywords:

Service, Quality, Image, Price



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# WhatsApp® – A Marketing Platform to Promote Retail Businesses in Tamil Nadu, India

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## Abstract

Social media marketing is the word today that is used to describe the revolutionary way by which any information proliferates across a million people rapidly within a short period of time. Nowadays, in Tamil Nadu, the usage of smartphone applications like WhatsApp has contributed enormously to various business sectors. Therefore, marketers should understand the factors that result in increased acceptance of marketing messages by consumers and try to investigate consumers' attitude towards marketing messages targeted at them through WhatsApp. The aim of this study is to determine the factors influencing the attitude towards the marketing messages spread through WhatsApp messenger, among consumers of Tamil Nadu. The primary data was collected from 600 respondents across Tamil Nadu. AMOS, correlation and regression analyses were carried out to find out the relationship between dependent and independent variables. The outcome indicates that marketing communication messages sent through WhatsApp had created a positive impact and is an aid to the retail business, which can help to develop business success. Informativeness, entertainment, irritation, relevancy and the credibility of social media marketing messages do affect consumers' attitude towards social media marketing to a greater extent.

## Keywords:

WhatsApp, Marketing, Informativeness, Relevancy, Incentives, Credibility, Attitude, Irritation, Entertainment



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# Digitization for Effective Banking: Innovations and Challenges

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## Abstract

In developing countries like India, the importance and role of the service sector have been rapidly increasing in recent years. The share of the tertiary sector in the net domestic product (NDP) was 39.7% in 1987–88, which was higher than not only that of the secondary sector (26%) but also of the primary sector (34.0%). Percentage increase in the share of the tertiary sector between 1950–51 and 1987–88 is 49.2%. Banking services is one of the main services sectors in India. Indian banking sector is sufficiently capitalized and well regulated. Traditionally, banking in India has been dominated by the offices/branches of the public sector banks. Since liberalization in 1992, private sector banks and the foreign banks have been storming into the country and opening their branches. The Indian banking system consists of 26 public sector banks, 25 private sector banks, 43 foreign banks, 56 regional rural banks, 1,589 urban cooperative banks and 93,550 rural cooperative banks, in addition to cooperative credit institutions.

## Keywords:

Banking Products, Digital Technology, Retail Banking, Business Strategy, Creating Value, Marketing Strategy, Digitization Process



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# Consumer Acceptance of Branded Fortified Foods and Beverages in India: Potential for Healthy Marketing

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## Abstract

Health food market is a lucrative consumer market for food industry around the globe as consumers are increasingly prefer healthy diet as a part of their lifestyle, particularly in emerging markets like India and move their demand towards branded fortified foods and beverages. Surprisingly, a clear picture of health conscious consumers' regarding fortified foods and beverages is still missing in India. The conceptual paper investigates the concept of consumer acceptance and the impact of diverse factors on consumer acceptance in evolving economies, focusing specifically on branded fortified foods and beverages in Indian food market. Since India is a multicultural country, the study is having the potentiality to explore the behaviour of people from different cultural and lifestyle backgrounds. Accordingly, an integrated consumer acceptance model is proposed. The model can be a direction to the food industry to fragment and position their offerings effectively to mould a healthy generation.

## Keywords:

Branded Fortified Foods, Consumer Awareness, Labelling, Consumer Acceptance



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# Role of Consumer behaviour on e-Banking

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## Abstract

In 21st century of world where competition is leading and acceptance of new challenges in business environment leads to its peak, the banking sector is becoming more communicative towards consumer by shaking hands with advancement in information technology and more globalized and moves along with more affective communicative technology, which may become an important factor for banking and financial service to change. Consumer behaviour is the process of buying and selection of product and behaviour is the study in group or in personal levels. In this century, consumers are getting techniques to make payment to their shopping using e-Banking, Internet banking (IB) or virtual banking (VB) methods while making payment or booking in advance. Banking sector is passing through a new runway from the old tradition service to get more consumer satisfaction; these services decide the consumer's retain existence. The e-Banking can be done by any channel either M-Banking or through ATM card. It has been proved that any country who has accept the challenge of e-Banking has seen a tremendous growth and marvellous development. It has been summed by the bank that this system is for anytime use, for example, if a consumer needs money anywhere and at any time, this system can be used easily (in their emergencies); however, it has been found that although ATM or debit or shopping cards are provided, in actual time the consumer may face several problems. The research also reveals that using debit/shopping card is becoming a fashion trend among the youngsters, whereas in rural area the people find it difficult to use this shopping card. There may be a number of reasons, and some of them are discussed in this paper. As everything has its drawbacks, the Internet banking also has its drawback. This paper describes the seven factors model: (1) legal factor; (2) social factor; (3) economical factor; (4) infrastructure factor; (5) banking environment factor; (6) education factor; and (7) management factor.

## Keywords:

IB (Internet Banking), VB (Virtual Banking), M-Banking, ATM (Any Time Machine), NSL (No Shopping Limit)

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# Role of Customer Values in Retail Marketing

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## Abstract

No matter whenever a business enterprise is well established, it either indubitably or unquestioningly employs a peculiar business model that tells the architectonics or design of the handing over, and value creation, it employs. The essence importance of a business model is in defining the demeanour by which the enterprise handing over the value to customers addresses customers to pay for their value, and also to convert those payments into profit. It thus tells about the 'WH' word, i.e., what customers want, how customers want it and how the enterprise can be responsible for best meeting those needs, and get paid to earn profit. The purpose of this paper is to understand the significance of the role of customers values in retail marketing and examine their connections with business.

## Keywords:

e-Retailing, e-Marketing, M-Marketing, e-Companies, Non-Shop Retail Marketing, Fraud-Free Environment



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# Understanding Consumers' Response to Conditional Promotions in e-Commerce

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## Abstract

The aim of this paper was to investigate shoppers' response to conditional promotions (CP) in an online context. The focus was on what motivates a shopper to reach a threshold value by increasing cart value to avail CP-like free shipping or cash discount. Also, once the shopper decides to avail CP, how do they go about in finding add-on products? Is this choice of the shopper to avail the CP and search for add-on products influenced by mode of payment, shopping context (online/offline), products already purchased and other variables of interest? The conditional promotion area is underexplored, especially from consumers' perspective. Therefore, a qualitative-interpretivist-exploratory methodology was chosen. The research method, which was utilized in the study, consisted of a combination of 5 focus group discussions (FGD) and 54 in-depth personal interviews (PI). FGD and PI were conducted in both offline and online (using Google Hangouts/Skype) modes to include participants from different geographical locations.

## Keywords:

Conditional Promotions, Consumer Decision Making, Hedonic, Utilitarian, Online Shopping, Cash Refund Promotions

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# Uncovering User Value Generation Techniques Deployed by Footlocker on Instagram for Customer Engagement

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## Abstract

With 300 million monthly visitors, 300 million daily active users, 4.2 billion daily likes and over 95 million photos/videos per day, Instagram has become the favourite channel for brand engagement. However, the trick to engage on this platform lies in creating user value. A pioneering example of this trick has been set by global athletic footwear and apparel retailer, Footlocker. This paper analyses the user value generation techniques by Footlocker, in their scheme of customer engagement .

## Keywords:

Instagram, Customer Engagement, Footlocker, e(WoM), Community, Followers



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# **A Questionnaire Approach based on Technology Acceptance Model in Understanding Retailers Behavioural Intention to Use PayTm – A Digital Wallet**

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## **Abstract**

Until now, digital disconnect has been a major challenge in India, as many have preferred transacting in cash instead of making use of bank transactions and plastic money. The central government demonetization decision to demonetize Rs. 500 and Rs. 1,000 notes will give a major push to several digital payment solution providers. That is a big reason; recently, many companies have created innovative ways to attract new customers. E-wallets like Paytm, Freecharge, etc. have been quick to capitalize on this and have been aggressively advertising to promote the usage of digital wallets as a way of moving towards a cashless economy, which is good, but at the same time it is important to understand the retailers acceptance and adoption intention with respect to use of E-wallets. This study employed the technology acceptance model (TAM) to understand retailers' intention to use one of the most innovative E-wallet companies called Paytm. Structured equation modelling was employed with the help of SPSS AMOS program to understand the constructs of TAM that include perceived ease of use, perceived usefulness and attitude with two extended variable previous experience of system and system relevance in study. The study result mainly suggest that perceived usefulness, perceived ease of use and attitude are most important factors that affect retailers' intention to use e-wallet – Paytm. Further, it indicate that prior experience of the Paytm does not have any impact on perceived ease of use and perceived usefulness, which seems very interesting and required further research. The results, implications and future research direction are discussed.

## **Keywords:**

E-wallet, Paytm, Technology Acceptance Model, Structure Equation Modelling

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# Analytical Hierarchy to Likert Measurement: An Example on Decision Making in Environment Consciousness and Brand Equity

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## Abstract

The interdisciplinary research has found relevance in every field of data analysis, interpretation and decision-making applications. The choice of important variables along with the criteria gives rise to the immense reliance of the researchers on quantitative data. The flexibility of choosing between scales for decision making gives rise to a new era of translation of scales. It also aids the researcher to reduce their efforts put in the data collection process. It needs more expertise to select the appropriate tool and scales for measuring the variables and their impact. For this purpose, this piece of work is an attempt to convert Saaty's 9-point scale used for analytical hierarchy process (AHP) to a generalized Likert scale for ranking. AHP is an appropriate multi-criteria decision-making model, which suits the prioritizing of variables for the decision-making process. However, AHP is a much complex technique and involves the high-computational ability. This research article attempts to reduce the computational ability, and adopts a novel model known as a Likert weight measurement model (LWMM); this lightweight model is widely accepted. In psychometric feedback, LWMM is a universally established scaling technique, and in this case it has been used to prioritize environmental conscious attributes and activities for improving brand equity.

## Keywords:

Likert Weight Measurement Model (LWMM), Exploratory Data Analysis, Analytical Hierarchy Process (AHP), Environmental Consciousness, Brand Equity



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# **Rural Customer's Mobile Banking Adoptability; An Empirical Analysis on the Customer's Perception towards M-Banking in Determining the Customer Satisfaction in the State of Telengana**

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## **Abstract**

Since the nationalization of 14 Indian banks in 1969, many reforms are introduced in the Indian banking sector. The expansion of the banks has done in around the capital cities, big cities, district headquarters and other prominent places only. According to the World Bank's report in 2015, only 35% of Indians have formal banking services. Moreover, this problem is much severe in rural India because, comparatively with the urban branches, the rural branches have poorer clients, very small transactions and generate fewer profits. However, for the penetration into the rural and to maintain the break-even instead of establishing the physical branches, they started providing the web-based services like Internet banking and mobile banking. This paper attempted to understand the motivating factors like perceived value, perceived usefulness, perceived risk, relative advantage and social influence to adopt the mobile banking and their impact over customer satisfaction.

## **Keywords:**

Rural Banking, Perceived Value, Perceived Usefulness, Perceived Risk, Relative Advantage, Social Influence, Customer Satisfaction, Rural Banking

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# **Assessing the Mediating Role of Visual Content, Qualitative Information and Responsiveness in Social Media Advertisements to Generate Purchase Intentions among the Millennial Customers: A Sustainable Strategy for the Effective Marketing**

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## **Abstract**

In the current scenario, many of the firms are relying on social media marketing along with the traditional promotional activities. The favourable conditions in India, like growing income levels, youth population, speed of the Internet and the usage of android- supported mobiles, cause for the rapid development of the social media marketing. In fact, these prevailing conditions make the customers to visit the retails stores virtually. Hence, the retailers want to tap this opportunity and promote their products through advertisements. This paper aimed to test the impact of advertisement in social media marketing in purchasing through the mediating variables of visual content, qualitative information and responsiveness.

## **Keywords:**

Social Media Marketing, Visual Content, Qualitative Information, Responsiveness, Purchase Intentions



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# Paytm Post Demonetization: A Lost Plot along with Countless Gains

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## Abstract

Demonetization drive proved to be a game changer for digital payment platforms or E-Wallet companies. Digital payments segment was the obvious beneficiary of the currency overhaul and Paytm, being the poster boy of digital transactions, without any shadow of doubt was the largest gainer among them. There is a great need to look into the case and to analyse as to how the company is benefitted by the bold move of our Prime Minister Shri Narendra Modi and threats it suffered. The working of such a platform really helped general public in times of extreme liquidity crunch and the same is studied in detail. This case study also throws light upon the ardent efforts involved behind the evolution of company in gaining sky-rocketing growth. It also touches upon the political angle involved with certain moves adopted by political parties, in their pursuit to achieve political vendetta and win over rival parties, that bring about defame to Paytm. The same is being observed critically and given an outline for this case. This case study will help the reader in understanding the structural changes that occurred in Paytm after the case of demonetization and a detailed inside story as to how it has benefitted the society, merchants and most importantly the common man on the whole.

## Keywords:

Demonetization, Growth, Political Trap, Business



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# **A Study on Determining the Factors Affecting the Preference Level of the Customers towards Branded Jewellery**

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## **Abstract**

The Indian gems and jewellery market witnessed a change in customer perceptions towards jewellery. Customers regarded jewellery not only for investment option, but also valued for its aesthetic appeal. Today, customers give preference to branded jewellery over unbranded jewellery. This may be possible due to the effect of many factors. Hence, the effect of various factors affecting the preference level of the customers towards branded jewellery over unbranded jewellery is studied in the present research paper. For the purpose of achieving the objectives, the appropriate statistical techniques have been used for analysing data, such as descriptive statistics, factor analysis, correlation analysis, multiple regressions and various parametric and non-parametric tests. The study finds that there are a numbers of factors affecting the preference level of the customers towards branded jewellery over unbranded jewellery. These factors are broadly classified into four main categories by using factor analysis. These categories are pricing offers, popularity, post-purchase facility, trust and comfort, and quality and designs. The study provides recommendation for increasing the level of preference of branded jewellery among the customers. The study suggests the jewellers employ various measures for increasing the level of preference of branded jewellery among the customers.

## **Keywords:**

Customer Preference, Jewellery Industry, Buying Behaviour



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# **Drivers of Customer Loyalty – A Framework to Study the Impact of Service Quality and MNP Factors in the Delhi NCR Telecom Circle**

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## **Abstract**

Over the last two decades, there has been a paradigm shift in the business world in India due to a constant development and up-gradation in information and communication technologies. As per the TRAI notification of October 2016, the total wireless subscriber base in India increased from 1,049.74 million at the end of September 2016 to 1,078.42 million at the end of October 2016, thereby registering a monthly growth rate of 2.73%. The number of active wireless subscribers in October 2016 was 970.47 million. The wireless teledensity in India increased from 82.17% at the end of September 2016 to 84.34% at the end of October 2016. The share of urban and rural wireless subscribers in total number of wireless subscribers was 57.66% and 42.34% respectively at the end of October 2016. The overall teledensity as on 31 October, 2016 stood at 86.25%. As on 31 October, 2016, there are 12 players – 10 are the private access service providers that hold 90.86% market share of wireless subscribers, whereas BSNL and MTNL, the 2 PSU access service providers, have a market share of only 9.14%.

## **Keywords:**

Services Marketing, Service Quality, Mobile Number Portability, Customer Loyalty, Indian Telecommunication Sector, Consumer Behaviour

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# **Retail Experience, Customer Satisfaction and Behaviour Intention: Exploring the Shopping Behaviour of Indian Small Town Consumers in an Organized Retail Setting**

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## **Abstract**

The purpose of this paper is to explore the dimensions of retail experience and customer satisfaction, and to measure the relationship between retail experience, customer satisfaction and behaviour intention of organized retail stores consumers in a Tier-II city in India. The paper applies exploratory factor analysis on a sample of 494 respondents of a small city in India to condense a set of 52 organized retail stores attributes into a list of 5 factors. Subsequently, a conceptual model depicting the relationships between retail experience, customer satisfaction and behaviour intention is developed and empirically tested through structural equation modelling. The research revealed that five factors, namely customer shopping motivation, sales associates, retail convenience, product assortment/pricing decisions and retail ambience, had a significant impact on retail experience of small town shoppers; however, only product assortment had a significant positive influence on customer satisfaction. Results also showed significant relationship between retail experience, customer satisfaction and behaviour intention. A major limitation of this study is the use of sample drawn from one city. Further studies should investigate the influence of other factors such as situational, store image, demographic of customers and cultural factors on the experiences of the shoppers in other small cities.

## **Keywords:**

Retail Experience, Customer Satisfaction, Behaviour Intention, Organized Retailing, Small Town, India



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# The Role of Servicescape in Creating Customer Value

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## Abstract

Customer perceived value as a research agenda is grabbing the attention. Customer value, the difference between the values of what customer gets in total for what he pays in buying situations, is central to marketing strategies today. Particularly, market-oriented companies continuously thrive on creating and aligning value with the expectations of target market. There is also increased awareness that when customer value drives strategy, firms can grow faster, generate higher profits and deliver better shareholder value. Moreover, higher perceived value drives customer satisfaction, loyalty and profitable relationships. This research was undertaken to analyse the role of servicescape in creating customer value in service consumption situations. A field survey was conducted in Bangalore among 422 diners and analysed. Results showed that aesthetic, ambient and hygiene factors of restaurant servicescape play a major role in creating and enhancing customer perceived value in fine dining restaurants.

