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Analytical Approach of Service Quality in Commercial Bank at Nagpur

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Introduction

Bank plays an important role in the economic development of a country. It is a financial institution that accepts deposits and channels those deposits into lending activities either directly or through capital markets. A bank connects customers which have capital deficits to those customers with capital surpluses. The banking industry in India is facing certain challenges i.e. challenges of quality service, customer satisfaction, customer retention, customer loyalty, Quality service plays a major role in achieving customer satisfaction, and creating brand loyalty in banking sector.

Indian Banking Industry & Service Quality

The banking industry is facing rapid changes in the market, such as: new technologies, economic uncertainties, fierce competition, more demanding customers and the changing climate which lead to an unprecedented set of challenges. Banking is a customer oriented service industry which has witnessed a radical shift in the market power. The effectiveness and efficiency became the buzzword of the success of banking

operations and its proper functioning particularly with respect to providing services to the customers. Service is an invisible thing which is indispensable from the person who extends it. An efficient or

effective service is one which is extended appropriately by identifying and understanding the needs of the individual customer from time to time. Customer service is a dynamic interactive process which needs continuous improvement. With the advancement of information technology and communication system, the whole world has been reduced to a global village.

Importance of Service Quality In Banks

Increased competition, highly educated consumers, and increase in standard of living are forcing many businesses to review their customer service strategy. Many business firms are channeling more efforts to retain existing customers rather than to acquire new ones since the cost of acquiring new customer is greater than cost of retaining existing customers. There is enough evidence that demonstrates the strategic benefits of quality in contributing to market share and return on investment. Maximizing customer satisfaction through quality customer service has been described as „the ultimate weapon“ by Davidson and Vital (1989).

Measuring Service Quality In Banking Sector

Customer is vital for the development of trade, industry and service sector particularly in financial services. Therefore, the significance of customer service in the

banking sector came to force to compete in a market driven environment. Measuring service quality in the service sector particularly in the banking sector is more difficult than measuring the quality of manufactured goods. The service sector as a whole is very heterogeneous and what is heterogeneous may hold true for one service and may not hold for another service sector. Each bank is having a variety of services. Due to this differentiation, services in this industry could not be standardized, moreover these services are intangible in nature which could not be compared or seen. The concept of customer satisfaction and service quality is interrelated with each other. Moreover satisfaction of customer depends upon service quality and service quality is increasingly offered as a strategy by marketers to position themselves more effectively in the market place.

Research Methodology

This study is descriptive and analytical in nature.

OBJECTIVES:

The study has been undertaken with regard to the following objectives:

To identify degree of importance attached to various dimensions of service quality viz. reliability, responsiveness, empathy, tangibles and assurance by the customers.

- To compare the public, private bank on the basis of customers' expectations and
- Perceptions of quality of services.
- To find the gap between customers' expectations and perceptions of quality of
- Services for public, private banks.

- To understand the perception of the employees of public, private banks and find out the challenges faced by them to deliver expected services
- To evaluate the performance of public, private banks on the basis of quality of services.
- To make suggestions for improvement of quality of services in public, private banks.

Hypotheses For The Study:

The main hypotheses that have been set for the study are:

Service quality rating is dependent of variables such as age, gender, bank in which account is held, type of bank.

The quality management is not same in any two types of banks.

Universe of study

For detail study of topic "NAGPUR REGION" is taken as universe of the study.

Sampling Methodology:

The design of the sample is as follows:

Population: Nagpur City.

Sample Size: 100

Method Of Data Collection:

Primary Source: Questionnaire

The questionnaire was having 27 questions, and was classified into two parts.

Part 1: Demographic Questions

Part 1 was having 5 demographic questions namely, Name, Age, Gender, Name of the Bank and type of the bank.

Part 2: Research Questions

Part 2 had 22 questions related to Service Quality. The data was collected with the help of 5 point Likert Scale.

Secondary Source

- 1) Topic related books.
- 2) Websites.
- 3) Business magazines & journals.
- 4) Annual reports of related agencies.

Sample size

A sample size of Sample Size: 100 was taken.

Reliability test was conducted thereafter. Cronbach's alpha was .815, representing a reasonable level of reliability.

Reliability Statistics

Cronbach's Alpha	N of Items
.826	27

Data Analysis:

The survey results are organized as follows. In the first section, the demographic profile

of the respondent was presented. The second part concluded with the data analysis of the responses with respect to the perception of the respondents.

RESULT AND ANALYSIS

A Demographic Characteristics:

Table : 4.2 : Demographic characteristics of the Respondents		
Variables and categories	N=100	%
Age		
Less than 25	27	27
25-30	17	17
31-40	16	16
41-50	18	18
Above 50	22	22
Gender		
Male	69	69

Female	31	31
Bank Type		
Private	29	29
Public	71	71
<i>Source: Primary Data</i>		

Table exhibits the demographic traits associated with the respondents considered for the purpose of the study. It was observed that 69% were male and 31% were female. Maximum respondents were from below 25 years category and the

percentage was 27 % and least from 31-40 age and the percentage was 16 %. 29% of the respondents were having their account in private bank and 71% were having in public bank.

The main hypotheses that have been set for the study are:

Hypothesis 1:

H0: Service quality rating is independent of variables such as age, gender, bank in which account is held, type of bank.

H1: Service quality rating is not independent of variables such as age, gender, bank in which account is held, type of bank.

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	678.166 ^a	768	.991
Likelihood Ratio	328.821	768	1.000
Linear-by-Linear Association	16.058	1	.000
N of Valid Cases	100		

a. 825 cells (100.0%) have expected count less than 5. The minimum expected count is .01.

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	29.587 ^a	24	.199
Likelihood Ratio	33.950	24	.086
Linear-by-Linear Association	2.343	1	.126
N of Valid Cases	100		

a. 46 cells (92.0%) have expected count less than 5. The minimum expected count is .31.

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	270.675 ^a	336	.996
Likelihood Ratio	194.636	336	1.000
Linear-by-Linear Association	4.654	1	.031
N of Valid Cases	100		

a. 375 cells (100.0%) have expected count less than 5. The minimum expected count is .01.

Chi square test was used to prove the hypothesis. It was tested with respect to age, gender and type of bank. Result shows that, the significance level is above

0.05. So Null hypothesis is accepted. Service quality rating is independent of variables such as age, gender, bank in which account is held, type of bank.

Hypothesis 2:

H0: The quality management is same in private, public sector bank.

H1: The quality management is not same in any two types of banks

Independent Samples Test

	Levene's Test for Equality of Variances		t-test for Equality of Means							
	F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference		
								Lower	Upper	
Equal variances assumed	4.199	.043	-.925	98	.357	-.05326	.05760	-.16758	.06105	
Equal variances not assumed			-1.089	76.882	.280	-.05326	.04892	-.15068	.04416	

Independent sample t test was used to prove the hypothesis. Result shows that, the significance level is below 0.05. So

Alternate hypothesis is accepted. The quality management is not same in any two types of banks.

FACTOR ANALYSIS

KMO and Bartlett's Test

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.	.675
Approx. Chi-Square	566.322
Bartlett's Test of Sphericity	231
Sig.	.000

KMO score is 0.675. It is above the recommended value of 0.5. Further Bartlett's Test of Sphericity exhibits significance value of less than 0.05 (.000). Thereby ensuring the appropriateness of factor analysis.

Results: Factor analysis was conducted in order to identify the factors that affecting quality of service with respect to banks..

Factors were identified using the Eigen value criteria that suggests extracting factors with Eigen value greater than 1.0 Principal Component Analysis and Varimax Rotation were considered for obtaining a component matrix. For confirming the adequacy and sphericity of the data set, Kaiser-Meyer-Olkin (KMO) and Bartlett's Test values were also obtained.

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	4.562	20.734	20.734	4.562	20.734	20.734	3.052	13.871	13.871
2	1.883	8.557	29.291	1.883	8.557	29.291	2.407	10.940	24.811
3	1.709	7.767	37.059	1.709	7.767	37.059	1.632	7.419	32.230
4	1.498	6.809	43.868	1.498	6.809	43.868	1.611	7.321	39.550
5	1.279	5.812	49.680	1.279	5.812	49.680	1.539	6.998	46.548
6	1.227	5.579	55.259	1.227	5.579	55.259	1.515	6.889	53.437
7	1.174	5.337	60.596	1.174	5.337	60.596	1.430	6.501	59.938
8	1.059	4.815	65.411	1.059	4.815	65.411	1.204	5.473	69.698
9	.974	4.428	69.839						
10	.887	4.030	73.869						

11	.794	3.608	77.477					
12	.661	3.003	80.480					
13	.646	2.936	83.416					
14	.601	2.732	86.148					
15	.565	2.570	88.718					
16	.520	2.362	91.080					
17	.459	2.088	93.168					
18	.398	1.808	94.976					
19	.349	1.587	96.562					
20	.328	1.489	98.052					
21	.274	1.247	99.299					
22	.154	.701	100.00 0					

Extraction Method: Principal Component Analysis.

Model strength is 69.698. The proposed model is accepted.

Rotated Component Matrix^a

Statements	Component							
	1	2	3	4	5	6	7	8
The bank has operating hours that are convenient to the customers	.793							
The bank has up to date equipment	.787							
The bank give individual attention to every customer	.776							
The bank knows what customer needs are	.657							

The bank arranges special care for special customers		.743						
The bank gives personal attention to its customers		.732						
The appearance of the physical facilities of the bank is in keeping with the type of services provided			.825					
The bank's physical facilities are visually appealing			.824					
The clients trust the employees of their bank				.831				
If a bank promises to do something by a certain time, then it should do so				.564				
The bankers patiently reply to the queries of the customers.					.764			
The bank provides its services at the promised time					.735			
Employees of the bank are polite						.747		
Customers feel safe in transactions with the bank							-.717	
Employees of the bank are well dressed and well groomed						.504		
Employees of the bank are always willing to help customers								.699
When customers have problems, the bank is sympathetic and reassuring								.635
The bank maintains accurate records								.770
The bank provides prompt services to the customers								.614

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser Normalization.

a. Rotation converged in 13 iterations.

In total 22 items were considered for the study in the initial stage. After iteration 3 items were dropped due to their redundancy nature. The 19 items considered converged into 8 factors. These can be called as 8 variables which analysis the service quality expectation of customers with respect to banks. Factor 1 was loaded with 4 items. These items were related to the bank facilities. So the Factor 1 is labeled as '**Bank Facility**'. Factor 2 loaded on 2 items, related to customer care. '**Customer Care**'. Hence factor 2 is labeled as '**Customer Care**'. Factor 3 was loaded with 2 items and it was related to the questions with respect to the physical

facilities, and it was labeled as '**Physical Facilities**'. Factor 4 was questions related to Trust, and the variable is named as '**Trust**'. Factor 5 was questions related to query handling and the variable is named as '**Query Handling**' and was loaded with 2 items. Factor 6 got loaded with 3 items and the questions were related staff behaviour and the variable is named as '**staff behaviour**'. Factor 7 got loaded with 2 items and the questions were related empathy and the variable is named as '**Empathy**'. Factor 8 got loaded with 2 items and the questions were related customer support and the variable is named as '**customer support**'

Bank Facility (4 items)	Consumer Expectation with respect to Service Quality in Banks
Customer Care (2 items)	
Physical Facilities (2 items)	
Trust (2 items)	
Query Handling (2 items)	
Staff Behaviour (3 items)	
Empathy (2 items)	
Customer Support (2 items)	

Conclusions

Banking sector today has a compelling demand for improvement, to survive the Substantial competition in today's scenario. Public sector banks are always known for the trust, they have developed with the customers and for their existence in the

society for a very long period of time. Hence, it is suggested that the public

sector banks keep the trust factor and improve on the other aspects of service quality. Also it is advisable that the

public sector banks associate more with the technology and good infrastructure facilities to provide timely and efficient service to the customers. The customer needs grow with no limits, and it is very much evident from the various service offerings by the other banks day to day. Not just to rebel the competition with the private and the foreign banks, but also to retain the existing customers, it is very necessary that the public sector banks take a charge on this. Irrespective of the banks, employees who interface the customers directly, are ought to be very empathetic and should be able to understand the customer needs and requirements. Training the human resource in this regards would help the banks retain their customers and also attract more. Customer relationship is one another aspect the banks need to be given par importance. Managing customer relation efficiently is an advantage that the banks should concentrate to win the situation. The banks should focus on pooling and retention of customers. Large database would create a trust and reliability culture which would bring in more and more customers. Addressing to the individual customer needs is one crucial aspect to be considered, as the customer would find himself as a part of the. Efficient and knowledgeable employees are always a big boon for any organization. Employees should be trained on technical and behavioural aspects, so that banks can deliver quick and prompt services.

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EFFECTIVENESS OF CELEBRITY ENDORSEMENT IN ADVERTISEMENTS WITH SPECIAL REFERENCE TO BOLLYWOOD CELEBRITIES

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1. Introduction:-

There are a number of reasons why celebrity endorsements in advertising are so common. A celebrity endorsement can help build trust with current and potential customers, increase the chances of the brand being remembered, and attract a new type of audience. Endorsements also may increase the consumer's desire for a product. This is often achieved by implying that the particular celebrity is successful, talented, or attractive at least partly because of the product.

Advertising has become a part of culture in our society. The practice of Celebrity Endorsement in advertising plays a pivotal role in making advertising into our culture. The use of celebrity endorsement has been on rise and its phenomenon worldwide. If the world were full of all wise men & women, we would have never heard of a term called "Advertisement". And then good products would have found the right customers and grown to prosperity. Firms would have worked out a mathematical formula to sell and succeed. But buying process isn't rational and so is this world. Today, the business firms are trying out different ways in advertisement to increase their sales. Indians are diehard movie and

sport buffs & and this aspect of the consumer has invited the concept of celebrity endorsement to the world of advertisement.

2. Objectives of the Research:-

The objective of the research is to discover answers to questions through the application of scientific procedures. The main aim of the research is to find out the truth which is hidden and which has not been discovered as yet.

The proposed research was carried out based on the following objectives.

1. To assess the popularity of leading Bollywood celebrities as well as their current role as Brand Ambassador.
2. To assess the effect of multiple Brand-endorsement on consumer's perception in the context of endorser's credibility as well as attitude towards the advertisement.
3. To evaluate benefits and shortcomings of celebrity endorsement.
4. To analyze Bollywood celebrity controversy risk.

5. To asses Bollywood celebrity – product match.
6. To analyze role of Bollywood celebrity endorsement in social services advertisements.
7. To evaluate strength of Bollywood celebrity to improve the Brand in crises.

3. Scope of the Research:-

The study was exploratory in nature and suffered from certain constraints and limitations such as geographic limitation (mainly Indian scenarios are taken into account), strategic brand management taken in a limited sense (i.e., limited discussion on financial aspect) and neglecting e-marketing/branding aspect. Nevertheless, the above study leaves an immense scope for carrying out further research in the following areas:

1. To carry out similar study from the advertiser' perspective and comparing that with the customers' perspective.
2. To establish a more definite correlation between celebrity impact on brand equity and relation with customer's psychology.
3. To carry out study on other possible aspect of endorsements.
4. To carry out studies in other geographic areas i.e., in other nations and include all possible industries to find out whether there is any significant difference in the impact on the customers who are geographically separated.
5. To carry out more detailed study and statistical research on the overall brand equity building mechanism with the help of celebrity endorsement
6. The researcher has come across many interesting topics while conducting this research. In fact, some of the results

from the current research generated important questions to be explored. As mentioned in the conclusion as well, consumers tend to think and act differently because when asked to rate the attributes independently the consumers came up with different answers. That is why the researcher has not claimed the results to be accurate. Research on the psychological and practical aspects of consumer buying behaviour can provide marketers with deeper understanding of the topic.

7. Another important aspect to be explored can be how negative publicity can affect the purchase intention of consumer with reference to low and high involvement product and services. Negative publicity of the celebrity associated with the product can destroy the brand and it may take lot of time to recover the same image. Moreover, how easily people can accept a celebrity with a negative publicity to be a brand endorser is also of special interest.

8. Another major area to explore is demographical area. Attitudes and perceptions of people differ on various different basis for instance age, gender, country, income level etc. From the marketer point of view it is important to understand that consumers are governed by their culture and values. Moreover, the limitations highlighted in the earlier section provide a broad platform for future research.

4. Concept of Celebrity Endorsement:-

Today 'Celebrity Endorsement' has attracted immense debate on whether it really contributes to the brand building process or whether it is just another lazy tool to make the brand more visible in the minds of the consumers. Although it has been observed that the presence of a well-known personality helps in solving

the problem of over-communication that is becoming more prominent these days, there are few undesirable impacts of this practice on the brand. The theories like 'Source Credibility Theory, Source Attractiveness Theory and Meaning Transfer Theory' provide a basis on which the methodology of celebrity endorsement works and also explains how the process of the celebrity endorsement influences the minds of the consumers. Firms invest huge amounts as advertising expenditure for hiring the right celebrity. However there lies uncertainty with respect to the returns that the company might be able to garner for the brand. The issue of matching the values of the celebrity with the brand values is also very important, i.e. getting the right celebrity to endorse the right brand. Consumers perceive the brand as having superior quality because it has been endorsed by a credible source. This makes endorsement as one of the indicators of quality for any brand. Corporate credibility along with endorser credibility plays a significant role in the attitude of the consumer towards the brand and the advertisement respectively.

5. Brand Endorsement by Bollywood Celebrities:-

5.1. Bollywood:-

The term Bollywood was created by conflating Bombay (the city now called Mumbai) and Hollywood (the famous centre of the United States film industry).

Bollywood films are usually musicals. Few movies are made without at least one song-and-dance number. Indian audiences expect full value for their money; they want songs and dances, love interest, comedy and dare-devil thrills, all mixed up in a three hour long

extravaganza with intermission. Such movies are called masala movies, after the spice mixture masala. Like masala, these movies have everything.

The plots are often melodramatic. They frequently employ formulaic ingredients such as star-crossed lovers, corrupt politicians, twins separated at birth, conniving villains, angry parents, courtesans with hearts of gold, dramatic reversals of fortune, and convenient coincidences.

The world's movie capital is not Hollywood but Bollywood. Bollywood is the nickname for the Indian film industry located in Bombay (now known as Mumbai, though Bollywood hasn't quite caught on.)

5.2. India's Top Celebrity Brand Ambassadors (Bollywood and Sports):-

Good actors are dangerous. They can, with seemingly minimal effort, make you laugh, weep, burst into a song or simmer with outrage all on cue. And when they pop up on your TV screen or in your magazine to sell you a product, that's when another act begins. You're taken in by the "just-between-us" intimacy and the belief that a bit of their stardust is within reach – if you'd just open your wallet.

In India, Bollywood stars, closely followed by sports stars, peddle everything from Rs 5 fairness-cream sachets to Rs 25 crore luxury apartments. Their dazzling smiles and stamps of approval fuel India's Rs 2,000-crore celebrity endorsement market.

Older, more established names command much higher prices than fresh faces—perhaps because their appeal spans many more generations (and many more consumer demographics). The pantheon of Amitabh

Bachchan, Shah Rukh Khan, Aamir Khan, Sachin Tendulkar and MS Dhoni are paid, on average, roughly three times more than the 10 stars immediately below them.

But it seems there will be changes in the top tier in the coming years. Tendulkar, who made his first ad appearance in 1989, when he was just 16 years old, to promote Johnson & Johnson's Band-Aids, is ready for a new innings. Many advertising gurus believe that superstars such as Amitabh Bachchan may not go on for many more years. But many believe these celeb endorsers may just change their positioning to suit their new avatars better. Experts see Tendulkar and Bachchan as an attractive proposition for mature category brands such as banking and financial services.

It's not only the youngsters but seniors too have a tight grip when it comes to making. Cricketers and actors have always been ruling the Indians. They have the charm to mesmerize the crowd and reap benefits out of it. Listed are the personalities who top the charts by earning huge bucks through endorsements.

5.3. Bollywood Actresses (mothers) as Brand Endorsers:-

1. Between September'2012 last year to end of year 2013, many brands including Dabur (Odonil), Kellogg's, Oral-B, HUL (Vim) and Bournvita have signed celebrity mothers like Karisma Kapoor, Kajol, Madhuri Dixit, Juhi Chawla, Shilpa Shetty and Sakshi Tanwar.

2. Gone are the days when just a model could help brands stand out from the massive clutter. They need a celebrity

or at least a well-known face to differentiate their products.

3. A woman with a family can easily relate to these mature, celebrity mother faces, which can boost the recall value of the brand and influence purchase decisions.

4. Endorsement fees for these filmy mother celebrities can range from Rs 50 lakh to Rs 2 crore.

5. They impress homemakers instantly; are trustworthy, mature and have responsible fa

5.4. Bollywood star couples as Brand Endorsers:

It is observed that Kitchen and home products generally attract celebrity couples. Recently Abhishek and Aishwarya Rai Bachchan were reportedly paid a whopping Rs 30 crore for their new advertisement for pressure cookers. Apparently, they beat Saif-Kareena and Akshay-Twinkle to bag this deal.

5.5. Bollywood celebrities endorsing international Brands:

Bollywood Celebrities have long been endorsing products - but to land an endorsement with a global brand is always a bigger deal. Here Researcher tried to bring out the Bollywood celebs that are/have been international brand ambassadors.

5.6 Role of Bollywood Celebrities in promoting different Indian states tourism services:-

It seems celebrities are the best people to promote the diversity of the country. According to latest reports, Aamir Khan is likely to be announced as Chhattisgarh's brand ambassador. He is reportedly being roped in to promote paddy production in the state. Here

researcher tried to make an attempt to have a look at celebrities who are promoting different parts of the country.

5.7 .Role of Bollywood Celebrities in Brand Crisis:-

Celebrities in India are on such high pedestal that over 60% of brands in India use celebrities to push products, compared to 25% in the US. When celebrities endorse a brand in crisis, they are able to transfer the meanings associated with them to reverse negative news about troubled brands because of the existing congruence between celebrity and consumer.

5.8. Controversies: Celebrities and their Brands:-

Experts debate whether a celebrity brand ambassador engulfed in controversy harms the brand he or she endorses. Celebrities and brands are inseparable and so are controversies and celebrities.

So what happens when a celebrity is involved in a controversy or isn't performing too well in his career? Does it directly affect the brand's image? Or does it alter the perceptions of the consumers? These are some obvious questions that cross our minds. The answer is subjective; say some, while others assert that, of course, it affects the brand and the consumer's perception of the brand.

5.9. New Advancements in Celebrity Endorsements:

5.9.1:-Ormax Media launches Celebritix to determine Celebrity-Brand fit:-

Ormax Media has announced the launch of syndicated research-based software,

Celebritix. According to Ormax, the desktop software will allow brands to evaluate and select the best celebrities for endorsements and film tie-ups, based on the fit between the brand and the celebrity. The desktop software currently features a total of 36 celebrities, 31 from Bollywood and five from cricket. Ormax Media intends to update the celebrity data on a quarterly basis.

5.9.2. Alchemist & Hansa launch Celebrity Endorsement Metric:

While celebrity endorsements are now a common marketing tool, there is no trustworthy metric in the country to evaluate their relative success, impact or influence in the consumer's life. What is lacking is not just a commonly accepted measure of celebrity popularity but also the image fit of a celebrity with a brand, or their relative level of influence on the consumer for that brand. Questions such as over-exposure on too many brand endorsements often are seldom answered empirically. The question becomes even bigger when the budget or availability constraint rule out the top few stars and the choice needs to be made from the next tier of celebrities. In a bid to fill in the gap, Alchemist Talent Solutions and Hansa Research partner to launch **CelebScore**.

6. Conclusions:

On the basis of data analysis and interpretation following concrete conclusion are drawn these conclusion are as below:

1. From the data analysis, it is concluded that Claims made by Bollywood celebrities in advertisements are more believable.

2. From the data analysis, it is concluded that Advertisements endorsed by Bollywood celebrities are more effective than ordinary advertisements.
3. From the data analysis, it is concluded that a multiple product endorser adversely affects recall value of the brand.
4. It is concluded that Ranbir Kapoor, Imran Khan, Nargis Faqri, Parineeti Chopra, Vidhut Jamwal, Dian Penty are the choice of advertisers as brand endorsers.
5. It is concluded that the previous Bollywood actresses of 1990's decade are now Mothers and still endorsing various brands targeting towards middle income group segment and beauty and style conscious women segment. Many advertisers have signed celebrity mothers like Karisma Kapoor, Kajol, Madhuri Dixit, Juhi Chawla, Shilpa Shetty and Sakshi Tanwar. A woman with a family can easily relate to these mature, celebrity mother faces, which can boost the recall value of the brand and influence purchase decisions.
6. It is concluded that among Bollywood Star couples, Abhishek and Aishwarya Bachchan, Saif Ali Khan and Kareena Kapoor Khan and Ajay Devgan and Kajol Ajay Devgan are favourites among advertisers as Brand endorsers for kitchen and Home products segments.
7. It is concluded that Bollywood celebrities are not only endorsing Indian Brands but also they are popular Brand icons for International Brands. It is also concluded that maximum celebrities are endorsing elite and luxurious International watch brands.
8. From the data analysis it is concluded that Bollywood celebrities are also endorsing Indian State Tourism services. They are effectively promoting states tourism services and attracting both Indian and foreign visitors at various tourist destinations in India. Amitabh Bachchan, Aamir Khan, ShahRukh Khan, Preity Zinta and Prachi Desai are promoting different states as tourist destination.
9. It is concluded that Celebrity endorsement can be a goldmine or a minefield for a company's brand building process. There have been extensive studies relating to the process of celebrity endorsement and brand-building.
10. It is concluded that the role of celebrity endorsement in the advertising space is equivocal and cannot be seen as an assured strategic tool to win profits, market share, revenues, etc.
11. It is also concluded that "Brand" is the most valuable asset of any company; building its image is, thus, of paramount importance. Any thoughtless adventure can be like the Sword of Damocles upon your head. Celebrities do not make brands but ideas do. If the former were true then brands would have vanished when the hype and fame around the celebrities faded.
12. It is concluded that Celebrity endorsements do work in the Indian scenario. The level and the magnitude

of the effect vary with the celebrity and the product category but most endorsements have a favorable impact.

13. It is concluded that the consumer looks for a variety of aspects from the endorsement like the credibility and trustworthiness of the endorser. Credibility also means the fit between the brand and the celebrity.

14. It is also concluded that More than the bad performance in the professional field, it is the association of the celebrity with a controversy or ill-behaviour that causes negative impact to the endorsements.

15. Few brands take the sensible but slow burn route of developing their own brand mascots like Onida's devil, Amul's girl, Air India's Maharajah which unfailingly and enduringly delivers the brand message with their distinct brand personality. Such brand properties are not prisoner to the yo-yoing fortunes and whims of celebrities. They are ageless in carrying forward the brand ideas. However, some celebrity endorsements done in the right way with the right creative ideas stand out, become memorable and enhance the brand they endorse like Preity Zinta with 'Perk', Amitabh Bachchan in the 'polio campaign' or the old 'Miley sur mera tumhara' with its phalanx of stars. Because, here the celebrities support the brand and not the other way round.