## Keywords:

Servicescape, Perceived Value, Physical Environment, Fine Dining, Dining Behaviours

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# Consumer Adoption of e-Government Services: Applying an Extended Technology Acceptance Model

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## Abstract

Government is striving to provide easy access to government data, information and services, minimize the cost and maximize efficiency of public administration through e-Services. e-Government services are advantageous to consumers and government authorities (Verdegem et al., 2009); however, e-government services are not adopted widely. Users of e-government services are quite less in number (Chen, 2010). Understanding target consumers' wants perceptions and significant factors having impact on e-government services adoption and use is required. Technology acceptance model (TAM) framework is adopted in many research papers to understand adoptions that are technology-enabled. TAM has been extended and modified for different technology-related adoptions. TAM framework was used (Davis et al., 1989) to elucidate adoption of e-government (Chu et al., 2004). TAM explained Internet adoption (Moon & Kim, 2001) and e-commerce adoption (Gefen & Straub, 2004) by consumers. This study analysed e-government services adoption intentions of consumers and proposed that perceived usefulness, perceived ease of use, perceived risk, perceived privacy, social influence, system quality and government practices contributed towards better understanding of consumers e-government services adoption intentions. Researchers have proposed an integration of perceived risk and perceived privacy into TAM, due to the online nature that is linked to uncertainty. e-Government services are provided to whole citizenry; therefore, social influence and system quality are integrated to TAM.

## Keywords:

e-Government Services Adoption Intentions, TAM, Perceived Usefulness, Perceived Ease of Use, Risk, Privacy, Social Influence, Structural Equation Modelling

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# Creating Customer Value through Social Media Advertisements

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## Abstract

Consumer behaviour refers to the study of people, groups and organizations where process involves in selection, purchase and consumption of various services and goods in order to cater their requirements and demands. There are certain major factors that have a considerable impact on the decisions taken by consumer for getting the desired utility in purchasing a product. There are cultural, social, psychological and personal factors that affect the buying patterns of consumers. Social media encompassing various online communication channels forms an important part of social factors that have an outside influence on purchasing decisions either directly or indirectly. These social media channels enable users to interact, share and collaborate the content and influence people in formation of their opinions. Social media advertiser contributes a great deal in marketing messages of various business organizations. It creates a two-way interaction between businesses and targeted customers and subsequently affects the consumer buying behaviour. Nowadays, social media is not only meant to inspire people towards products and services but also turning out to be a purchasing platform.

## Keywords:

Consumer Buying Behaviour, Social Media Advertising, Digital Marketers, Online Communication Channels



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# Value, Value erosion, Junk Food: From Macro-Marketing Perspective

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## Abstract

The changes in the style of living especially of time-constrained young consumers have made junk food very popular in society. Junk food, though low on nutritional value, provides instant gratification and sensory pleasure. The National Institutes of Health defines junk foods as ‘quick alternatives to home-cooked meals’. Junk food consumption has shown an ever increasing trend in over the years. Numerous studies have revealed the linkage between junk food consumption and diseases like colorectal cancer, obesity and high cholesterol. Eating junk food has severe impact on the health of an individual (Bhaskar, 2012). Majorly, junk food is highly processed and includes high amounts of carbohydrates, sugar, unhealthy fats and salt (Berg, 2016). High in calories, junk foods do not contribute much to the health of an individual (Stender, 2017). Junk food consumption has been found to have the adverse effects to the extent of addiction (Arumugam, 2015).

## Keywords:

Junk Food, Value Erosion, Social Norms, Perceived Behavioural Control



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# Social Responsibility in Online Marketing: A Conceptual Framework

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## Abstract

Social responsibility of business is the continuing commitment to behave ethically and contribute to economic development while improving the quality of life of the workforce and their families as well as the local community and society at large. Although the traditional marketing avenues strive to add value to the community by way of good technologies, it is assumed that Internet marketers opt for better choices in technology and thereby more options and services to customers. This will, in fact, demand a pre-condition – a rampant support of the state in terms of better network. So, better network will definitely contribute towards the happiness and surplus to the community. This paper intends to identify the dimensions of online marketing and its contribution to social responsibility.

## Keywords:

Social Responsibility, Online Marketing, Customer Satisfaction, Technological Advancement



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# Central Public Sector Enterprises (CPSEs) and Value Addition in India: An Evaluation

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## Abstract

Government should spend on infrastructure for growth (Egbetunde & Fasanya, 2013). Public sector units (PSUs) have the ability to develop the peripherals of a region, by more than one way (Vaidyanathan & Sundar, 2011). So, an array of such units, infrastructure and expansion in investment in such units will enhance the efficiency of public investment. Government can think about various alternatives for such investment. Recent debates pegs around the rationality of investment in PSUs in India. In such situation, the investment must be justified well to arrest the modern counter arguments. Efficiency of public spending is more intellectually observed by the community today. In such a context, the government shall focus on fair investment options. One of such investible option is information technology (IT) resources in public organizations that have the capability to ascend public-value frontiers (Pang, Lee, & DeLone, 2014). Digital transformation – execution of objectives that digitize core processes, reinforcement of IT foundations and partnering with digital giants – will turn the potential threat into opportunity in the process of value creation (Hausmann et al., 2015).

## Keywords:

CPSEs, Autonomy, Value Addition, Convergence



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# Meta-Analysis of Drivers of Online Shopping

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## Abstract

As there are a large number of consumers shopping online with the increasing Internet penetration, the online retail formats are flourishing at a rapid pace. This paper proposes a framework to understand the consumer behaviour towards online shopping. It studies the attitude as well as the intention of the consumer to shop online. The framework has been made on the basis of the technology acceptance model (TAM), which has been extended on the basis of the various aspects. The paper shows that consumer behaviour is affected not only by the utilitarian but also by hedonic aspects like enjoyment. The paper also studies the various exogenous variables like consumer traits, circumstantial factors, product characteristics, previous online shopping experience, trust in online shopping, consumer engagement in shopping online and promotional activities and throws light on the evolving e-marketing.

## Keywords:

Online Shopping, Consumer Behaviour, Internet, Online Retail



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# Social Media as a Channel for Marketing Communication

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## Abstract

Social networking is one aspect of the social media. About 2/3rd of Indians online spend time on different social networking sites. Today, consumer's aspect more from the product if they have some problem related to the product, than they expect from the companies to offer it quickly and through multiple social media channels. The aim of this study is to analyse the concept of social media marketing, word-of-mouth (WOM) and its impact on the social marketing. The study showed that social media has a huge impact on all walks of our lives. The extraordinary influence of social media is that firms are increasingly trusting on social media as a channel for marketing communication. The two most important factors in social media marketing growth are trust and goodwill, which influence the consumer's behaviour of buying. Social media has a very positive effect on your company's branding and growth. WOM involves the exchange of passing oral or spoken messages between a nearby source and a recipient who communicate directly in real life. Social media serves as an effective source of WOM. In the social media age, WOM can travel fast. Everyone believes that WOM has an impact on business from increasing awareness to driving sales.

## Keywords:

Social Media, Social Media Marketing, Word-of-Mouth, Product and Service, Marketing Communication



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# Exploration of Psychological Magnitudes of Satisfaction on Loyalty in Indian B2C e-Commerce

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## Abstract

The main purpose of this investigation is to understand the factors influencing the buyers to shop online and what makes Indian consumers to feel satisfied and be loyal to a particular website. In this study, researchers have proposed website service quality, product quality, price, privacy and timely delivery as precursors of loyalty and satisfaction as a mediating variable. Data were gathered by a structured questionnaire in between May and December 2016. A total of 230 online buyers were considered for the survey. SPSS 23.0 and SEM-AMOS 23 version were used to analyse the data. The study reveals that the product quality, online privacy and timely delivery have a positive influence on consumer satisfaction. However, two factors namely website service quality and price are not influencing either satisfaction or loyalty. Also, there is a positive and strong relation between satisfaction and loyalty in online shopping. This surprising result has significant implications for Indian e-players and practitioners. This study offers a unique understanding of Indian young generation's expectations. We have also discussed managerial implications, suggestions and future research at the end.

## Keywords:

Website Service Quality, Timely Delivery, Online Privacy, Price, Marketing Strategy, Satisfaction, Loyalty

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# **Evaluation of Customer Purchase Experience of Cotton Ginning and Pressing Industries of Maharashtra**

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## **Abstract**

Cotton is one of the important farm produce for India at both national and international levels. It is an important fibre-yielding crop of global importance grown in more than 80 countries of the world. India is the second largest producer of cotton after China. It is mainly cultivated in three distinct agro-ecological zones in nine major cotton-producing states. Maharashtra is a leading producer of cotton and nearly 34% of the area is under cotton cultivation. Maharashtra produces nearly 20% of cotton production in the country. The cotton growing areas of Maharashtra are divided into four regions: (1) Vidarbha region, (2) Marathwada region, (3) Khandesh region and (4) Deccan Canal area. In Maharashtra, Vidarbha is the highest cotton producer with Khandesh being the second largest producer of cotton in the state. Khandesh region is formed by three districts namely Jalgaon, Dhule and Nandurbar. In Maharashtra up to 2002, there was a monopoly act of cotton purchase, which restricted private purchaser such as cotton ginning and pressing industries for purchasing cotton directly from the producers. The hypotheses are considered and statistically tested to evaluate the purchase experience of cotton ginning and pressing industries.

## **Keywords:**

Purchase Experience, Cotton, Khandesh Region, Ginning and Pressing Industries



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# **Relationship between Service Quality and Service Delivery: An Empirical Investigation in the Indian Banking Industry**

**Biranchi Narayan Swar**

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## **Abstract**

Today, the need for service quality and service delivery is felt everywhere by every organization, whether it is public, private or foreign sector. Recognition of service quality as a competitive weapon is relatively a recent phenomenon in the Indian banking sector. Prior to liberalization era, the banking sector in India was operating in a protected environment and was dominated by nationalized banks. Banks at the time did not feel to pay attention to service quality issues and they assigned very low priority to identification and satisfaction of customer needs. After liberalization, as a result of partial implementation of Narsimham committee report that suggests that banks should recapitalize, reach international standards and expand their equity base, the nationalized banks and old generation banks started facing competition from the new private and foreign banks that had international banking standards. These new generation banks are characterized by the usage of modern information technology endorsed services like ATM, tele-banking, online systems, etc. Clients, for the first time in India, are able to choose from a number of banks offering a wide range of services and delivering quality service.

## **Keywords:**

Service Quality, Indian Banks, Service Delivery, Perceptions, Expectations



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# Social Media Advertising on Buying Behaviour: A Study of Indian Working Women

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<sup>2</sup>*Institute of Management, Nirma University, Ahmedabad, India.*

## Abstract

In this era of digital revolution, technology has a resilient influence on globalization, business and social media. The pattern of advertisement is also making a significant shift in line with this from its traditional format. The innovation of e-commerce has affected not only the marketplace through the facilitation of the exchange of goods and services, but also human behaviour in response to the mechanism of online services. Social media has almost become a norm for most companies due to progressive change in the mind-set of consumers. It has turned out to be the age with most booming technological innovations and advancements. Gone are the days when a brick and mortar business model use to thrive well. Social media has become an important gradient in today's marketing mix. Since 2012, Internet and social media users have increased by more than a billion around the world and India ranks very high on this bar. Social networking sites have become an avenue where retailers can extend their marketing campaigns to a wider range of consumers. As more than one-third of the world's population use social media, several brands are using this opportunity to make their presence noticeable and effective in the market. Indians are also very active on different social networking platforms. Recent data reveals that 88% of users share content on their social profiles as well as are increasingly spending time on various social networking sites. In fact, 75% of male internet users are on Facebook. This figure rises to 83% for its counterpart. Female Internet users using Instagram are also more than men, with 38% and 26%, respectively. Indian women are majorly using social networking sites to keep in touch with their friends and family members; share experiences and photographs with the public; and exchange personal thoughts.

## Keywords:

Digital Revolution, Social Media Advertising, Consumer Behaviour, Online Purchase, Factor Analysis



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# Pride as an Outcome of Value Creation in the Celebrity Endorsement Context

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## Abstract

In this paper, we propose that in the context of celebrity endorsements, the consumer's perception of value results in the feeling of pride and propose a conceptual framework. The paper follows a conceptual approach and in addition exemplifies the proposition using multiple case studies (secondary sources). The research is novel in the sense that it is among the first few papers to look at the self-conscious emotion of pride in marketing literature. In the marketing and advertising context, a celebrity is a person widely known to the public, for accomplishments in domains that are unrelated to the product class (Friedman et al., 1977). Within a corresponding social group, celebrities will generally differ from the social norm and enjoy a high degree of public awareness (Schlecht, 2003). The celebrity endorser is thus defined as any individual who enjoys public recognition and who uses this recognition on behalf of a consumer good by appearing with it in an advertisement (McCracken, 1989).

## Keywords:

Celebrity Endorsements, Pride, Self-Brand Connection, Means Value Chain



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# Quantitatively Modelling Consumer Retention in Terms of Consumer Trust, Consumer Satisfaction and Switching Barriers in the Context of Indian Retail Market

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## Abstract

Indian retail market is witnessing a transformational period where every big retail player is confronting the problem of retaining the consumers. Although low-cost items and frequent sales help them to attract consumers for a short duration, once these strategies are imitated by the competitors, they are no longer able to retain the same consumers. In this scenario, focus on consumer retention and consumer lifetime value has increased. This research paper aims at building a quantitative model for consumer retention in terms of its constructs for the Indian retail market. As a result, we have built a linear equation that quantitatively explains consumer retention in terms of consumer satisfaction, consumer trust and switching barriers. Our research paper aims to help the retailers in identifying the importance of consumer retention by improving on customer satisfaction and hence focusing on customer value. The model can be used to make decisions regarding optimal use of resources for different factors that contribute to consumer retention. The objective of this research is to examine the direct relationship of customer satisfaction, customer trust and switching barriers on customer retention as well as the relationship between customer satisfaction and trust.

## Keywords:

Consumer Satisfaction, Consumer Trust, Switching Barriers, Consumer Retention



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# Green Endorsement on Product: An Analytical Inquiry

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## Abstract

The environmentalism is a buzz word in modern world, because the environment has a significant impact on the health and existence of people. The Greendex survey of 2012 indicated that Indian consumers were taking special effort to buy environment friendly products (Geographic, 2012). Moreover, the green products marketing in India witnessed an upward trend and more Indian companies have been concentrating to introduce green products (Bhattacharya, 2007). Regrettably, a good number of manufacturers of green products were not relying on the green product philosophy in true sense and they were trying to exploit the consumers' positive attitude towards green products (Jain & Kaur, 2004). At the same time, consumers want to ensure that the product they buy should be 'green' in the true sense. The manufacturers of green products were disseminating green claims about their products to attract consumers. However, studies show that consumers developed high distrust towards the green claims or self-claims of manufactures. The distrust of consumers was due to the lack of proper evidence to support manufacturers' green claims (Motak & Roy, 2014).

## Keywords:

Green Endorsement, Environment, Green Product

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# **Brand Love and Its Influence on Customer Engagement through Promotions in Decathlon**

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## **Abstract**

The retail industry has undergone drastic changes over the last couple of decades. With a projected global market size of USD 20,002 billion in 2017, the explosive market growth continues but is hindered by a slim margin. The objectives of this research were to identify what is the best way for targeting individual customers and provide them with tailor-made offerings and also to come out with new brand promotions in different stores leveraging retail analytics. Data were collected through a structured questionnaire from consumers, which was designed taking into consideration six factors that influenced store selection. Factor analysis was conducted using SPSS and principle component analysis (PCA). The factors considered are location, reference, brand name, discount and promotion offers, product availability and entertainment. Although marketing is important, an effective social strategy considers the customer lifecycle. In my study, mere 28% of businesses felt that they had a holistic approach to retail analytics, where lines of business and business functions operate in a unified and complementary fashion. Consider how marketing, service, HR, and lines of business can work together to meet the needs and expectations of prospects and customers. The only way to break down silos is to work together.

## **Keywords:**

Retail Analytics, Brand Promotions, Loyalty Programs



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# **An Empirical Study on Comparative Analysis of Ola and Meru Taxi Services in Bangalore**

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## **Abstract**

Companies such as Ola, TaxiForSure, Uber and Meru are experiencing a boom in demand for their cab services in a country where the transport infrastructure is still creaky and safe public and private commuting options are a few. A shift in consumer habits towards convenience and on-demand services, and most crucially, low prices, has fuelled the boom. Ola and Meru, in particular, have grown explosively over the past year by offering car rides at prices lower than the fares charged by auto rickshaws. Ola and Meru get a majority of their business from mobile apps, whereas Uber is entirely app-based. Meru has its profiling done in the earlier days for the robust backend it has built, and Ola has its own technology and mobile support. In fact, compared to a standard GPS kit on Meru, Ola cabs have an Android phone that does the trick. All the cab companies work on the mixed models such as a mixture of company-owned cabs, franchise model, attached vehicle model and rent-a-cab model. The companies are becoming more popular and profitable by incorporating 'the franchise model'.

## **Keywords:**

Customer Satisfaction, Service Quality, Customer Preference, Brand Awareness

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# **A Comparative Study on Marketing Strategies of ferns&petals.com and myflowertree.com**

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## **Abstract**

Modern consumers are web-savvy, mobile-loving people who typically spend more time online than reading magazines and watching TV. These changes in behaviour are fundamentally changing the face of marketing and in ways that are bringing about the convergence of direct marketing and mass marketing. The need is to find ways to personalize messages, tailor offers and engage customers in interactive dialogues that build trust and drive loyalty. This requires sophisticated marketing automation technologies that leverage customer intelligence, optimize interactions across channels and monitors changes in customer behaviours. This paper explores these trends in detail and considers their implications for marketing professionals and their technology choices. An empirical study is carried on marketing strategies followed by ferns&petals.com and myflowertree.com. This paper brings out a comparative analysis of both the companies. The main objective of the research study is to evaluate the marketing strategy of both the companies. The study includes profiles of both the companies; a comparison is made between the two.

## **Keywords:**

Digital Marketing, Electronic Markets, Online Marketing, Strategies, Virtual Display



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# Managing Brand Connections: Attachment to Aversion

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## **Abstract**

Consumers often purchase brands for the many positive benefits they represent. Consumers express themselves and construct their identities/self-concepts through the brands they use. Brand experience occurs during the whole process of searching, purchasing, receiving and consuming products/services. A consumer who has been through all the process from information searching to consuming products or services is considered experienced. There are four dimensions of brand experience, i.e., sensory, affective, behavioural and intellectual. A consumer first goes through an experience of the brand and consequently, positive brand experience develops into a relationship with the brand. However, consumers move away from a particular brand due to negative brand experience.