7. Suggestions:

1. As discussed, celebrity management is very crucial to avoid the brand-celebrity disconnect, and subsequently, brand failures. Proper market research should be carried out and right positioning strategies should be in place. If the consumers have questions

in their minds regarding the quality or performance of the product then even God cannot save the brand. There shouldn't be any ambiguity or confusions when showing the celebrity in the advertisement. The obvious solution to the problem of overshadowing is to make sure that both the advertisement and the celebrity are focused on the brand or product.

2. To avoid any bad publicity arising out of celebrity defames, companies may resort to multiple celebrity endorsement. For Example: Pepsi while capitalizing on the popularity of cricket and films in India used several cricketers and film stars in their ads. So when Azharuddin and Jadeja got embroiled in the match-fixing controversy, Pepsi severed its association only with these stars, but its relationship with cricket continued.

3. The most important issue is that of return on investment (ROI). Companies need to perform a cost-benefit analysis prior to endorsement. The process of gauging the effectiveness of endorsement on the overall brand is but difficult. The companies expect to bring, in the long run, future sales, revenues and profit from the present investments on celebrity endorsement. Celebrity endorsement is an expensive means of brand promotion and the price burden almost always shifts on to the consumers; if not, then it narrows the companies' profit.

4. The question is simply this: Do people experience anything special at all watching these celebrities endorse almost everything? Perhaps not. And that's why it is the beginning of the end of celebrity endorsements. The initial purpose of advertising using celebrities was to differentiate the brands amongst clutter. But what differentiation can

exist for any brand if the same celebrity endorses as many as 15-20 brands indiscriminately. The typical mannerisms and style of a ShahRukh or Sachin override the brand individualities in ad after ad, more so in the absence of a strong creative idea. Less attention is paid to the originality of advertising ideas when there is a celebrity around to rescue the brand from creative drought. The residual impression thus, is of the celebrity rather than the brand. Second, the celebrities are supposed to have synergies with the brand they endorse and transfer some of their personality traits to the brands. But that does not happen since all attempts are to force fit brands to celebrities seeking a quick fix.

5. Top Bollywood stars continue to thrive, and the industry is producing new stars every day. Small ones, big ones, the multiplex ones, the big banner ones. The supply has certainly increased. More Bollywood stars for advertisers to choose from. There are certainly many more brands today than there were ten years ago. There are many more categories than there were ten years ago. And much more competition. There is pressure to show results, quickly. The celebrity becomes, for these marketers- in- a- hurry, the easy way to cut clutter, to gain credibility and to get some image rub-off. A temptation too hard to resist. I do not believe this is beginning of the end of celebrity endorsements. But I do believe that a certain kind of celebrity endorsement will die. The kind where the celebrity is used as a substitute for an idea. Advertisers will realize that with more brands using celebrities as endorsers the success and failure will depend on who uses them better.

6. These days, there is an intense rush of commercials on the small screen as

fillers between serials, movies, star shows, cricket matches, news and many other programs. The information overload caused due to excessive use of the same or different stars across the same or different products can lead to confusion among the consumers. Consider Amitabh Bachchan who lends his charisma to so many brands.

7. The other face of the argument is that some companies' promotions were successful even though they never used stars to endorse their brands in the market. Raymond has never shown celebrities in its ads. Its ads just explore the relationship between a father and son, wife and husband, teacher and student(s) etc. The attributes of the brand and the benefits of the product, which have been perfectly reflected in the ads, have helped Raymond to touch a chord with the consumers, elevating it to its iconic status. Brands such as AMUL, Asian Paints never used a celebrity, but were still able to reach the masses. While Asian paints used a Gattoo symbol with a paintbrush in hand, AMUL used a small girl as the company's logo. Both the companies have given the consumers reliable and quality products and, thus, gained considerable market share. The most recent example of a brand that has done pretty well to grab the attention of consumers is 'Hutch', which featured a small kid with a pug-dog.

8. Celebrity endorsement if used effectively will make the brand stand out from the crowd, galvanize brand recall by escalating Unique Selling Proposition and facilitate instant awareness. Hence, before choosing a celebrity as the brand ambassador the company should think that their reputation may derogate the product and the novelty of the product gets diluted if

he /she are engaged in too many advertisements.

9. Celebrity endorsement advertising strategies can, under the right circumstances, justify the high costs associated with this form of advertising and provide significant return on investment for the firm. However, companies must be aware that these campaigns are primarily designed to bring awareness to products and may not translate directly to purchase intention. As such, celebrity spokespeople should be used at the appropriate stage of the product life cycle in order to maximize benefit and achieve stated corporate goals. Furthermore, they must utilize appropriately selected spokespeople in order to reach the appropriate target and minimize the risks involved in being associated with celebrities. If brand name and advertisement recall are the most important goals for a specific campaign, then the choice of a celebrity endorser is appropriate.

10. Celebrity endorsement is also one of the ideas. But, it's easy to come up with new ideas; the hard part is letting go of what worked for you two years ago, but will soon be out-of-date. Therefore, it is imperative to invest in good ideas; which will bring good returns. Thus, the need of the hour is to focus less on your Return-on-Investment, and think more in terms of your Return-on-Ideas.

9. When one endorser endorses many brands, then the recall of the endorsement depends entirely on the power of the brand. There are definitely some brands that go unnoticed and the recall for those stands is at a bare minimum. The company in that case can heighten the advertising content because that etches a special place in the mind space of the consumer.

10. It is not just the financial gains from the endorsements that matter to the celebrity. They also look for the fit with the brand and what the endorsement might do to their image.

11. Professional performance of the endorser is important in deciding the success of the endorsement. However, the bad performance should be stretched so as to make sense to the audience.

12. It will be only a matter of time before companies realize that using a celebrity alone cannot guarantee the success of their product. It would still make a lot of sense to use the rarity factor of celebrities in promoting their brand, and leave that everlasting impression on the mind-the ultimate goal of any marketer or company.

13. The thesis was linked to specific managerial/ advertisers suggestions regarding more effective use of celebrities to enhance brand equity:

- Celebrity endorsements will be more effective when used consistently over time to

increase the strength of the link between the celebrity and the endorsed brand.

- Celebrity endorsements will be more effective when the ad execution is simple, clean, and free of irrelevant design elements. Focus on the celebrity and the brand together.

- Celebrity endorsements will be more effective when using a celebrity who is not already strongly associated with another product or service.

- Celebrity endorsements will be more effective when using a celebrity with a high “fit”, “congruence”, or “belongingness” with the endorsed brand.

- Celebrity endorsers can be used to effectively reinforce and/or create an image for a product or service.
- Test potential brand/celebrity combinations to ensure that the impression and image of the celebrity is positive for the target audience.
- Celebrity endorsements will be more effective for less familiar brands.
- Celebrity endorsers will be more effective for brands for which consumers have limited knowledge/facts.
- Celebrity endorsers will be more effective when integrated across the elements of the marketing mix.
- Caution in choice of celebrity endorser is warranted given the potential risk of tarnishing the brand's image.

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Key Words: - Bollywood, Celebrity Endorsement & Advertisements.

E-Tailing- The key to modern Retailer's success. A study of consumer buying behavior towards E- Market.

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Introduction

Information Technology revolution is the incredible speed at which information is transmitted and at which technology bears down on society, constantly providing new ways of communicating, of preserving and accessing knowledge, and of tracking persons and objects.

These changes have brought with them tremendous opportunities to enhance older ways of doing business. With rapid growth of the Internet and globalization of market, the retail sector has become an increasingly competitive and dynamic business environment. As per the business report it has been found that till the year 2014, there were 15.9 crore Indian users of Internet. This increase use of internet is directly or indirectly contributing to the growth of online businesses.

Business and marketing activities are affected by the invent of Internet technologies and the Internet is revolutionizing commerce, marketing, retailing, shopping and advertising activities of products and services.

In the era of globalization, companies are using the Internet technologies to reach out to valued customers and to provide a point of contact 24 hours a day, 7 days a week. E-commerce and e-marketing are the two important terms in the new Internet-based business domain. E-commerce can be defined as a way of conducting business by companies and customers performing electronic transactions through the Internet. E-marketing, (also known as Internet Marketing, Web Marketing, and Online Marketing etc.) can be defined as the promotion of products or services through the Internet whereas; e-tailing can be defined as selling products and services by using the Internet. Modern concept of shopping is internet retailing or e-Retailing.

E-Retailers have developed many innovative promotions to lure customers and there by growing the market. As one of the market trends, e-Retailing has been widely used in retail industry and growth is increasing day by day in today's scenario. E-Retailing is

synonymous with business-to-consumer (B2C) transaction model of e-Commerce. E-Commerce is the master field defining the e-Retailing operation. E-Commerce is a huge domain on conducting business over internet and e-Retailing is a part of it.

E-tailing requires businesses to tailor traditional business models to the rapidly changing face of the Internet and its users. E-tailers are not restricted solely to the Internet, and some brick-and-mortar businesses also operate websites to reach consumers. Online retailing is normally referred to as e-tailing. Chen et al. (2004) divided e-tailing into three categories: (1) pure online players, (2) click-and-mortar retailers, and (3) retailers who replace the physical store with a wholly-online operation.

Major drivers of significant growth of E-Retailing

Today people are so busy in their routine activities that they not have ample time to move out for shopping and selecting product of their own choice. All are living in the era where convenience and comfort are desired and people desire to live with luxurious life. Choice of going out in the market to physical stores are now relatively shifting to online shopping. The various major factors of increasing trend for online shopping can be explained as under:

Provision of Anywhere Anytime Services: People nowadays find it easier shopping online, as the products get home-delivered coupled with the facility to shop 24x7. Thus, an online

buyer saves precious time, extra efforts and money while buying online as compared to buying from physical stores.

Best Price with Better Bargains: E-Retailing eliminates the need to maintain expensive and fancy showrooms. Instead, what attracts customer attention to online stores is the great deals, best prices' and better bargains'. These best prices and offers increases as there will be any festive seasons.

Rising trend of cyber cities: The rising trend of internet shopping has taken off more noticeably in metropolitans such as Delhi and Mumbai where both consumers and merchants have become equally net-savvy. There is also rise in internet shopping in small cities such as Chandigarh, Ludhiana, Jalandhar etc.

Mobile Governance: Moreover the growth of the mobile communication i.e. mobile governance has led to the growth of the online retailing as people are more accessible to internet 24 x 7.

Increased use of Net banking/credit cards/ debit cards: The electronic transactions have been made secure by the use of various technologies. The banks (RBI and others) are bringing out new guidelines (like one time passwords, security questions) so that the online transactions can be made safe for the consumer.

Emergence of Nuclear Family in modern era: In the present era, nuclear families are increasing and both husband and wife are working, as they have less time to go to the market for purchasing commodities.

E-Retailing attraction for NRI's : Online shopping is a big attraction for

the NRIs (non-resident Indian), the apparel and gifting business online has maximum NRI consumers.

Mechanism of Product Comparison:

Most of the websites are providing product comparison facility wherein shopper can choose the product which exactly suits him.

Government –Online Initiatives:

Online shopping trend is not just for consumer market. The Government is another rising user of the online buying

under the overall theme of e-Commerce. A series of initiatives from the government, public sector banks and Indian Railways embracing the net, have helped to boost the confidence of users to trade online in this sector as well.

Internet Shopping Portal for e-Retailing:

Internet shopping portal are also responsible for incremental growth of e-Retailing industry.

Some of the popular example of E- retailing portal can be explained as under:

E-Retailing Portals	Description
www.amazon.com/	Amazon.com started as an online bookstore, but soon diversified, selling DVDs, CDs, MP3 downloads, software, video games, electronics, apparel, furniture, food, toys, and jewellery. Amazon.com also produces consumer electronics—notably the Amazon Kindle e-book reader and the Kindle Fire tablet computer—and is a major provider of cloud computing services.
www.ebay.in/	eBay Inc. (stylized as eBay) is an American multinational internet consumer-to-consumer corporation, headquartered in San Jose, California. eBay. in is India's most popular online shopping mall providing free online auctions for products like Mobiles/cell phones, Cameras, Computers etc.
www.futurebazaar.com/	It sells a variety of products including mobile phones, accessories, consumer electronics, apparel, computers and general merchandise.

www.Flipkart.com	It facilitates Online Shopping of Books, Mobile Phones, Digital Cameras, Laptops, Watches, Clothing & Other Products at Best Price in India. Free Shipping etc.
www.naaptol.com/	It provides Online Shopping in India for Cameras, Mobiles, laptops, tablet, pen drive at naaptol.com, an online shopping mall store in India.

Even though the major drivers of E- tailing are attracting consumers and contributing to the growth of E- market in India, there are some of the major Challenges which are faced by E- Businesses.

Major Challenges of E-Retailing in India

➤ **Unavailability of Internet Access**

Regular buyers of online shopping sometimes may not be able to shop online because of timely unavailability of Internet facility. Also the high cost of internet sometimes becomes a barrier for promoting the online shopping market.

➤ **Absence of touch-feel-try' experience**

Traditional group of people, who still believe in choosing the product only after touching and feeling it, can never opt the option for online shopping. As the online purchasing never gives an option of feeling and touching the product. Sometimes people may not be able to finalize the size of clothes which will be perfect for them and these type of people keep themselves away from these online stores.

➤ **Consumer favouritism for brands**

Today as numerous number of online retailers are serving customers online. These online stores are competing amongst each other for increasing the number of buyers for them. For. Ex. Snapdeal offering best offer of buy one and get one free on one Ladies Jeans. The other store Flipcart compete with snapdeal by offering best discount offers on buying of two ladies jeans. Customer chooses the one where she has a brand preference and may ignore the special offer offered to her.

➤ **Untimely delivery of Products**

Desire for emergency or immediately needed Product cannot be fulfilled by online stores because the days of delivery period of the product may vary and mostly customers do not opt for this option for immediate need.

➤ **Loophole of season fluctuations**

Seasonal offers offered by online stores create the state of confusion amongst customers where they

might wait for seasons to come and choose the option of online buying only during festive seasons or during the seasons where there is a great scope for availing the big discount.

➤ **Lack of trust between buyer and seller**

There are some people who do not trust the online seller in terms of quality of product which is shown online and the quality of product offer on deliver. This reason may pose a challenge in the growth of E-Market and E- Entrepreneurs in India.

➤ **Language Barrier**

Mostly all the online stores run by E- Entrepreneurs uses the common language of communication and that is English. People who willing to shop online but if not able to understand the language of communication, it pose a challenge for them and hence the affect the business of Online retailers.

➤ **Cyber Crime**

However various terminologies have invented for eliminating Cyber crime but risk cannot be fully eliminated and hence the fear of cyber crime sometimes posing a challenge for the growth of online shopping.

Despite of the above challenges, it has been studies that people are more attracted towards the online shopping and adopting the culture of online shopping for availing various good and services.

LITERATURE REVIEW

(Tiernan, B.,2000.) When a main street store builds a website, they open up opportunities to expand their market beyond geographical boundaries. The chances of losing sales from the physical shop are slight, but the potential to increase sales through their website could be enormous.

Zeithaml (2002) has defined that the success of e-tailing depends on the efficient web site design, effective shopping and prompt delivery. The other e-store services are delivery on real time, return and replacement process, period of filling out online orders form, speed of response time to e-customers queries.

Ratchford (2001) has said that through Internet, consumers can gather information about merchandise and they compare a product across suppliers at a low cost.

Rao (1999), E-commerce offers increased market activity for retailers in the form of growing market access and information and decreased operating and procurement costs.

Myerson (1998) expressed that consumers are getting smarter in using e-tailers (and online search engines and agents) for convenience and comparison- shopping.

Guttman (1998) describes several unique elements make online shopping different from the traditional instore retail model. Besides offering convenience and expanded product variety, the online model also makes it easy for consumers to access and compare data from multiple sources.

RESEARCH DESIGN

1. Need of the Study

Retailers are increasingly leveraging their presence across channels of catalogue, web, stores and kiosks, to increase their share of the customer's wallet and expand across consumer segments. Recent studies on consumer shopping behaviour indicate that multichannel shoppers show a significantly higher value and frequency of purchase than single channel shoppers. Thus, the focus of modern retailing shifted to 'e-tailing', one of the most adoptive channel.

2. Objectives of the Study

This study seeks to highlight the issues, Challenges and opportunities and strategies for E-tailing.

Other objectives of the study are as follows:

3. To draw out, the driving factors for growth of the e-tailing.
4. To elucidate the strategic role of e-tailing in achieving the retail organization objectives.
5. To study the consumer buying behavior towards online shopping.

3. Research Designs and Methods

This study is basically an exploratory research to give an insight into the various drivers that have increased the purchasing through E-tailing. The research has been carried out in two stages. In stage I, literature review has been done to study variables impacting consumer's buying behaviour. In

second stage, data were gathered by primary data collection method through personally administered questionnaires. An exploratory questionnaire has been designed on parameters concerning consumer's buying behaviour and a survey has been conducted to study the scope to which consumer demographics and psychographics has an impact on purchasing through E-tailing websites.

4. Hypothesis of the Study

Null Hypothesis (Ho): There is no relation between the individual's age and average frequency of shopping per month.

Alternate Hypothesis (H1): There is a relation between the individual's age and average frequency of shopping per month.

5. Sampling Technique

The technique of sampling used in this study was non-probability convenience sampling method because it was a feasible alternative, due to the limitation of time, costs, and conveniences in order to find adequate respondents.

6. Data Analysis and Interpretation

The questionnaire has been distributed to 50 respondents; the information collected can be depicted by the following graphs and tables.

Table 1: Distribution of Individual Respondents by Demographic Factors

Respondents Particulars		Number of Respondents	
Parameter	Variables	Total (50)	Percentage (%)
Gender	Male	23	46
	Female	27	54
Total		50	100
Marital status	Married	17	34
	Unmarried	33	66
Total		50	100
Income (in lacs)	1.5- 2.5	14	28
	2.5- 3.5	17	34
	3.5-4.5	13	26
	4.5 and above	6	12
	Total		50
Occupation	Service	20	40
	Self Owned business	18	36
	Housewives	12	24
Total		50	100
Age	18-22	9	18
	22-26	8	16
	26-30	16	32
	30-35	10	20
	35-40	7	14
Total		50	100

Profile of Respondents- The above table provides the insights of the

demographic profile of the respondents. The sample size chosen for the study was of 50 respondents which includes

23 males and 27 females. Major population of the sample lies in the income group of 2.5 to 3.5 lacs and 50%

of the sample belongs to the age group of 26- 35 years.

Factors driving consumers towards E-Retailing (Online shopping)

Factors	Convenience and Comfort	Immediate availability of Product	Easy Comparisons of Products	Attractive Deals
Frequency	16	36	20	28

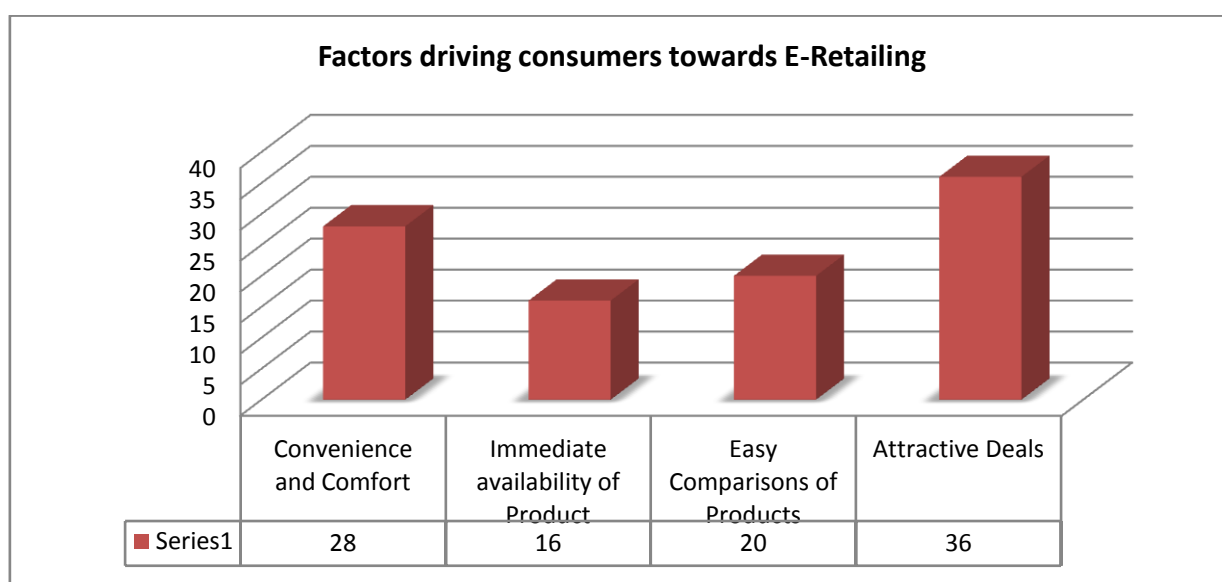


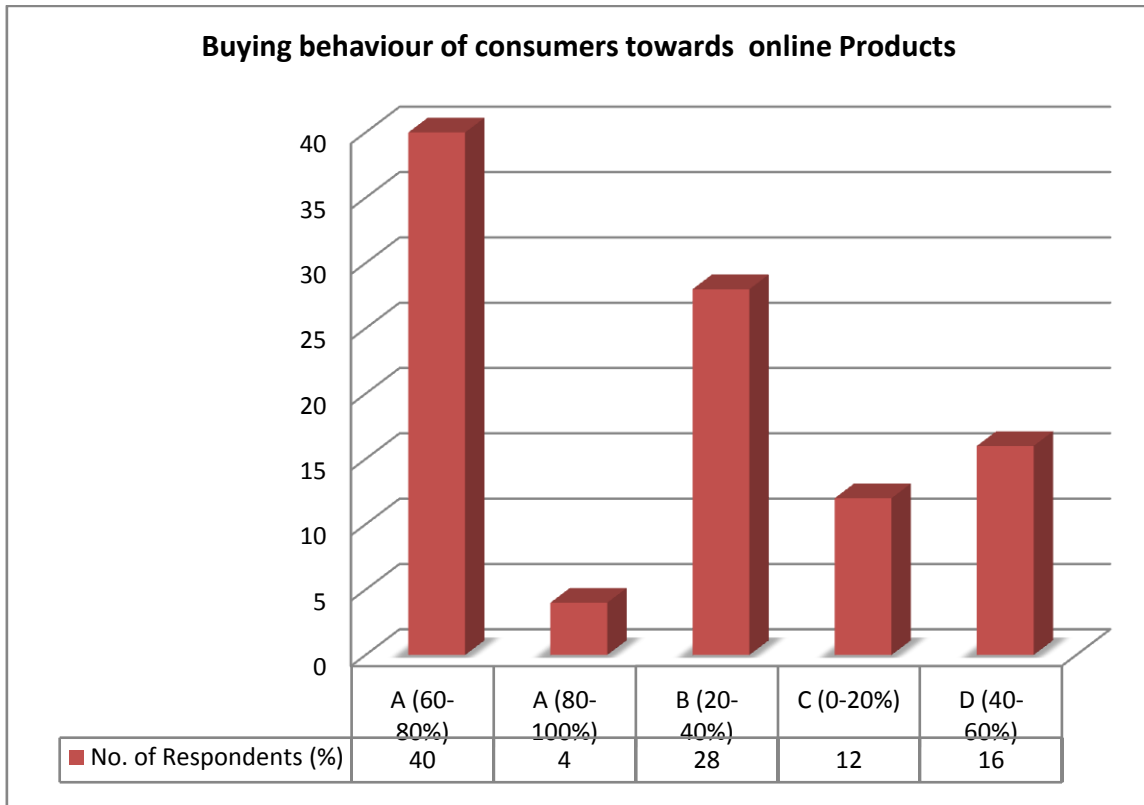
Figure 1:- Factors driving consumers towards E-Retailing

Interpretation- The above bar chart depicts various factors that lead to popularity of E-tailing (online shopping) amongst customers. The most effective driver for popularity for online shopping amongst consumers is attractive deals offered by online retailers. 36% of respondents are in

favour of attractive deals offered by online stores; however 28% of respondents choose to prefer online shopping because of convenience and comfort, as they do not have to move out to the market for buying the product

Buying behavior of consumers towards various categories of online products

Particulars	Particulars	No. of Respondents (%)	0-20%	20-40%	40-60%	60-80%	80-100%
Clothing	A (60-80%)	40				Yes	
	A (80-100%)	4					Yes
Electronic Goods	B (20-40%)	28		Yes			
Home décor Items & Furniture	C (0-20%)	12	Yes				
For Service (Travel Tickets, Movie Tickets etc)	D (40-60%)	16			Yes		



❖ **Figure 2: Buying behaviour of consumers towards various categories of online Products**

The various categories of the products for the above chart

Clothing	A
Electronic Goods	B
Home décor Items & Furniture	C
For Service (Travel Tickets, Movie Tickets etc)	D

Interpretation: The above chart depicts various product categories offered by online stores and consumer's buying behaviour towards online shopping. The chart shows that 40% of the customers buy 60-80% clothing items from online stores, at the same time there are 4% of consumers who buy 80-100% of

clothing items online. This is the rare category. 28% of customers buy Electronic goods from online stores; the percentage of this category is still found increasing as the online market for electronic goods offering more attractive deals. Other 12% and 16% of customers spend their 0-20% income and 40-60% income for buying items

like home décor and online services respectively.

Hypotheses Testing

Null Hypothesis (H0): There is a no relation between the individual's age and average frequency of online shopping per month.

Alternate Hypothesis (H1): There is a relation between the individual's age and average frequency of online shopping per month.

Co- relation Analysis: Test of significance for the relationship between the individual's age and Average frequency of online shopping per month.

Age Group	Mid Value of ages	No of Respondents	1-5 times	5- 10 times	10-15 times	more than 15 times	Average value of frequency of online shopping
18-22	29	9	4	7	12		14
22-26	35	8	3	6	11	16	9
26-30	41	16	1	7	13	16	9.25
30-35	47.5	10	4	9	14		6.75
35-40	55	7	3	7	11		5.25

Table 1: Co-relation between Individual's Age and Average Frequency of frequency of online shopping per month

Table 2: Calculation of Co-relation between two variables

Variable- I	Variable II	Co-relation
29	14	-0.939771867
35	9	
41	9	
48	7	
55	5	

Variable I- Mid value of Ages of Respondents, Variable II- Average Frequency of Online shopping per month.

Interpretation: - The above table shows the negative value of co-relation between the two variables which indicates that youngsters shop more frequently from online stores in a month as compared to middle and higher age group of individuals.

Hypotheses testing for correlation coefficient

“t” test for testing correlation coefficient (test statistic) between individual’s age and Average Frequency of Online shopping per month has been applied.

t-test for the significance analysis

As we have to test whether the correlation between the populations of two variables is equal to zero.