## **Keywords:**

Brand Avoidance, Brand Relationship Quality, Brand Experience, Brand Connections



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# Stochastic Queuing Model with Encourage Arrivals and Customer Impatience for Managing Customer Value

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## Abstract

Globalization has introduced a never-ending competition in business. Customers have become more selective and as a result brand switching is more frequent. In the current business environment, it is said that the customer is a king. Customers are now more logical than emotional. They demand value for money. Understanding customer behaviour is essential for success. High competition along with uncertain customer behaviour complicates the situation further for organizations. In order to stay ahead in the competition, business organizations introduce various discounts and offers to attract customers. These discounts and offers encourage customers to prefer a particular brand over the other. Encouraged arrivals result in heavy rush at times. Due to this, customers have to wait longer in queues. Long waiting times result in customer impatience and a customer may decide to abandon the facility without completion of service; this phenomenon is termed as renegeing in queuing systems. The term is introduced by Ancher and Gafarian (1963). Renegeing results in loss of goodwill and revenue both. Further, heavy rush and critical occupation of service counters may lead to unsatisfactory service, which destroys value for the customer.

## Keywords:

Stochastic Modelling, Encouraged Arrivals, Queuing Systems, Impatient Customers, Heterogeneous Service



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# Generating Brand Trust by Enhancing Customer Engagement through Facebook Fan Page Usage – A Case of e-Wallets

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## Abstract

Social networking sites have gained enormous popularity for marketing communications and the consumers have also exhibited massive inclination for adopting social media. Brands are therefore compelled to establish their presence in the social media platforms. Social media platforms like Facebook provide an ideal platform for direct communication between organizations and customers. This builds a strong association for non-stop correspondence, gives opportunities to advocate the brand, shares a positive word-of-mouth and reinforces brand trust. e-Wallet is one such service that is highly trust oriented. Moreover, adoption of e-Wallets also depends on customer's engagement with the brand and experience sharing.

## Keywords:

Facebook Fan Page, e-Wallet, Consumer Engagement, Brand Trust



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# **An Empirical Analysis of Customer Satisfaction/Dissatisfaction and Its Influence on Customer Retention**

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## **Abstract**

A tough competition exists among mobile service providers in India, so it is very essential for service providers to focus on customer satisfaction in order to retain them for a longer period of time. This study shows the results of examining the usefulness of customer satisfaction/dissatisfaction in the development of CRM process. There are many prominent factors responsible for satisfaction/dissatisfaction and CRM. Employing factor analysis techniques, the study identifies responsiveness, information, awareness and personalization as the underlying factors leading towards satisfaction/dissatisfaction. Unethical practice, benefits and customer loss are the factors identified under CRM. Parallel analysis was used for determining the number of components or factors to retain from principal component analysis. The specific influence of satisfaction/dissatisfaction factors on CRM factors has been attempted through multivariate regression analysis in order to develop an instrument to measure the effectiveness of customer satisfaction/dissatisfaction in the development of CRM process.

## **Keywords:**

Customer Satisfaction/Dissatisfaction, Responsiveness, Information, Awareness, Personalization



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# Marketing on the Move: Role of Social Media in Influencing Consumer Brand Purchase Behaviour

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## Abstract

Social media has significantly changed marketing communication. The increase in the usage of social networking sites such as Facebook, YouTube, Twitter, etc. has drastically influenced the consumer purchase behaviour. In light of marketing communication, brand-related interactions are increasingly taking place with social media. In current times, there is a shift of the consumer from being a passive participant in marketing to being an active contributor (Kozinets et al., 2008; Merz et al., 2009), and it has empowered consumers directly over brands (Constantinides & Fountain, 2008). Traditional marketing one-way communication has been transformed into multi-dimensional communication (Berthon et al., 2008). This emerging marketing communication has set up new challenges and opportunities for organizations since brand purchase behaviour is significantly influenced by social media interactions. People depend more on their social network while making purchase decision (Hinz et al., 2011). The increasing trend of consumers becoming fans of brands on social media platforms and using it as the most frequent medium of interactions about brands leads to the assumption that social media yields an important impact on a brand's success. However, the rapid growth of social media platforms over years has given rise to questions such as whether this development has actually diminished the marketer's control of brand management (Berthon et al., 2007).

## Keywords:

Social Media, Brand Awareness, Brand Image, Brand Attitude, Purchase Intention

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# Studying the Need and Impediments of Establishing a Sustainable Women's Cab Service in India

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## Abstract

Past research demonstrates that in an emerging nation like India, women's participation in the nation's workforce over the previous years has stayed low and stagnated due to insufficient employment opportunities for the women in manufacturing and salaried services. Aside from this, the burning issue is an increasing rate of crime against women in the urban cities as revealed by past studies. In this research, the authors have studied the past pattern and current safety issues regarding females travelling alone. Also, to draw out the ideologies of present day Indian mass on these current issues, the authors conducted a primary research, with a sample of 133 respondents, to study the perception of males about women empowerment, through women's cab.

## Keywords:

Women's, Cab, Crime, Empowerment



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# **An Empirical Research on Role of Misleading Advertising on Consumer Buying Behaviour among Youth of NCR Region**

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## **Abstract**

Increased competition, customer knowledge and expectation and disposable income forced many foreign companies to cross international boundaries and start their own business and live up to the expectation of Indian people. Many companies got success, but a few among them failed too. The most common method that most of them used to attract customer was advertising. Advertising is one of the important modes of sharing information between a company and a customer. The main objective of a company is to communicate right information about the right product and service to the right customer with the help of right advertising. In most of the cases, it has been seen that people normally believe what they see in the advertisement using various media, but there are cases where it has been seen that customers have been misled after seeing advertisement. This research paper is based on knowing the effect of misleading advertising on consumer buying behaviour, especially fairness cream. Researcher also tried to know in spite of knowing fairness cream cannot make them fairer they easily believe what advertisers are claiming. Whether buying a particular product is a result of advertising or misleading advertising.

## **Keywords:**

Advertising, Misleading Advertising, Consumer, Decision Making, Fairness Cream

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# Creating Customer Value by building Organization Attractiveness through Employer and Employee Branding

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## Abstract

This paper explores the various dimensions of early recruitment activities (ERA) and their impact on employer brand knowledge (EBK). It further explores the impact of ERA and EBK on external organization attractiveness (OAex) and firm performance (FP). Further, the impact of internal branding (IB), brand commitment (BC) and brand supporting behaviour (BSB) on internal organization attractiveness (OAin) FP are studied. The questionnaire was administered on 550 employees of IT companies and 750 final year students. The companies were chosen on the basis of NASSCOM top 20 IT-BPM employers in India 2014–15. Thus, IT companies included mix of companies with very good reputation, with medium reputation and with not so good reputation. The study shows that ERA impact EBK. Though ERA and EBK are showing a significant impact on OAex. The study also shows that IB and BSB impact both OAex and FP. Furthermore, BC is not directly impacting OAex and FP.

## Keywords:

Early Recruitment Activities (ERA), Employer Brand Knowledge (EBK), Internal Branding (IB), Brand Commitment (BC), Brand Citizen Behaviour (BCB), Brand Allegiance (BA), Brand Endorsement (BE), Organization Attractiveness (OAex), Firm Performance (FP)



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# Measuring Farmers Brand Preference towards Indian Fertilizer Brands Using Data Envelopment Analysis

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## Abstract

The present study has attempted to identify Indian farmers' preference (level of satisfaction and loyalty) towards the purchase and use of different fertilizer brands. Fertilizer brands have to operate under certain prevailing constraints, such as uncertainty in weather conditions, the nature of the product and its usage. Added to this, there has been a reduction in the subsidy offered by the Government of India, resulting in the escalation of complex fertilizer prices from INR 500 per bag to more than INR 1,200 per bag. In order to gain competitive advantage through larger market share and increased profitability under the aforementioned constraints, retention of existing customers and strengthening brand loyalty have become significant preferences for fertilizer-selling firms. The study has employed data envelopment analysis as a tool to measure farmers' satisfaction and brand loyalty efficiency towards existing fertilizer brands. The European Customer Satisfaction Index model has been used as a reference for the paper. The data analysis reveals that Paradeep Phosphates Limited is featured as the most preferred brand. The study has several implications. Managers can use these findings for their self-assessment of the fertilizer brands and then improve upon or manage the farmers' satisfaction and loyalty patterns.

## Keywords:

Fertilizer Brand, DEA, Brand Loyalty, Farmer Satisfaction, India

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# Royal Enfield: A Religion in Making

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## Abstract

Royal Enfield now is synonymous to vintage royalty. This ‘dug–dug’ vehicle is a fest for the pride-seeking rider. Folding back to 2000, one sees it on the verge of shutting down or being sold off. But one young man in the board meeting knew that this bike had in itself to revive, come back and rule. That one second chance by a self-confessed die-hard bullet fan changed the destiny for Eicher Motors so much so that a product like ‘Royal Enfield’ is a matter of pride and honour for that country because of its association with it. Where a lot of brands experience cult following globally, it is hard to see any other Indian brand achieve this stature except Royal Enfield Bullet. The brand has focused on its unorthodox marketing and promotions, centred mostly on forming a brand family believing in taking the long overdue ride in the deserts of Rajasthan or mountainous Leh. This bike not only has a strong identity, but also is seen as a cultural icon today. The novelty of this bike is rooted by hand-crafted perfection: a hand-painted engine. Be its majestic stance, dependability or its iconic design, Bullet is a royal feast delivering a sterling motorcycling experience ever since.

## Keywords:

Royal Enfield, Bullet, Marketing Strategy, Brand Communication



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# Customer Engagement – A Driving Force of Business Growth: A Conceptual Framework and Empirical Study

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## Abstract

With unlimited information available, customers today are highly sensitive to price. An organization can counter this situation of high price sensitivity if it has a large base of highly engaged and loyal customers. Such customers are associated with the organization because they are happy with the services and have an emotional connect with the brand. Developing a reliable metric of customer engagement is as important as having a loyal base of customers because effective marketing intervention can be made only when the organization knows how engaged are the customers with its brand. Development of this metric has always been a challenge because it involves combining varied behaviour of the customer into one scale. This paper discusses the importance of engaging customers, strategies to increase customer engagement and the use of factor analysis to measure customer engagement. Hence, this paper is not just a conceptual discussion but also an empirical study of customer engagement. The developed measure of customer engagement has been empirically tested for an online retailer and has been implemented to design marketing strategies.

## Keywords:

Customer Engagement, Statistical Method, Factor Analysis, Empirical Test

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# Employer Branding and HR Practices: Hands in Glove

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## Abstract

Branding in present times has become a tool to attract customers, stakeholders and to increase brand equity. Any employee of a company joins and retains himself in a company where the culture and environment are conducive to work and grow. Hence, there seems to be a grave need for employers to brand themselves. This helps them to recruit, select, train and retain the best of the talent in the industry. Excellent branding of the employer helps to develop right perception among people; this helps in inviting a large number of applications, which further provides a better choice for the employer. Employer branding also helps the organization to develop a competitive edge in the job market over its competitors. If HR policies and practices are well defined and structured, they are able to meet the requirements of the employees. Also, companies that are sticking to their HR norms and procedures have been able to develop faith and retention in the minds of the employees. This paper is a conceptual paper. The findings are based on the literature review and talks about the effect of HR activities that are been performed complying with HR practices in building employer branding. In the process, employees stick to the organizations reducing turnover. The company is able to attract good brains, motivated employees with increased productivity leading to loyalty towards organization. In the end, conclusions are drawn and practical recommendations are given pertaining to how HR practices and HR activities can be used to enhance employer branding.

## Keywords:

Employer Branding, Employee Loyalty, HR Practices, HR Activities, Organization Association, Culture, Image, Identity, Employer Attraction



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# Entertainment Marketing: Marketing Strategies for Added Attractions in Multiplexes

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## Abstract

Role of multiplexes in projecting movies is changing a bit. Room space for multiplexes in India is more. Currently, there are nearly 2,200 screens maintained in India by top multiplex players, where this count is expected to rise above 3,000 by the year 2019. India is in need of 40,000 screens. Out of which India holds only 12,500 screens, which indicates a booming growth for multiplexes in India. Apart from projecting movies, multiplexes also apply various strategies in promoting movies along with the movie maker's team, such as conducting promotional campaigns, offering movie-related costumes, selfie still spots, attracting audience and creating anxiety among the movie patrons. This paper deals with the concept of entertainment marketing, how movie creators are promoting their efforts and the role of multiplexes in adding curiosity among the audience with their added attractions. As of now, consumers are influenced by various factors in the selection of a multiplex for watching a movie, shop, eat and play. These kinds of added attractions lead consumers to more confusion in taking decision. It also highlights various initiatives made by a few movie makers in promoting their films, and how multiplexes partner with these initiatives. This kind of research enables consumers to make an analysis in various perspectives towards multiplexes.

## Keywords:

Multiplex, Entertainment Marketing, Consumer Attraction, Promotional Campaign

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# Exploring the Linkages of Customer Intimacy with Relationship Benefits, and Customer Loyalty: Do Contact and Experience Matter in Services Relationships?

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## Abstract

Relationships are at the core of human behaviour (Gummesson, 2002). Every individual as a citizen and family member is surrounded by a network of relationships in daily life. We have relationships at work, with neighbours, with stores and other service providers. As marketing and business are subset or properties of society, in practice, relationships have been at the core of business since time immemorial (Gummesson, 2002). As relationship marketing has emphasis on collaboration and co-production of values and its focus is on the individual rather than masses, it has expanded the attention of marketing scholars and practitioners to cope up with new consumers and market. The marketers are becoming more interested in conducting business exchanges embedded within relationships due to unique characteristics of relational exchanges as reduced perceived risk, higher trust, enhanced cooperation and greater flexibility. Relationship marketing is now being termed as the biggest paradigm shift, marketing theory and practice has seen during the last five decades (Gronroos, 1997; Gummesson, 2002; Palmer et al., 2005).

## Keywords:

Relationship Benefit, Customer Intimacy, Customer Loyalty



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# **e-Commerce and Its Dynamism Resulting Change in Consumer Behaviour – A Customer Centric Approach**

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*<sup>2</sup>Flipkart India Private Limited.*

## **Abstract**

The retail industry has seen a tremendous shift in consumer behaviour over the last decade. This monumental shift can be attributed to a significant degree to the influx of e-commerce portals that have captivated the shoppers with their fizzing discounts, unparalleled selection and constant focus on innovation and technology. Whether it be booking a ticket for a movie or a train or buying a 65” 4K TV, the way the urban Indian shops today is distinctly different to its older generation a decade ago. With Internet penetration getting major focus from the Central Government, this behavioural shift of consumers is seen to change the lens by which we see the Indian shopper of tomorrow. Notwithstanding the difficulties brick and mortar retailers face due to deep discounts provided by their online competitors, this consumer shift has deeper roots. e-Commerce has helped shape the demands and expectations of the Indian consumer and with an ever increasing array of e-commerce portals and their brick and mortar competitors opening up their own online store, this shift is here to stay.

## **Keywords:**

Consumer Behaviour, e-Commerce, Market Disruptions, Indian Consumers



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# Service Dimensions and Consumer Experience in Online Travel Companies in India

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## Abstract

India is among the fast growing economies in the world. India services sector has emerged as a prominent sector in terms of its contribution to national income, trade flows, FDI inflows and employment. The service sector covers a wide array of activities ranging from services provided by the most sophisticated sector like telecommunications, satellite mapping and computer software to highly capital-intensive activities. Service organization are increasingly utilizing advance information technology to improve efficiency, cost effectiveness, quality of services operation, thereby enhancing consumer experience. Most of the customer-employment contact is likely to be mediated by technology. The intense competition in today's business environment means that service organization have to work hard to maintain and develop their competitiveness. Technology has changed the role of the customer as regards the co-creation of experience (Pralhad & Ramaswamy, 2004).

## Keywords:

Consumer Experience, Service Dimension, Travel Companies



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# **Structural Analysis of Celebrity Sources, Brand Association and Consumers’ Attitude towards Celebrity-Endorsed Apparel Brands**

**Arif Anwar<sup>1\*</sup>, Bilal Mustafa<sup>2</sup>**

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## **Abstract**

Indian market is going through an era where there is a huge competition among the marketers for bringing their products and offerings upfront for the consumers and therefore spending a lot of resources in building positive brand recognition among the target market. As the Indian Apparel Market shows a prospective growth in the year 2017 and beyond (Kanvic Consulting Firm Report) and would contribute significantly in the economic conditions as well, so it is important to study the present and upcoming trends in apparel market, various apparel brands and consumers’ attitude towards these apparel brands.

## **Keywords:**

Celebrity Endorsement, Celebrity Sources, Brand Association

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# **A Review on the Impact of Nonverbal Communication of Professionals' on Customer Satisfaction, Trust, and Long-Term Relationship Orientation**

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## **Abstract**

This study illustrates the knowledge of significance of nonverbal communication of professionals' on consumer satisfaction (CS), trust (T) and long-term relationship orientation (LTR). The data for the study were collected to test the rationality and worthiness of T quality of our measuring tools; we carried out an exploratory factor analysis. All factors were verified through a principal component analysis. The Varimax rotation method was used to determine number of factors and simplify the factors. It was found that both spatial language (SL) and appearance language (ApL) essentially influence consumer satisfaction among the particular characteristics of non-verbal communication. BL, SL and ApL were found to have significant effects on customer building T. Non-verbal communication also significantly affects CS and LTR. The present review investigations the effect of non-verbal correspondence on clients, with the point of fortifying specialists' skills, and additionally adding to the development and improvement of the consulting industry by filling the current hole in the literature.

## **Keywords:**

Customer Satisfaction, Long-Term Relationship Orientation, Non-verbal Communication



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# **Social Marketing Strategies for Household Waste Management – A Case Study of Durogreen, Ahmedabad**

**Saroj Vats**

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Bhavnagar, India.*

## **Abstract**

In 2016, after Diwali, schools were closed in all the locations near by Bhalsva in Delhi region. Reason was little blasts in landfill areas of Bhalsva and heavy air pollution resulted in discomfort for complete Delhi region. After a call to the nation for ‘Swatch Bharat Abhiyan’ by the Prime Minister, multiple campaigns were launched all over the India time to time. But is it really possible to keep clean India from the waste? We may keep our offices, houses, flats, etc. clean internally, but finally the question arises in front of municipal corporations is how to dispose of this waste coming in many forms. There are some technical solutions available than question marks of how to get rid of the waste generated by we people. Sweden is having recycling policy for 428 kg waste generation per person; do we have any policy related to this? This paper tries to evaluate the waste management solutions given by an Ahmadabad-based proprietary firm name Duro Green – Indigenous solution to the Indigenous waste management by an engineer-turned entrepreneur, who is selling a make in India product through social marketing approach.

## **Keywords:**

Waste Management, Duro Green, Social Marketing



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# Creating Customer Value for Cloud Service Providers by Building Trust at the IAAS Level

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## Abstract

The information technology revolution has brought about a significant and major change in the management of data. Gone are the days when the management of data was confined to a specially designated computer room, which hitherto reflected the glimpse of an unorganized bachelor's room in hostel, for it was marked by several piles and layers of CD's occasionally strewn DAT drives and the cluttered desk of a systems' administrator. With galloping technical advancements in the field of information technology, all this process of data management has changed. The data management is now being outsourced to a vendor who is otherwise known as a cloud service provider. The cloud service provider has a set-up and based on the set-up he charges the customers according to the service availed by him. The services include the infrastructure as a service (IAAS), platform as a service (PAAS), software as a service (SAAS) and data as a service (DAAS).

## Keywords:

Cloud Service Provider, Loss of Trust, Marketer, Value Creation



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# **Evaluating and Assessing the Performance of the Management Institutes' Campus Placements as Product.**

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## **Abstract**

Today's business world is in the throes of hyper-competition in that competition has forced the business units to revamp, redesign and recreate the business processes so as to remain competitive and thus be able to survive and sustain the marauding onslaught of the competitive environment. The education sector, which hitherto was considered to be a cool and safe vertical, due to the fact that the competitiveness was confined to the students only, is also facing the effects of the competitive forces with the government granting the private sector to be opened to education domain. Thus, it forced the educational institutes to adopt the commercial business model and consequently deploy the means and mechanism to woo the students so that they seek admission into these private colleges.

## **Keywords:**

Assessment, Business, Evaluation, Competitiveness, Processes



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# Do Brand Personality Congruence Lead to Consumer Brand Relationships?

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## Abstract

The brand becomes a living person and is often attached to a metaphor. In this way, the abstract intangible assets and characteristics can be visualized in a tangible way, and customers interact with brands as if they were human beings. A brand personality can be used as a basis of differentiation from other brands and help to differentiate the brand from competitors in a particular product category. It has been long believed that consumers perceive a personality for brands, and this study outlines how a valid and reliable brand personality congruence scale can be applied for quick service restaurant brand in India. In the present study, relational constructs like self-connection and nostalgic attachment have been vividly discussed. This study also examines the relationship between brand personality congruence and brand loyalty, and the mediating role of self-connection and nostalgic attachment has also been elaborated.

## Keywords:

Consumer Brand Relationship, Brand Personality



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# Revalidating RSQS for Organized Retail Stores at Indore

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## Abstract

This study looks at measuring and revalidating the retail service quality instrument developed by Dabholkar et al. (1996) specifically in the context of organized retail stores at Indore (a major commercial hub in Central India). The survey also measures the validity and reliability of the RSQS dimensions (physical aspects, personal interaction, problem solving, policy and reliability). A structured instrument consisting of 8 demographic items and 28 RSQS items (1 item pertaining to RSQS was dropped due to inadmissibility) was administered for data collection on 216 respondents. This study evaluates service quality and will help retailers to focus on issues that are important from the customers' viewpoint.

## Keywords:

Service Quality, RSQS, Organized Retail Stores



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# **Beyond the Metropolitan Retail Environs: Understanding the Dimensions of Mall Attractiveness for Indian Shoppers in Tier II and III Cities**

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## **Abstract**

Ranked 15th by Global Retail Development Index (Kearney, 2016) among 30 developing nations of the world, India has been continually and globally acknowledged as a premier destination for retail. Coupled with the sheer market size, growing consumerism, rapid urbanization and infrastructural developments, the enthrallment of Indian consumers' with organized retail and their progressively sophisticated consumption have been a major reason for the expeditious growth of this sector (KPMG, 2014). From being seen as price-conscious and basic spenders who mainly focus on savings and basic amenities, Indians are now being lauded as a discerning, urbane and confident consumers who spend in accordance with social expectations, lifestyle and desired level of experience. This attitudinal shift is becoming increasingly apparent in the consumption behaviour of India's youth vis-à-vis its older generations.

## **Keywords:**

Mall Management, India, Shopping Experience, Retail



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# Millennial Mothers: A Study of Factors Affecting Consumer Decision Making

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## Abstract

Motherhood is a very challenging milestone in a woman's life. However, these challenges are very different for the mothers of today – the millennial moms. The word 'millennial' denotes the clear distinction of how the new age mothers are different from the older counterparts. It basically refers to the people born between the mid 1980s and the late 1990s – the mothers who grew up in the first decade of the new millennium. This distinction is important and is also studied because the people falling under the category are the ones who were introduced to the smart technology, Internet, e-commerce and social media while they were growing up. They discovered modern media as it was developing. Technology is a natural habitat for them. The millennial mothers grew up with the modern media and information technology and are very closely connected with them. They represent a segment that is unique, differentiable, substantial, and accessible and respond well to the marketing stimuli.

## Keywords:

Consumer Decision Making, Millennial Mothers, Factors



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# The Impact of Branding Strategies on Building Brand Equity in the Banking Sector: A Customer Perspective

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## Abstract

Customers and brands are the two most important intangible assets of any organization. As the banking industry is transforming into a more customer centric system, customers' perception of branding strategies is necessary for brand building in banks. Previous research works identify the major branding strategies that help in building brand equity through brand equity dimensions from the customers' perspective in Indian banking sector. Three branding strategies of banks has been considered in the study (rebranding, co-branding and brand extension strategies), and measurement of brand equity dimensions was drawn from literature, which includes brand awareness, brand image, brand perceived quality and brand loyalty. The conceptual model is constructed by considering all variables in the study. The model links three branding strategies to four brand equity dimensions, which are in turn linked to brand equity of banks. To validate the model, data were collected from 365 respondents of 4 banks in India (State Bank of India, Bank of Baroda, ICICI Bank and Axis Bank). The proposed model and the hypotheses are tested with structural equation modelling (SEM) using Amos21 software. The results of the study are discussed and a modified model is developed. The results revealed that co-branding and brand extension strategies have a positive impact on brand equity in banking sector.

## Keywords:

Rebranding, Co-branding, Brand Extension, Brand Awareness, Brand Image, Brand Perceived Quality, Brand Loyalty, Brand Equity



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# Creating Customer Value through WhatsApp – A study

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## Abstract

It is a well-established fact that the customer is the most important part of a business. In fact, a business works to serve the customers and provide them their needs. However, after acquiring a customer, firms over look them and customer retention is undervalued. Most companies do not seem to value their existing customers anywhere near as much as new customers. The headline statistics give an indication of the scale of the problem: 30% of companies say they are ‘very committed’ to relationship marketing, 46% say they are committed ‘to a certain extent’ and 22% say they do not do any relationship marketing. (Econsultancy/Responsys, 2013) Customer value can be broken down to two distinct perspectives, which are ‘desired wants’ or ‘perceived wants’. Marketers today strive to create customer value through various techniques and strategies.

## Keywords:

Customer Engagement, Value Creation, Relationship Management, Customer Retention, WhatsApp

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# **e-Commerce—Is It Time to Go Back to Basics? Basket Loyalty to Customer Loyalty**

**Shivani Arora**

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## **Abstract**

The pace of change in e-commerce is unprecedented. Future of e-commerce is an interesting debate that catches the fancy of industry and academicians alike. Within a day, the focus shifts from the success stories in e-commerce to ‘bubble bust’ comparisons. The discussions on how well e-commerce is shaping up are quickly replaced by e-commerce a bubble about to be busted. The argument is that it happened in the early 2000s, and the e-commerce giants are making huge losses (Flipkart reported losses Rs. 2,000 crores, year ending 31 March, 2015)\*, what can stop it from happening again. To understand further, it is a curious case of e-commerce, since in spite of huge losses, venture capitalists are still investing heavily. India has surpassed the United States in the number of Internet users but the Internet penetration in India is as low as 38%\*\* . The percentage is projected to increase very soon due to the ‘Digital India’ initiative, low cost of smartphones, and cheap data plans. The e-commerce scenario seems promising, but at the same time, the retailers online are competing for the share of the customers. The era of customer loyalty had given way to basket loyalty long back, but is it time to come back to basics and strive for customer loyalty.

## **Keywords:**

Customer Loyalty, e-Commerce, Digital India



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# Impact of CSR in Building Customer– Company Identification Leading to Customer Engagement

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## Abstract

This paper attempts to analyse the relationship between corporate social responsibility (CSR), customer–company identification (CCI) and engagement. There have been past studies to examine the relationship of CSR and CCI as well as CCI and loyalty. This research is an attempt to link all the three concepts and measure their inter-relationships. This is a primary research using path analysis to examine the data collected from 120 respondents in the city of Mumbai. A structured self-filled questionnaire was shared with the respondents. The sample consists of both men and women, users and non-users of the company’s products in the age bracket of 22–70 years. The paper validates that customers who identify with the company play strong positive extra-role behaviours (recommendation) and demonstrates strong customer engagement. The study also confirms that perceived external image of the company in the minds of the customer and the people associated with the company plays a decisive role to help customers identify with a company. CSR activities of a company create a strong perception about the company and its boundary spanning agents along with having a direct impact on CCI.

## Keywords:

Company Identification, CSR, Engagement, Customer Perception, Boundary Spanning Agents, Loyalty, Customer Satisfaction



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# Competition in the Indian e-Commerce Industry with Reference to Retail Sector

**Purvi Mathur**

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## Abstract

The e-commerce industry has seen exceptional growth since 2013. The growth is the outcome of the adoption of various technology devices such as smartphones, tablets and access to the Internet through broadband, which has increased the online customer base. The demographic factors and increase in Internet user-base contributed towards its growth. Flipkart and Snapdeal, the homegrown players, have made this industry more attractive. Due to the entry of e-commerce behemoths such as Amazon and Alibaba, the competition in this industry is intensifying. Though being a fascinating e-commerce market, the e-tailing players are facing losses. In the fiscal year 2015–16, the three big players of the Indian ecommerce sector, that is, Flipkart, Snapdeal and Amazon registered their losses amounting to Rs. 11,754 crores. This amount is mounting at an alarming rate. This study will analyse the reasons for the losses incurred by the e-business players. It also identifies the key strategies to increase the customer value in the virtual world of business. The paper will also specify the future prospects of this industry in context of retailing.

## Keywords:

e-Commerce Industry, Indian e-Tailing Market, Competitive Strategies to Enhance Customer Value



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# Consumer Perception in Food Retail Stores Using Gap Analysis – A Study

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## Abstract

Consumers are treated as the major source of marketing. Any food retail store in India majorly maintains as it has to attract the shoppers who visit the stores and wants to be their permanent customer. Hyderabad metro city is an IT hub and a combination of different categories of people who always maintain a different level of food habits. The present study focuses on how different food retail stores in Hyderabad metro city are facing and fulfilling the shopper perception as far as possible. To achieve the perception level, the GAP analysis technique has been applied.

## Keywords:

Food Retail Stores, Perception, Factor Analysis



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# Perceived Usefulness, Perceived Ease of Use, and Problems in Shopping: Exploring Adoption of Online Shopping in Madurai City

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## Abstract

World has seen a drastic change in the past two decades due to the intervention of Internet in various fields. New digital economy has set its footpath in every person's hand via his devices to access the web. It is an era of online retailing, which has developed a booming transition in opening up new businesses and changes in customer behaviour. Online commerce has received unprecedented transformations with its traditional outlook towards specializing in speedy, easy to use interfaces, convenient solutions (Anguelov, Hilgert, & Hogarth, 2004; Lichtenstein & Williamson, 2006).

## Keywords:

Perceived Usefulness, Perceived Ease of Use, Problems in Shopping, Purchase Behaviour



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# Testing Optimal Stimulation Level Theory: Moderation Analysis Using Personality on Purchase Intention towards Online Shopping

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*<sup>2</sup>SRM University, Sonepat, India.*

## Abstract

Online shopping can be best described as the buying and selling of products over the Internet. The seller tries to attract and convince the prospective customer and influence the buying decision-making process, and also attempts in the process, to make certain that the customer is satisfied and remains loyal. Online purchase has become a very common phenomenon these days; however, still there are no less number of brick and mortar shops and malls across the cities to attract customers. The nature of online buying has various dimensions and all these dimensions are important and need to be understood. Now, in terms of the buyers' online behaviour, it can be well described as the extent to which consumers access, browse, buy and deal and keep on repeating the purchase behaviour. To understand the behavioural phenomenon such as online buying, research in psychology has focused into the in-depth understanding of the inherent traits and the buyers' present state of mind (Eysenck, 1983).

## Keywords:

Online Consumers, Online Shopping, Optimal Stimulation Level Theory, Exploratory Tendencies, Buying Intention, Big Five Personality

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# The Mediating Role of Customer Commitment in Relation between Customer-Based Corporate Reputation on Customer Citizenship Behaviour

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## Abstract

The purpose of this paper is to examine the impact of customer-based corporate reputation (CBR) on two dimensions of customer citizenship behaviour (CCB) and to investigate whether two dimensions of customer commitment mediate CBR–CCB relationship. The study used a quantitative approach in a cross-sectional design. A survey among Indian customers of telecom service providers was conducted as a method for data collection. After data collection, a structural equation model was used for testing hypotheses using AMOS software. Results suggest that affective commitment mediates the relationship between CBR and CCB. The findings also show strong effects of CBR on affective and calculative dimensions of commitment. The most relevant implication is the return on reputation. This study shows that a good CBR prompts affective and calculative commitment as well as CBR directly and indirectly through affective commitment. Telecom service providers should keep a keen vigilance on its reputation in order to reap advantages of long-term relationships and discretionary behaviours.

## Keywords:

Customer-Based Corporate Reputation (CBR), Customer Commitment, Customer Citizenship Behaviours (CCBs), Indian Telecom Service Provider



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# Employee – Brand Relationship – Brand Building Strategy to Make the Employee Stay with the Brand

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## Abstract

Organizations are introducing new technologies, changing their structures and improving work process in response to local and global customer demands. The traditional roles of marketing only with the focus of the consumer have become inadequate to address the needs of the 21st century organization. Brand building needs to be done with the employees also. The fast pace of technological changes, market changes, demographic changes, social and management changes requires that organizations retool their functions and competencies to match these new challenges. The study expands into the organization commitment literature to include the influence of organizational brand value. The study used a sample of IT employees from top five IT companies to provide survey information. The affective, normative and continuance commitment were examined as a part of the study and how each one is influenced by the organization brand. This study integrated the organizational branding practices with the current understanding of the relationship between employee outcomes focusing specifically on – employee commitment. The purpose of conducting the present study is to assimilate the brand value of the organization with employee's commitment in Indian IT sector.

## Keywords:

HR Practices, Employee Commitment, Organizational Brand Value, Information Technology Sector

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# To Evaluate the Awareness of Electronically Managed Healthcare for Its Users to Acquire Value-Added Services: A Prospective Study

Prachi Verma<sup>1\*</sup>, Satinder Kumar<sup>2</sup>, Sanjeev K. Sharma<sup>3</sup>

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## Abstract

Employment of technology has gained momentum in our lives, and has undeniably reached in almost all the corners of our country, at a much faster pace than any other indispensable service like electricity or water. Most of us, specifically the educated people, are quick in adopting technology. Yet, the uneducated class is also using it in some or the other way, whether it is education, communication or in managing our daily chores. Definitely, this credit goes to the telecommunication companies for providing cheaper Internet services and some even giving them for free. Recently, even the government has put in a lot of efforts to make our country digital.

## Keywords:

Technology, e-Healthcare, Healthcare Users, Value Added



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# SR Software and Its Entrepreneurial Attempt in a Franchisee Model of Business

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## Abstract

Risk is an unfavourable uncertainty, which is a-priori estimated, though can never be calculated, by the entrepreneur. Establishing a business and making it a brand are Herculean tasks but still many start with a hope. Some even go for franchisee model in their entrepreneurial initiative that normally offers a leverage of guidance from the franchise brand. In spite of having a brand support, there are other factors like competition, market size, pricing, etc. that are detrimental to the success of any venture. This is a narration of one such entrepreneur who took a franchisee of an IT training centre in tier II city of India. A stage came where he had to decide either to close the business to prevent further loss or to take up the risk of reviving the business with a radical change of strategy.

## Keywords:

Entrepreneurship, Business environment, Franchisee, Decision Making, Marketing



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# Impact of Branded Visual Content in Social Media on Consumers' Engagement

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## Abstract

The purpose of the research is to understand whether the presence of visuals in brand messages on social media has any impact on the customer engagement with the brand. Primary research was done to find the correlation between brand content on social media and brand engagement with the consumers. Social networking sites such as Facebook, YouTube, and Twitter have become increasingly important in consumers' lives and influence not only their communication habits but also remarkably changed the way consumers interact and engage with brands. This engagement is seen both on the dedicated brand pages as well as on the community forums. With consumers deeply engaging on social media, an increasing chatter of B2C and C2C communication is occurring in these new environments.