$H_0: \rho = 0$ versus $H_1: \rho \neq 0$

$$t = \frac{r\sqrt{n-2}}{\sqrt{1-r^2}}$$

r – Correlation coefficient

n – Number of values in the sample

$$t = \frac{-0.93977 \sqrt{5-2}}{\sqrt{1-(-0.93977)^2}}$$

Bearing in mind that we are conducting a two-tailed test, the decision rule can be stated as:

Reject H_0 if $+t_{critical} < t$, or $t < -t_{critical}$

Using $r = 0.93977$, $n = 5$, we get $t = 4.7620$

The two-tailed critical t-values at a 5% level of significance with $df = 5 - 2 = 3$ are found in the t-table to be ± 2.306 .

Because $-2.306 < 4.7620 < 2.306$ (i.e., $-t_{critical} < t < +t_{critical}$)' the null hypothesis has to be rejected.

We conclude that the correlation between variables is significantly different from zero at a 5% significance level.

So we conclude that Alternate Hypothesis H_1 i.e. There is a relation between the individual’s age and average frequency of online shopping per month, has been proved.

Conclusion of the study

E-Retailing or online shopping has become part and parcel of the people in India. The new wave of consumerism coupled with urbanization and desire to maintain high standard of living and has led to a paradigm shifts in the demographic and psychographic dynamics and have driven consumers frequently to use retail website to search for product information and make a purchase of products.

E-Retailing becoming more popular because of the various factors which are directly impacting consumer buying behaviours by facilitating and making them available the ease in shopping.

As per the hypothesis testing it has been proven that there is a significant relationship lies between the age of consumer and frequency of visiting the online stores for shopping. In today;s ear young population is more fascinated towards the trend of online shopping through various online Entrepreneur like Snapdeal, Ebay etc.

Growth of E- tailing showcasing the success key of developing the business online to today's retailers to choose and move forward by adopting the new technology of Internet to expand the existing business worldwide.

Digital Marketing, a strategic tool for Corporate India

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Introduction:

Businesses nowadays are transforming from physical place to virtual space; the traditional brick mortar stores are overlooked by internet based e-commerce portals; accessing consumers scattered across distant geographical location is a reality because of internet based commerce.

The success of an organization in modern days depends on its ability to reach the distantly scattered customers and providing needed products and personalized attention. In order to achieve the said objective of reach/accessibility, the digitalization of marketing function using internet and information technology platforms is inevitable; Organizational growth is dependent on the ability to acquire more number of customers continuously

Customer acquisition is dependent on organizations ability to deliver superior value to customers; Value can be

delivered by providing convenience, customization, personalization and variety provided to customers.

Providing Customization, convenience, personalization and variety to customers is possible only through the use of internet and information technology; therefore digital marketing is occupying

prime place in the organizational strategic domain.

Objectives:

To understand and analyze the role of Digital Marketing in Corporate India by evaluating selected few case studies

Critical Analysis:

Digital marketing is emerging as indispensable strategic tool for present day corporate India;

- Ex- hyper drive software cannot be customized.
- Ex-If you want to gift some flower bouquet to your dear one's with some sweets and chocolate than we have a website called 1800flowers.com and bookmyflower.com where you can give personalized and customized touch to your presentation and it will be delivered on time.
- If Flipkart would like to send a personalized offer to its loyal customer it will have a loyalty scheme database available through which they send a personalized email.

Statistics tells that, to reach 50 million customers

- Radio took 38 years
- TV took 13 years

- Internet took 4 years (added 50M in 62 days in 2010)
- Whatsapp a type of digital marketing app took 5 days for the same

Meaning: Digital marketing is an umbrella term for the targeted, measurable and interactive marketing of products or services using digital technologies to reach and convert leads into customers and retain them. The key objectives is to promote –

- Brands
- Build preference
- Engage with customers and increase sales through various digital marketing techniques

Digital marketing of products or brands via one or more forms of electronic media and it is promoting of brands using all forms of digital advertising. It is a general term for any of the effort by a company to connect with customers through electronic technology including,

- Email marketing
- Mobile advertising
- Social media
- Online customer communities - Online customer communities are Web-based gathering places for customers, experts, partners and others to discuss problems, post reviews, brainstorm new product ideas, and engage with one another about a company's products, services and brand.(ex- blood group, alumni group, furniture, jewelers group)
- Video based content
- Digital marketing generates higher conversion rates – through this channel you'll be able to reach out

to targeted audiences, generate leads and increase conversion rate.

TYPES/modes OF DIGITAL MARKETING

1. E-mail marketing
2. Viral marketing (Sony Music India's South page has about 200k fans. And most of them are Tamils. So, posting about the video on Facebook page attracted viewers, comments, likes & shares. In turn, YouTube views of the video started going up.)
3. Search engine optimization(
4. Instagram
5. Blogging
6. Mobile advertising (types of ads and model of campaigns)
7. Social media marketing [craftsvilla.com]
8. You tube videos
9. Website (all online shopping website)

BENEFITS OF DIGITAL MARKETING:

1. Time and effort saving [email]
2. Flexibility and customization [email recall](placing an order for tv if it is damaged u can send it back and place order based on ur taste and preferences)
3. Real time analysis(earlier we use to collect past data and design new strategy for future but now we can get the real time statistics and design future predictions well in advance more accurately)
4. Instant feedback(Ola app)
5. Economical
6. Reach large audience
7. High returns over investment
8. Measurable and traceable(it helps in retargeting)
9. Brand engagement and hold customer attention.
10. Product and service information

11. Target the right audience

CHALLENGES OF DIGITAL MARKETING:

1. How to Promote a Small Business on a Limited Budget? Promoting
2. How to Earn Natural Backlinks?
3. How to Increase Social Engagement without Noise?
4. How to Make Use of Universal Analytics and configure the site for multiple devices. How to proceed with Mobile SEO?
5. How to Use Influencer Marketing As the Ultimate Strategy for Branding?
6. How to Increase Conversions and Decrease Expenses?
7. How to Keep Your Website Safe from Google Penalties?
(Redirect campaigns, porn, gambling, alcohol, flashy ads, imitating ads)(coffee bite-toffee bite, nike-like, adidas-addivas)
8. How to Measure Online Success?(collection and consolidation of data accurately is a challenge because based on which future forecasting or predictions will be made)
9. Achieving a real-time response rate (if Flipkart is not responding quickly and delivering the product definitely we will shift, also Flipkart rates are high when compared to Amazon even switch happens here. navigation responses, cpi campaigns)(internet explorer and google chrome)
10. Optimizing attribution (campaigns will have different fields and criteria's which has to be optimized if campaign is not performing well)

(Frequency capping, geography, age, gender, device, model, os, creative size)

Selected Case Studies:

JS GROUP

They are into real estate business and planning to come up with an e-commerce platform with a concept of smart earning to sell his properties. JS Group is having properties like villas, plots, flats, sites across the metropolitan cities.

Smart earning concept is all about an individual adding some extra bugs to his wallet along with his daily routine profession.

How digital marketing plays role in this project is JS group is coming up with a website and it is one type of digital marketing as well as they are using digital modes of strategies and promotional activities to start up with the project.

Here we are using digital marketing strategies and trying to identify the potential customers who can sell these properties, trying to collect the database of the identified customers through different sources and trying to reach out to them with the help of various digital marketing media and attracting them

Once they come on to our portal we will have certain set of filtration level before the customer get registered wherein we try to ask them few questions in the form of questionnaire which they need to answer to understand their skill sets and experience in sales or marketing these activities are completely done over online.

If they are not skilled enough training will be given in the form of ppt, video, online classroom training etc. over the website and categorize them into

different buckets diamond, platinum, gold based on which products will be allotted to them to market

Once the training is done they should be well versed with the concept they should be ready to go into fields here they make use of their contacts and try to market the products and try to close the deal.

Commission – 2 months – 8%, 4 months – 6%, 6 months – 4%

MARKETING STRATEGIES FOR JS GROUP:

1. Drone methodology
2. Facebook re-marketing
3. Facebook look alike audience
4. Affiliate marketing [wonderful places is an tourist destinations page on facebook used by Hyatt hotel]
5. E-mail marketing
6. Smart phone app
7. Twitter outreach

AS A HR CONSULTANT AND A PREMIER MEMBER OF NAUKRI.COM HOW WILL I USE THEIR PLATFORM TO RECRUIT AND FILL THE VACANCY FOR MY COMPANY

1. Identify vacancy
2. Prepare job description [knowledge, skills & attitudes]
3. Advertise job post in Naukri
4. Managing the response
5. Short-listing(includeresume shortlisting steps)
6. References
7. Arrange interviews
8. Conduct the interview
9. Decision making
10. Convey the decision
11. Appointment action

Naukri uses digital platform as the promotional activity where in

- 51% people directly login naukri website once registered in naukri.com are directly approached by a HR and called for an interview. This is an unpaid promotion.
- 13% people are approached by HR through referral
- 26% of people search the post in the portal and apply for the job. This is an unpaid promotion.
- 1.25% people get access to Naukri portal for job through social media in which 70% contribution is from FB and 30% from Twitter, LinkedIn, and You Tube.
- 6% of hiring is done through e-mail marketing
- 2% of hiring is done through television ads.

HOW RECUITERS USE SOCIAL NETWORKS TO MAKE HIRING DECISIONS

- HR also looks for people who have joined company group. They look for company specific candidates.

FACEBOOK –

- 66% of the candidates are recruited by Facebook
- HR creates FB pages and promote themselves and job through FB ads platform
- They keep updating about their organization with keeps people engagement and attract people to like.
- Through which you can build your network and approach these candidates who have shown some interest.

1. Conclusion:

India is relatively untapped online market. however, it may nor remain so for long, as the market is evolving and maturing rapidly. New connected devices are

expanding content accessibility and brand marketers would do well to make smart and quick moves to win with the emerging responsive digital consumer. The time that digital consumers in India spend accessing the internet in a given week is at par with other south east Asian countries. The Indian digital population now spends 24 hours per week online.

Indian households have access to more connected technology than ever before, enabling consumption of more content from a wide array of devices, and in a variety of locations both inside and outside the home environment. The ongoing shift to digital, supported by technology represents a strong and growing opportunity for brands to reach and engage with consumers, and for publishers to monetize their contact across platforms. Hence Digital Marketing is a strategic tool for Corporate India.

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SUSTAINABLE MARKETING'S SECRET INGREDIENTS-

WARBY PARKER

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Pedagogical Objectives

This case has the following Learning objectives

To identify the CSR ingredients and their Influence in Sustainable Marketing.

To identify the various pioneers who has implemented these concepts

To familiarise students regarding the customer behaviour changes to a firm's products with an integrated CSR

Case Positioning and Setting

The case can be used in postgraduate management courses or executive programs to bring forth the concept of CSR in Sustainable Marketing It can also be used in Consumer Behaviour sessions to highlight the consumer decision making process regarding the products by a firm which has CSR ingrained into its DNA. No prior course work regarding the subject is necessary to appreciate the key concept discussed in this case

This case has been written solely to provide material for class discussion. The author does not intend to illustrate either effective or ineffective handling of a managerial situation.

Functional Area: Marketing,

Sustainable Marketing's Secret Ingredients- Warby Parker

Every new idea is a solution to a problem, and the problem was that glasses were very expensive. David Galba of Wharton School of the University of Pennsylvania lost his eye glasses during a backpacking trip. The cost of replacing them was so high that he had to spend the rest of the semester without one. His close friends too have had a similar experience. It was then that it struck them that it is amazingly difficult to find a pair of great frames at an affordable price.¹

Monopoly in any industry generally leaves the customer helpless. A new entrant into the industry in testing times like this, have to get a boost from the customers. Such a situation existed in eyewear industry in United States till 2010, this was when four students entered the market with Warby Parker to compete with the eyewear giants.

Warby Parker throws light on how a new product category is identified, and priced with, social-conscious for business and most importantly to address the question why a person should buy your product? Warby Parker

1

also underlines the changing consumer perception and the importance of low-price high-quality model of business, combined with incredible creativity and brilliance that helps one to take on an opponent way stronger. This is about the American eyewear industry and how Warby Parker, which started in 2010 slowly captured the imagination of the consumers and gained significant market share of its competitors.

Luxottica And Eyewear Market

The eyewear industry was controlled by major players selling different brands under a single umbrella so that most of the eyewear that was purchased came from a single parent. This kind of market monopoly makes it very difficult for a new entrant to enter the industry. The market was consolidated the major companies were controlling the retailers as well as the insurance schemes offered to the customers. With the penetration of the internet, eyewear industry was witnessing major changes in internet retailing which attracted more customers. According to experts in the field the technologies such as “virtual try on” is becoming the future of eyewear industry

If you need a new pair of glasses, you might have a lot of choices like you could drop in at Lens Crafters or Pearle Vision, maybe pick out a new pair of Ray Bans or Oakley, it will be above \$300, just for the frames. That’s largely because there’s a much less competition than one would imagine in the eyewear industry. All those brands are owned by Luxottica, an Italian company that also owns Sunglass Hut, Oakley, and produces frames for luxury brands like Chanel and Versace.

Luxottica, a little-known but very big Italian company gained total domination

over the world's eyewear production with brands such as Ray-ban and Oakley; making prescription frames and sunglasses for most of the major designer brand, from Prada, Chanel, to Ralph Lauren and Versace. The monopoly of Luxottica can be established through the fact that almost half a billion people own Luxottica-made glasses. In addition to this, Luxottica owns nearly all the major retail outlets that sell eyewear, including Lens Crafters, Sunglass hut and Pearl Vision and is an \$8 billion company as of now. Luxottica saw itself as a king in this industry and eyebrows are already being raised about its authenticity. Luxottica does \$8 billion in annual revenue compared to their next largest competitor, which does \$1.5 billion.

The basic question that arises here is how much one would be willing to pay for a pair of glasses. Typically one would need to shell out at least \$350-\$450 for a luxury eyewear which is more than the price of an iPhone or an iPad in US. People are buying Ray-Ban and Oakley because of the brands that exist in their minds. The lack of competition resulted in the pricing of the glasses at \$300 or more, for a glass that costs less than \$30 to make. Luxottica sets the benchmark in pricing and other companies have to follow it. The business of brands is very huge that the brand normally sells itself at any price.

Warby Parker

When David Olbia along with Neil Blumenthal, Andrew Hunt and Jeffrey Raider started Warby Parker, it was with a rebellious spirit and lofty objective. They wanted to provide designer eyewear at revolutionary prices, while leading the way for

asocially-conscious businesses.² The company began at the Venture Initiation Program of the Wharton School of the University of Pennsylvania, where all the founders studied. Their idea of starting the company was pretty simple. The eyewear industry was a monopoly in the United States dominated by Luxottica. All the major brands were held by a single company who were able to keep the prices artificially high. In doing so, they were able to churn out huge profits from the helpless consumers who were left with no other options than to pay \$300-\$400 for a pair of glasses. Warby Parker combines high fashion with reasonable price and offers a potential threat to companies like Luxottica.

The price of a pair of glasses was kept really high that the main players had provided a way for other players to enter the market. Warby Parker found that most brands didn't design or manufacture their own glasses; these brands sold those rights to huge companies like Luxottica. In these, design and manufacturing costs was where the prices were inflated, and by deciding to design and manufacture their own glasses, Warby Parker was able to reduce the price of their product. Basically, they cut out the middlemen in the industry. Warby Parker was able to control prices by internal monitoring and processing what were generally outsourced and offers a pair of glasses for just \$95. Their business' plan was simple, to offer a quality product that consumers feel good about buying it, at a very affordable and reasonable price. Warby Parker focused most notably on three things mainly: - Price of the product, social concern of business and distribution channels. Warby Parker focussed on reaching the customer via

internet and thereby avoided the huge amount they had to spend on retail stores. The company has since opened retail shops in selective locations around the country, but the shops entirely belong to the company, and it continues to be known primarily as a web-based business. They were also able to analyse distribution trends in the industry and various demographic characters of the customers and taken a decision on the location of brick and mortar stores.

From a customer's point of view Warby Parker offers a lot of advantages like:

- "A pair of glasses is sold for just \$95 which is stylish, premium eyewear, including prescription lenses.
- Shipping and returns are free.
- Virtual recognition technology using "Try-On" method.
- One pair of glass is donated to the needy for every pair purchased."³

Founders.....Vision Spring

The personal convictions and the diverse influences of the four founding members have paved the strategy for Warby Parker. Jeffrey Raider wanted to start Warby Parker because he felt the market lacked glasses that suited everyone's interest, primarily himself. On the other hand, Niel Blumenthal was a former director of non-profit organization, Vision Spring. They provided glasses to the disadvantaged. He had plans to "DO GOOD" to people with Warby Parker⁴. Andrew Hunt was professional eyewear designer and he was the core designer for the company. And, David Gilboa was seeking an

adventure when he joined the founding members. Altogether they formulated the vision and the name Warby Parker was derived from characters in Jack Kerouac's works.

"The company basically had three spheres in which they wanted to "DO GOOD".

1st area: The founders felt that the eyewear industry was plagued by overcharging brands of eyewear. Their vision was to provide customers with stylish and quality glasses for a fraction of the price that existing high end glasses manufacturers charge. They wanted to eliminate the middle man to reduce the costs, and also provide their own designs

2nd area: They wanted to provide glasses to disadvantaged individuals who earn less than 4 dollars per day by partnering with Vision Spring. They believed that improper vision degrades the productivity of an individual and holistically that of a society. Therefore it's mandatory to provide glasses for the needy to help the society

3rd area: They aims to "DO GOOD" to their stakeholders. Stakeholders include: customers, employees, the community and the environment. Customers are given the best product and the given value for money is ensured. The employees are considered to be the responsibility of the organization and their career growth is ensured with that of the company's. Their efforts are for the betterment of the society and for a better future. The environment is given its due by following stringent procedures to ensure environment friendly production."

Buy A Pair, Give A Pair

The overall mission and vision of Warby Parker can be described as "building a company to do well in the world". The belief that the provision of glasses for the betterment of classes is highlighted by the statistics which showcases the productivity loss due to lackof glasses. "BUY A PAIR, GIVE A PAIR" programme is the method adopted to achieve the objective.⁵

As per the programme, when the customer purchases a pair of glasses, a portion of it is diverted to entrepreneurs in underdeveloped communities. Donation of a pair of glass to a local entrepreneur happens when a sale of pair happens at Warby Parker. They are then encouraged to learn the manufacturing of glasses from the funds they receive by selling the pair of glasses provided to them. This would ultimately become a sustainable skill and provide for glasses requiredby the respective communities for many generations. Thus, Warby Parker is providing the world glasses so as to reduce the loss of productivity, and through this they capture customer satisfaction while helping development of underdeveloped communities andareas. According to Mc Kee (2012)⁶in the buy one give one model the firm operates on the loop that considers profitability in order grow their integrated do good objectives.

Here the activity of the customer purchasing a product is directly linked to the company giving away a pair to the needy so the customer goes through a processof consciousconsumerism.Marquisand Park(2014)⁷.

So in this business model adapted there is a weaving in of CSR into the profitability of the company helps people to be more invested in the products they are buying taking into account that they are contributing positively to the society. Bansal (2012).⁸

Brand Analysis

Warby Parker is both trendy and classic and the nerdy-cool appeal of its glasses attracts customers. Each frame is handcrafted using the finest custom acetates and a pair of glasses takes over three weeks to produce. They target men and women of age 18-34 who would like to buy designer eyewear at low prices with good quality that provides value for money. Warby Parker offers a unique way of selling to their customers. Customers have five choices of frames and Warby Parker ships them to the customers address. The customers are given days to try out the various frames and so that they can try all of them out and choose. The home Try-on program generated loyalty among customers and they felt attached to the brand. The customer can then purchase their favorite frame online and it is shipped to them free of cost and the trial frames that was used will be shipped back free of cost.

Until recently, Warby Parker was primarily an e-commerce company, which meant that usability and personality of its website were a critical part of its business strategy. They have recently opened retail stores under its own name and is fully operated by the company, i.e. the brick and mortar stores they have opened to target the kind of customers who would like to have a feel of the product and who are

slow to adapt to the online model of shopping. The high footfall in the retail shop located at prime area helps to increase the customer base apart from the normal online customers. Warby Parker found out that many customers were willing to pay extra for products and services from companies that have programs which give back to the society. The buy one/give one is not just for standard CSR activity, the promoters are aware of the global scenario and looks into the sustainability of the business in this matter.

Promotion

Warby Parker has always believed that a major chunk of their marketing would happen through word of mouth. The founders have given public relations utmost priority and believe it to be one of their three investments. They haven't spent much on marketing as they are firm believers in happy customers to do their marketing.

They have tried to brand their product mainly through social platforms. This made sense as they were only present as a website initially and social platforms provided the cheapest way to build a brand.

Facebook

They Talk Back: With the prominence of Facebook on net, various products has started to use Facebook as a medium. But due to this high indulgence, the customer care through social platform has gained prominence. As per statistics, 70% of the customer feedback system is flawed. The customers never get replies for their queries. Warby Parker on the other hand, has prioritized customer service. They have a quick, timely interaction with the customers. They embrace their

customer's outreach which ultimately result in building strong relationships and better satisfaction.

More Than the Products: They project their products trying to connect with the customers. They always have friendly smiling faces behind the products that the customers can relate to. They see themselves in those faces and would probably like the product because of the face behind the product.

Instagram

They Culture-Jack: Culturing jacking refers to a brands attempt to apply a popular story or event to their content. It should relate to an event that's real-time. Brands that see the most success chose to jack events that hold some sort of relevance to their industry, product, or service. Warby Parker has Instagram pictures that are witty and they relate to the relevant pop culture. On account of these they are able to capture the customer's current trend and liking and thus promote sales.

They Promote Their Events: As Instagram is visual, it becomes a great point of connection. Promotions of events happens best with visuals. These promotions highlights the culture and values of the brand. Warby Parker has been very successful in portraying their "DO GOOD" initiative through Instagram. In one such promotion, they constantly posted photos of their road trip on Instagram, so that the people could come and connect with them.

YouTube

They Tap Into Emotions: Warby Parker has always focused on reaching out to the customers. They have been successful in doing so with their video promotions. They always depicted how

they have been able to improve the lives of people. This has captured people's interest irrespective of class or society. The "DO GOOD" initiative also gets huge promotion through the videos. People also share them on social platforms for the emotional element in the videos which again gives more mileage to Warby Parker.

Funny: Promotional videos are sometimes funny, as humor is a highly effective marketing technique that helps to humanize a brand and make an impression. The Warby Parker videos have been able to add a tinge of humor while unfolding their product story. This helps the customers recollect the video easily. This also leads to people sharing the video which again promotes the product.

Warby Parker's Annual Report as an Interactive Ad

The annual report of Warby Parker for the year 2013 is anything but conventional. The unique approach uses a calendar format, highlighting company events on each day. Some of them are important milestones of the company; others portray the life and work culture of the employees. This makes the report an excellent example of brand showcasing its ideas in a visually engaging way and encourages second take... The milestone suggesting that Warby Parker has given 500,000 glasses through the buy a pair/give a pair initiative, the company indirectly tries to tell that it has reached half a million in sales. This interactive report paved the way for more glass orders and higher traffic on the website.⁹

LOOKING AHEAD

Warby Parker, for a sustainable growth has to overcome a lot of challenges in the future. Many people are still hesitant to purchase from online stores as they feel it may not suit their requirements or they would not be able to get prescription glasses from online stores. It was also difficult to attract the elite crowd to the online shopping model, so looking ahead Warby Parker has to address the issue of expanding from online to more brick and mortar model for certain customers. The big question is whether Warby Parker is making a huge mistake by going to brick and Mortar model by opening retail stores.

Exhibit I: Founders:



Warby Parker, in order to expand is going in for an IPO, this increases its commitment to shareholders and may have to shift focus from its core ideology and increase its prices for higher profits.

There is a big risk for Warby Parker if other companies try to copy its businessmodel. Luxottica can easily adapt to this model if it feels that Warby Parker is eating into its market share and will be able to do it at a much bigger scale with the huge capital they have athand. Another issue that has to be dealt with is the after sales maintenance of glasses that is offered by the company.

Exhibit-II Trail pack of five frames:



Exhibit-III Warby Parker into Brick and Mortar:



Exhibit –IV Virtual Try-On:

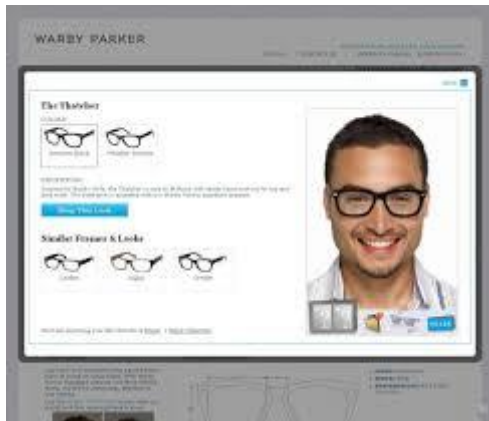


Exhibit- V Class trip, Instagram and Facebook Promotion:



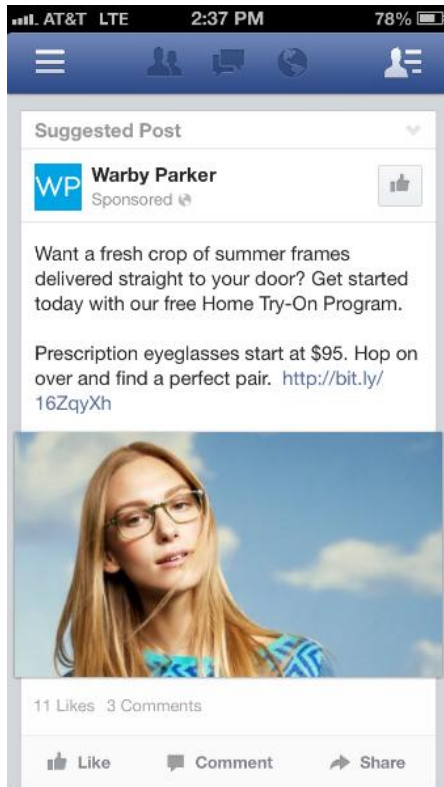


Exhibit VI- They culture-jack (Instagram):



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A STUDY ON CONSUMERS' OPINION ON SOVEREIGN GOLD BONDS

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INTRODUCTION:

Sovereign bonds are bonds issued by governments. They can be either local – currency-denominated or denominated in foreign currency. Sovereign bonds and sovereign debt can be used interchangeably, but sovereign debt can also refer to the total outstanding stock of a country's government debt. India is the largest consumer of gold in the world accounting for around one-fourth of the total consumption. Gold has been traditionally considered as a store of value or hedge against inflation. Since ages, it has always carried sense of cultural and sentimental attachment, making its consumption and investment in India very different from that of other countries. Over the past five years alone, consumers in India have bought almost 4,500 tonnes of gold and demand is forecast to remain buoyant for many years to come. An estimated 22,000 tonnes of gold are currently held in Indian households, worth more than \$1 trillion.

INTRODUCTION OF SOVEREIGN GOLD BONDS SCHEME

The Union Cabinet chaired by the Prime Minister, Shri Narendra Modi, gave its approval for introduction of the Sovereign Gold Bonds Scheme, as announced in the union budget 2015-2016. The scheme will help in reducing the demand for physical gold by shifting a part of the estimated 300 tons of physical bars and coins purchased every year for Investment into gold bonds. Since most of the demand for gold in India is met through imports, this scheme will, ultimately help in maintaining the country's current account deficit within sustainable limits.

LITERATURE REVIEW

According to **Pankaj Mathpal**, CFP and founder Optima Money Managers, even on the tax front, the government is looking to make it sweet. A statement issued clearly states that in the next Budget, the government may propose to offer indexation benefit (capital gains adjusted against inflation) on long-term capital gains that arise on account of sale of bond prior to the maturity and also exemption of capital gains at the

time of redemption of the bonds on maturity. Financial planners say that on the face of it, the scheme looks as a very attractive gold investment option. "While ETFs track the gold price and generate returns equivalent to the change in price of gold and were considered as the best gold investment option till date, sovereign gold bonds, even if they offer interest rate of up to 2 per cent will emerge as the most attractive option," said. He further added that since the government has said that sales and distribution of the issuing agency will be reimbursed by the government, it will make it even more attractive as customers will save on distribution cost.

According to **Rabi N. Mishra and G. Jagan Mohan, 2012** in their research paper on "Gold Prices and Financial Stability in India" proved that domestic and international gold prices are closely interlinked. The paper also concludes that implications of correction in gold prices on the Indian financial markets are likely to be muted. In the words of **Mahmood Yahyazadehfar and AhmadBabaie**, the relationship between nominal interest rate and gold price with stock price are negative. Also, the results of Impulse-Response Functions shocks show that stock price reaction to the shocks is very fast.

According to **Dr. Bibhu Prasad Sahoo, Ankita Gulati**, they concluded that gold returns show a seasonal behavior by outperforming in the months of January and March, hence investors can earn abnormal returns by timing their entry or investments in gold. It is well known that the demand for gold in India is influenced by many social, economic and cultural factors. The price of gold, rural income distribution, quantum of black money, rate of return on alternate financial assets and the general price

level are major driving factors for gold demand in India. The performance of gold against other comparable domestic assets over the last few years is suggestive of the shift towards gold in India also. Changes in the manner of how one can invest in gold may also have an impact on the seasonal nature of gold returns that was just explored in the paper. Up till now, gold prices have been majorly driven due to physical demand of the asset i.e. buying and selling by the stockiest. But recently in the wake of sharply rising prices, we are witnessing the rise of what is known as E gold and gold ETF's. These are very different from the traditional methods of buying gold where in you do not have to pay the full amount of the asset and neither do you need to hold it on physical form. It is similar like mutual funds where one can pay in small amounts, buy in small units instead of complete coins, bars or biscuits. These new modes of investment will bring in new retail investors and also increase the demand (physical and investment) manifolds. This may have a two way impact – either it may strengthen the seasonal nature of returns as people may invest only in lean seasons and cashing when prices tend to rise or it may spread the investments throughout the year in the form of regular small amounts and thereby removing any anomalies or seasonality from the gold returns. This remains to be seen but as of now gold has out shined various asset classes and people will continue to invest till the time the market offers them to make safe seasonal return.

NEED OF THE STUDY

The gold bond scheme has been announced to give an alternative to consumers in place of physical gold. It is a innovative and recent issue. Sovereign gold bond scheme is to reduce the requirements of gold through imports. The need of the study is to know how the gold bond scheme will influence the Indian economy and the impact of gold bond schemes in creating the impact on the people to purchase the gold bonds.

SCOPE OF THE STUDY

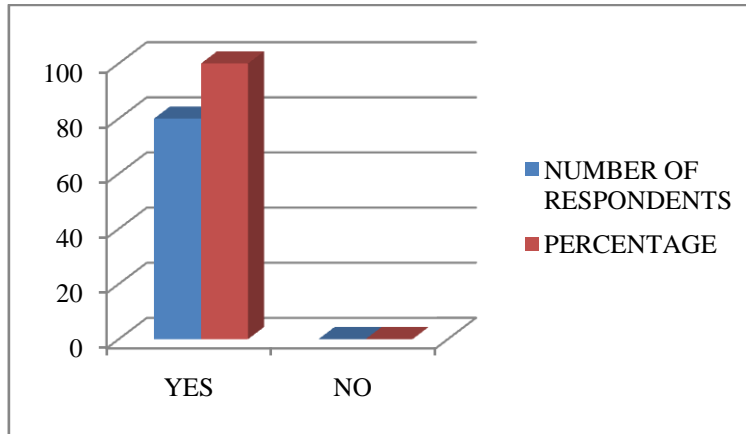
The scope of the study is limited to consumers (respondents) who have awareness about the gold bond schemes and who have purchased these schemes. It has been taken on a limited sample of 80 consumers of gold bonds because of the time constant.

OBJECTIVES

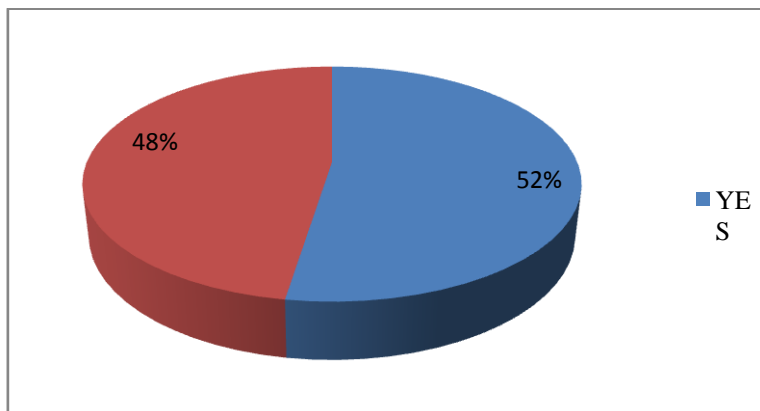
1. To study the awareness of sovereign gold bonds in the Indian market.
2. To understand the impact of sovereign gold bonds on the economy
3. To know the consumer's opinion on the gold bonds.

RESEARCH METHODOLOGY

- SAMPLE SIZE: 80 respondents who have invest in the gold bonds.
- SAMPLING TECHNIQUE: Random sampling technique.
- SOURCES OF DATA COLLECTION: The data is collected from the primary data with the help of a schedule questionnaire and secondary data is collected from the published sources and unpublished sources.
- DATA ANALYSIS AND INFERENCE: The data has been analysed and interpreted with the help of percentage analysis and Chi-square method.
- LIMITATIONS
 1. Duration of the study was for periodof 45 days which was not sufficient for a detailed study.
 2. The study has been conducted in Hyderabad only by taking a limited sample of 80 which may not give the true picture of population.
 3. The study was limited to consumers who purchased the gold bonds
 4. The findings of the study are based on the responses of the respondents which may or may not be free.

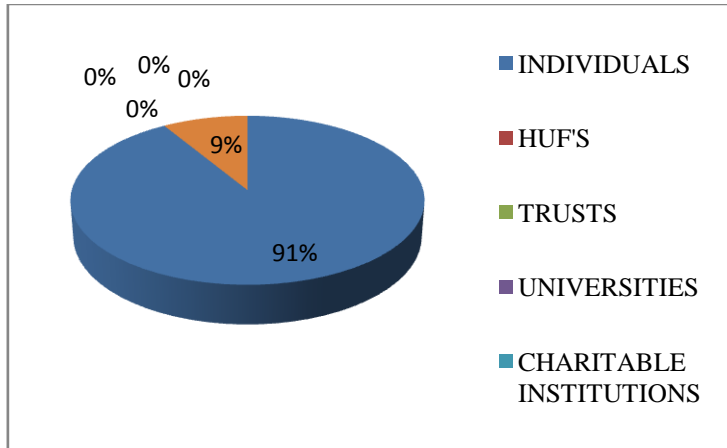
DATA ANALYSIS:**CHART 1: AWARENESS OF RESPONDENTS ON GOLD BOND SCHEME****INFERENCE:**

From the above analysis it is observed that 100% of the respondents are aware of the gold bonds scheme.

CHART 2: CONSUMER'S OPINION ON POSSIBILITY TO REDUCE DEMAND FOR PHYSICAL GOLD THROUGH THE GOLD BOND SCHEME**INFERENCE:**

From the above analysis it is observed that according to 52% of the respondents the demand for the gold will reduce due to the gold bonds scheme, whereas 48% of the respondents do not think so.

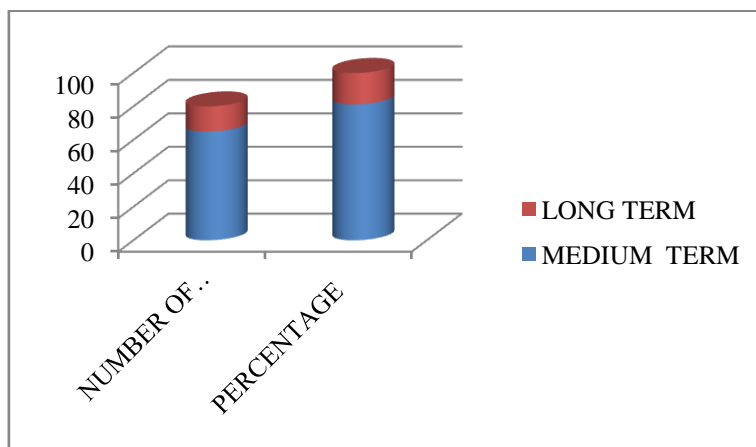
CHART 3: RESPONDENT’S OPINION ON SOVEREIGN GOLD BOND SCHEME IDEAL TO DIFFERENT FORMS



INFERENCE:

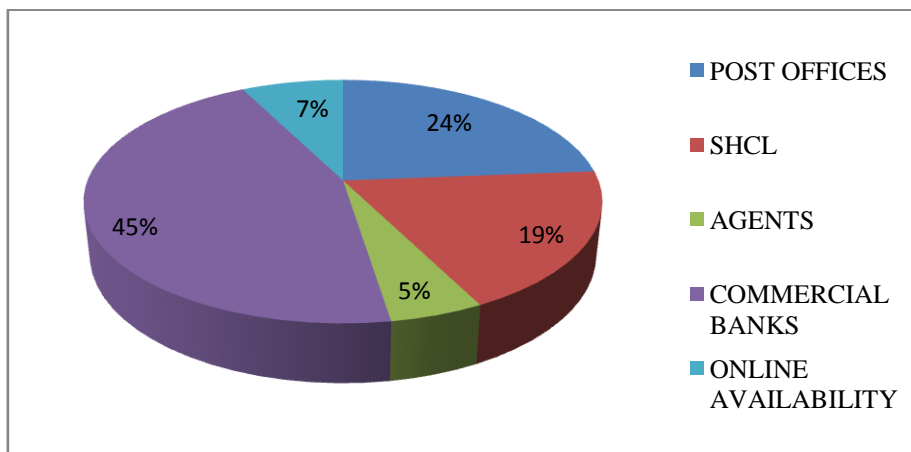
From the above analysis it is observed that according to 91% of the respondents sovereign gold bond scheme is ideal for individuals where as for 9% of the respondents sovereign gold bond scheme is ideal for individuals, HUF’S, trusts, universities, charitable institutions.

CHART 4: RESPONDENT’S OPINION ON THE PREFERRED TIME PERIOD FOR SOVEREIGN GOLD BONDS INVESTMENT



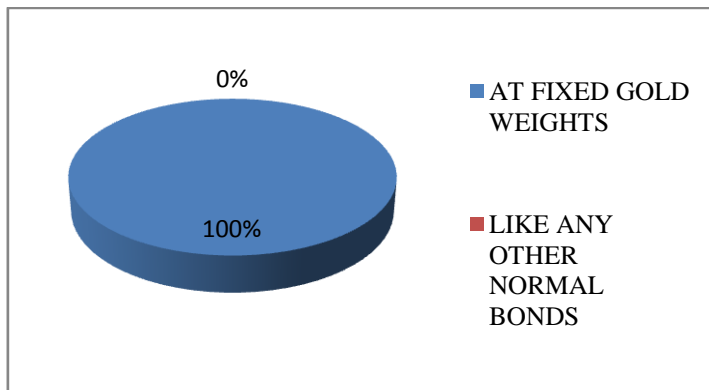
INFERENCE:

From the above analysis it is observed that 81% of the respondents are interested to invest in the medium term bonds and 19% of the respondents are interested to invest in the long term bonds.

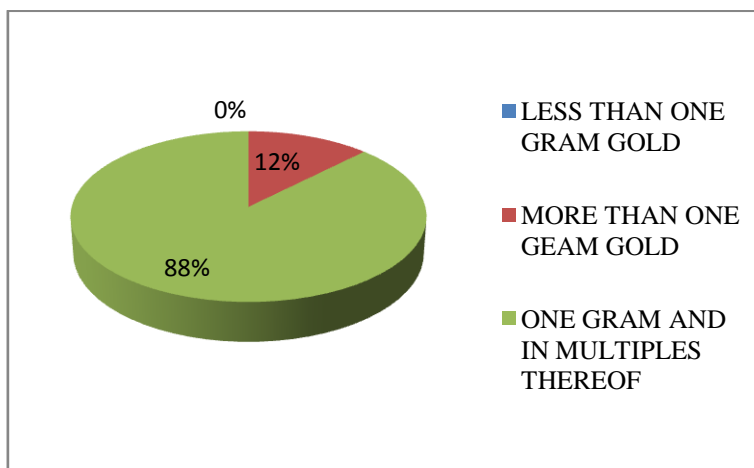
CHART 5: THE PREFERENCE OF THE RESPONDENTS TOPURCHASE GOLD BONDS THROUGH**INFERENCE:**

From the above analysis it is observed that 45% of the respondents are interested to buy from commercial banks, 24% of the respondents are interested to buy from post offices, 19% of the respondents are interested to buy from stock holding corporation of India limited, 7% of the respondents are interested to buy through the online, 5% of the respondents are interested to buy through agents.

CHART 6: THE WAY THROUGH WHICH THE GOLD BONDS ARE ISSUED

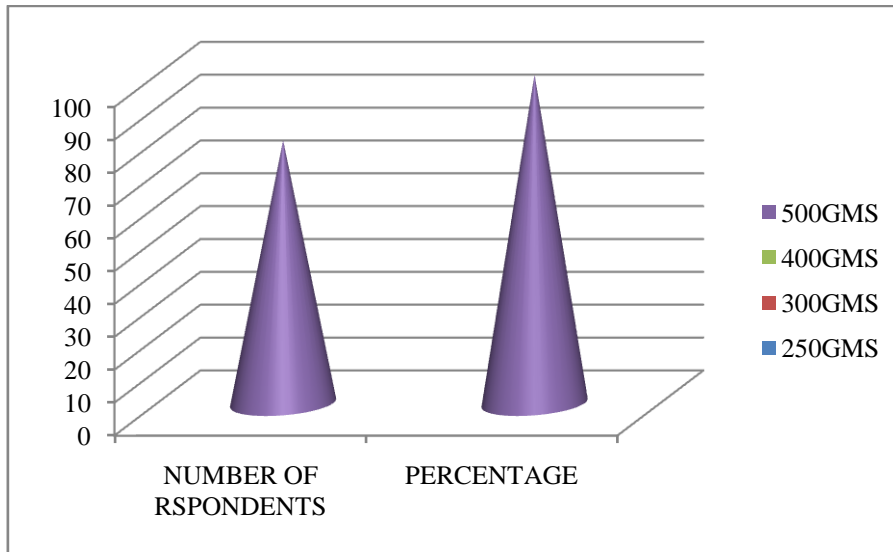
**INFERENCE:**

From the above analysis it is observed that 100% of respondents have the opinion that gold bonds are issued at a fixed gold weights.

CHART 7: THE MINIMUM LIMIT FOR THE INVESTMENT IN SOVEREIGN GOLD BONDS**INFERENCE:**

From the above analysis it is observed that according to 88% of the respondents the minimum limit in the gold bonds is 1 gram and in multiples thereof and for 12% of the respondents the minimum limit in the gold bonds is more than the 1 gram.

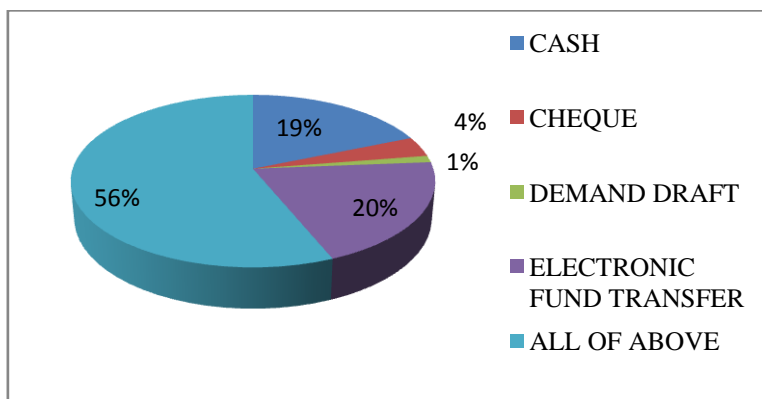
CHART 8: MAXIMUM LIMIT FOR ONE PERSON HOLDING FOR A FISCAL YEAR



INFERENCE:

From the above analysis it is observed that according to 100% of the respondents the maximum limit in the gold bonds is 500gram for one fiscal year

CHART 9: PAYMENT METHOD FOR INVESTING IN GOLD BOND SCHEME

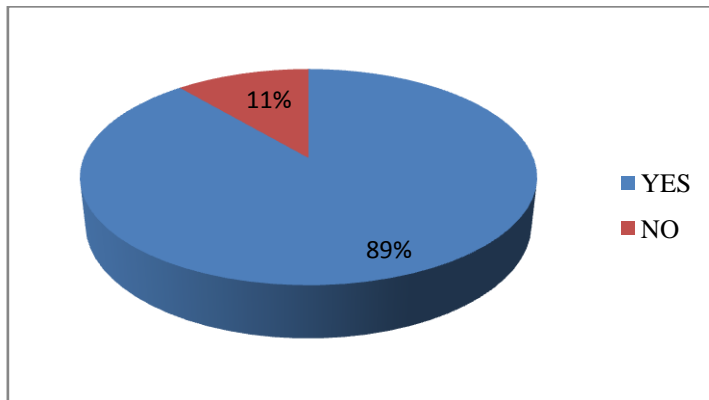


INFERENCE:

From the above analysis it is observed that 56% of respondents are interested to buy through any one of the following cash, cheque, demand draft, electronic fund transfer, 20% of respondents are interested to buy through electronic fund transfer, 19% of

respondents are interested to buy through cash, 4% of respondents are interested to buy through cheque, 1% of respondents are interested to buy through demand draft.

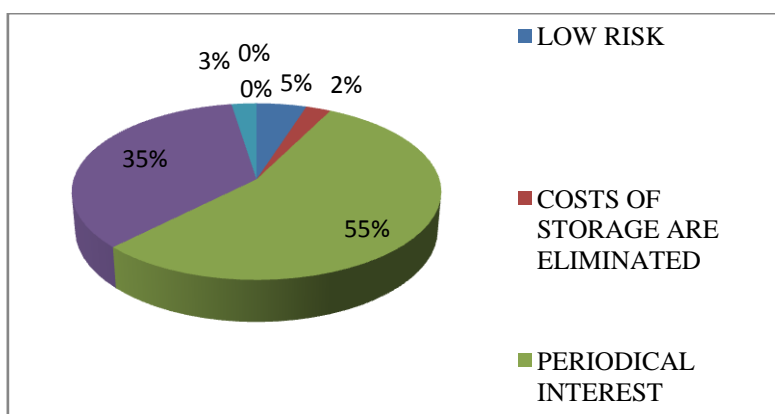
CHART 10: RESPONDENTS AWARENESS TOWARDS JOINT HOLDING OF GOLD BONDS



INFERENCE:

From the above analysis it is observed that 89% of the respondents aware of joint holding of gold bonds, 11% of the respondents not aware of joint holding of gold bonds.

CHART 11: RESPONDENT'S OPINION ON SOVEREIGN GOLD BONDS V/S PHYSICAL GOLD

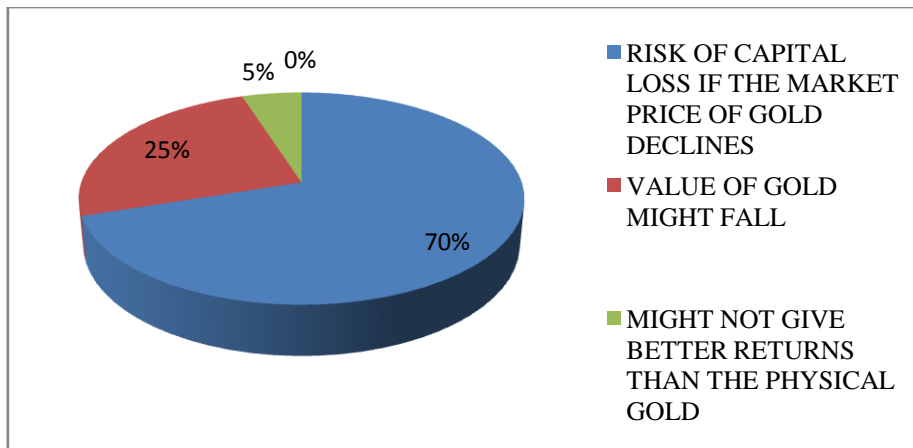


INFERENCE:

From the above analysis it is observed that 55% of respondents buy gold bonds for periodical interest, 35% of respondents buy gold bonds for safety, 5% of respondents

buy gold bonds for low risk, 3% of respondents buy gold bonds for no making charges, 2% of respondents buy gold bonds for costs of storage are eliminated.

CHART 12: ANY RISKS IN INVEST IN SOVEREIGN GOLD BONDSSCHEME

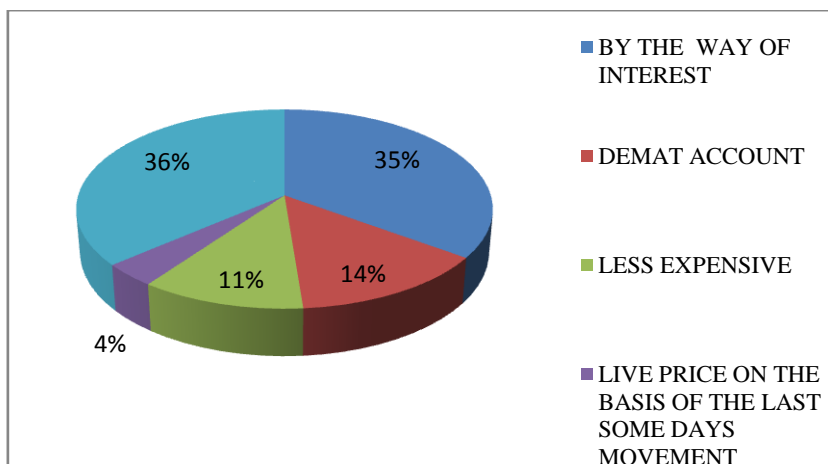


INFERENCE:

From the above analysis it is observed that 70% of respondents felt that there is a risk of capital loss if the market price of the gold decline, 25% of respondents

felt that there is a risk of value of gold might fall, 5% of respondents felt that there is a risk of gold bonds might not give better returns than the physical gold.

TABLE 13: SGB SCHEME V/S GOLD Exchange Traded Fund(ETF)

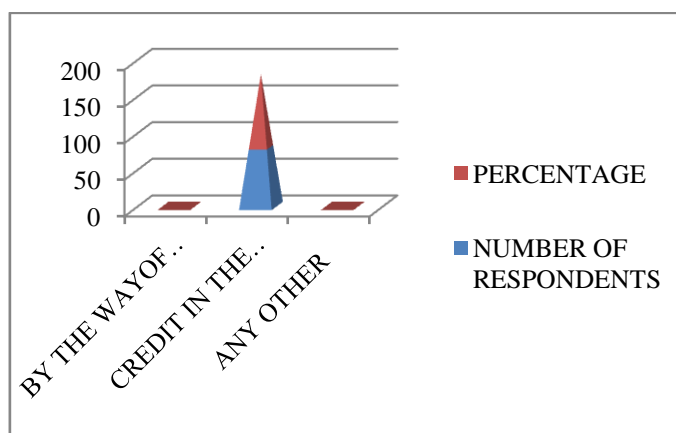


INFERENCE:

According to 36% of respondents all options of sovereign gold bonds scheme is better than GOLD ETF scheme, for 36% of respondents the sovereign gold bonds scheme is better than GOLD ETF by the way of interest, for 14% of respondents the sovereign gold bonds

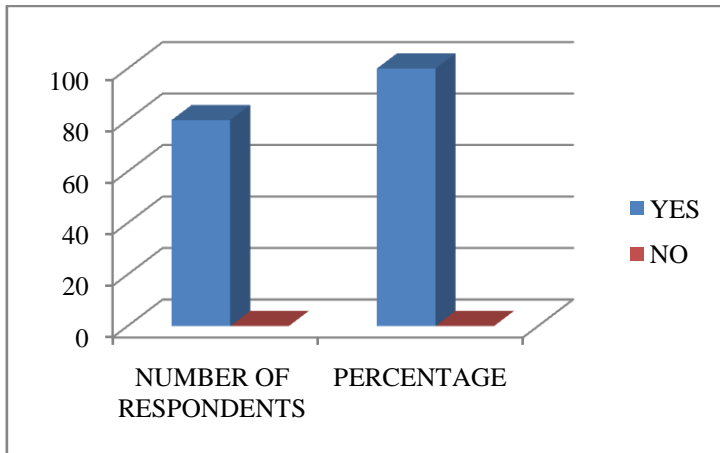
scheme is better than GOLD ETF by the way of demat account, for 11% of respondents the sovereign gold bonds scheme is less expensive than GOLD ETF, for 4% of respondents the sovereign gold bonds scheme is better than the GOLD ETF scheme by way of live prices on the basis of the last some days movement.