## Keywords:

1 Consumer Engagement, Visual Content, Social Media



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# **Diffusion of Innovation Model – A study of Consumer Adoption towards M-Banking with Special Reference to UPI System in India**

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## **Abstract**

Mobile banking has become an innovative channel for delivering services to its customer in the era of cashless transactions and under the campaign of Digital India. Many banks have started offering banking services through mobile phones, yet the penetration of smart cards and digital payments is still low in our country. Based upon the diffusion of an innovation model, the research has attempted to study consumer's adoption for mobile banking, focusing majorly on the latest system of e-transactions, i.e., UPI (unified payment interface). The study explains the consumer's behaviour in terms of various aspects of innovation such as relative advantage, observerability, compatibility, triability and complexity. With the help of a structured questionnaire, data was obtained from 184 actual users of mobile banking services. From the given factors, relative advantage, observerability and compatibility are the more influencing factors towards adoption intention for such services, whereas it has also been found that triability and complexity have less significant impact on its adoption. The study has explored these factors that may prove useful for the bankers to frame their mobile services that are most suitable as well as adoptable by the customers. On the basis of this research, various banking institutions can frame their service model under the campaign of Digital India. Therefore, the study has practical implications in the banking industry in India.

## **Keywords:**

Diffusion Innovation Theory, Consumer Adoption, M-Banking, Unified Payment Interface

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# **Role of Customer Engagement in Customer Loyalty for Retail Service Brands: Customer Orientation of Salesperson as a Mediator**

**Mallika Srivastava<sup>1\*</sup>, Arijit Mitra<sup>2</sup>, Arka Mascharak<sup>3</sup>,  
Ashish Sharma<sup>4</sup>, Ashutosh<sup>5</sup>**

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## **Abstract**

The purpose of this paper is to examine the role of customer engagement in customer loyalty for retail service brands. It further explores the role of customer orientation of salesperson as mediating variable between customer engagement dimensions and customer loyalty. A cross-sectional research on retail customers through a questionnaire will be conducted. Population of study would be valued through retail urban customers of Pune and Indore district in India, who frequently visit retail outlets (shopping malls) and have visited retail outlet at least twice in the last 2 months. Average transaction size would be minimum 1,000 Rs. Responses will be analysed using factor analysis and regression analysis. This study will be taking into account a specific category of retail customers. Thus, it limits generalization of results to other population. This study will explain the importance of customer engagement for achieving customer loyalty for Indian retail sector.

## **Keywords:**

Customer Loyalty, Customer Orientation of Sales Person, Customer Engagement



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# Tracing Customer Value in Food Retail Sector by Analysing the Literature on Format Choice Behaviour

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## Abstract

Organized retailing is one of the most rapidly developing areas in service sector across the globe. The segment has seen a remarkable transformation in the last decade with new emerging retail formats. Even in India, the reality of e-commerce has arrived sooner than expected and has therefore re-shaped the consumer expectations in many businesses. In this context, the future of brick and mortar retail sector shows a lot of uncertainties, compelling the retail stakeholders to reinvent their store format, which remains their main strategy in offering value to the customer. This paper attempts to conduct a systematic review of the research in the field of retail format choice exhibited by consumers in food retail sector and deduce customer value creating strategies. The results of the review prove the pivotal role played by retail store location, consumer demographics and positive store outputs in store format choice criteria as detailed in most published papers. The study concludes that customer seeks varied aspects in terms of value and the future will be dominated by those retailers who can maximize value by adding maximum value by means of select strategies.

## Keywords:

Retail Format Choice, Customer Value in Retail, Food Retail Sector

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# Users' Information Privacy Concerns and Privacy Protection Behaviours in Social Networks: Evidence from India

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## Abstract

This research aims to understand the impact of antecedents of users' information privacy concerns (UIPC) on privacy protection behaviour (PPB) in social networks. The conceptualization of the research model is grounded in the social cognitive and protection motivation theories. Survey questionnaires were used to collect empirical data from 337 university students, out of which 306 samples were included in analyses. The proposed research model was analysed using the structural equation modelling technique in SPSS AMOS 20. Perceived vulnerability, perceived severity and self-efficacy were found to be significantly affecting UIPC. However, rewards and response efficacy did not contribute to UIPC. The linkage between UIPC and PPB was found to be statistically significant. This empirical study will offer newer insights to the existing theoretical foundations of privacy in the context of social networks. Since last decade, the rapid growth of social networks has raised serious concerns in terms of breach of privacy. The present research makes a novel attempt to provide empirical evidence of the relationship between UIPC and PPB. Hence, it tries to bridge the gap between theoretical and practical aspects of information privacy.

## Keywords:

Social Networks, Information Privacy, Privacy Protection, Social Cognitive Theory, Protection Motivation Theory



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# **A Study to Analyse the Impact of CSR Activities of Banks on Their Beneficiaries for Creating Customer Value**

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## **Abstract**

Corporate social responsibility (CSR) is just not the charity but a practical implementation of ethical ideas towards the society. The new Companies Act 2013 under section 135 is a big step. Like other companies, banks are also involving themselves in CSR initiatives. Fifteen banks are selected from public and private sector. Both secondary and primary data are used. Questionnaires have been fulfilled by top-level management. The aim of this paper is to analyse the impact of CSR activities of top-level management on banks in Uttar Pradesh. To analyse the impact factor, regression is used as a statistical tool. This paper mainly focuses on CSR spending by banks and to evaluate the motives behind doing the CSR activities. The analysis shows that no bank has spent 2% of their average net profit on CSR activities. The highest beta value is 0.779, which shows these activities are done voluntarily by banks.

## **Keywords:**

CSR, CSR Spending, CSR Activities, Banking



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# Technology Readiness towards Banking Self-Service Technologies in India

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## Abstract

The service industry has witnessed a large-scale implementation of technology in the form of self-service technologies (SSTs) as a means of increasing reach and efficiency. Banking services especially have an array of SSTs by which customers can manage banking transactions on their own. In fact, McPhail and Fogarty (2004) state categorically that self-service banking technologies have increasingly overtaken the traditional interpersonal banking service model. Shi et al. (2008) also found that banks are increasingly adopting internet technologies and ‘evolving their approach from a “bricks and mortars” to a “clicks and mortar”’ (p. 272). However, although these technologies can be advantageous to a bank, they can also mean a large-scale monetary loss to the bank in case of poor customer adoption and usage. Factors explaining and predicting customer adoption and usage of banking SSTs are thus necessary for banks to consider before deciding to invest in these technologies. The research in this paper has unearthed a number of such factors influencing adoption and usage of such new technologies.

## Keywords:

Banking, Self-Service Technologies, Technology Readiness Index



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# **Social Media Addiction – A Study on Digital Natives and Its Domino Effects Track: Role of e-Commerce, Social Media and Digital Marketing and Its Influence on User Value**

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## **Abstract**

To inform and to be informed are getting aligned with individual's lifestyle in the cyber world. Getting connected with individuals and connected across the globe is eased by the social media entry. Social media is a platform that bridges the gap among the individuals. Being sharing and connecting is a need; it happens virtually in cyber zone through various forms. Social media – the state of art for connection – is becoming an addiction that trends and lasts for so long, making its impact. Social media usage is predominantly increasing around the globe irrespective of their identity and ideology ranging from children to students to medicine to terrorism. The impacts are not just to be negligible but need to be monitored. The growing concern in the universe is to limit users from social media. And so, this study aims to understand the happenings in the knitted community of social media, and attempts to explore the knowledge in the field of this research.

## **Keywords:**

Social Media, Domino Effects, Digital Natives, Usage Pattern



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# Customer Engagement in Co-creation: Trait Analysis Using Diction

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## Abstract

This study seeks to understand the behavioural attributes of Indian customers who choose to participate in online co-creation activities. This study has put forth a conceptual model and the same was tested with the help of content analysis using DICTION software. The paper presents a significant insight to the behavioural dimensions presented by DICTION and how companies can accentuate upon those dimensions for better customer engagement. This paper attempts to present an exploratory mixed method research study using content analysis. The anecdotes from the males and females between the age group of 21–24 years were collected and analysed using DICTION software.

## Keywords:

Co-creation, Customer Engagement, DICTION



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# **Carpooling Service – Measuring Employees’ Attitude**

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## **Abstract**

Indian cities have faced traffic congestion problems due to growing population, rising incomes, growing number of vehicles and paucity of road infrastructure. The number of privately owned cars (non-taxis) on the roads of Indian cities has grown manifold, and it has been observed that privately owned cars are usually occupied by single passenger, i.e., the driver of the car. This study measures the attitude of employees of a university towards carpooling. This Bangalore-based university is characterized by knowledge workers, connected by public bus transport only for a few residential locations and central business districts and is situated in industrial manufacturing industrial of Bangalore. Focus group discussions have been used to understand the perception of employees towards carpooling and variables have been selected both from focus group discussions and literature review. Data were provided by 165 employees through a questionnaire floated electronically. Exploratory factor analysis was used to understand the perceptions of the employees towards carpooling. Discriminant analysis was to discriminate between potential car poolers from avoiders. Six factors were discovered: core benefits, execution success, travel companionship, professionalism, walk the extra mile and security. Willingness to initiate the carpool and commitment towards carpooling are the key discriminating variables between potential carpoolers and avoiders.

## **Keywords:**

Carpool, India, Attitude, Institution, University, Employees



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# The Antecedents of Online Customer Loyalty: A Conceptual Framework

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## Abstract

The progression in innovation and simplicity in transportation drove the online business to every nook and corner of the globe. You can nearly purchase everything on the Internet today. Online shopping environment is entirely different from the conventional shopping set-up. The part of a sales representative is entirely missing in the online shopping context. Customers can directly order a product just sitting at home in the online setting. Despite its growth, the online market is highly aggressive, and survival is very challenging. Customer loyalty is essential for the success of the online business because loyalty brings profits to the organization. So the online retailers require a full-scale procedure to create a loyal customer base. The purpose of the paper is to identify the antecedents of online customer loyalty and develop a conceptual framework.

## Keywords:

Convenience, Security, Enjoyment, Satisfaction, Loyalty



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# What Drives the Consumer Apparel Purchase?

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## Abstract

The purpose of the present study is to analyse consumer buying behaviour for apparels' sector. The study also makes an attempt to identify the variables influencing the apparels purchase decision. In the present business environment, it is important for marketers to be aware of consumer buying behaviour. Consumer buying behaviour depends on demographic, psychographic, social and geographic variables. Data have been analysed using a quantitative approach. Exploratory and confirmatory factor analysis (CFA) has been used to extract the factors that influence consumer buying behaviour and subsequently purchase decision. As per CFA analysis, all the values of the indicators of model-fit comply with the criteria. To find the relationship between demographic variables and buying behaviour, cross tabulation has been used. Six factors have been extracted from twenty variables that influence consumers' buying behaviour and purchase decision in apparels. These factors include promotion, brand associations, product attributes, economic, convenience and self-esteem. It is also concluded that buying behaviour in apparels like purchase frequency, average spending, preferred store type and preferred brand mostly depends on various demographic variables. Hence, the present study also validates the significance of STP (segmentation, targeting and positioning) for marketers of apparels. The study recommends that marketers must segment the market and target those segments that can be served expeditiously.

## Keywords:

Apparels, Buying Behaviour, Purchase Decision, Factor Analysis, Product Attributes



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# Spectator-Based Sports Team Reputation (SSTR): An Empirical Measurement

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## Abstract

Sports industry has grown over the decades becoming more professional and commercial where sport leagues/teams have emerged as one of the important constituents. Owing to an increased competition due to a number of reasons, it is very imperative for sport marketers to manage their leagues/events as professional brands and not as teams only. To cite an example, Dallas Cowboys became the most valuable global sport brand in 2016 (25% change in 1 year as per Forbes), dethroning Real Madrid, with a valuation of \$4 billion in 2016. Not only managing teams as professional brands is important, but also important is to identify the factors that lead to the economic success of a team.

## Keywords:

Sports Marketing, Sports, Indian Premier League, Spectator, Reputation, Sports Team Reputation



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# First among Equals: Analysis of Consumer Perceptions of Ranks

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## Abstract

Lists of ranked items are a ubiquitous and omnipresent phenomenon nowadays. From cricket team rankings to top box office movies of the year, rankings pervade most domains around us. Consumers rely a great deal on information from ranked lists in their decision-making processes. Be it a ranked list of top-25 B-Schools in the country, 17 most popular tourist destinations in India or top-10 restaurants in the city, consumers refer to ranks of products or services of interest as cues to decision making. The literature on information processing suggests that there is considerable evidence that consumers refer to and find ranked lists informative and influential (Hatschek, 2002). The consumers' purchase expectations, buying choices, and purchase intentions for products and services are often influenced by a product's inclusion in a ranked list or on its direction of movement on the list (Pope, 2009).

## Keywords:

Consumer Perception of Ranks, Ranks List, Base of Ranks, Movement in Ranks

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# Strategic Study on Effects of Perceived Risk and Benefits of Online Shopping – A Comparative Study

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## Abstract

This study investigates the role of perceived risks and benefits in influencing the consumer's purchase decision process during online shopping in the United Kingdom and India. The purpose of this research is (1) to examine the relationship between consumer's beliefs (British and Indian) regarding online shopping risks and benefits and their attitude towards online purchase of products, (2) to study the relationship between consumers attitude and intention of online purchase of products, and (3) to explore differences between British and Indian consumers in terms of the perceived benefits and risks towards online shopping. The study revealed support for the significant relationships for both Indian and British consumers between perceived risks and benefits and attitude towards online shopping. Significant differences in perceived risks and benefits associated with Internet shopping between Indian and British consumers were also observed. Although Indian consumers perceived more risks than British consumers, the benefits of Internet shopping perceived by Indians were found to be significantly less.

## Keywords:

Risks, Benefits, British, Indian, Online Shopping, Attitude



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# **Strategic Study on Consumer Behaviour among Young Adults – A Study with Reference to Social Communication perspectives**

**Hari Sundar G. Ram<sup>1\*</sup>, Shino Mathew<sup>2</sup>, Nijo Varghese<sup>3</sup>**

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## **Abstract**

The interpersonal processes are dependent on the individual's attending to and acting upon the beliefs, thoughts and expectations of others. The influence that others have on individual decisions is often due to the person's concern or caring about reactions to his/her behaviour. As per Miniard and Cohen's (1983) saying, 'to the extent that consumers' behaviour is influenced by concerns over what others might think of them or how others might act towards them functions as a product choice and usage, the identification and separation of normative from personal reasons for preferring a product would appear to be quite useful' (Bearden & Rose, 1990). The concepts of social and functional benefits residing in the purchase and ownership of products have been around for a long time. The ideas of identifying and measuring consumer tendencies in this regard are relatively new constructs. This study contrasts status-seeking and role-relaxed consumers across social influence and personal factors.

## **Keywords:**

Social Communication, Consumer, Social Comparison



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# Empirical Study of Consumer Perception and Buying Intentions for Eco-Friendly Products

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## Abstract

Over the past few years, several companies have been under increasing pressure to communicate their corporate social responsibility (CSR) activity to their stakeholders. This is one of the important factors that may influence the market performance of a business concern. Environmental issues, these days, are very common to be addressed and communicated through their offerings in terms of eco-friendly products to the community. As awareness of the environmental issues and the impact on our life increases, more people are willing to change their behaviour and consumption habit in order to help improve the environment. This research paper seeks to ascertain the consumers' buying motives and their awareness about eco-friendly products. It will help the manager in designing and positioning of consumer goods. Indian consumer market is one of the largest markets of the world, and designing and positioning of an eco-friendly product as per the expectation of the consumer will definitely help them to succeed in the globally competitive market. Keywords: Consumer Perception, Buying Intentions, Consumption, Eco-friendly Product



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# **A Study on Purchase Intention of Clothing and Apparel of Working Women of Indore through Fashion and Lifestyle Portals**

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## **Abstract**

Shopping online is now days getting more and more popular. With the help of social networking and e-marketing portals, clothing and apparel marketers in India have expanded their boundaries of market. Online apparel buying helps the buyer to go through a variety of sizes, designs, colours and patterns in number of brands. The fashion and lifestyle portals help them to select, compare and virtually try the outfit they want to buy. Convenience of browsing through different sites, credit terms and easy return policy has increased their preferences to online shopping than traditional store visits. The purpose of this study is to measure the factors associated with development of purchase intentions of woman shoppers for clothing and apparel through fashion and lifestyle portals. The impact of demographic characters such as age, occupation and income on their online purchase intentions has been tested by using ANOVA and t-test. The conclusions have been drawn on the basis of outcomes of the study.

## **Keywords:**

Online Shopping, Clothing and Apparel, Demographic Factors, Women's Purchase Intention



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# Applicability of Experience Economy Concept in Shopping Malls of Tier II City

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## Abstract

Liberalization and globalization have brought significant changes in customers' lifestyle and demand. Many sectors have undergone radical changes. More than one billion mobile users, 24×7 hr availability of ATMs, use of technology have transformed the way businesses are managed. Indian retail sector is no exception here. From traditional retail store and shopping centre to mega shopping malls, today's customers have wide choice. Shopping malls are considered as major format in organized retail. Overall scenario of shopping malls presents sluggish growth and profitability. According to ASSOCHAM (cited in Mayur, 2012), the non-occupancy of tenants at shopping mall remains high at 55%. Recent economic slowdown, poor conversion rates and stiff competition from online shopping portals have emerged as a major cause of worry. Many mall operators are exploring tier II and III cities as prospective destination (Khare, 2011).

## Keywords:

Experience Economy, Perceived Value, Shopping Malls



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# Understanding and Reducing Dissonance: An Inference from Literature

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## Abstract

Cognitive dissonance has been one of the most studied and experimented theories in the history of psychology and successfully applied in consumer behaviour. However, dissonance reduction is a less explored area of the theory. The paper draws from the framework of 35 papers and a few books about how the understanding of cognitive dissonance evolved and what are the actions and behaviours explored that can possibly help customers reduce their dissonance. The study has come across ways of reducing dissonance such as information seeking, opinion change, acceptance from and conversations with reference groups, behaviour/attitude change, which can be greatly helpful for marketers for planning their promotional and relationship marketing strategies. However, there is a scope to identify through primary study whether certain psychologically applicable ways such as internal and external justification and adding new cognitions to either side of the tension, for reducing dissonance, are applicable for consumers practically.

## Keywords:

Cognitive Dissonance, Dissonance Reduction, Psychology, Consumer Behaviour, Marketing Strategies



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# The Effects of Ad-Context Congruity on Ad Persuasion: Moderating Roles of Consumer Motives and Argument Strength

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## Abstract

In today's competitive marketing environment, digital media has become an important medium of communication for many advertisers to promote their marketing mix elements (Choi & Rifon, 2002). The online medium allows for various innovative ads like pop-ups, floating and others (Yaveroglu & Donthu, 2008). However, online advertising is accompanied with a decreasing attention and click through rates; hence, it presents the marketers with a dilemma (McCoy et al., 2007; Dreze & Hussherr, 2003). Many researchers have emphasized the role of advertising effectiveness by focusing on the context in which the ad appears or the congruity of the ad with the context (Yi, 1990; Moorman, Neijens & Smith, 2002; Yaveroglu & Donthu, 2008). This aspect is highly relevant in online ad context, as online advertising offers the advantages of customized ads reaching the target audience and provides more efficient ways to measure the reactions and feedbacks based on the views and clicks. Now, suppose that as a businessman you are reading an article in an online business magazine to know some of the recent trends in the automobile industry. While reading an article about upcoming trends of cars and bikes, you notice an advertisement titled 'Audi's new, entry luxury 2015 A3 sedan is on track to make the German brand fashionable'.

## Keywords:

Congruity, Argument Strength, Motive



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# Impact of Consumers Demographic on Cultural Values and Buying Behaviour for Food Products

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## Abstract

Indian food is different from the rest of the world not only in taste but also in cooking methods. It reflects a perfect blend of various cultures and ages. Just like Indian culture, food in India has also been influenced by various civilizations, which have contributed their share in its overall development and the present form. Consumer behaviour has been influenced by the cultural, social and personal factors; with this theme, this research intended to study the impact of demographic factors on cultural values and buying behaviour of consumers for food products. The study concluded that for correct identification of customer-specific cultural dimensions and proper consideration for food products, marketing plays a pivotal role in ensuring success in the highly competitive market scenario. Inputs about culture and value dimensions can be of immense use to position their marketing road map to minimize chances of erroneous decision making.

## Keywords:

Culture, Value, Consumer Behaviour, Demography, Food Products



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# A Study on Service Convenience Offered by Apparel Store

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Anadi Upadhyaya<sup>3</sup>

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## Abstract

Transaction and access convenience have to be addressed at apparel stores in Indore city. The traffic snarl and holiday shopping are very common and many shoppers prefer to shop at weekend. The transaction delay must be improved, else it negatively influence the brand and retail image and overall service evaluation. The apparel stores should device different promotional policies to regularize crowd and provide easy shops. The floor assistant at apparel stores needed to be retrained and there should be a proper mechanism making them responsible and committed. There should be a proper message board installed regarding 'New arrivals' and for locating 'Product categories' for convenience. On-line availability or in person and telephonic information can improve access convenience.

## Keywords:

Service Convenience, Apparel Store, Transaction, Access, Benefit



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# CONSUMER BEHAVIOUR OTC PRODUCTS

## Conceptualizing Antecedents of Consumer Behaviour while Purchasing OTC Drugs

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<sup>2</sup>*Doctoral Research Centre, Chitkara University, India.*

### Abstract

The primary objective of this study was to identify the antecedents of consumer behaviour while purchasing OTC products in global context and while assessing any key strategy indicators beneficial for the Indian OTC industry. A comprehensive literature review of the evidence around consumer attitude and behaviour towards OTC drugs was conducted. A total of 15 studies were considered relevant as per the inclusion criteria of the review. The findings from the included evidence are briefly discussed here. A survey of 118 OTC consumers was used to determine consumer attitude towards OTC brand choice in the United Kingdom. Attitudes and subjective norms were examined to determine their effect on intention to repurchase from the same brand. The study suggested that direct experience with the brand, price tolerance, brand trust and the subjective opinion of others were important determinants of repeat purchase. Price sensitivity was considered as the primary factor in determining an individual's attitude and intention to repurchase from a brand. The authors also considered that positive perception of family, friends and healthcare professionals towards an OTC brand resulted in greater intention to purchase (Lodorfos, Mulvana, & Temperley, 2006).

### Keywords:

OTC, Consumer Behaviour, Indian Pharma

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# **A Study of CSR in Educational Institutes and Its Influence on Y Generation and Branding with Special Reference to a Selected Management Institute in Pune City**

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## **Abstract**

Corporate social responsibility (CSR) is a very broad concept. It covers human rights, corporate governance, health and safety, environmental effects, working conditions and contribution to economic development and social development. CSR is towards sustainability. In India, educational institutes have also started involving in CSR. Management institutes are ahead of all institutes. The management institutes are taking part in CSR in the form of traffic management, swachata abhiyan, education awareness, scholarships and benefits provided by the government and government bodies, awareness of child education, awareness of women higher education, environment protection, green initiatives, sustainability development, disaster management, health and safety, and so on. The effects of these activities are very much concerned. Management institutes are conducting various activities under CSR for social development. Institutes motivate Y generation to take part in CSR.

## **Keywords:**

Corporate Social Responsibility, Management Institutes, Y Generation, Education, Stakeholders, Branding





# Young Consumer Thrust for Fashion in Electronic Wearables

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## Abstract

The purpose of this paper is to assess the thrust for fashion and style in electronic wearables devices among young consumers. Electronic wearables such as smartwatches and fitness trackers are invented to meet the challenges faced by the people in maintaining their daily fitness and tracking the amount of calories they burnt. However, with the evolving lifestyle and changing perspective among the youth towards fashion, we wanted to assess thrive for style in electronic wearable devices being purchased by them. This paper adopts a narrative approach from a qualitative research method to achieve the research problem and the interview technique is used for data collection. Results are being evaluated by the researchers. Since the narrative research approach is a developing method, we wanted to explore the possibilities of the narrative approach in this paper. Research results can be conveyed to the marketing managers to concentrate their focus towards developing fashionable attributes while developing and marketing their products. This study is the first to investigate young consumer's attitudes towards purchasing behaviour of electronic wearables.

## Keywords:

Electronic Wearables, Young Consumer, Narrative Approach, Consumer Behaviour

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# Co-creation of a New Method of Building Brand Loyalty and Innovation

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## Abstract

Innovation in any form can bring an overall new energy to a brand loyalty. In an organization, especially in service industry, co-creation is a business strategy that is an open innovation with consumers. As a product or service development approach, co-creation inspires consumers to get more actively involved and develop an interacting relationship with the customer, and help to create better ideas and develop a new offering. This paper provides a conceptual understanding of how co-creation can add value in service industry in terms of brand loyalty as well as customer relationship management through some of its basic features of co-creation, which includes co-designing, collaborating, tinkering and submitting. Co-creation is an innovation prototype where original thought and methods from various sources are combined to generate new directional and mutual values. The core of co-innovation not only includes engagement, but also gives stakeholder co-creation and compelling experience for value creation. This conceptual paper presents many real-world examples of co-creation organizations' tactics that can deliver fresh insights for adherent organization towards brand loyalty and customer relationship management.

## Keywords:

Co-creation, Brand, Brand Loyalty, Customer Relationship Management, Brand Awareness, Innovation, Collaboration Partnership



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# **The Culture and Luxury Fashion Consumption among Indian Consumers: Measuring Impact on Luxury Fashion Value Perception**

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## **Abstract**

Consumer behaviour is influenced by many factors including the cultural factor. India being a land of many cultures may have comprehensive impact on buying behaviour of luxury fashion consumption. It is better to understand the values of cultures and their impact on consumer behaviour. The purpose of this paper is to study various cultural factors that influence the Indian luxury fashion consumers' behaviour during evaluation of luxury fashion value. The research findings will benefit industry and business practitioners to understand the behaviour of Indian consumers and formulate strategies that enhance their competitiveness in the market. Similarly, the research shall enrich marketing literature by providing empirical evidence on Indian consumption behaviour. The paper attempts to provide a better understanding of cultural factors that affect Indian consumer behaviour towards luxury fashion value perception.

## **Keywords:**

Luxury Fashion Consumption, Value Perception, Cultural Factor, India



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# **A Study to Analyse the Impact of CSR Activities of Banks on Their Beneficiaries for Creating Customer Value**

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## **Abstract**

Corporate social responsibility (CSR) is not just the charity but also a practical implementation of ethical ideas towards the society. The new companies' act 2013 under section 135 is a big step. Like other companies, banks are also involving themselves in CSR initiatives. Fifteen banks are selected from both public and private sectors. Both secondary and primary data are used. Questionnaires have been fulfilled by top-level management. The aim of this paper is to analyse the impact of CSR activities of top-level management on banks in Uttar Pradesh. To analyse the impact, factor regression is used as a statistical tool. This paper mainly focuses on CSR spending by banks and to evaluate the motives behind doing the CSR activities. The analysis shows that no bank has spent 2% of their average net profit on CSR activities. The highest beta value is 0.779, which shows that these activities are done voluntarily by banks.

## **Keywords:**

CSR, CSR Spending, CSR Activities, Banking



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# Save While You Shop: The Consumer Side of Affiliate Marketing

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## Abstract

Internet is no doubt the fastest spreading information media in today's world. It includes almost all areas of business (Benediktova & Nevosad, 2008) and creates a unique platform for people to connect. Drucker (2002) argues that it was not the easy access to information that helped the Internet to become so popular, but rather the possibility to use it as a worldwide distribution channel for all kinds of products and services. It created an ecosystem, which brought everyone together. Social media and online purchasing have become a trend among people. People have started purchasing online, practically everything. Starting from daily grocery to buying a home online has become a reality. Economical smartphones, emergence of mobile apps and faster Internet have been instrumental in enabling the consumer to have variety in terms of products and service. Consumers shopping online exhibit a particular pattern in terms of what they are buying and factors that influence their behaviour. One such factor is online discounts or deals. In order to attract consumers, marketers have started giving away discounts, deals or rewards on various products and services.

## Keywords:

Affiliate Marketing, e-Commerce, Consumer Behaviour, Online Shopping, Online Discounts



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# Does Counterfeiting Overtake the Marketplace? Consumption Practices and Social Consequences: Exclusion and Inclusion

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## Abstract

This study investigated the real reason behind counterfeit actions, focused on social consequences of using authentic vs. counterfeit brands. Earlier studies on counterfeiting have not considered social exclusion and inclusion as a cause of counterfeit consumerism. A focus group interview was conducted with 15 consumers using a projective technique. Most of the participants found difficulties in identifying original vs. fake. We argue that social inclusion and exclusion within the perspective of materialistic and conspicuous lifestyle act as justifications of unethical counterfeit purchase by consumers. Counterfeiters are also the major reason for misleading the consumers' buying action and devaluing the name of heritage luxury business. The legitimate marketers should take steps to create awareness on brand symbol and value among consumer.

## Keywords:

Materialism and Conspicuous Value, Social Exclusion and Inclusion, Counterfeit, Luxury/Legitimate Brands, Anti-counterfeiting



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# Customer Perceived Value of Organic Food in India

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## Abstract

Customer value is an important factor that organizations' strive hard to create. This study attempts to explore how Indian organic food consumers perceive functional, economic, nutritional and social value of choosing organic food products. The survey of 210 samples of organic food consumers in Bangalore city was analysed. The results indicate the customer perceived value of organic food products at different levels for the various dimensions of perceived value. The findings suggest the insights into the dimensionality of customer perceived value, and suggest implications to organic food sellers for enhancing the value.

## Keywords:

Perceived Value, Organic food, India



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# What Fosters Favourable Behavioural Intentions: An Analysis of Perceived Service Quality and Behavioural Intention Dimensions in the Hotel Industry in India

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## Abstract

The focus of this study has been to examine the relationships between the perceived service quality and all behavioural intentions at an individual level (dimension-wise) in the hotel industry. The behavioural intentions chosen for this research include loyalty, switch, pay more and complaining behaviour (internal and external responses). Collectively, these are known as 'Behavioural-intentions battery', which was developed by Zeithaml, Berry and Parasuraman (1996). In-depth analysis of dimensionality of behavioural intentions would help service providers in categorization of loyal customers. It will further help them in designing service positioning strategies for targeted customers. The universe of this analytical study comprised of the hotel guests staying in 3-star, 4-star, 5-star and 5-star deluxe hotels in Punjab (Amritsar, Jalandhar and Ludhiana), tri-city Chandigarh, and Delhi NCR on account of personal and professional reasons. The results have analysed the impact of service quality as perceived by the respondents (hotel guests) on their behavioural intentions towards the hotels. From the correlation matrix, it has been observed that all variables have shared statistically significant correlation, thereby showing that all variables are associated. The four multiple regression results have revealed that perceived service quality dimensions have a significant impact on the loyalty, pay more and complaining behaviour aspects of the behavioural intentions.

## Keywords:

Perceived Service Quality, SERVPERF Scale, Behavioural-Intention Battery, Hotel Industry, India



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# **An Empirical Study on Customer Relationship Management Strategy and Balanced Scorecard Approach: An Effective Tool for Hotel Organizational Performance Investigation**

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## **Abstract**

In dominant service market environment, it becomes difficult to manage the customer relationships with great care. Service organizations are continuously making efforts in this direction. One of such efforts is customer relationship management (CRM). To win the race of customer loyalty, for better business position and organization performance, many service organizations, like the hotel industry, have started using CRM extensively. Service organizations have made huge investments in CRM, so there is need to investigate that on what performance aspects CRM has been working effectively and efficiently. CRM works on the four parameters: customer orientation, CRM organization, knowledge management and technology-enabled CRM (Mohammed et al., 2012). These four pillars of CRM require valuable resources and huge investment of committed human resource and sharp-edged technology (Barney & Delwyn, 2007). Apposite resource allocation in these four CRM pillars will bring prosperity to both the service organization and its customers (Ramsey, 2003). Successful implementation of CRM strategy can reap the benefit of increasing sales and long-lasting customer relationship (Ozgener & Iraz, 2006; Alomtairi, 2009). Further, it also creates competitive edge in the volatile market environment and improves organizational performance.

## **Keywords:**

Customer Relationship Management Dimensions, Marketing Planning, Capabilities, Marketing Implementation Capabilities, Hotel Organizational Performance, Balanced Score Card Approach, Hotel Industry

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# **Analysis of Consumers' Experience to Create Customer Value in Tourism Industry with Respect to Pune City**

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## **Abstract**

Tourism is a pool of activities and services. Nowadays, tourism is a distinct industry that delivers a travel experience, including transportation, accommodations, catering along with guidance specifically for entertainment, business facilities and other hospitality services delivered for individuals or groups travelling away from home. The World Tourism Organization (WTO) claims that tourism is currently the world's largest industry with annual revenues of over 3 trillion dollars. Tourism provides over 6 million jobs in the United States, the largest employer in the country. Today, tourism is one of the largest and dynamically developing sectors of external economic activities. Its high growth and development rates, considerable volumes of foreign currency inflows, infrastructure development and introduction of new management and educational experience actively affect various sectors of economy, which positively contribute to the social and economic development of the country as a whole. Most highly developed Western countries, such as Switzerland, Austria and France have accumulated a big deal of their social and economic welfare on profits from tourism. According to recent statistics, tourism provides about 10% of the world's income and employs almost one-tenth of the world's workforce.

## **Keywords:**

Consumer Buying Behaviour, Co-creating Value, Green Initiatives



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# **A Research Study Assessing the Relationship between Personality, Decision-Making Style, Attitude and Intent for Online Fashion Shopping of Young Indian Females**

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## **Abstract**

India has a growing population of more than 1.2 billion of which close to 52% is less than 25 years of age (Census of India, 2011). Expenditure on personal care items and clothing has increased in India, since there is a greater emphasis on 'looking and feeling good'. The Indian textiles industry, currently estimated at around US\$ 108 billion, is expected to reach US\$ 223 billion by 2021. The industry is the second largest employer after agriculture, providing employment to over 45 million people directly and 60 million people indirectly. The Indian textile industry contributes approximately 5% to India's gross domestic product (GDP), and 14% to overall index of industrial production (IIP) (IBEF, 2017). Indian consumers spend 5% of their income on clothing (Mckinsey, 2010). Clothing is one domain that is supposed to fulfil both functional and symbolic needs of the consumers. Growing consciousness about the self and the role of brands in enhancing the consumers' image are being recognized in developing countries (Khare & Rakesh, 2010). A paradigm shift is taking place in the fashion space; a major impetus is provided by the changing consumer preferences and incomes, as well as shift from the traditional season-based fashion to fast and trendy fashion.

## **Keywords:**

Personality, Young Consumers, Decision-Making Style, Attitude, Intent for Online Shopping

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# Impact of Ban on Plastic Carry Bags on Consumers' Buying Behaviour – Co-creating Value through 'Green Initiatives'

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## Abstract

Over the last few decades, the green initiative practices have attracted researchers' attention. From time to time, various governments have strengthened rules and regulations for different industries to encourage green initiatives as a part of social responsibility. Companies use green initiatives as corporate social responsibility (CSR) activities. Extensive prior research indicates that CSR is a vital component of the company's policies and helps in changing perceptions of the consumers (Du et al., 2010; Keys et al., 2009). CSR can impact positively on consumer perceptions of product, brand value and product quality, and thereby influence the buying behaviour of consumers. Although the green initiative practices have been known for many years in the developed nation where the consumers are more concerned for issues like global warming, climate change and sustainability, in emerging economies like India and China, the importance of green practices shows growing recognition among companies, government and consumers. Prominent studies related to green business practices reported that companies that have good environmental records are more profitable in the long term (Hurth, 2010).