CHART 14: RESPONDENT'S AWARENESS ON THE WAY THE REDEEMABLE AMOUNT IS CALCULATED

**INFERENCE:**

From the above analysis it is observed that 100% of respondents are aware that interest and redeemable amounts are credited to bank account of respondents

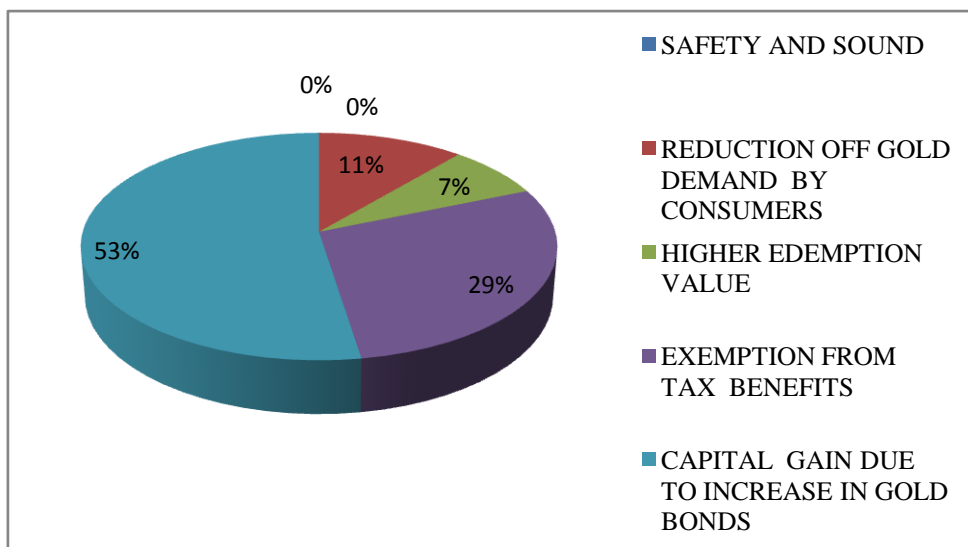
CHART 15: RESPONDENT'S OPINION ON INVESTMENT IN SOVEREIGN GOLD BONDS INCREASES WITH THE RISE IN GOLD PRICES



INFERENCE:

From the above analysis it is observed that 100% of respondents are aware that their investment in gold bonds will increase with increase in gold prices

CHART 16: RESPONDENTS OPINION ON INVESTMENT IN THE GOLD BONDS COMPARED TO FIXED DEPOSITS



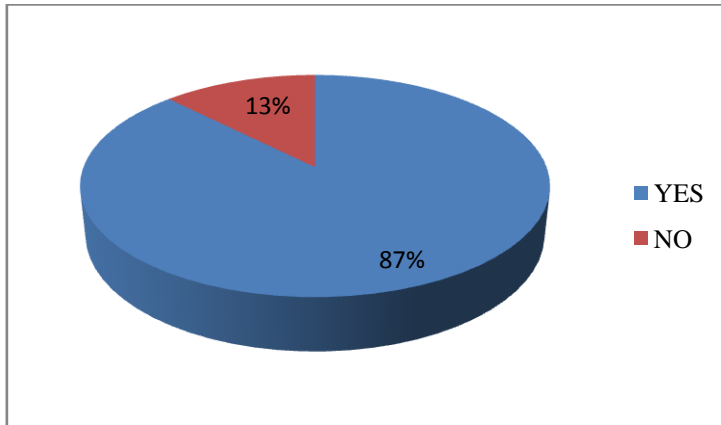
INFERENCE:

From the above analysis it is observed that according to 53% of respondents the sovereign gold bonds scheme is better than fixed deposit by the way of capital gain due to increase in value gold bonds, for 29% of respondents the

sovereign gold bonds scheme is better than fixed deposit by the way of tax benefits, for 11% of respondents the sovereign gold bonds scheme is better than fixed deposit by the way of reduction in gold demand by consumers and for 7% of respondents the sovereign gold bonds scheme is better than fixed

deposit by the way of higher redemption value.

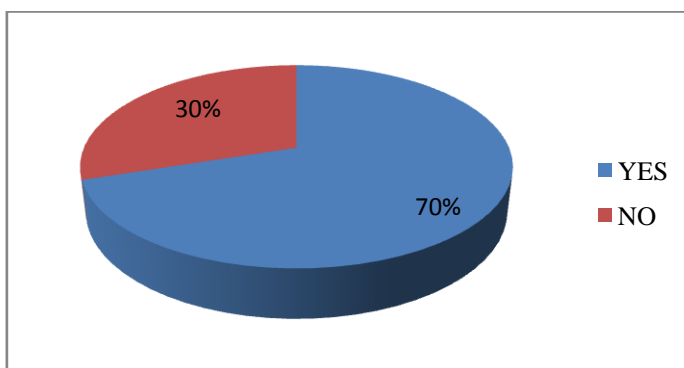
CHART 17: THE KYC NORMS BEING SAME AS THAT FOR PURCHASE OF PHYSICAL GOLD



INFERENCE:

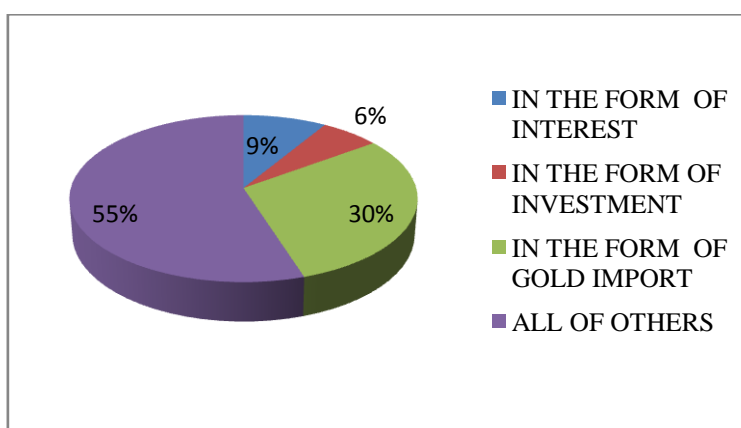
From the above analysis it is observed that according to 87% of the respondents the know your customer (KYC) norms are same as that for purchase of physical gold whereas 13% of respondents do not think so.

CHART 18: AVAILABILITY OF SOVEREIGN GOLD BONDS IN DIGITAL FORM



INFERENCE:

From the above analysis it is observed that 70% of the respondents are aware of that gold bonds are also available in digital form, 30% of the respondents are not aware of that gold bond also available in digital form.

CHART 19: THE BENEFITS TO GOVERNMENT FROM GOLD BONDS**INFERENCE:**

From the above analysis it is observed that for 55% of respondents the benefits to government are in the form of interest, investment, gold import, for 30% of respondents its in the form of gold import, for 9% of respondents its in the form of interest and for 6% of respondents it's in the form of interest.

CHI-SQUARE TEST

1. Association of gender of the respondents and their opinion on inflation/ deflation in the demand for physical gold.

Gender	Demand for physical gold decreased	Demand for physical gold not decreased	Total
Male	29	32	61
Female	10	9	19

Total	39	41	80
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The following are the steps for calculation of Chi-square test:

STEP-1 Construction of hypothesis:

1. Null hypothesis (H₀): There is no significant difference between the opinion of the male and female on decreasing of demand for physical gold

2. Alternative hypothesis (H₁): There is a significant difference between the opinion of the male and female on decreasing of demand for physical gold

STEP-2 Level of significance:

Level of significance =5, Degree of freedom=(c-1)(r-1)=(2-1)(2-1)=1

STEP-3 Test statistic:

CHI-SQUARE (χ^2) = (O-E)²/E

STEP -4 : Calculation

Observed Values (O)	Expected Values (E)	(O-E)	(O-E) ² /E
29	30	1	0.033
30	31	1	0.0322
10	9	1	0.111
9	10	1	0.1
		TOTAL (χ^2)	0.276

STEP-5 Conclusion:

DECISION: Since the calculated value 0.276 is less than the critical value 3.841 at 5% of level of significance and 1 degree of freedom. Therefore accepts the null hypothesis. i.e. there is no

significant difference between the opinion of the male and female on decreasing of demand for physical gold.

CHI-SQAURE TEST- II.

Association of gender of the respondents and their opinion on inflation/ deflation in the demand for physical gold.

Age	DEMANDFOR PHYSICAL GOLD DECREASED	DEMAND FOR PHYSICAL GOLD NOT DECREASED	Total
25-35 years	22	27	49
35-45 years	8	3	11
45-55years	7	8	15
55 years above	1	4	5

TOTAL	38	42	80
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The following are the steps for calculation of Chi-square test:

STEP-1 Construction of hypothesis:

1. Null hypothesis (H0): There is no significant difference between the age of the respondents and demand for the physical gold demand

2. Alternative hypothesis (H1): There is a significant difference between the age

step-4 Calculation

of the respondents and demand for the physical gold demand

STEP-2 Level of significance:

Level of significance = 5,

Degree of freedom = (c-1) (r-1) = (2-1) (4-1) = 3

STEP-3 Test statistic:

CHI-SQUARE (χ^2) = (O-E)² / E

Observed Values (O)	Expected Values (E)	(O-E)	(O-E) ² /E
24	23	1	0.043
25	26	-1	0.038
8	5	3	1.80
3	6	-3	1.50
7	7	0	0
8	8	0	0
1	2	-1	0.5
4	3	1	0.33
		TOTAL (χ^2)	4.211

STEP-5 CONCLUSION:

DECISION: Since the calculated value 4.211 is less than the critical value 5.991 at 5% of level of significance and 3 degree of freedom therefore accept, the null hypothesis. i.e. there is no significant difference between the age of the respondents and demand for the physical gold demand

FINDINGS

1. It is found that 74% of the respondents are male which indicates male respondents are more aware of sovereign gold bonds. 65% of the respondents belong to the age group of 25-35years, which states that this age group is aware of sovereign gold bonds.

2. 66% of respondents have completed graduation, which says graduates are more interested to buy the sovereign gold bonds. 57% of the respondents are government employees, 22% of the respondents are private employees.
3. 41% of the respondents are earning between 20000-30000, which indicates that they are giving priority for safety and fixed interest and 100% of the respondents are aware of the sovereign gold bonds scheme.
4. 52% of the respondents are having the opinion that demand for the gold will reduce due to gold bonds scheme where as 48% of the respondents do not think so, which states that more respondents are thinking that demand for physical gold will decrease.
5. 91% of the respondents are having the opinion that sovereign gold bond scheme is ideal for individuals, which states that individuals are more interested to buy the gold bonds.
6. 81% of the respondents are interested to invest in the medium term bonds, which indicate that more respondents are interested to buy medium term gold bonds and 45% of the respondents are interested to buy from commercial banks.
7. 100% of respondents have the opinion that gold bonds are issued at a fixed gold weights, which states that all respondents are aware that gold bonds are issued at a fixed weights and 88% of the respondents have the opinion that, minimum limit in the gold bonds is 1 gram and multiples thereof.
8. 100% of the respondents have the opinion that maximum limit in the gold bonds is 500gram for one fiscal year, which states that all respondents know that maximum limit for gold for one fiscal year and 56% of respondents are interested to buy through any one of the following cash, cheque, demand draft, electronic fund transfer.
9. 89% of the respondents are aware of joint holding of gold bonds, which states that maximum number of respondents are aware of the joint holding of sovereign gold bonds and 94% of respondents are aware that guardian is responsible in case of minor, which states that all respondents are aware of guardian is responsible in case minor.
10. 82% of respondents are satisfied with interest given by the government, which states that respondents are satisfied with the interest given by the government 55% of respondents buy gold bonds for periodical interest, 35% of respondents buy gold bonds for safety.
11. 70% of respondents felt that there is a risk of capital loss if the market price of the gold decline, and It is found that that 36% of respondents have the opinion that in all options sovereign gold bonds scheme is better than GOLD ETF scheme by the way of interest, demat account, less expensive, live prices on basis of the last some days movement.
12. 79% of respondents have the opinion that gold bonds are redeemed at average rate of week closing rates (Monday to Saturday), which indicates that respondents are aware of the rate at which gold bonds are redeemed and It is found that 100% of respondents are aware that interest and redeemable amounts are credited to bank account of respondents.

13. 100% of respondents aware that their investment in gold bonds will increase with increase in gold prices, which says that all respondents aware that investment in gold bonds will increase with the increase in gold prices and It is found that 53% of respondents have the opinion that the sovereign gold bonds scheme is better than fixed deposit by the way of capital gain due to increase in value gold bonds.
14. 87% of the respondents having the opinion that know your customer (KYC) norms are same as that for purchase of physical gold, which says that KYC norms are same as that for purchase of physical gold.
15. 70% of the respondents are aware of that gold bonds are also available in digital form, which indicates that respondents are aware of that gold bonds are available in digital form and 55% of respondents having the opinion that benefits to government that in the form of interest, investment, gold import. This states government gaining the benefits in the form of interest, investment, gold import.

SUGGESTIONS

1. It is suggested that the government should take more innovative steps to reach sovereign gold bond scheme to each and every person in the country which will influence the Indian economy
2. The government should take up time period for the gold bonds for 1 or 2 years must be issued which will helps the consumers to take up the gold bond scheme
3. It is advised to the government to increase the interest rate given by the government on the gold bonds which will increase the gold bonds sales
4. It is advised to the government to improve know your customer norms

which will help the government to have the updated knowledge about the consumers and even consumers can be updated about the bonds easily.

5. Consumer still prefers physical gold because they are not aware about the gold bond schemes. As such government should create awareness through television, hoardings, etc
6. It is advised to the consumer's that the gold bond schemes should be purchased through SHCL and or commercial banks only. As far as possible purchase should not be done through agents
7. The mode of payment if it is through internet then it should be safe and sound. It should be easy use.
8. The popularity of these gold bonds should be highlighted by government providing tax incentives to the investor.

CONCslUSION

India is the largest consumer of gold in the world accounting for around one-fourth of the total consumption. Gold has always been an integral part of the socio-economic ethos of the Indian households. Gold has been traditionally considered as a store of value or hedge against inflation. It has always carried sense of cultural and sentimental attachment, making its consumption and investment in India very different from that of other countries. Over the past five years alone, consumers in India have bought almost 4,500 tonnes of gold and demand is forecast to remain buoyant for many years to come. An estimated 22,000 tonnes of gold are currently held in Indian households Gold, lying with consumers, is viewed as an idle asset and a key factor behind the current account deficit (CAD).To reduce the demand and imports for the gold central government issued the gold bond scheme.

According to this study, it's found that demand for the gold will decrease with the help of this scheme.

Till date government issued the 3 trenches of sovereign good bonds, every time customers for gold bonds increasing which will show that the scheme was success. But central government needs to take more steps to reach this scheme to everyone who are interested to invest in the physical gold only for investment purpose. If central government increases interest on sovereign gold bonds, which may increase the demand for sovereign gold bonds.

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Indian Retailing: The new face

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Introduction

The word "Retail" originates from a French-Italian word. Retailer is someone who cuts off or sheds a small piece from something. Retailing is the set of activities that markets products or services to final consumers for their own personal or household use. It does this by organizing their availability on a relatively large scale and supplying them to customers on a relatively small scale. Retailer is a Person or Agent or Agency or Company or Organization who is instrumental in reaching the Goods or Merchandise or Services to the End User or Ultimate Consumer.

The Retail trade is one in which the retailers buy in sufficiently big quantities from the wholesalers or manufacturers and sell them in smaller quantities to their customers for direct use or consumption. Retailing is the word given to locations where retail items are sold. These places include shops or stores. Retailing is an integral part of the value chain in an organization. It is a function that provides the 'last mile connectivity' between an organization and its customers. In parts of the world, retailers have emerged as a one of the most potent forces in influencing the performance of the value chain.

Research Methodology

This study is basically exploratory in nature and the entire study has been

made on the basis of both primary and secondary sources. Secondary data are collected from various websites, corporate reports, Media Reports, Press releases and other journals covering the mentioned topic. Primary data has been collected from 20 customers using a structured questionnaire.

Objective of the Study

The research presented here aims to build a picture of the changes in retail taking place in India. India is poised to become an attractive and promising retail destination. The research paper attempts to examine the changing scene in the retail sector in view of many MNCs and large industries entering into this segment.

- To study and analyze the Indian retail scenario
- To study some of the drivers of changes in retail landscape in India

Significance of the study

Retailing is one of the largest business activity in India and one of the largest sources of employment in the country. Indian retail industry has seen a boom and experienced waves of change in its dynamics, formats and working. The boom in India's retail industry is mainly due to the due to a drastic change in the consumer demography and behavior along with the booming economy and technological explosion to name a few. The study finds its significance in view

of the changing styles in the retail stores and its operations.

Limitation of the study

The research paper does suffer from some limitations one major reason being limited time period for the study. Other limitations are mentioned below:

- Only organized retail outlets were considered for the study
- Number of stores is limited to 30 only due to limited time which might be considered as not adequate for the study
- The stores operating in Nagpur city has been considered for the study

Data collection

The analysis is done on primary and secondary data. 30 retail outlets



According to a survey conducted by business consultancy Technopak Advisors, the country's retail market is expected to touch 620 billion euros (around Rs. 37 lakh crores) by 2020 at a compounded annual growth rate (CAGR) of more than 25 %. The India Retail Report 2010 by Technopak states the trigger for this growth is the entry of global players and expansion by major Indian retailers. Joint ventures, tie ups franchise agreements etc together have collectively impacted the sector.

belonging to different formats were taken as samples from Nagpur city and were selected by Random Sampling method. The primary data has been collected from 30 retailers operating in Nagpur city. The secondary data collected is mainly from websites, corporate annual reports, and research reports and already conducted survey analysis and other journals.

Indian Retail Industry & Changing Retailing

Retail industry contributes between 14–15% to 20% of India's GDP. The Indian retail market is estimated to be US\$450 billion and one of the top five retail markets in the world by economic value. India is one of the fastest-growing retail markets in the world, and is projected to reach \$1.3 trillion by 2020.

The changes that we see in our high streets and local shops have been as radical as any technology. Economic turnaround, changing consumer behaviors, and technological advances are reshaping the entire retail landscape. Internet has reduced the world into a global village. People prefer to shop online and it is estimated that e-tailing market is going to rise to US\$275 million in the coming few years. Today's consumer is vastly different from the yesteryears and has elevated and sophisticated expectations of

product, service, value and the environment. Retailers now need to employ new approaches in doing business, such as use of the “big box” retail format, everyday low pricing, and electronic data interchange with suppliers. The challenge of selling to this generation customers across so many different touch points – mobile, website, in-store or through social media. To ensure that the customers are provided for and also satisfied retail business must be structured. This would resultantly ensure consistent delivery in each situation.

The Indian retail industry is principally unorganized and it is primarily dominated by small, independent, owner-managed shops. However, this sector in India is now being revolutionized as the traditional retailers are now adopting new formats with better facilities and ambience to attract and satisfy the dynamic consumers. These modern retail formats offer wide assortment to customers and present an ideal shopping experience with an incorporation of product, entertainment and service all in one place in one store. The Malls, convenience stores, department stores, hyper/supermarkets, discount stores and specialty stores are the emerging retail formats that provide different shopping experience to consumers, (Sinha and Kar, 2007, Kotler, 2006).

“Today, customers have more power and choices than ever before,” says Matthew Healey, market analyst at Technology Business Research (TBR). What’s more, “Customers are becoming more and more spoiled, expecting the ultimate user experience in both online shops and local retailers,” says Kai Hudetz, managing director of the German Center for Research in Retailing (IFH) in Cologne. A recent

study by Deloitte, called “Global Powers of Retailing 2013 – Retail Beyond,” even sees the retail industry “in the midst of a customer revolution.”

Drivers of Changing Retailing Styles

1. Evolving Consumer habits

Consumer habits and behaviors have been evolving due to technology changes and emerging-market growth which is directly related to their expectations of the product and where and how they can acquire that product. The explosion of technology is transforming the shopping style. Consumers are now developing the habit of first seeking out the latest products at lowest prices with a couple of keystrokes or clicks or touches. Then they want to read online comments on chat boards and review sites. Later, they require that their selected goods be reached to their homes where they can try them on and insist on sending them back if the goods don’t suit them.

2. More demanding & knowledgeable consumers

The modern Indian consumer is now more exposed to the American & European which has made them more demanding and now they seek for more value when they shop in terms of more varied range and constant availability of goods, freedom of choice and higher levels of customer service, quality and pleasant shopping environment, financing facility, trial rooms for clothing products, return and exchange facilities and off course competitive prices. These demanding consumers is have led to a speedy mounting opportunity for organized and modern retail formats to emerge in recent years and grow and evolve at a very fast pace.

3. Technological advances

The challenge of technology is both overwhelming and potentially rewarding. The internet penetration has increased enormously which has significantly and inevitably changed the nature of the retail environment. Customers are increasingly going online to explore and examine goods and services then make the final purchases. By providing information, the Internet has empowered consumers and given greater and more convenient access to the marketplace. The Internet has enabled consumers to shop for goods online from the comfort of their home or office. Technology has added new dimensions to traditional retailers as nearly every major company in the retail industry sells products through their own website

Mobile phones are no longer something one made calls on. Mobiles have become virtual stores for this generation customers. Even when on move the modern customers can virtually visit stores and can be view all their products using their smart phones.

4. More no of nuclear family concept and changing age profile

India is now witnessing a change in the general household composition. The urban India is mostly made of nuclear family which usually includes father mother and children. Studies have revealed that there is also a change in the age and income pattern over the last few decades. India is believed to have more young population as compared to US and China. India has more than 50% of its population below the age of 25 and more than 65% below the age of 35. It is expected that, in 2020, the average age of an Indian will be 29 years. The large proportion of the working age population indicates a money-spinning

consumer base which makes India as one of the most promising retail destinations of the world.

5. Increased disposable Income

The Indian average disposable income is growing fast due to the growth of income levels and more than one earning member families. There is definitely a large number of earning youth customers and their spending is also observed to be high. This has resulted in increase in the demand for goods and services. The rapid economic growth is increasing employment and business opportunities and hence disposable incomes are also increasing. India has been ranked as the fourth largest economy in terms of Purchasing Power Parity (PPP), next only to United States, Japan and China and has become world's third largest economy. Further, with 54 per cent of the Indians aged below 25, the young Indian consumer is out to buy more and high end goods to look good and feel good.

6. India's booming economy

One of the major drivers of changing retailing styles is the thriving Indian economy. India's booming economy is fueling retail. The retail sector's growth has been supported by the strengthening economic fundamentals. The retail sector has undeniably benefitted from the gradual liberalization. The Indian Finance Ministry projects the GDP growth for fiscal 2014 will be 5.5%. IMF projects India's GDP to grow at 5.8% over 2014-15. The Economy of India is the tenth-largest in the world by nominal GDP and the third-largest by purchasing power parity. The Indian economy has been the one of the fastest-growing economy in the world and has shown resilience when the major economies of the world were

facing difficult times, by staging a decent growth.

7. FDI in retail

FDI in retail has propelled the Indian retail sector. Many big corporate houses have forayed into retail industry encouraged by the FDI. FDI also has resulted into mall revolution, development of retail infrastructure and emergence of new retail formats. Many tie-ups between Indian and foreign players is on the rise. Bharti-Walmart joint venture is one such example in this series. FDI has enabled many Indian corporate to enter at large scale in the country. Until 2011, foreign direct investment (FDI) was not allowed in multi-brand retail, forbidding foreign companies from any ownership in supermarkets, convenience stores or any retail outlets. Even single-brand retail was limited to 51 per cent ownership. In

Table showing Types & No of formats studied

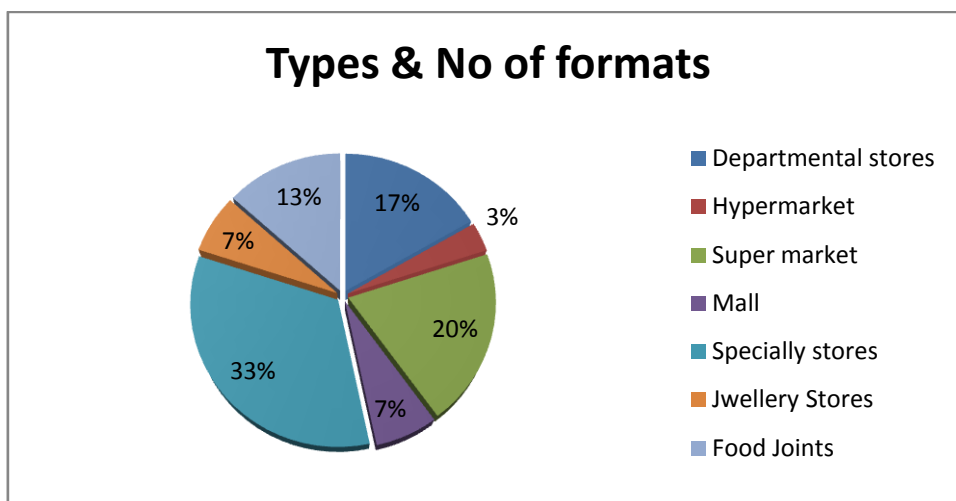
Type of Formats	No.
Departmental stores	5
Hypermarket	1
Super market	6
Mall	2
Specially stores	10
Jeweler Stores	2
Food Joints	4
Total	30

January 2012, India allowed 100 per cent FDI investment in single-brand stores, but imposed the requirement that the single brand retailer would have to source 30 percent of its goods from India. On 7 December 2012, India allowed 51 per cent FDI in multi-brand retail.

Analysis of Primary Data

In this research a study on the stores have been done which are operating in Nagpur city to know the drivers of change in Indian retail from the retailers' perspective. In the study data has been collected from 30 stores of different formats spread out in the city selling different products. Only the organized retailers have been taken into consideration.

1. Analysis on the basis of formats of the stores



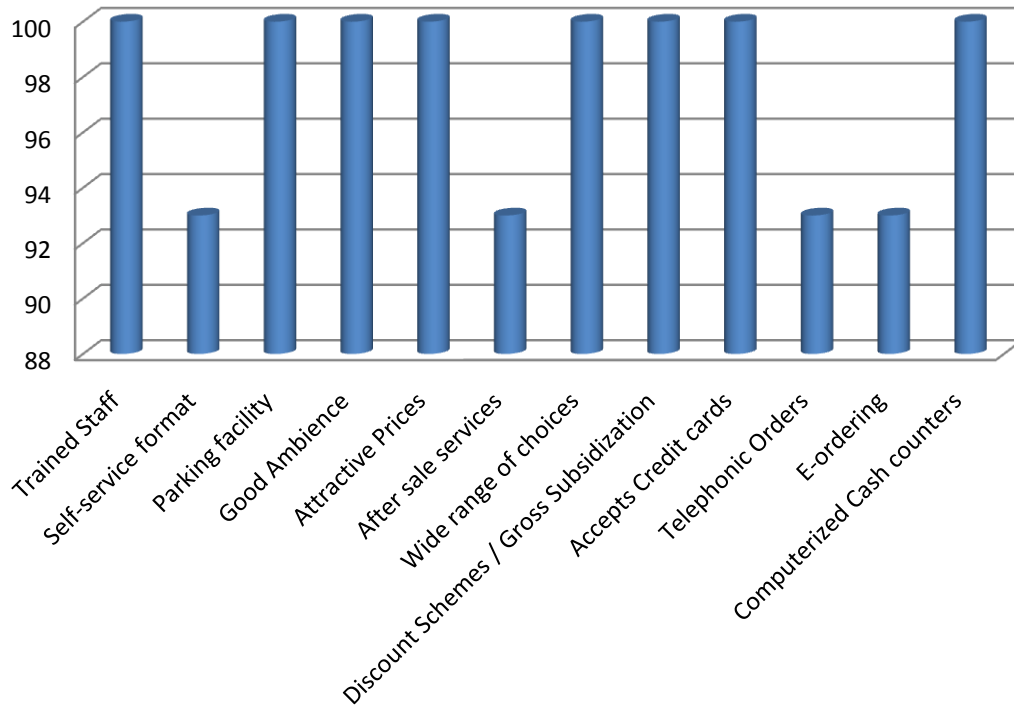
The above table generates the number and percentage of organized stores of different formats namely, Departmental stores, Hypermarket, Super market,

Mall, Specially stores, Fitness club and Food Joints.