## Keywords:

Customer Value, Tourism Industry, Customer Expectations



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# Measuring the Impact of CSR on Brand Equity: A Study of FMCG Sector of India

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## Abstract

The current study aims to measure the impact of corporate social responsibility (CSR) on the brand equity of FMCG (fast moving consumable goods) companies. The study is based on the primary data collected from 400 customers of selected 10 FMCG companies of India. CSR has been measured using the various dimensions, namely integrity, excellence, responsibility, innovation, fairness, care, customers, people, safety, community and environment. Brand equity has been measured using the dimensions namely brand awareness, perceived quality, brand loyalty and brand association. It was found from the study that the CSR activities of the FMCG companies of India have a positive and significant impact on the brand equity of FMCG companies. FMCG companies of India are highly involved in the activities related to the innovation aspect of CSR and show less concern towards the environment. It was also found from the study that the companies with higher involvement in CSR companies are having higher brand equity such as Hindustan Unilever, Marico and Proctor & Gamble, while Amul, Parle Agro, Nestle India and Godrej India are the poor performers in the field of CSR and having lower brand equity.

## Keywords:

Brand Equity, Brand Awareness, Brand Loyalty, Brand Association, Corporate Social Responsibility, India, Fast Moving Consumable Goods

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# The Moderating Role of Device Type and Age of Users on the Intention to Use Mobile Shopping Applications

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## Abstract

This study employs the technology acceptance model (TAM) and the theory of diffusion of innovations (DOI) to understand the statistical differences between the means of antecedents with respect to the age and the devices used by the respondents. Studies have proved that the intention to use an information system like mobile commerce depends on the antecedents' perceived risk, perceived usefulness, perceived ease of use and perceived enjoyment. Satisfaction in using an information system and personal innovativeness also has a significant influence on the intention to use mobile shopping applications. Device type was classified into large and small devices based on the screen size and respondents were classified into younger ( $\leq 30$  years) and elder ( $> 30$  years) based on age. An online questionnaire with 32 items, administered through survey monkey, was circulated through email to the respondents and a data set of 675 responses was taken for analysis. This study initially compares the means of the responses of these seven variables between the classified device types and age groups using ANOVA. Structural equation modelling was used to study the factors influencing the intention to use mobile shopping applications. The moderating effect of device types and age group in the adoption of mobile shopping applications is also analysed. Results indicate a significant difference in the responses for the variables perceived enjoyment, perceived usefulness, satisfaction and intention to use between the subgroups and presence of moderating effects of device types and age in the intention to use mobile shopping applications. Various managerial implications are discussed.

## Keywords:

Mobile Shopping Applications, Technology Acceptance Model (TAM), Diffusion of Innovations (DOI), Personal Innovativeness, Intention to Use

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# The Transition to Technology in Consumer Decision Making: Mobile Retailing and Gen Z

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## Abstract

Newer technologies and their fast adoption have led to certain transitions in the buying behaviour of consumers. This domain certainly needs attention from the view point of retailing in India as it is presently undergoing a dynamic phase. One such technology is a smartphone, which has enabled companies to come closer to the customer and on the flip side is like an external brain helping consumer to take a decision in choice of various products and services. Although mobile shopping in India is at a germinal stage, still there are challenges to it that are still remaining understated and unaddressed. India has reasons that attribute to it being eyed as an encouraging market by the multinational retailers to fulfil their business dreams. The promising figure of 100 million online retail consumers in India is all the more a reason to understand the consumer buying behaviour. As stated by a recent report, demonetization, followed by a reduction in cash transactions, revamping of net banking and the Government's focus on cashless India are reasons promoting the e-commerce sector in India (ASSOCHAM-Resurgent India, 2017). A surge in mobile commerce is projected from present 30–35% to 45–50% in 2017 of the total e-commerce sales.

## Keywords:

e-Retailing, Mobile Retailing, Consumer Decision Making, e-Commerce



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# Customer Value in Real Estate Industry: Measuring Quality of Service of Buyer's Residential Flats in Urban Areas

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## Abstract

The success of an organization today is defined by the value that it creates for its customers. Creation of customer value becomes one of the daunting tasks as and when an organization fails to answer—What is it that constitutes value for its customers? A question in itself is never a problem unless you are looking for its solution in the right book. Every organization is aware of questions on value creation but sometimes they look for an answer to it in the old school of thought in marketing dominated with 'Goods-Logic'. In search of an answer to all these questions, a case study analysis has been conducted on a real estate consumer-centric company—'Vatika Limited', an emerging company in real estate map of Delhi/NCR region. In this paper, we have done a 360° analysis of business activities of Vatika Limited in relation to sale and purchase of residential flats. Marketing as a discipline has passed over a voyage of phases, with each phase establishing and justifying its superiority over its precedent. Marketing today is transcending to a new philosophy, i.e., 'Service-Logic'. In the results of this study, customer satisfaction score varied across the two projects of Vatika Limited. The first project of Vatika Limited, i.e., Vatika city scored much better on the scale compared to Vatika India Next, indicating inconsistency in delivery of value across projects.

## Keywords:

Customer Satisfaction, Customer Engagement, Customer Influence Value



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# Creating a Relationship between Online Visual Merchandising and Consumer Response Behaviour through S-O-R Paradigm

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## Abstract

Internet has become an integral part of our day to day life and it has changed the experience of shopping altogether. Nowadays, more and more consumers are making use of e-commerce and doing their purchasing through e-stores/virtual stores (Jones et al., 2008). Google India (2015) has found that 2014 has been a phenomenal growth year in the chapters of Indian online shopping story as it has witnessed 128% increase in consumer interest in the year 2013–14 as compared to 40% growth in 2013. As per a report by Infotech India (2015), around 59% of online consumers in metropolitan India already make purchases online at least monthly. With increasing popularity of online shopping, the competition is getting escalated and thus it has become imperative for e-retailers to understand the motivators that bring consumers to shop online (Zhou et al., 2007). Online retailers have different challenges from traditional retailers.

## Keywords:

Online Visual Merchandising, Approach-Avoidance Behaviour, Pleasure and Arousal State

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# Conceptual Review of Sustainable Competitive Advantage and Strategic Leadership: CSR and Social Media Management as Mediators

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## Abstract

In this paper, we propose a relationship between strategic leadership as a factor contributing to competitive advantage of firms. Drawing upon the literature, first we establish how strategic leadership is essential to attain and retain advantage. Then, recognizing the need of the current scenario, we propose corporate social responsibility and active presence over social media as important mediating variables between effective strategic leadership and potential sustainable transient competitive advantage. At the end, we propose a conceptual model for empirical validation that links strategic leadership to sustainable competitive advantage.

## Keywords:

Competitive Advantage, Strategic Leadership, Corporate Social Responsibility, Social Media, Transient Advantage



# Managing Customer Shopping Experience and Enhancing Impulse Buying through Brand Perceptions and Social Environment

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## Abstract

In the present times, impulse buying has become a subject receiving close review. Clover coined the concept of impulse buying in the year 1950 and defined it as a sudden urge for the self-fulfilment by virtue of consumption, the consequence of which is a spontaneous purchase (Babin & Harris, 2013). The research has documented a strong association between positive shopping experience and satisfaction, which results in generation of loyalty, greater goodwill via repeated purchases, word-of-mouth, impulsive buying behaviour and increased wallet shares (Grewal et al., 2009). With the advent of the phenomenon of experiential marketing by Schmitt (1999), the emphasis was laid on stimulating the customers' sense, feel, think, act and relate attributes to a company and its brands. This phenomenon is widely applied in the present retail sector wherein the experiential approach is adopted to examine the way the customers behave. This supports the notion that in order to compete, the customers must be provided with satisfactory experience, and this can be achieved by orchestrating all the 'cues' that people detect in the purchase process (Verhoef et al., 2009; Berry, Carbon, & Haeckel, 2002; Farias, Aguiar, & Melo, 2014).

## Keywords:

Brand Perceptions, Customer Interactions, Staff Interactions, Consumer Density, Customer Shopping Experience, Impulse Buying

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# **Role of Social Media in Contemporary Markets: Examining the Impact of Social Media on Consumer Brand Purchase Behaviour**

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## **Abstract**

The advent of Internet has revolutionized the business environment as social media is becoming an ingrained aspect of every sphere of life whether we talk of political campaigns, defence strategies, brand management and even intra-company communication; social media is all pervasive. Advancement in communication has increased the usage of social media. In line with the current trends, the present study examines the line of relationship between consumer and brand metrics and how this chain of effects is influenced by social media. Based upon the existing literature, the study proposes a chain of hypothesis examining the relationship between the various constructs and their impact on the consumer-brand metrics. The study has far-ranging consequences for both academicians and strategic brand retailers by delineating the various factors that influence the integration of consumer-brand metrics with social media.

## **Keywords:**

Social Media, Brand Knowledge, Brand Attitude, Brand Awareness, Brand Image, Purchase Intention, Trust, Risk, Privacy, Loyalty



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# Seething Food Contamination – A Menace to Indian Health

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## Abstract

The marketing of ‘unsafe’ food, with burgeoning of food industry, is well known to pose global health threat, making large segments of population vulnerable. The statistics reiterate 220 million children contracting diarrheal diseases and 96,000 dying every year. The occurrence of food safety incidents in recent years has been associated with reduced consumer confidence in food safety (Wilcock et al., 2004; De Jonge et al., 2007a,b; Lobb & Mazzocchi, 2007; Houghton et al., 2008). Insecure food supplies together with a couple of other factors provide impetus to shifting people to unhealthy diets and consume more ‘unsafe foods’ of deteriorated quality. Thus, the present situation provides a challenge of acquiring food security with emphasis laid upon safe and qualitative food to be made available to all. This could be achieved in an attempt to mitigate the chemical, microbiological and technological vulnerabilities associated with marketed foods. Differences exist in the way food safety experts and laypeople perceive food-related risks (Hansen et al., 2003; Jensen et al., 2006). Drawing on a review of research literature, the paper works towards the consumer quality and safety perception of food that shape the consumer behaviour with reference to meat, milk, water, fruits, vegetables and genetically modified foods (GMO) supply chains extending from farm to fork. It uses different modelling constructs as structuring devices to elucidate the same.

## Keywords:

Modelling constructs, Genetically Modified Foods (GMO), Microbiological, Supply Chain, Unsafe Food, Vulnerabilities

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# Creating Value for Customers through Food Product Packaging: Targeting Children as Customers

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## Abstract

Packaging acts as a silent salesman to children for marketing food products in retail stores. The different elements of packaging have their own impact on children's buying behaviour for food products. Package of the product is the first encounter of the buyer with the product, so by examining the package children try to evaluate the quality of the product. Food products marketed to children generally use bright colourful visuals, cartoon or licensed character and image of the food product to create taste appeal. Reusability of the package as a toy or a toy provided inside the package as a promotional tool associates fun with food. Fun-food is great attraction for children. The food grade packaging quality also plays a significant role in convincing the parents. Developed countries are far ahead in researches based on promotion and packaging of food products targeted at children. Now, it is time to study how the Indian children are reacting to all these attempts of the marketers who are trying hard to target the young consumers segment. This study is based on a review of previous studies and attempts to identify the influence of packaging on children that how it affects their buying behaviour for food products. It also analyses the different elements of packaging, which influence the purchase preference of the children.

## Keywords:

Children, Consumer, Food Products, Packaging



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# Creating Customer Value in India's Bottom of the Pyramid Health Care Sector: Case Study of Mankind Pharma

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## Abstract

Mankind Pharma entered the market with a mission to serve price-sensitive customers in the rural areas hitherto neglected by the large domestic and international firms. It pursued a high volume, low margin strategy coupled with aggressive sales force strategy to become a noteworthy player in the competitive pharmaceutical industry. The case also discusses Mankind Pharma's continued business growth based on its expansion to international markets and product development strategies. In the decade spanning 2005–15, Mankind had grown at an average of 30%, against an industry average of 12%. The case of Mankind Pharma demonstrates the growth and success of a pharmaceutical company by serving the Bottom of Pyramid Customers in India.

## Keywords:

Pharma, Price-Sensitive Customers, Rural Areas



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# Predicting Indian Car Buyers' Intentions to Use Digital Marketing Communication: A Test of Competing Models

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## Abstract

Digital marketing communication has affected almost every business along with significantly altering the consumer behaviour. Businesses around the globe are accepting digital marketing communication as an advanced, cost effective and more relevant alternative to its traditional counterpart, i.e., conventional marketing. Consumers have also become accustomed to digital technology and exercising their control over content along with dictating the terms for time and place of purchase. Existing literature suggests that digital marketing communication has affected the consumer behaviour across product categories like books, music, fashion accessories, clothing, banking, online gaming, etc., which also has been well researched by the researchers. However, automobile industry despite being one of the largest digital spenders for past many years has faced dearth of academic studies especially in India.

## Keywords:

Usage Intentions, Digital Marketing Communication, Indian Passenger Car Market, Technology Acceptance Model



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# Importance of understanding Parent's Purchase Behaviour with Respect to Indian Baby Food Industry

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## Abstract

Importance of understanding parent's purchase behaviour with respect to Indian baby food industry. Gone are the days when babies were exclusively fed on homemade food. In today's times, the wand of growing consumerism has turned, what once was a convenience food item, into a staple. Although homemade food has not become irrelevant, definitely the need of the hour is packaged baby food. As reported in the 'India Baby Food Market Outlook, 2021', the compounded annual growth rate (CAGR) for baby food in India is projected to be 16.83% during 2016–21. Indian baby food products category is also one of the fastest growing in the FMCG segment in the country. Despite the economic crisis all around the world, baby food is one industry that has disappointed none as compared to other food categories. Research on baby food in worldwide context abound. Several studies conducted in different parts of the world have attempted to identify the determining factors affecting purchase considerations of consumers towards packaged baby food.

## Keywords:

Baby Food, Parents' Decision Making, Purchase Considerations



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# A Study of Consumer Behaviour towards e-Marketing: A Study of Delhi NCR Consumers

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## Abstract

This paper examines the key consumer behaviour attribute and relation among them in e-marketing perspective. An attempt has been made to study the acceptance rate of e-marketing among the Delhi NCR consumers and its impact on their purchase decision. Result shows that people irrespective of age and gender surf Internet. However, significant difference exists between the age and attributes of online trading, but it does not have any relation with the gender. Most of the respondents are hesitant to purchase items over Internet because of security concerns. Most of the respondents irrespective of the gender of different age groups (especially age group of 18–30 years) find e-shopping more convenient and time saving and prefer credit card as the convenient mode of the payment. The paper gives direction to improving delivery and advertising web products and services to achieve objective of e-marketing and e-commerce in long run.

## Keywords:

Consumer, Behaviour, e-Marketing, e-Commerce, Online, Internet



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# Evaluation of Promotional Tools in Dengue Prevention Program

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## Abstract

The gross domestic product (GDP) spending of India in healthcare is 4.05%. Epidemics such as dengue and chickengunia drain a major part of this spending. As reported by Times of India (September 27, 2016), Rs. 10.04 crores had been spent only on the promotion about creating awareness about dengue. The aim seems to be fulfilled as 91% of the people had knowledge pertaining to dengue epidemic. In comparison to the findings highlighted by Beth et al. (2016), school children in Najafgarh area seen to have a brief understanding about dengue (95% school children interviewed could answer questions about dengue). Maximum burden of dengue promotion as recalled by the subjects was July–August, in contrast to September–November as alleged by Times of India (September 27, 2016) report. One major problem that was highlighted in the study is that the respondents were unable to recall the promotions they had viewed during dengue epidemic outbreak. Consistently with the report of Gupta et al. (2014), education campaigns should be organized throughout the year and not just the rainy season.

## Keywords:

Dengue, Promotional Tool, Awareness



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# Superior Customer Value Delivery in the Indian Automotive Industry

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## Abstract

The Indian automotive original equipment manufacturing (OEM) industry has been one of the fastest growing in the world over the past decade. Despite the multiplicity of the incumbent firms in operation, one distinctive feature is the unusually high market share enjoyed by a few firms. This is observable across each of the four main segments namely passenger vehicles (PV), commercial vehicles, three-wheelers and two-wheelers and is somewhat in contrast with the situation in most developed markets as China and Brazil.

## Keywords:

Customer Value, Automotive, Market Share, Passenger Vehicles, Two-Wheelers



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# Daimler's Strategy for the Commercial Vehicles Market in India

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## Abstract

Daimler AG, a German automotive multinational corporation and the world's largest truck maker, decided to expand its presence in India in 2007 through a joint venture with the Hero group. Very soon after incorporation of Daimler Hero Commercial Vehicles Limited, the domestic market for commercial vehicles witnessed a sharp downturn prodding the Indian origin Hero group to opt out of the joint venture and restructuring and formation of Daimler India Commercial vehicles (DICV) as a 100% subsidiary of Daimler in India. DICV, with green-field site manufacturing operations near Chennai in Southern India, commenced production and sale of trucks in India in 2012.

## Keywords:

Business Strategy, Commercial Vehicle



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# Visual Representation of Tourism Destination on Instagram: Understanding Drivers of Fan Engagement

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## Abstract

Social media has emerged as a new platform for travel marketing and communication (Xiang & Gretzel, 2010) as firm-created social media communication has a strong influence on brand attitude and purchase intention (Schivinski & Dabrowski, 2016). Social media marketing influences brand reputation and have a position impact on relationship, value and brand equity (Ko, 2012). With increasing popularity and penetration of social media, various DMOs are harnessing the power of social media platforms as an advantage in terms of engaging the potential tourist (Mistilis, Buhalis, & Gretzel, 2014).