Analysis of retailers on the basis the facilities / amenities offered to the customers by the store

Facilities / Amenities	No.	%
Trained Staff	30	100
Self-service format	28	93
Parking facility	30	100
Good Ambience	30	100
Attractive Prices	30	100
After sale services	28	93
Wide range of choices	30	100
Discount Schemes / Gross Subsidization	30	100
Accepts Credit cards	30	100
Telephonic Orders	28	93
E-ordering	28	93
Computerized Cash counters	30	100

Facilities & Amenities offered by the Retailers



The best retail facilities are more like amusement parks than retail stores. In these, customers do not only buy a product, they buy an experience. Amenities at the outlet are important factors that influence the customer's choice of the outlet, regular and repeat purchases at the same outlets.

The result of the study shows that organized outlets are well equipped with amenities such as drinking water, air-conditioning, wash rooms and parking facility, but off course not all amenities were available at all the outlets.

The study reveals that organized retailers offer to their customers more facilities/amenities. They believe that more amenities would keep their customers not only satisfied but also delighted. Facilities are meant for the comfort and convenience of the customers which according to the organized store owners the customers are looking forward and also are willing to pay a little extra for them. Most of the organized stores provide their

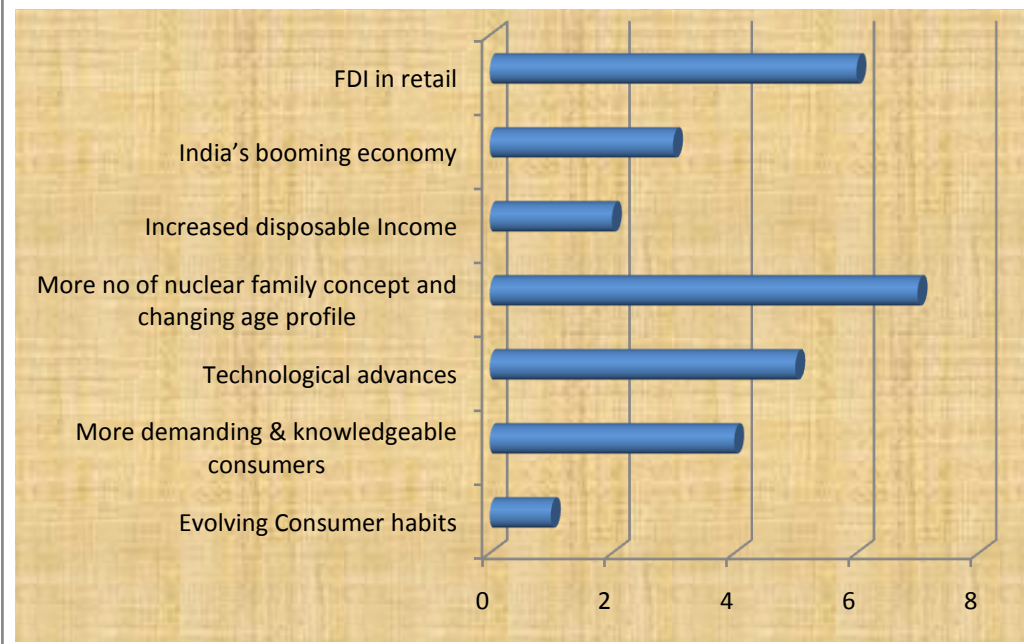
1. Analysis of retailers on the basis the factors that have aided and changed the retailing styles in Indian Market

customers with the facilities that the unorganized stores don't offer.

The study reveals that all the 30 organized retail stores which were considered for the study stated that they have the services like trained staff, good ambience, attractive prices, after sale services, wide range of choices, discount schemes / gross subsidization, accepts credit cards and computerized cash counters. Supermarkets and stores selling grocery products were designed in the self service format. They stated that they also have the facility of accepting telephonic orders from the customers. About 28% of the organized stores have the e-ordering facility for the customers except the jewelry stores. 100% of the organized stores have parking facility for the customers. None of the organized stores that were taken as sample for the study were said to have credit facility for the customer. But they do accept debit and credit cards from the customers.

Factor of Change	Ranking Order
Evolving Consumer habits	1
More demanding & knowledgeable consumers	4
Technological advances	5
More no of nuclear family concept and changing age profile	7
Increased disposable Income	2
India's booming economy	3
FDI in retail	6

Change Drivers of Retail Styles in India



Note: Ranking order form highest to lowest, 1 being highest and 7 being lowest

As a part of the survey, the selected retailers were asked to rank the factors that they think have aided and changed the retail sector's strong performance. These factors were given in the survey and were to be ranked on a scale where 1 was most important and 7 was least important. The analysis revealed that a majority of the retailers ranked the evolving consumer habits as one of the key growth drivers followed by increased disposable income and flourishing Indian economy. More demanding & knowledgeable consumers and Technological advances were rated fourth and fifth growth and change drivers, respectively, in the survey.

Conclusion

Retailing is one of the largest industry in India and one of the biggest sources of employment. Copious business groups are entering retail industry, including some renowned business groups like Bharti, Future, Reliance, and Tata, Aditya Birla. In addition, organized retail sector has also seized the attention of foreign companies many have entered and others are preparing to barge in. After looking up these facts, the paper strategically analyzed the Indian retail Industry. The result of the study depicts that economic growth, changing demographics and lifestyle of consumers, technology advancement and FDI, are the major drivers of change in retailing in India. The study further reveals that younger generation, increasing awareness and innovation in

new products are the strengths and opportunities of organized retail in India. Retailers failing to give their customers a seamless shopping experience will surely face oblivion. It has been observed that keeping up with the latest technology is not a choice – it's a necessity for the retailers. With new technology coming appearing every now and then, the challenge is mounting for the retailers. Retailers must structure their businesses to ensure they make shopping an easy and enjoyable experience through every channel.

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“Consumer Satisfaction Towards Modern Retail Store In Nagpur City”

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Introduction

Retailing is one of the largest industry in India and one of the biggest sources of employment in the country. Liberalization of the economy, rise in per capita income and growing consumerism have encouraged larger business houses and manufactures to set up retail formats in India and venture capitalists are investing in development of retail infrastructure (Aggarwal et al., 2007; Arshad and Hisam, 2007; Mishra, 2008). Retail sales in India amount to US\$ 180 billion and account for 10 to 11% of gross domestic product. The retail industry in India is largely unorganized and predominantly consists of small, independent, owner-managed shops. However, the retail sector in India is witnessing a huge revamping exercise as the traditional retailers are making way for new formats. The Indian retail market has around 14 million outlets and has the largest retail outlet destiny in the world (Sinha and Uniyal, 2007). New retail formats in India are showing very interesting trends. Rapid growth is occurring not

only in terms of purchases, but also in terms of the type of store formats that retailers are bringing into the market. Almost all retailers are offering multiple

retail formats. For instance, the Future Group, the owners of Big Bazaar and Pantaloon stores, are present in about ten formats. Similarly, Reliance and Raheja offer at least five formats. Customers are switching not only within formats but also across formats (Anand and Sinha, 2009; Satish and Raju, 2010). These modern retail formats provide wide variety to customers and offer an ideal shopping experience with an amalgamation of product, entertainment and service, all under a single roof (Jasola, 2007; Jacobs et al., 2009). The modern Indian consumer is seeking more value in the form of consistent availability, improved quality, pleasant shopping environment, financing options, trial rooms for clothing products, return and exchange policies and competitive pricing. This has created a rapid growing opportunity for organized, modern retail formats to emerge in recent years and grow at a fast pace (Sinha and Kar, 2007; Kotler, 2006). According to Swar (2007), Arshad et al. (2008) and Aggarwal (2008), several demographic indicators show favorable trends for the growth of organized trade in India. These are:

i) Rapid income growth: consumers have a greater ability to spend,

ii) Increasing urbanization: larger urban population that value convenience, coupled with the higher propensity of the urban consumers to spend,

iii) Growing young population: growth of the post liberalization maturing population, with the attitude and willingness to spend and

iv) Spend now vs. save earlier: consumers are willing to borrow for present consumption.

Customer taste and preferences are changing leading to radical transformation in lifestyles and spending patterns which in turn are giving rise to new business opportunities. There is a change being observed in the shopping pattern of customers, which has resulted in the emergence of big retail chains in most metros; mini metros and towns. Halepete et al. (2008), Reddy (2009), Dalwadi et al. (2010), Senthil Kumar and Shiva Kumar (2011) and Swar (2007) further express that due to rapid growth in retail sector, global retailers like Wal-Mart, GAP, Tesco, J.C Penney, Sears and Carrefour are trying to establish themselves in the Indian market; Infact WalMart and TESCO have already opened their stores in partnership with Bharti and TATA in Indian market.

Literature Review

According to Swinyard (1997), shopping patterns of US consumers are more sophisticated, they expect high level of services and merchandise quality. Moreover, economic and demographic trends are dramatically affecting the retail industry. Micro-marketing, globalization, new formats and age related merchandising changes are the consequences of retailing trends

in USA. Gupta et al. (2003) studied the changing Indian consumer behavior in the past decade due to availability of large assortment of major products leaving an impact on their consumption and consumption structure. The consumer is no longer shopping from the local market; rather the place of shopping has shifted to the stores in malls. Malls are focused towards catering to the younger population segments (Barak, 1998; Myers and Lumbers, 2008) and shopping behavior of the consumer varies according to their age (Moschis, 2003). Shopping behavior of younger consumers' would be focused towards seeking entertainment while older consumer focuses on convenience and leisure (Myers et al., 2008). According to Mishra (2007), India is currently in the second phase of evolution, that is, consumer demand organized formats. Retailers need to customize retail models as per the tastes and preferences of Indian consumer. Mishra (2008) further expose that mall space, demography, rising young population, availability of brands, rising retail finance, changing lifestyle, modern retail formats and foreign direct investment are the strengths and opportunities for modern retail model. Arshad et al. (2007), Kaur and Singh (2007) and Ghosh et al. (2010) while highlighting the prospects of retailing in India, opined that 47% of India's population is under the age of 25 and this will further increase to 55% by 2015 and this young population will immensely contribute to the growth of the retail sector in the country. The study by Dash and Candy (2009), Technopak (2007) and CII (2008) depict that growing middle class, large number of earning youth customers, increase in spending, improvement in infrastructure, liberalization of Indian

economy and India's booming economy are the various opportunities for organized retailing in India.

Objectives Of The Study

1. To study the parameters of consumer satisfaction for a modern retail stores.
2. To study the satisfaction level of consumers towards various parameters for modern retail stores.

Scope Of The Study

1. The scope of this study is extended till the modern retailing practices in Nagpur City.
2. This research aims to study only the satisfaction level and preference by consumers to a modern retail store format.

Hypothesis

1. There is likely to be no relationship between the age group of the customers and preference to a modern retail store by the customers.
2. There is likely to be no significant relationship between the marital status of the customers and preference to the modern retail store.

Research Methodology

Sources Of Data Collection

1. Primary source

2. Questionnaire – A list of questionnaire was prepared covering the objectives of the research work that were used to collect primary data from respondents.

3. Mail questionnaire – Few prominent respondents were identified to send the questionnaires on their mail accounts for collection of primary data.

2. Secondary source

3. Analysis of historical records- Recording of notes, Content analysis, Tape and Film listening and analysis.

4. Analysis of documents- Statistical compilations and manipulations, reference and abstract guides, contents analysis.

5. Referring different books on retail management by eminent authors.

6. Internet Content analysis- Using various websites to get acquainted with recent happening in retail sector.

Sampling Design

1. Sample size is taken to be as follows:

- a. Consumers as respondents = 600

2. Sampling techniques used:

- a. For consumers as respondents - Simple random sampling technique is used where every member of the population has an

equal chance of being chosen.

The sampling unit as suggested in the topic of the study is Nagpur city.

3. Sampling unit:

Data Analysis & Interpretation

Gender Of The Respondents

Gender	Number of respondents	Percentage of respondents
Male	330	55
Female	270	45
Total	600	100

Table showing the gender classification of the respondents

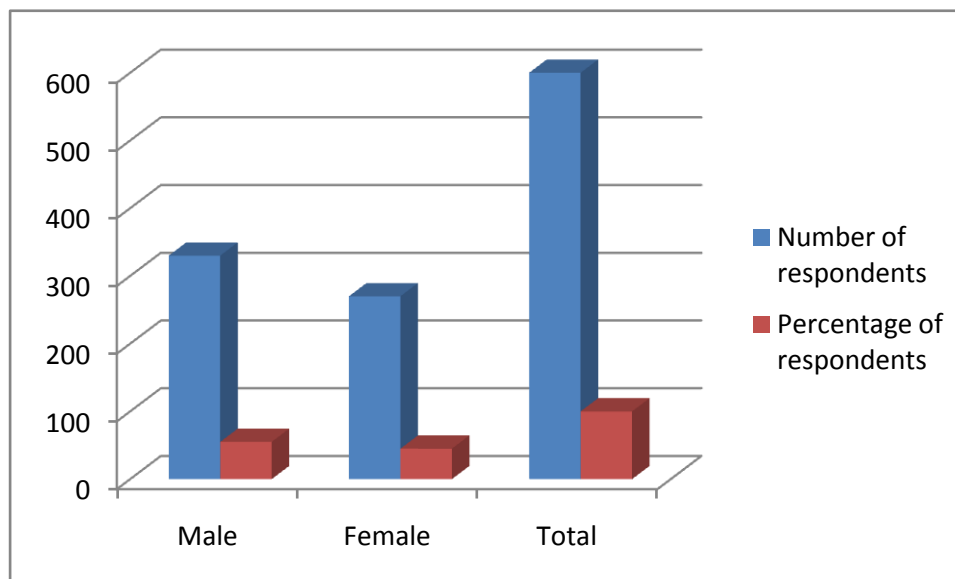


Figure showing the gender classification of the respondents

Interpretation:

It is clear from table as above that out of the 600 respondents, 55 % respondents were male and 45 % of the respondents were female.

Hence, it can be interpreted that the maximum number of respondents that took part in this research study happened to be male.

Age Of The Respondents

Age	Number of respondents	Percentage of respondents
Less than 20 Years	81	13.50
20 to 30 Years	151	25.17
30 to 40 Years	140	23.33
40 to 50 Years	114	19.00
50 to 60 Years	67	11.17
60 Years and more	47	7.83
Total	600	100.00

Table showing the age wise classification of the respondents

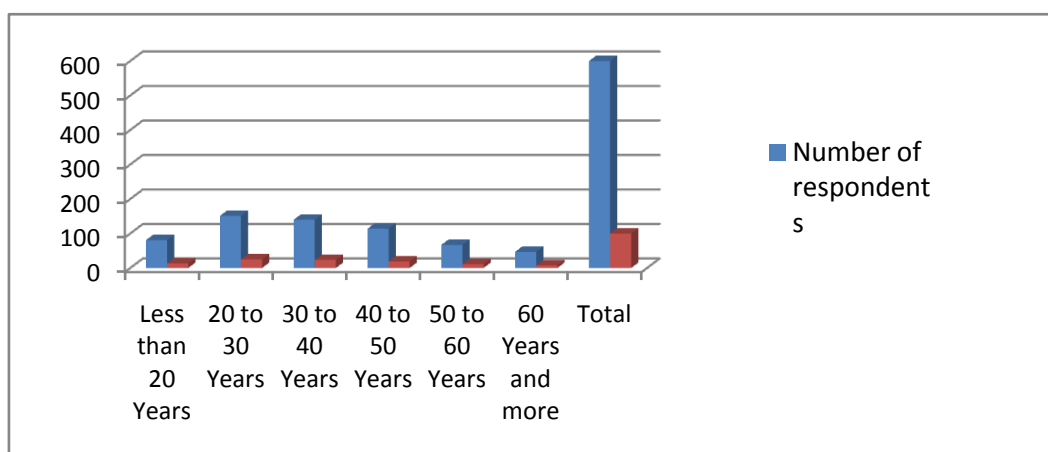


Figure showing the age wise classification of the respondents

Interpretation:

From the above data it is obvious that 13.50 % of respondents belonged to the age below 20 years, 25.17 % in the age group of 20 years to 30 years, 23.33 %

in the age group of 30 years to 40 years, 19 % from the age group of 40 years to 50 years, 11.17 % in the age group of 50 years to 60 years and just 7.83 % in the age group of 60 years and more.

Marital Status Of The Respondents

Marital Status	Number of respondents	Percentage of respondents
Married	173	28.83

Unmarried	423	70.50
Divorced	4	0.67
Total	600	100.00

Table showing the marital status of the respondents

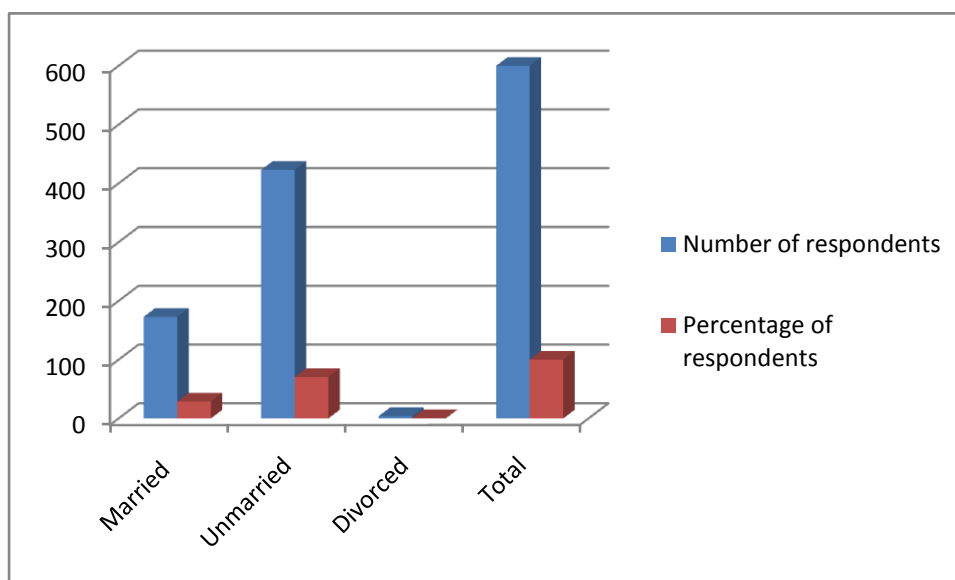


Figure showing the marital status of the respondents

Interpretation:

From the above data it can be understood that 28.83 % of the respondents were unmarried while 70.50 % of the respondents were

married and only 0.67 % of the respondents were divorced.

Hence it can be stated that a majority of the respondents were married while the number of the respondents that were unmarried were in clear minority.

Occupation Of The Respondents

Occupation	Number of respondents	Percentage of respondents
House Wife	83	13.83
Paid Employment	213	35.50
Business	86	14.33
Retired	51	8.50

Student	167	27.83
Total	600	100.00

Table showing the occupation of the respondents

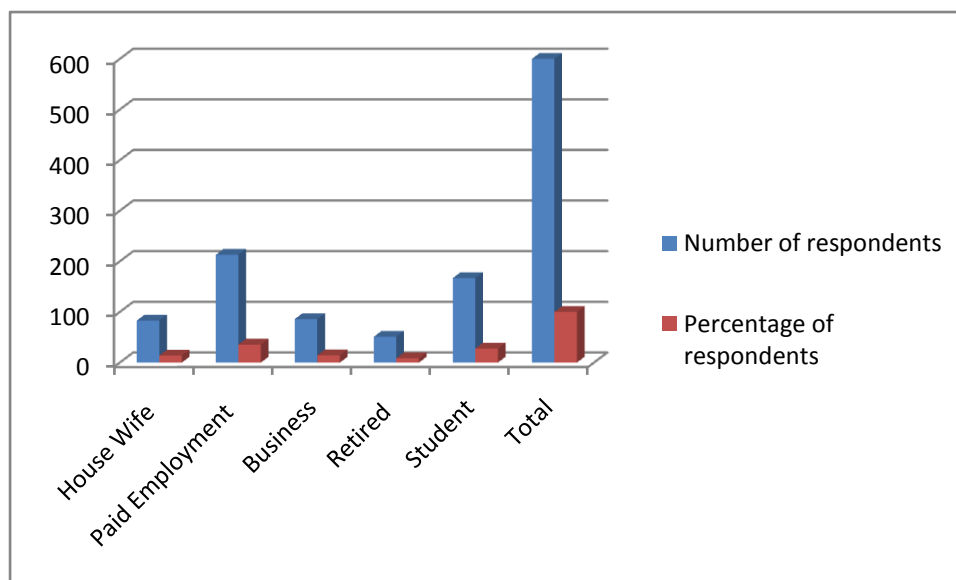


Figure showing the occupation of the respondents

Interpretation:

From the above data it is clear that the occupation of the 13.83 % of the respondents was housewife, 35.50 % of the respondents were working in a paid employment job, 14.33 % of the

respondents were businessmen, 8.50 % of the respondents were retired and 27.83% of the respondents were still the students.

Almost 50 % of the respondents were employed either in job or self-business.

Education Qualification Of The Respondents

Education	Number of respondents	Percentage of respondents
SSC / Diploma	29	4.83
Degree	374	62.33
Postgraduate	197	32.83
Total	600	100.00

Table showing the education level of the respondents

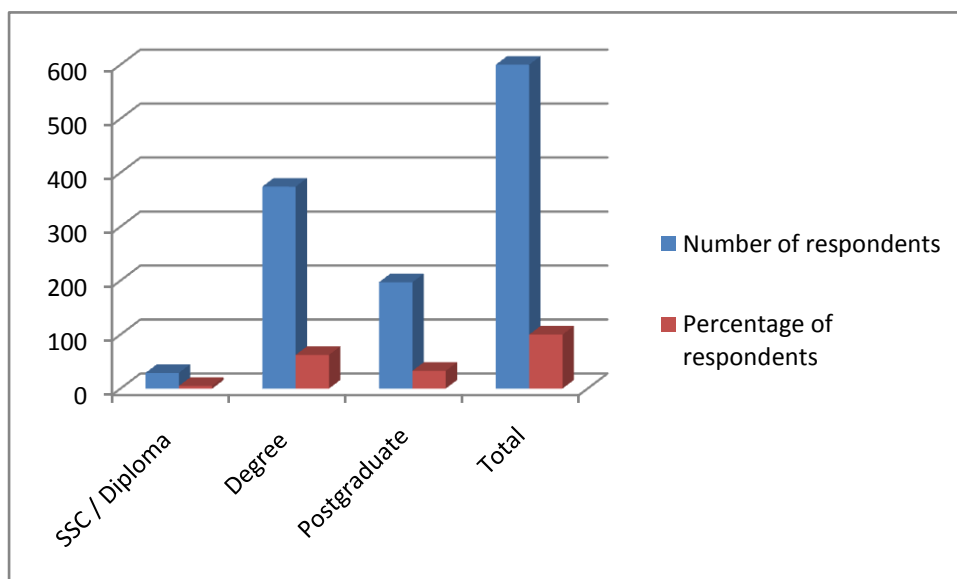


Figure showing the education level of the respondents

Interpretation:

From the above data it is clear that only 4.83 % of the respondents were qualified till a SCC or diploma, 62.33 % of the respondents were qualified with a

degree and remaining 32.83 % of the respondents were post graduates.

Hence it can be summed that majority of the respondents were qualified till a level of a degree or a post graduate.

Monthly Household Income Of The Respondents

Monthly household income	Number of respondents	Percentage of respondents
< INR 10,000	0	0.00
Rs. 10,000 – 20,000	28	4.67
Rs. 20,000 – 30,000	115	19.17
Rs. 30,000 – 40,000	201	33.50
Rs. 40,000 – 50,000	173	28.83
> INR 50,000	83	13.83
Total	600	100.00

Table showing the monthly income profile of the respondents

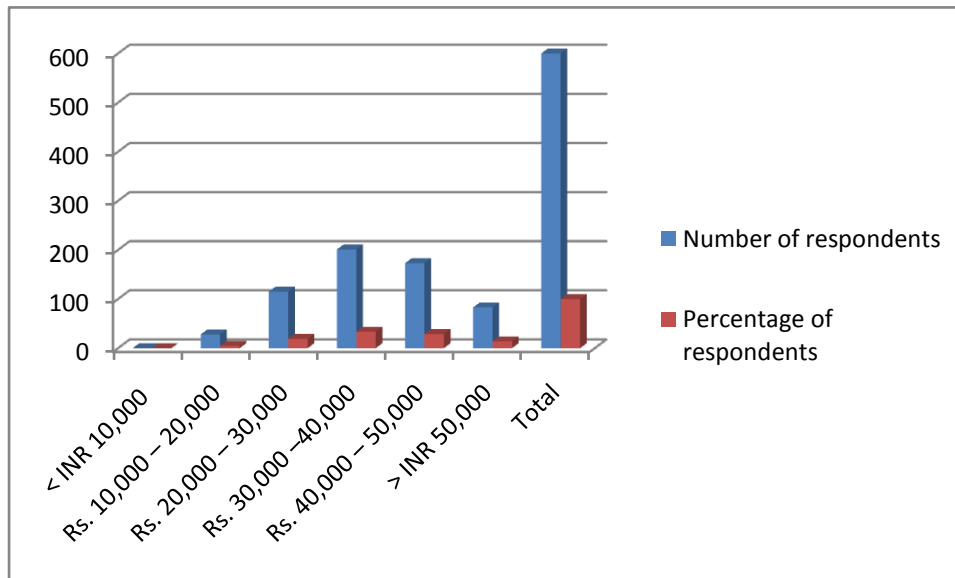


Figure showing the monthly income profile of the respondents

Interpretation:

It is clear that more than 60 % of the respondents were a part of Rs 30,000 to Rs 50,000 income group.

Family Size Of The Respondents

Family Size	Number of respondents	Percentage of respondents
1 – 3	37	6.17
3 – 5	351	58.50
5 & More	212	35.33
Total	600	100.00

Table 9: Table showing the family size of the respondents

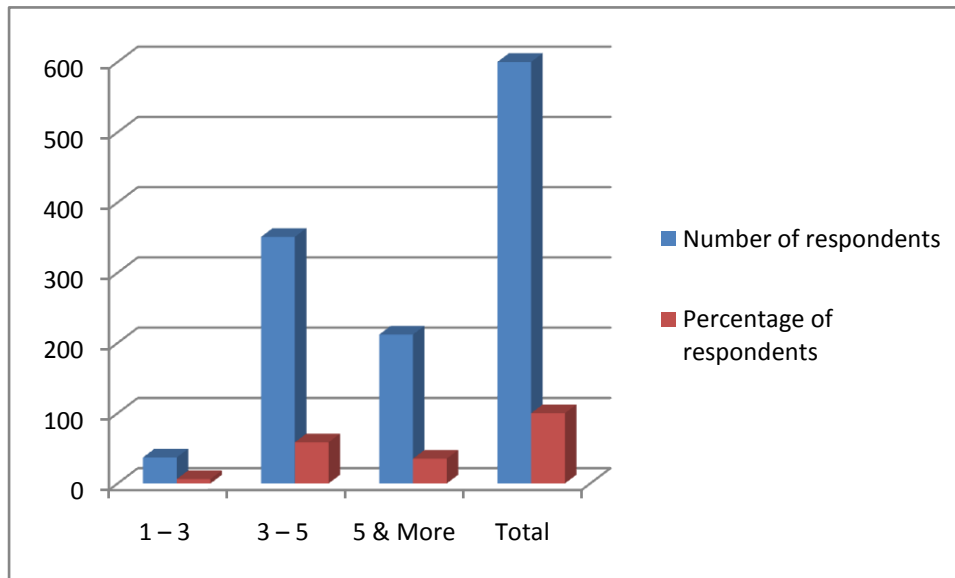


Figure showing the family size of the respondents

Interpretation:

From the above given data it can be stated that 6.17 % of the respondents were from a family with size 1 – 3 members, 58.50 % of the respondents were from the family size 3 – 5 while

35.33 % of the respondents belonged from a family sized 5 or more.

From the above interpretation it seems that a majority of the chunk i.e. 64.67 % of the respondents belonged from an independent or nuclear family.

Preference Store To Shop

Preference store to shop	Number of respondents	Percentage of respondents
From a traditional retail store	260	43.33
From a modern retail store	340	56.67
Total	600	100

Table showing the store preference by respondents

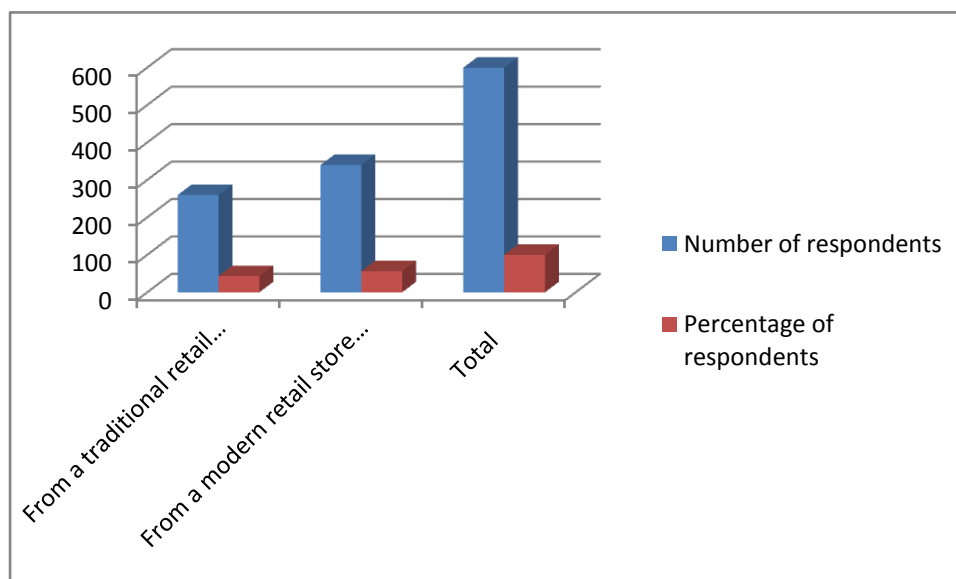


Figure showing the store preference by respondents

Interpretation:

43.33 % of the respondents said that they would prefer to buy from a traditional retail store while a clear

majority of 56.67 % of the respondents said that they would prefer to shop from a modern retail store. Hence it is clear that modern retail stores win over traditional retail stores.

Satisfaction Of Respondents Towards Various Parameters Of A Modern Retail Store

Parameters	Yes, I am satisfied		No, I am not satisfied	
	Number of respondents	Percentage of respondents	Number of respondents	Percentage of respondents
Availability of products	417	69.50	183	30.50
Quality of products	341	56.83	259	43.17
Quality of service	472	78.67	128	21.33
Visual merchandising	216	36.00	384	64.00
Easy accessible layout	313	52.17	287	47.83
Reward system	441	73.50	159	26.50
Exchange of products	447	74.50	153	25.50
Variety of mode of payment	512	85.33	88	14.67
Billing duration	297	49.50	303	50.50
Proper parking facility	174	29.00	426	71.00
Assistance from staff	297	49.50	303	50.50
Value for money	345	57.50	255	42.50
Ambience & cleanliness	470	78.33	130	21.67
Mean Score	364.76	-	235.23	-

Table showing the satisfaction level of the respondents for various parameters of a modern retail store

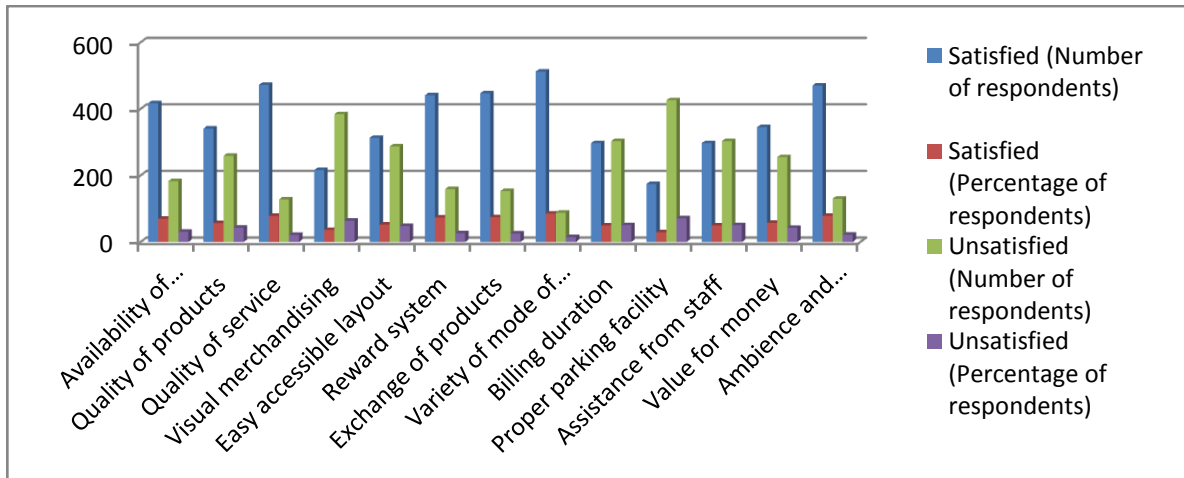


Figure showing the satisfaction level of the respondents for various parameters at a modern retail store

Interpretation:

The heavy amount of the above data can be interpreted as follows:

- Parameters like availability of products, quality of service, reward system, exchange of products, and variety of mode of payment, ambience and cleanliness score high on the satisfaction scale of the respondents i.e. each scoring more than 70 % on the scale of satisfaction level of the respondents.
- While the parameters like quality of products, easy accessible layout, billing duration, assistance from staff, value for money score average on the satisfaction scale of the respondents i.e. each scoring between 50 % to 60 % on the scale of satisfaction level of the respondents.

- On the other hand, the remaining parameters like visual merchandising and parking facility score below average on the satisfaction scale of the respondents i.e. each scoring between 30 % to 40 % on the scale of satisfaction level of the respondents.

Hypothesis Testing

There is likely to be no relationship between the age group of the customers and preference to a modern retail store by the customers.

The table below represents a cross tabulation between the age of the respondent and preference to a retail store. This would further help determine whether the age of the respondent has any relationship with the preference to modern retail store through a chi-square test.

Age	From a traditional retail store like, neighborhood kirana shop	From a modern retail store like, Big Bazaar
-----	--	---

Less than 20 Years	21	60
20 to 30 Years	53	98
30 to 40 Years	49	91
40 to 50 Years	67	47
50 to 60 Years	36	31
60 Years and more	34	13
Total	260	340

Crosstab for age group of the respondents and preference to the retail store

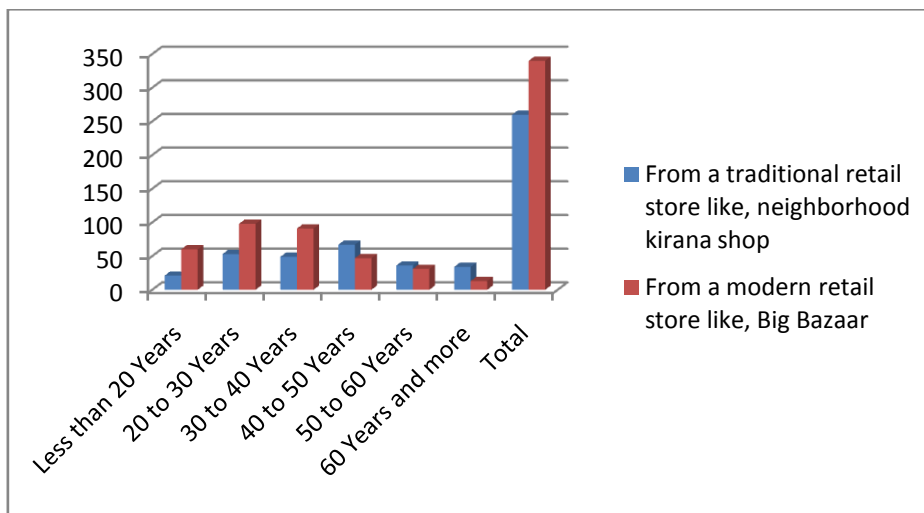


Figure showing the crosstab for age group of the respondents and preference to retail store

Assumption: significance level at 0.05

	Value	Df	Ssymptotic Aignificance (2 - sided)
Pearson Chi – Square	3.07 ^a	4	0.317
Likelihood Ratio	3.15	4	0.271
Linear - by - Linear Association	1.02	1	0.215
N of Valid Cases	340	-	-

^a = 0 cells (0.0%) have expected count less than 5. The minimum expected count is 5.00

Chi – Square test applied to data for gender of the respondents and frequency of shopping

As the asymptotic significance (2 – sided) is less than the assumption of the significance level made at 0.05, hence it can be said that no relationship between

the age group of the customers and preference to a modern retail store by the customers.

The null hypothesis (Ho) is accepted.

Subsequently the alternate hypothesis (H1) is rejected.

Inference:

There is likely to be no relationship between the age group of the customers and preference to a modern retail store by the customers.

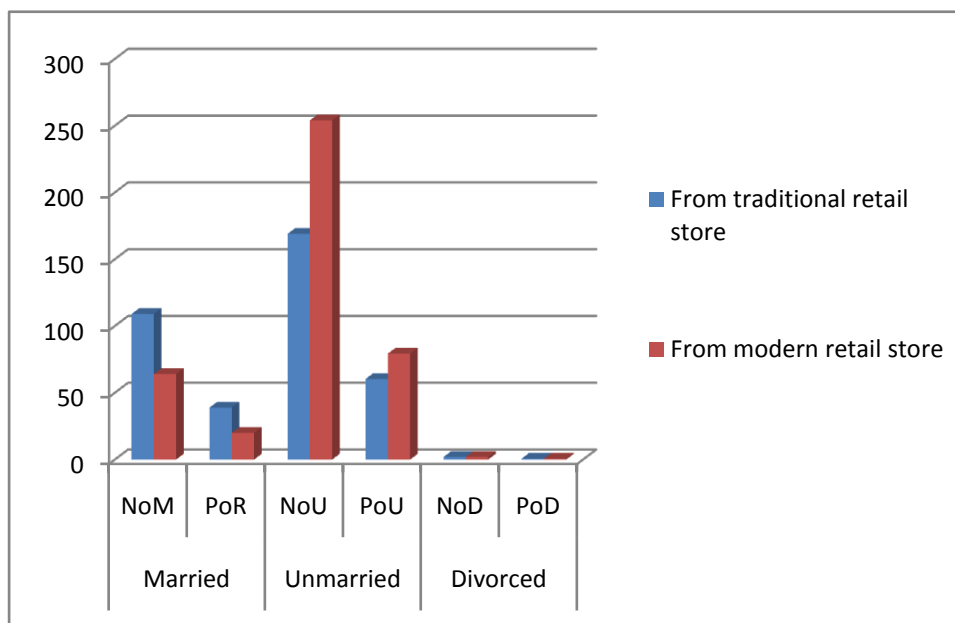
of the customers and preference to the modern retail store.

The table below represents a cross tabulation between the marital status of the customers and preference to the modern retail store. This would further help determine whether marital status of the customers and preference to the modern retail store through a chi-square test.

There is likely to be no significant relationship between the marital status

Preference store to shop	Married		Unmarried		Divorced	
	NoM	PoR	NoU	PoU	NoD	PoD
From a traditional retail store like, neighborhood kirana shop	109	38.92	169	60.35	2	0.71
From a modern retail store like, Big Bazaar	64	20	254	79.37	2	0.62
Total	173	-	423	-	4	-

Crosstab for marital status of the respondents and preference to the retail store. NoM = Number of married responses, PoR = Percentage of married responses NuU = Number of Un married responses, PoU = Percentage of un married responses, NoD = Number of divorced responses, PoD = Percentage of divorced responses



Figur for crosstab marital status of the respondents and preference to the retail store. NoM = Number of married responses, PoR = Percentage of married responses NuU = Number of Un married responses, PoU = Percentage of un married responses, NoD = Number of divorced responses, PoD = Percentage of divorced responses

Assumption: significance level at 0.05

	Value	Df	Ssymptotic Aignificance (2 - sided)
Pearson Chi – Square	6.27 ^a	4	0.629
Likelihood Ratio	4.90	4	0.512
Linear - by - Linear Association	1.50	1	0.397
N of Valid Cases	320	-	-
^a = 0 cells (0.0%) have expected count less than 5. The minimum expected count is 5.00			

Chi – Square test applied to data for marital status of the respondents and preference to modern retail store

As the asymptotic significance (2 – sided) is less than the assumption of the significance level made at 0.05, hence it can be said that no relationship between the marital status of the customers and preference to a modern retail store by the customers.

The null hypothesis (Ho) is accepted.

Subsequently the alternate hypothesis (H1) is rejected.

Inference:

There is likely to be no significant relationship between the marital status of the customers and preference to modern retail store.

Conclusion

1. It is apparent that most of the respondents in the Nagpur city will prefer to shop from modern retail store rather than shopping from a traditional retail store for if the parameters like availability of time, distance etc. remain constant.

On the basis of this information it can be concluded the modern retailers could win over the traditional retailers if and only if the parameters like availability of time, distance etc. remain constant for both which is not possible practically.

2. The mean score of the satisfaction level of the respondents towards various parameters of shopping provided at modern retail store is 364.76 which is more than the mean score i.e. 235.23 for the non-satisfaction level for the same parameters.

Hence it can be concluded that for the given set of parameters measured in this study, it was found that the respondents in Nagpur City are more satisfied with the modern retail stores than being unsatisfied.

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“RETAIL MARKETING; PROMOTIONAL STRATEGIES OF AMUL DAIRY INDUSTRY WITH EMPHASIS ON NAGPUR CITY.”

Prof. Vikita Agrawal

City Premier College.

Introduction of Marketing:

Marketing is communicating the value of a product, service or brand to [customers](#), for the purpose of promoting or selling that product, service, or brand. Marketing techniques include choosing [target markets](#) through market analysis and [market segmentation](#), as well as understanding [consumer behavior](#) and advertising a product's value to the customer. Marketing blends art and [applied science](#) (such as [behavioral sciences](#)) and makes use of [information technology](#). Marketing is applied in enterprise and organizations through [marketing management](#). From a societal point of view, marketing is the link between a society's material requirements and its [economic](#) patterns of response. Marketing satisfies these needs and wants through exchange processes and building long-term relationships.

Sales promotion, a key ingredient in marketing campaigns, consists of a diverse collection of incentive tools, mostly short term, designed to stimulate quicker or greater purchase of particular products or services by consumer or the trade. Whereas advertising offers a reason to buy, sale promotion offers an incentive to buy. Sales promotion include tools for consumer promotion (samples, coupons, cash return offer, free trials, warranties & demonstrations); Trade promotion (price off, advertising and display allowances, and free food); and sales forces promotions (trade shows and conventions, contest for

sales and specialty advertising). These tools are used by most organization, including non-profit organization.

“Sales promotion comprises a range of tactical marketing techniques designing which in a strategic marketing framework to add value to a product or service in order to achieve specific sales and marketing objective.” Sale promotion is a technique which has significant potential to improve short term sales and like direct responses work; its effectiveness can tightly measured.

Marketing Mix:

Marketing is integral to the success of a business, large or small, with its primary focus on quality, consumer value and customer satisfaction. A strategy commonly utilised is the "[Marketing Mix](#)". This tool is made up of four variables known as the "Four P's" of marketing. The marketing mix blends these variables together to produce the results it wants to achieve in its specific target market. This system is basically the four Ps renamed and reworded to provide a customer focus. The SIVA Model provides a demand/customer-centric alternative to the well-known 4Ps supply side model (product, price, placement, promotion) of marketing management.

Product → Solution

Promotion → Information

Place
(Distribution) → Access

Price → Value



- **PRODUCT:** Products are the goods and services that your business provides for sale to your target market. When developing a product you should consider quality, design, features, packaging, customer service and any subsequent after-sales service.
- **PLACE:** Place is in regards to distribution, location and methods of getting the product to the customer. This includes the location of your business, shop front, distributors, logistics and the potential use of the internet to sell products directly to consumers.
- **PRICE:** Price concerns the amount of money that customers must pay in order to purchase your products. There are a number of considerations in relation to price including price setting, discounting, credit and cash purchases as well as credit collection.
- **PROMOTION:** Promotion refers to the act of communicating the benefits and value of your product to consumers. It then involves persuading general consumers to become customers of your business using methods such as advertising, direct marketing, personal selling and sales promotion.
- **PEOPLE:** People is an important factor in servicing industries - travel agencies, restaurants and hair salons. No two persons are the same and no two persons can provide the exact same service to customers. It is therefore important to recruit good people and maintain their good quality service in order to attract and keep the customers.

- **PROCESS:** Process is the procedure, mechanism and flow of activities to provide service or to produce a product. The prevailing ISO standards (such as ISO9001) are designed to help organizations ensure their process can meet the needs of customers and other stakeholders in their field. A well organized and quality controlled process may reduce the online.
- **PHYSICAL EVIDENCE:** Physical Evidence is the element that allows the consumers to make judgments on that organization. It includes some of the following: Premises, Websites, Paperwork (such as air tickets) Brochures, Signage (such as those on aircraft and vehicles), uniforms, Business cards. Just imagine that if you bought a ticket of the 2008 Olympic Games via you would love to show your friends the official ticket and keep it as a souvenir instead of printing a barcode from your computer. This is one of the examples for Physical Evidence.
- **PACKAGING:** Marketing people have always emphasized the importance of packaging as it is the way to make a first impression on the customers; especially for the products on shelves. However, some people believe Packaging should be a part of Product and some people think it is a part of Promotion.
- **PAYMENT:** Payment should also be included; as ease and security of transaction plays a crucial role in marketing, especially in this cyber age. Payment is the consideration for the delivery of goods and services. It is an ease and security of transaction. Cash, debit card, cheque, gift voucher, etc.

AMUL: THE TASTE OF INDIA



Amul is definitely an “Amoolya” brand. Amoolya in Sanskrit means something which is invaluable or priceless. With a presence in almost every product which can be made by milk, Amul has won over hearts along with market share to become a highly valued brand with an Indian origin. The reason Amul is such a strong brand is

because of the marketing mix of Amul.

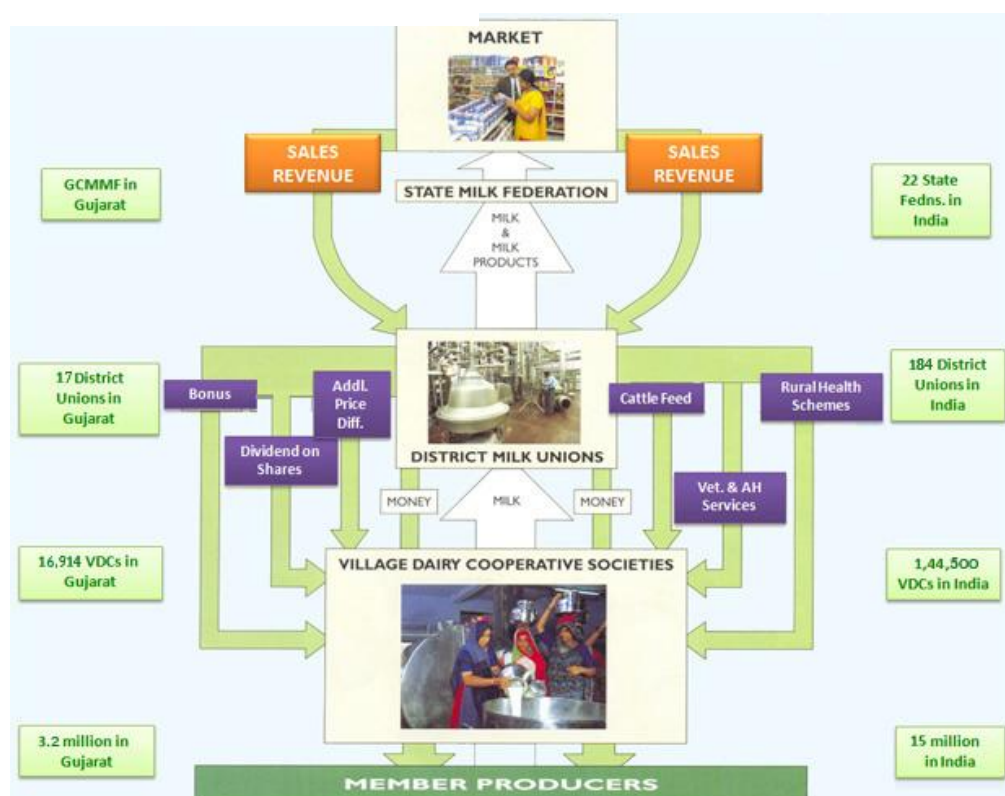
Amul (“priceless” in Hindi. The brand name “Amul,” from the Sanskrit “Amoolya,” (meaning Precious) was suggested by a quality control expert in Anand.), formed in 1946, is a dairy cooperative in India. Amul Gujarat Cooperative

Milk Marketing Federation (GCMMF) is India's largest food products marketing organization. It is a state level apex body of milk cooperatives in Gujarat. It markets its array of products under brand name 'Amul'. Amul products have been in use in millions of homes in India and also exported all over the world since 1946 with a turnover of Rs. 52.55 billion in 2007-08. Today Amul is a symbol of high-quality products sold at reasonable prices; of the genesis of a vast co-operative network, of the triumph of indigenous technology, of the marketing savvy of a farmers' organization and of a proven model for dairy development in India.

The Total population of Nagpur city is **2,405,665 million**. There are various milk and its retailers selling the product of Amul and its competitors Dinshaws , Haldirams and Mother Dairy. There are more than 25 retailers of Amul divided across Nagpur in different 05 zones i.e. North Nagpur, South Nagpur Eastern Nagpur Western Nagpur and Central Nagpur and all are doing well in their business.

- Amul began when milk became a symbol of protest.
- Founded in 1946 to stop the exploitation by middlemen.
- Inspired by the freedom movement.

BACKGROUND HISTORY OF NAGPUR CITY:



List of Amul Products:

- Bread spreads
- Pure Ghee
- Milk Powders
- Sweetened Condensed Milk
- Sweets
- Fresh Milk
- Curd Products
- Amul Ice creams
- Amul SUGAR FREE Frozen Foods (Milk Based Sweet)
- Chocolate & Confectionery
- Brown Beverage
- Milk Drink
- Health Beverage

Review Literature:

Amul is being one of the most demanded product and today the highest sale of dairy products in Nagpur city in state of Maharashtra. All the major decisions regarding the sale of milk and other related dairy products are taken by the manufacture for the benefit of consumers as per which product satisfies their need. Amul in itself has become a big Brand and maximum of consumers consume to a large extent. The company even follows few schemes and offers to make the product known to consumers. The promotional strategies used in Amul are appreciated from the buyers, like Amul girl, the tag line. etc. The process of planning a scheme and to provide it to buyers is the ultimate aim of AMUL. According to **Dr. K. Karunakaran**,^{1st} edition, 2007, "This process has to be conducted within the framework of the rules and regulations made by the Marketing and Sales department. Positive or negative impact of any scheme depends

on the promotion made by the company (Amul). Hence it is necessary that Amul should adopt proper marketing policies to reach out the audience in a huge amount. There is an absence of understanding of people or students who move abroad for pursuing education without giving importance to the promotion strategies or the advertising done in the respective country. Promotional strategies in an individual's life play an important role in adapting any environment."

According to Organization: **Amul – The Taste of India. Amul (2015-05-14)**. Retrieved on 2015-11-29. "Alexander Fraser Laid law. *Cooperatives and the Poor*. A development study prepared for the International Cooperative Alliance and the Canadian International Development Agency, 1977. The co-operative was initially referred to as *Anand Milk Federation Union Limited* hence the name AMUL."

According to **Marketing Management, S.A. Sherlekar**, Himalaya Publishing House, 1st edition, Chapter no.15, page no.275-280,284,294,297-298."Marketing is a set of messages to a target market through ample media usage. Market responses are collected by the company through proper and detailed research and development process."

According to **Amul is now world's 13th largest dairy**, posts 67% revenue growth in FY16, "The world's 13th largest dairy organisation and India's largest dairy cooperative, Gujarat Cooperative Milk Marketing Federation (GCMMF), which markets the popular Amul brand of dairy products today said that it has registered a 67 per cent growth in turnover to Rs 23,004 crore during 2015-16. Declaring its financial results for the last fiscal at its 42nd annual general meeting at Anand today, the cooperative, which passes on every 80 paise from every rupee earned on the sale of Amul products to its dairy

farmers, said that it has grown by 187 per cent during the past six years. This translates into a compounded annual growth rate (CAGR) of 19.2 per cent during the period.

Objectives of the Study:

1. To analyze the various sales promotion strategies adopted by Amul dairy.
2. To know the factors which affects consumer's buying behavior to purchase the profile Amul Dairy (Milk products).
3. To study the preference of those factors which are considered by the consumer as regards purchase of milk products and other dairy products.
4. To study changing life style in Nagpur city with focus on dairy products.
5. To know about the satisfaction level of existing customers.
6. To determine the competitors of Amul Dairy products especially Milk products.

FINDINGS:

1. Amul milk is having the market share is only 64%.
2. Incomes less than 5000 to 10000 are more attracted to Amul milk. As per the data 79% of the respondent's income is under this group.
3. The main purchasing factors for the Amul milk are Quality and Brand image. The data reveals that 42% influences on Quality and 32% influenced for the brand. Quality plays a very important role as compared to price.
4. 88% of the total respondents are using product since from a long time.
5. Consumers are satisfied with the milk products. Customers are expecting the

good service and quality of Amul milk dealers. Competitors are providing good service to the consumer.