## Keywords:

Social Media, Fan Engagement, Instagram



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# **Dietary Supplements: Consumer Perception and Usage Pattern**

**Richa Chaudhary<sup>1\*</sup>, Pooja Kamthe<sup>2</sup>, Abhinay Jain<sup>3</sup>,  
Nikita Nirmal<sup>4</sup>**

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## **Abstract**

In recent years, there is growing interest in nutraceuticals that provide health benefits and are an alternative to modern medicine. Nutrients, herbs and dietary supplements are the major constituents of nutraceuticals. However, in India, the most common form of nutraceutical is available as traditional Ayurvedic medicine. Due to the changing trends in lifestyles, people have moved towards consumption of supplements to prevent themselves from contracting any major health issues. Seeing the potential in the segment, the study aims at exploring the nutraceutical market, particularly the dietary supplements segment, in Mumbai. It purposes to get an insight of the demographic and the psychographic profiles of people using dietary supplements, in some or the other form. The study was undertaken in two phases: the first phase of the study was exploratory in nature wherein unstructured interviews, followed by focus group discussions, were held to understand the factors responsible to choose a dietary supplement. For the second phase of the research, a self-structure questionnaire was designed and piloted.

## **Keywords:**

Nutraceutical, Dietary Supplement, Health Lifestyle, Health

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# Towards a Conceptual Framework to Understand Responsible Consumption Behaviour

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## Abstract

Responsible consumption behaviour is anatomy of those consumers ‘who purchase products and services perceived to have a positive (or less negative) influence on the environment or who patronize businesses that attempt to effect related positive social change’ (Roberts, 1993). In light of this definition of responsible consumption behaviour and the current world order, which is characterized by resource constraints, it is important to understand various contextual factors affecting it. The issues concerning responsible consumption came into limelight in the decade of 1970 when scholars like Fisk (1973) discussed the potential role of it in his work ‘Theory of Responsible Consumption’. The discussion during this period elaborated at length about the environment-oriented extension of social marketing, which underlines that marketing activities should take into account the welfare of society as well as the interests of consumers and business shareholders (Prothero, 1990).

## Keywords:

Consumption Behaviour, Customer Relationship, Purchase Behaviour



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# Exploring the Role of Anthropomorphization on Pro-Social Behaviour in Public Service Advertisements

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## Abstract

Anthropomorphizing social causes in public service ads has found to be efficient in enhancing the compliance by providing intrinsic motivation for individuals to act. Previous studies in the context have dealt with positive representation of anthropomorphic entities in the ads. Also, the extant literature in marketing has dealt with positive effects of anthropomorphization. However, examining effects of negative type of anthropomorphic representation remains largely untapped. The present study proposes to examine the effect of persuasive ads with negative anthropomorphic entities on individuals' pro-social behaviour. In addition, the paper examines role of consumer's thinking style (holistic vs. analytic) in moderating the effect of negative anthropomorphic persuasive ads towards pro-social behaviour. The holistic vs. analytic framework was primarily introduced to examine cultural disparities (Western cultures, e.g., United States vs. Eastern cultures, e.g., India and China) in light of the thought that distinctive cultures have diverse shared situations that advance certain thinking styles. Researchers have later identified that there exist differences in holistic vs. analytic thinking styles not only between culture but also within culture. The present study would embrace a within-culture focus to examine the effect of holistic–analytic thinking styles on persuasion of consumer's towards pro-social behaviour in case of anthropomorphized ads. The study also provides direction for further testing the hypotheses through an experimental design. Towards the end, we state expected contribution to the existing body of knowledge in exploring anthropomorphization in the field of advertising and branding.

## Keywords:

Anthropomorphism, Persuasive Ads, Pro-Social Behaviour, Holistic–Analytical Thinking Styles

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# Impact of Movie Genres on Tourists' Destination Choice and Stereotypes

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## Abstract

In the modern times, entertainment has been adopted as an integral part of social life to get away with stresses percolated all around. Out of available alternatives, the motion pictures or movies are credited as more fulfilling forms of entertainment by nearly all the age groups of people. Every other individual would like to get entertained by the scintillating performances of their favourite actors on the screen. Since ancient times, films used to mirror the intricate aspects of existing society. At times, films acted as indicators of prevalent customs and traditions of the society and at other times influenced a few genres to act in either productive or destructive acts. Movies in particular are making their big presence felt at the worldwide stage, by showcasing their splendidly synchronized dancing on the tunes of charismatic music. They inspire their audience in their own unique ways.

## Keywords:

Stereotype, Destination Choice, Films Influence Tourism, Movie Genres



# Vedantic Applications of Augmented Reality for Strategic Social Marketing Campaigns in India

**Amrita Joshi**

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## Abstract

The field of social marketing is increasingly recognized as a vibrant and dynamic instrument for individual behavioural change as also for its onus on on-going societal outcomes and transformation. Our work here responds to a call for improvements to ‘the quality of social marketing interventions...new intervention design, drawing on innovative practices and technologies both from within and beyond the marketing mainstream, encompassing the sharpest new ideas and innovative working practices from elsewhere’ (Dibb, 2014, p. 1178). We locate such potential possibilities in contemporary augmented reality (AR) applications and propose a conceptual framework grounded in insights drawn from ancient Indian literature, which contains dynamic illustrations of the augmentation of reality geared to the acts of persuasion and transformation.

## Keywords:

Modality, Augmented Reality, Design Interventions, Visual Layering



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# **The Sustainability Communiqué – The Indian Corporate Way to Create Customer Value – A Business Cannot Succeed in a Society that Fails!**

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## **Abstract**

In today's competitive environment, businesses do not simply compete on cost, quality and services to attract customers (Shabana, Buchholtz, & Carroll, 2016). The present-day customers have become more aware about the environment and the society, thereby demanding a socially responsible behaviour from the companies. Slavin (2009) suggested that the market for environment friendly, transparent and sustainable products will grow by 19% in the next decade for both B2B and B2C businesses. Not just customers but shareholders and institutional pressures are also forcing companies to re-look into their business practices and behave in a socially responsible way (e.g., Shabana et al., 2016). Though companies have taken progressive actions towards the demands of customers and the society, there is a need to openly communicate about its operations and sustainable business practices to build reputation and maintain legitimacy among the customers and shareholders (Bhaduri & Ha-Brookshire, 2011). In this context, using a qualitative approach, the present study tries to explore the sustainability communication agenda of selected firms from India.

## **Keywords:**

Sustainability, Customer Value Creation, Communication



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# Website Quality – A Pre-Purchase Tool to Improve Performance Expectancy

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## Abstract

The study attempts to consider the importance of website design that tries to focus on the critical parameters such as technical quality and general quality of the website. These parameters act as a source of guide for consumers for information seeking and achieve the desired product details. As they provide information and details for the products, a desired level of clarity is expected of them; in addition to this not only as a source of pre-purchase decision instrument, the website should be safe if consumers wish to purchase the products via these websites. So, performance expectancy for the website design quality is a function of several parameters that they help in improving the performance. The perceived ease of use and perceived usefulness derived from the TAM model also helps in defining the performance expectancy of the website.

## Keywords:

Website Trust, Website Satisfaction, TAM Model



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# **Antecedents of Credit Card Misuse and Role of Parental Monitoring and Financial Knowledge to Reduce It: A Conceptual Model**

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## **Abstract**

The use of credit card is increasing day by day especially among the students. It has become the lifestyle for students. Some students consider it as a status symbol. As students lack financial knowledge, they are not able to manage credit card properly due to which credit card debt is increasing day by day. Credit card debt has become a major concern as it causes school dropouts, poor grades and has also become cause of depression among students. This study investigates antecedents of credit card abuse and its relationships with compulsive buying. Also, this study explores how parental monitoring and financial knowledge will help to reduce credit card misuse.

## **Keywords:**

Credit Card, Compulsive Buying, Power Prestige, Risk Taking, Parental Monitoring, Financial Knowledge, Credit Card Misuse, Self-Esteem



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# Exploring the Dark Side of Employer Branding

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## Abstract

Employer branding refers to the projection of the image of an organization as a best place to work for. It is an effective tool to attract potential employees and retain the existing employees. Various research studies have reported the positive side of employer branding benefiting organization in recruitment, talent pooling, internalizing of organization values, organization attractiveness, retention and more. This study intends to draw the attention towards the 'dark side' of employer branding, hampering the retention of an employee in the organization. In this study, we conceptualize the role of psychological contract in a post-employment context. The violation of psychological contract leads to negative emotions (anger, regret and disappointment), which in turn lead to negative behavioural consequences such as intentions to quit, negative word of mouth and workplace deviance. We propose the emotion behaviour link in employer branding context by identifying specific behavioural consequences of specific emotions.

## Keywords:

Employer Branding, Violation, Psychological Contract, Negative Emotions, Behaviour

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# **Religiosity and Attitude towards Government Influencing Consumer's Participation in Consumption Tax Evasion: An Empirical Investigation**

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Abhishek Mishra<sup>3</sup>**

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## **Abstract**

Consumption tax evasion (CTE) is a widely prevalent phenomenon across the globe. There are very few studies exploring the role of consumers in promoting consumption tax evasion from an ethical perspective. This paper intends to identify the extent to which consumers recognize participation in CTE as an ethical issue and the impact of moral recognition on consumer intention to participate. This paper also explores the role religiosity and attitude towards government in the ethical decision-making process of consumers. The results of the study suggest that attitude towards government influences the consumer's intention to participate in CTE. More the positive attitude towards the government, lesser will be the intention to participate in CTE. Religiosity also turns out to be significant for the intention to participate in CTE; it influences the intention to participate in CTE negatively. Also, religiosity influences recognition of the participation in CTE as moral issue positively. Contribution and implication of the study are discussed in detail.

## **Keywords:**

Consumption Tax Evasion, Religiosity, Attitude towards Government, Moral Recognition



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# **Patanjali Ayurveda Ltd. – Marketing Insights from Patanjali’s Entry in FMCG Market in India**

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*Under the mentorship of Dr. Rajendra Vishwanath Nargundkar – Professor, Marketing Area, Indian Institute of Management Indore.*

## **Abstract**

Patanjali Ayurveda Ltd. conceived itself as an ayurvedic medicinal firm. However, over time, it grew diversifying itself into an FMCG firm that started disrupting the consumer space. With increasing sales, it has surpassed FMCG locals like Emami and Jyothy Laboratories (producers of Ujaala) who took decades to set their feet in the FMCG sector. A look into the marketing strategies adopted by Patanjali reveals its unique features and the latent opportunities it exploited when it had its chance. Though it is claimed that there is no business model at play, the firm ‘thinks’ and acts in such a way that even market analysts are amazed by its rapid growth.

## **Keywords:**

Marketing Strategies, Innovation, Market Disruption



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# **Value Creation from Frugal Measures: Low-Cost Healthcare Marketing Track: Customer-Based Business Strategy and Its Role in Creating Value**

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## **Abstract**

The healthcare system in India is at the cusp of disrupting the industry dynamics. The technical and operational simplicity, low pricing, rural penetration, the AYUSH (Ayurveda, Yoga and Naturopathy, Unani, Siddha and Homeopathy) potential and quality performance of the healthcare innovations designed for India will change the value delivery systems globally. This paper draws from insights of Clayton Christensen, Michael Porter, Vijay Govindarajan and C.K. Prahalad on healthcare and serving the poor. Industry reports on the healthcare sector, published by research agencies and government organizations, were reviewed to assess the current scenario and expectations. The 10P's of frugal healthcare marketing are the outcome from analysis and synthesis of 12 success cases in healthcare innovations.

## **Keywords:**

Healthcare, Innovations, Low-Cost, Marketing, Strategy, Growth



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# **An Empirical Research on Impact of Edification on the Instinct in Mobile Banking**

**Madhu Arora<sup>1\*</sup>, Poonam Khurana<sup>2</sup>, Anshu Lochab<sup>3</sup>**

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## **Abstract**

The present study aims to know the impact of edification on the instinct in mobile banking and factors responsible for such risks in the selected banks and to suggest measures for improving risk solutions. ANOVA, t-test, chi-square test and Z-test are used to test the hypotheses and validate the results. The analysis is in conformity with the objectives of the study and the hypotheses formulated. The collected data are analysed through PASW 18.0 version. Findings include there is a significant difference in average agreement on customer satisfaction in mobile banking among the different edification. It is also observed that graduate respondents have greater agreement on security risk than post-graduate.

## **Keywords:**

Age, Mobile, Banking, Customer



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# **A Comparison of Branded and Non-branded LED Lights with Respect to Pune City: A Study on Consumer Buying Behaviour**

**Saad Siddiquia<sup>1\*</sup>, Preeti Umesh Sharma<sup>2</sup>**

*<sup>1,2</sup>Trinity Institute of Management and Research, Pune, India.*

## **Abstract**

In India, electrical and electronics market is on boom since past two decades. Electrical equipment/instruments have very huge market in India. Considering the electricity charges, it is the demand of the time to save the electrical bills. Nowadays, people below the poverty line cannot afford it and hence 'Light chori' is increasing day by day in rural and micro-rural areas. Technology has replaced the conventional bulb into tube lights, which are also quite electricity consumable. Tube lights have been replaced by CFL that are comparatively low electricity consumable, and nowadays LED lights have been replacing the CFL, which have comparatively lowest power consumption. LED lights are the latest inventions in the field of electrical/power equipment. These consume very low power and provide brighter light than tube lights and CFLs, and the benefit of using LED lights can be seen on the light bills.

## **Keywords:**

Branded, Non-Branded, LED Lights, Consumer Behaviour



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# Colours in Advertisements and Its Effect on Customers' Desired Value Change: A Conceptual Model

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## Abstract

The major objective of this study is to analyse the use of colours in advertisements and its effect on consumers to examine the major mediators' impact on attitude towards the ad, attitude towards the brand on purchase decisions towards colours in advertisements, especially on customers' desired value change. Based on the literature review, authors developed the conceptual framework, proposed hypothesis and inferred meaningful managerial recommendations for the advertisers.

## Keywords:

Social Marketing, Public Sector



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# **Examining the Consumer Attitude towards Purchase of Counterfeit Fashion Products**

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## **Abstract**

Luxury goods business is a very lucrative one that is growing at a phenomenal growth rate but simultaneously these goods have been trapped by makers of counterfeit products. With the increase in demand of counterfeit products, it seems that it will grow more rapidly in the years to come. As the technology is becoming more and more advanced, it is becoming easier to manufacture counterfeit products with less of research and development costs. Luxury brands are first to get affected because they are expensive and popular in customers' mind, which presents an opportunity for counterfeit manufactures to produce it at low costs and make money with established brand names. Exact copies of luxury brands are available in the market with its finest details at a fraction of its original price, making it more captivating for the customers.

## **Keywords:**

Counterfeit, Consumer Attitude, Purchas Intensions



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# Creating Customer Value Proposition through Jobs to be Done Theory

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## Abstract

All the organizations have a common goal to achieve profit maximization through providing better quality product or services to the customer. However, most of the organizations failed to achieve this because of inappropriate customer value propositions. Various methods and theoretical concepts are being used by organizations to create effective customer value proposition so that they can efficiently solve the problem of customers. Organizations often get confused between customer needs and the task customers want to accomplish while developing a product. One of the efficient theories to get better customer value proposition is the jobs to be done (JTBD) theory coined by Anthony Ulwick, which focuses on what customers are trying to get done in their lives in a given circumstances with company products or services instead of figuring out what kinds of product customers are trying to buy. The paper critically examines a few cases where the JTBD theory has been successfully applied. Additionally, the paper will also attempt to seek the probability of the application of JTBD in creating appropriate customer value propositions for a live product or services.

## Keywords:

Customer Value Propositions, Jobs to be Done (JTBD), Customer Satisfaction

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# Effects of Brand Scandals on Counterfeits of Fashion Products: A Matter of Social Feedback Extended

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## Abstract

The spread of counterfeit products has become a global phenomenon and a major marketing challenge (Chaudhry & Stumpf, 2011; Sharma & Chan, 2011; Basu, Mukherjee, & Lee, 2015). Counterfeit products have become a major problem for luxury brands, with counterfeits accounting for nearly 10% of worldwide trade (Townsend, 2013). According to the findings of International Anti-counterfeiting Coalition (IACC), the projected value of global trade in counterfeit and pirated goods is around 1.77 trillion dollars (IACC, 2015). According to Wilcox et al. (2009), counterfeiting is the trade of illegally made products that are manufactured in a way that bear a resemblance to genuine goods but are inferior in terms of quality, performance, reliability and durability.

## Keywords:

Brand Scandals, Counterfeits, Social Feedback, MANOVA



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# Impediments to Purchase of the Green Products with Reference to Selected Product Categories

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## Abstract

The rising concern for the environment made realize the companies the importance of incorporating sustainability into their business activities, and it resulted in the emergence of new concepts of green, or sustainable, or environmental marketing. The environmental problems are considered as one of the biggest issues the world is facing today, and people all around the globe are conscious towards its degradation day-by-day. There are three components of sustainable development, i.e., economical, ecological and human. The present study is focused on how the ecological problems can be minimized through the consumption of sustainable products. One of the ways of minimizing the adverse impact on the environment is through the use of environmental or green products. The rate of adoption of these products in the consumption process is not as expected by Indian consumers. In this study, the factors that inhibit the consumers from purchasing green products are identified.

## Keywords:

Consumer Buying Behaviour, Green Products, Barriers, Organic Products, Theory of Planned Behaviour



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# Measuring the Impact of Product Planning and Development on Small-Scale Industries

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## Abstract

The paper examines the importance of product in designing the marketing strategies. 'Product' is considered as an essential component among the 4P's of marketing mix. Marketing mix is a powerful concept that makes the marketing seems easy, delegation of marketing tasks to specialists and can change a firm's competitive positions (Gronroos, 1994). Product generally reflects the performance of the company through its quality, fixation of price and marketing of the product. The objectives were achieved by conducting the cross-sectional analysis among the demographic profile of the respondents with the factors determined for product planning and development. The new product development is essential for the survival and long-term growth of any firm. Product development is potentially very important for the purpose of the business development along with other forms of development, such as market development, product positioning development and supply development. Product development can contribute to the attainment of key business objectives.

## Keywords:

Market Strategies, Marketing Mix, Product Planning, Product Development, SSIs



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