6. 96% the respondents think that purchasing Amul milk is value for the money i.e. Amul milk is valuable product for them.
7. It is found in the survey that customer are influencing through Word-Of-Mouth.

Conclusion:

From the study conducted it is observed that Amul milk has a good market share. They are as follows:

1. The factors considered by the customer before purchasing milk are freshness, thickness, taste and availability.
2. Finally the researcher concludes that, majority of the customers are satisfied with the Amul milk and milk products because of its good quality, reputation, easy availabilities.
3. Some customers are not satisfied with the Amul milk because of high price, lack of dealer services, spoilage and low shelf life etc. therefore, if slight modification in the marketing programme such as dealers and outlets , promotion programme, product line etc. definitely company can be as a monopoly and strong market leader.
4. Milk purchasing decisions are more decided by women rather than male, because women acts as an invigilator, execute their decision and influence the same the same to the purchase while ascertaining the quality, freshness and price.
5. Amul has also to take care of its competitors into consideration and more importantly its customers before making any mov

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ADVERTISING IN TELEVISION: CREATIVE ADVERTISING VS. ATTACHMENT OF CELEBRITY

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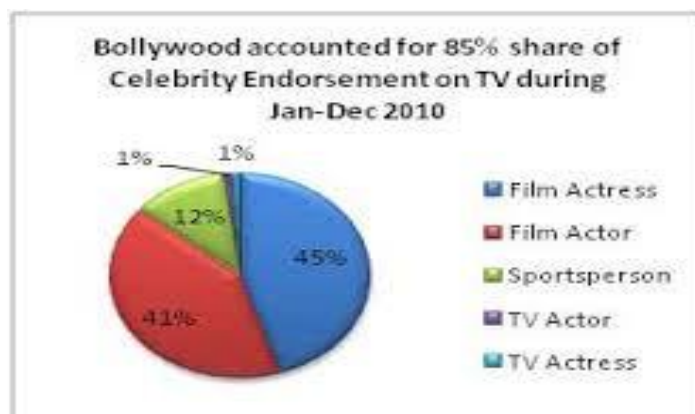
INTRODUCTION

The purpose of advertising is to communicate about brand and increase brand market share (Runyon, 1984). In modern time advertising has been playing a significant role in our daily life. It is considered an excellent tool for communication and non economic purposes. In the era of globalization it has gained a new status. Advertising being an art is created in an attractive manner by using attractive words, symbols pictures, messages and technological advances has added new feathers to the entire gamut of promotion campaigns. Promotion is a critical element of the marketing mix for any brand. In recent years, as the amount

of advertisement clutter has increased dramatically, the ability of conceptual advertisements to gain attention has become more valuable.

In India today companies are investing large sum of money to attain their brand and themselves with endorsers. Celebratory Endorsement has attracted immense arguments on whether it really contributes to the brand building process or whether it is just another tool to make the brand more visible in the mind of consumers. As per the usual trend Bollywood celebrities is dominating this trend.

The following diagram proves this point.



In India there is a belief that celebrities are effective spokespeople for promoting products or brands (Katyal, 2007). Companies all over the world use

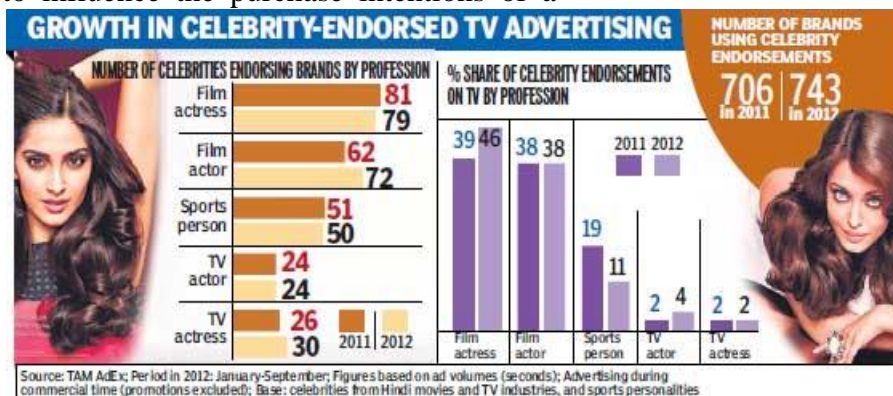
celebrities to advertise their brand and products. Celebrity Endorsement has become a form of advertising in India. Today – no doubt inspired by the declining

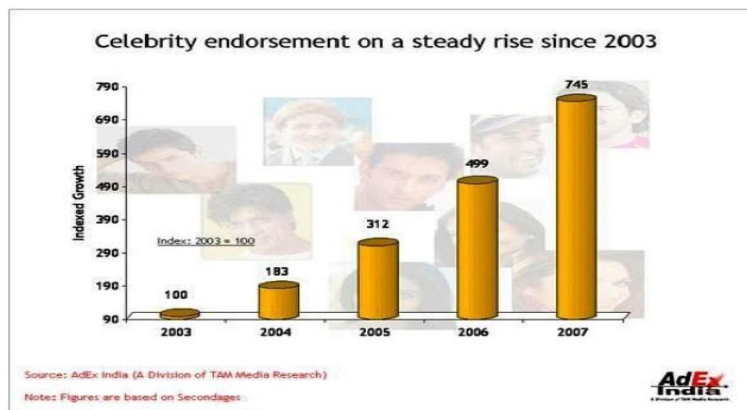
effectiveness of the different marketing communications (Blonde and Rozern, 2006), the advertising industry is willing to pay the increasing rewards the celebrities are asking. On the other hand, companies have limited control over the celebrities' persona which can also result in high risk and no gain situations. Needless to argue that it is well worth to enquire the relative effectiveness of using celebrity endorsers compared to using non celebrity spoke persons.

Various advertising styles are used by advertisers to influence consumer brand choice behavior and among these different available choices are very popular choice is Celebrity Endorsement (Alsmadi, 2006). Many investigators supported that it is well worth to investigate the relative effectiveness of using celebrity endorsers compared to non celebrity spoke persons. There is several type of communication strategies are being used in supporting the brand imagery. Due to modern and colorful marketing communication strategies it becomes difficult to get every advertisement gets noticed, so it becomes very essential for the designer of an advertising campaign to differentiate his ad from others and attract viewer's attention. For a successful brand promotion and enhancing consumer's attention it becomes essential for companies to induct all possible measures to influence the purchase intentions of a

consumer and to inculcate the deep desire to own a particular brand. The uses of celebrity in promotion campaigns are increasingly widespread and have become mandatory for a brand recall and brand recognition. The role of conceptual theme in advertisements are based on different types of feelings and emotions like warm, sophisticated, clever, humorous, boisterous and silly commercials. The effectiveness of celebrity endorsement in advertising comes from the associative link between the brand and the celebrity, but the creation of such link is concurrent with the risk (Till, 1998). According to Tondon & Mehrotra (2005), celebrity endorsement is associated with the financial risk. The demand for famous entertainment and popular celebrities for advertising is big and these individual are sometimes very expensive to use as endorsers. It is important for a company to consider if a celebrity endorser is worth the investment. Katyal (2009), names the risk that comes because of incongruity between the celebrity and the brand. All these dangers should be addressed in the process of selecting celebrities for advertisements. The use of celebrity endorsement is very valuable but still risky decision and every step in this process should be carefully considered.

The following two diagrams show the growth in celebrity endorsement-





REVIEW OF LITERATURE

Analysis of literature on the use of celebrity endorsement or creating a conceptual ad allows envisaging the tendency to study the process of celebrity endorser selection. From the company's point of view the consumer's buying intentions and his attitudes have been studied by the researcher from the various perspectives of using conceptual ads or celebrity endorsed ads. Advertising is the most important way to attract the consumers and this concept has gone through traditional to modern view. Nowadays marketers are creative minded and they develop every possible strategy to attract the customers (Blech & Blech, 2001).

Previous research on celebrity endorsement reveals that celebrity endorsers produced more constructive attitude towards advertising and superior purchase intentions than a non celebrity endorsers. (Atkin & Block 1983). According to Seno & Lukas (2007), celebrities are very much helpful than other type of endorsers such as the company manager, distinctive consumer and the qualified expert etc.

Among the different styles available, celebrity endorsement is becoming a popular choice in the advertising agency. (Alsmadi, 2006). Promoters have been using celebrities to promote their products

since the late of nineteenth century (Erdogan, 1999). Mehta (1994) argue that there were no statistically major difference in attitudes towards advertising brand and purchase intention on endorsed brand among celebrities and non celebrity endorsement, but difference were found in cognitive responses generated by respondents. Research have shown that the use of celebrities in advertisements can have a positive influence on the celebrity, message recall, memory and likeability of the advertisements and finally on the purchase intentions. (Menon, 2001, Pornpitakpan, 2003, et.al).

McCracken (1989) defined celebrity endorser as any character who enjoys open acknowledgement and who uses this recognition on behalf of a consumer goods by appearing with it in an advertisement. Kamins (1989) defined celebrity endorser as an individual who is recognized by the public for his or her achievement in area other than that of the product endorsed. Previous several researches reveal that consumer find celebrity endorsement more striking and powerful as compared to non-celebrity endorsements. Kumar (2010), in his study proves that celebrity endorsement surely impact the purchase meaning of the consumers. Number of celebrity endorsements proved very winning, whereas other completely failed, resulting in termination of the respective

celebrity communicator. (Walker et al. 1992).

According to Melissa ST. James, a doctorate fellow and marketing instructor at the George Washington University, "Studies show that using celebrities can boost consumer's awareness of the ad, capture their attention and make ads more superb". Wenguen Gan (2006) explores the Chinese consumer behavior towards celebrity and non celebrity commercials. The consequences shows that Chinese consumers favor Celebrity commercials and respondents collectively like celebrity who have more outstanding skills, even though there are other different reasons on hand such as fine appearance, good mature and good career sprit. Khatri (2006) has also observed that there are chances that the celebrity is remembered more than a brand. He further explained that a cyber media research study reveals that 80% of the respondents approached for research remembered the celebrity but could not recall the brand being endorsed. Goldsmith and Laferty (1999) found that Endorser credibility is one of the most frequently used methods in advertising to influence consumers' attitudes and purchase intentions. There is a huge impact of celebrity endorsements among the consumers through TV commercials in India as Indians like the celebrities a lot and there is a huge fan following.

The empirical results proved that concept based advertisements contributed significantly. In today's market, creative advertising has become an important marketing strategy for many companies to promote their products to the largest market. It also has a positive relation with a significant contribution to the brand acceptance. Celebrity endorsement has been recognized as one of the most well liked tackle of advertising in current time. It has turn out to be trend and supposed as a winning method for product promotion a brand reputation. (Mukherjee, 2009). A vital aim of advertising is the urging of

customers i.e., the active attempt to change or modify consumer's attitude towards brands. (Solomon, 2002). Over the years there have been a number of studies that have examined under what conditions endorsers often times celebrities are appropriate for products. (Till & Busler, 2000). The reason for using celebrity endorsement goes to their huge potential influence in promotional campaigns. (Brown & Basil, 1995, Hofner & Cantor, 1991) favored that many studies described the positive effects of celebrities on consumer buying behavior such as the adoption of clothing styles, product choice and health behaviors.

Frazer and Brown (2002) examined how audience connect themselves with celebrities and how this affected their personal life. They considered that people selectively integrated the perceived values and behaviors they saw in celebrities, they admired and finally adopted them into their own lives.

OBJECTIVE OF THE STUDY

In order to target consumers successfully on television, advertisers need to understand how they respond to television advertisements with or without the use of celebrities. The present study was carried out with following objectives in Indian market setting:

1. To study the top of mind recall of popular and best TV advertisements.
2. To compare the recall of brands endorsed by celebrities and concept advertising.
3. To study the concept advertising in terms of appeal with masses.
4. To study the association between gender of respondent and his/her preference of celebrity.

RESEARCH METHODOLOGY

The researcher have used both primary and. secondary data for the study. In order to collect primary data, self-administered

questionnaire was used. The questionnaire was designed on the basis of top 10 television advertisements as selected by the national newspaper “The Economic Times” for the year 2011 and 2012. Total 16 advertisements were used as Surf excel featured in both the years, and advertisements of NOKIA, HUL and ICICI had their name exposed throughout the experiment so recall of those advertisements could not be ascertained. The questionnaire had glimpses of these 16 TV advertisements as screen shots. Out of sixteen best advertisements considered for the year 2011 and 2012, only four were celebrity endorsed while others were based on concepts or themes. The questionnaire was administered to about three hundred and fifty people and out of which three hundred and five responded correctly and completely. The respondents included 268 males and 37 females. Convenience sampling approach was adopted in order to collect the primary data, however questionnaire was administered diligently to avoid any possible bias. The individuals targeted for the collection of data for this research were undergraduate, graduate and post graduate students in NCR.

DATA ANALYSIS AND FINDINGS

Respondents for the study were mostly young teenagers as sixty percent (60%) of respondents were teens less than 19 years of age and thirty nine (39%) were aged 20-35 years and only 1% was aged over 35 years.

Table 1: Age Group of respondent * Celebrity of the first brand Cross tabulation

Age group of respondent	Celebrity of the first brand										
	Aamir Khan	Abhishek Bachchan	Aishwarya Rai	Akshay Kumar	Amitabh Bachchan	Ayushman Khurana	Hrithik Roshan	John Abraham	Kajol	Kareena Kapoor	Katrina Kaif
19 or less	14	16	2	6	0	2	2	5	0	12	25
20-35	2	6	2	9	2	0	2	2	2	1	16
Over 35	0	0	0	0	0	0	0	0	0	0	0

Maximum respondent (62%) watch TV for less than 1 hour, followed by 23% respondents who watch TV for 1 to 3 hrs and only 15% respondents watch TV for more than 3 hours in a day. The respondents of this study have given first watching preference to Entertainment channels on television. However, female respondents preferred movies channels as their second preference and male respondents preferred music channels as their second option.

The statistical tools were used by the researcher to get valuable information from the data. Researcher have entered the data in IBM SPSS 19 for analysis.

I. To analyze the top-of-mind recall by identifying top brand and its celebrity endorser or advertising concept.

Respondents were asked to name the brand that comes first in their mind along with celebrity endorsers or concepts associated with the advertisement. Researcher also analyzed the response according to the respondent gender and age group of respondent with respect to brand/celebrity recall.

Ho: Respondent's age group has no effect on celebrity recall

Findings: Chi-square test result has proved that null hypothesis is rejected. It shows that respondent's age has an effect on recall of celebrity. The data collected, support the perception that teens and non-teens would prefer the celebrity which is popular in current scenario (Table2)

M.S Dhoni	Saina Nehwal	Priyanka Chopra	Ranbir Kapoor	Sachin Tendulkar	Salman Khan	Shahrukh Khan	Shilpa Shetty	Sunny Deol	Sunny Leone	Virat Kohli
4	2	2	0	0	36	9	6	10	3	2
0	0	1	2	6	19	7	2	0	0	4
0	0	0	0	0	0	2	0	0	0	0

Table 2: Chi-Square Test Result

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	90.479	44	.000
Likelihood Ratio	82.743	44	.000
N of Valid Cases	305		

From all the responses collected 26 teen and 34 non-teen respondents did not give preference to celebrity endorsed advertisements, rather they preferred concept based advertisements.

- Teen as well as Non-Teen respondents preferred Salman Khan as their first choice among celebrities (film & sports both) followed by Katrina Kaif.
- Abhishek Bachchan and Akshay Kumar are preferred on third rank among teens and non-teen respondents.

- It is observed that celebrity recall power among non-teen is lesser than teen respondents.

i. Ho: Respondent's age has no effect on brand recall

Findings: Chi-square test result has proved that null hypothesis is rejected. It shows that age of the respondent has an effect on recall of brand. (Table3). The data collected does not support the perception that teen respondents recall the new upcoming brands whose telecast frequency on television is higher and non-teens would recall the established brands in the market.

Table 3: Chi-Square Test Result

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	163.019	90	.000
Likelihood Ratio	163.342	90	.000
N of Valid Cases	305		

Both teen and non-teen respondents have given first preference to Lux as brand recall and second preference to Wheel Active.

Idea and Airtel have been on third rank among teens and non-teens.

II. To analysis the recall of brands endorsed by celebrities and concept advertising of top 16 best television advertisements each for the year 2011 and 2012.

i. Ho: There is a significant difference in product category recall between

celebrity endorsed and concept based advertisements.

Findings: t-Test result has proved that null hypothesis is rejected because $p < 0.05$ and $t > t_{critical}$. It shows that there is no significant difference in product category recall between celebrity endorsed and concept based advertisement

Table 4: t-Test: Two-Sample Assuming Equal Variances

	<i>celebrity endorsed advertisements</i>	<i>Concept base advertisements</i>
Mean	1.697540984	1.450786885
Variance	0.070840973	0.081233589
Observations	305	305
Pooled Variance	0.076037281	
Hypothesized Mean Difference	0	
Df	608	
t Stat	11.05060377	
P(T<=t) one-tail	2.69E-26	
t Critical one-tail	1.647363673	
P(T<=t) two-tail	5.37E-26	
t Critical two-tail	1.963873303	

Product category recall of celebrity endorsed advertisements was greater than concept based advertisements. Maximum number of the respondents did not recall the product category of advertisements such Axis Bank, Tata Sky and Imperial Blue. The product category recall of celebrity endorsed advertisements was higher as all four ads belongs to top film celebrities such as Amitabh Bachchan, Shahrukh Khan, Salman Khan and Irfan Khan. All these celebrities are popular among teen as well non-teen respondents.

Ho: There is a significant difference in brand recall between celebrity endorsed and concept based advertisements.

Findings: t-Test result has proved that null hypothesis is accepted because $p > 0.05$ and $t < t_{critical}$. The data supports the perception that brand recall of concept based advertisements was greater than celebrity endorsed advertisements.

Table 5: t-Test: Two-Sample Assuming Equal Variances

	<i>Concept advertisement</i>	<i>Celebrity endorsed advertisements</i>
Mean	1.689344262	1.67704918
Variance	0.069545256	0.068879422
Observations	305	305
Pooled Variance	0.069212339	
Hypothesized Mean Difference	0	
Df	608	
t Stat	0.577131246	

P(T<=t) one-tail	0.282032214
t Critical one-tail	1.647363673
P(T<=t) two-tail	0.564064427
t Critical two-tail	1.963873303

Brand recall of concept based advertisements was higher than celebrity based advertisements. Concept advertisements such as Surf Excel, Airtel, Vodafone, Idea, Fanta, Good Day were mostly recognized by respondents. These advertisements include the element of creativity such as emotion, strong message, music and excitement. The creativity associated with ads was to create something new, unique, extremely attractive and appealing to the consumers. These advertisements clearly support the concept that creative advertisements developed significantly favorable brand and advertisement attitude and greater unaided brand recall.

III. To study the concept advertising in terms of appeal with masses

Researcher have used images of 16 top brands for two consecutive years 2011 and 2012. Respondents have been asked to identify the product category to which the image belongs and mention the brand name as well. Out of those 16 brands, 4 brands belong to celebrity endorsed advertisements and remaining 12 brands belongs to concept-based advertisements. Creative advertisements developed significantly more favorable brand and advertisement attitude and greater unaided brand recall. Creative elements appeal in advertising includes strong message, humor, children, excitement, music and emotion. Surf-Excel, Airtel, Vodafone, Idea and Fanta are the top five popular concept based advertisements among the masses.

1. Children are one of the key prominent features in ads and can be seen in every fourth advertisement. The child's simplicity; instant reaction and unique

perspective towards the ads make changes. **Surf Excel** was in top 10 best television advertisements for both the year 2011 & 2012 for the concept associated with it 'DAAG ACCHE HAI'. The innocence of kids is shown well in the advertisement which focus on the aspect that stains are good and kids are bound to make their dress dirty. So living life with dirt without fearing it. 87% respondents have identified right product category and 60% of respondents have correctly mentioned the brand i.e. Surf Excel.

2. Two different advertisements of **Airtel** were in top 10 for the year 2011 and 2012. 55% of respondents have identified the advertisement featured in 2011 in comparison to 76% of respondents in 2012. The finding also reveals that 69% of respondents mentioned the brand name for the advertisement featured in 2012 in comparison to only 10% for the advertisement featured in 2011. The advertisement was popular because of the concept 'HAR EK FRIEND JARURI HOTA HAI'. The advertisement has generates an emotional response among youth consumers by focusing the 'FRIENDSHIP' concept. It's the best example how to deliver needs of communication, react on them and engage to Gen next.
3. Two different advertisements of Vodafone were in top 10 for the two consecutive years 2011 & 2012. 73% of respondents have identified the right product category for the advertisement featured in 2012 in comparison to 53% for advertisement featured in 2011. Vodafone had acquired Hutch in

2007. Irfan Khan was the brand ambassador for Hutch. Vodafone continued with Irfan Khan and later introduced pug as brand ambassador for complete transition focusing 'HUTCH IS NOW VODAFONE'. The idea behind introducing pug as a brand ambassador as it represents where you go the network and communication follows.

4. 66% of respondents have identified the right product category and 55% of respondents mentioned the name of the brand. **Idea** is also a popular advertisement among both male and female respondents because of the song 'HUNNY BUNNY'. In short span the song goes viral due to its catchy lyrics. In a diversified country

like ours, the advertisement has done its best to reach everyone at once. The advertisement loops around a simple phone ringtone and how different people listen to it and interpret differently by singing it differently. The advertisement talks about how good is idea's network coverage from Kashmir to Kerala ringing everyone's phone.

5. 70% of respondents have identified right product category for Fanta and 61% of respondents recognized the brand Fanta because of the lyrics 'MANN UCHHAL UCHHAL JAYEE' and animation of the jumping city.

IV. To study the association between gender of respondent and his/her preference of celebrity

Ho: Respondent's gender has no effect on brand recall.

Findings: Chi-square test result has proved that null hypothesis is rejected. It signifies that gender of the respondent and recall of the brand has some significant association (Table6).

Table 6: Chi-Square Test Result

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	122.354	45	.000
Likelihood Ratio	114.473	45	.000
N of Valid Cases	305		

- Respondents have given first preference to 45 different brands with highest recall for Lux, followed by Wheel Active on second rank and Idea on third rank.
- Respondents have given first preference to 15 different categories with highest recall for soap/washing powder products, followed b

- cellular services on second rank and mobile phones on third rank.
- Male respondents have given first preference to Lux, followed by Wheel Active and Idea.
- Female respondents have given first preference to Wheel active and Boost as their second preference.

ii. **Ho: Respondent's gender has no effect on celebrity recall**

Findings: Chi-square test result has proved that null hypothesis is rejected. It shows that gender of respondent has an effect on celebrity recall. Thus, data

collected supports the perception that respondent generally recall advertisements of a celebrity of an opposite gender (Table8)

Table 7: Gender of the respondent * Celebrity of the first brand Cross tabulation

Gender of Respondent	Celebrity of the first brand											
	Katrina Kaif	Salman Khan	Abhishek Bachchan	Shahrukh Khan	Aamir Khan	Akshay Kumar	Kareena Kapoor	Sunny Deol	Shilpa Shetty	John Abraham		
Male	41	40	22	18	16	15	13	10	8	7		
Female	0	15	0	0	0	0	0	0	0	0		
	Virat Kohli	Aishwarya Rai	Hrithik	M.S Dhoni	Priyanka Chopra	Sunny Leone	Amitabh Bachchan	Ayushman Khurana	Kajol	Mukesh	Ranbir Kapoor	Sachin Tendulkar
6	4	4	4	3	3	2	2	2	2	2	2	0
0	0	0	0	0	0	0	0	0	0	0	0	6

Table 8: Chi-Square Test

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	92.585	22	.000
Likelihood Ratio	91.369	22	.000
N of Valid Cases	305		

From all the responses collected 44 male and 16 female respondents did not give preference to celebrity endorsed advertisements, rather they preferred concept based advertisements.

- Respondents have given first preference to 22 different celebrities with highest recall for Kartina Kaif, followed by Salman Khan and Abhishek Bachchan among male respondents.
- Female respondents preferred Salman Khan with highest recall followed by Sachin Tendulkar.
- Above findings also reveal that film personalities are preferred over the sports personalities as celebrity endorsers.

CONCLUSION

In today's media landscape where it is very difficult to shape consumers attitude and intentions and move them to next level of buying process, advertisers find it even more difficult and challenging to break through the clutter of competing advertisement. The advertising industry has experienced dynamic changes over the last several decades. The changes have been good in terms of Technology advancement, Medium and more methods to attract consumers and on creativity. The instrument of celebrity endorsement is a pervasive element in advertising and communication management. When it comes to top-of-mind recall, only celebrity endorsed advertisements have a better recall. As expected, the findings have supported marketers' belief that celebrity

endorsements facilitate brand recall. Salman Khan was the most popular celebrity recognized by both male and female respondents for the advertisement of Wheel Active. Katrina Kaif was popular among male respondents and Sachin Tendulkar was popular among female respondents.

In India presence of Celebrities makes a big difference and this can work across markets. Recall of product category of celebrity endorsed ads were popular among respondents. The reason being that the famous celebrity can contribute to an ad travelling well but the ultimately success comes down to the power creativity and good concept in advertisements. Airtel was most popular brand recognized by the respondents followed by Vodafone and Surf Excel. It is observed that these advertisements were associated with the concept. These advertisements had higher brand recall among respondents. The advertisements without celebrities and popular personalities have been equally accepted by the customers. The attractive advertising campaign and product tag lines and captions have a major influence on the customers recall.

Creative advertising needs to intelligent, sharp, imaginative to the point and extremely catchy. It must motivate people to purchase advertisement product. The message and appeal made should be able to make positive impact on the consumers. There is great hunger from consumer's side they wanted to see things differently and its advertiser's responsibility to attract and engaged the consumers, they remember and memorize the creative ads than the product. Marketers need to understand the various dimension of advertising creativity such as originality, flexibility, elaboration, artistic value and humor.

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“Visual Merchandising an important determinant for store selection – A Comparative study of two leading lifestyle stores in Nagpur.”

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Introduction:

The shopping Behaviour, which governs the decision to buy, is a function of three stimuli Visual, auditory, auditory and Kinaesthetic. And the Visual stimulus is the easiest and most widely used tool for attracting consumers, thereby giving birth to the art of using display as a selling and branding tool- Visual Merchandising(VM)

Evolution of Visual Merchandising:

Visual Merchandising is not a new tool; it has been used around since selling started. When a vegetable vendor arranges the best of his products on top for respondent to touch and feel them or the jeweller puts the best of his set on the glass panels for customer to see its Visual Merchandising. However these days it has several other aspects and mostly used in context of retailing. It has become more widespread in 1970s

Retailers now-a-days have paid close attention to intensify its retail identity by unique visual Merchandising strategies to arouse purchase. Mannequin format is an important criterion to influence the awareness stage and shop entry and the sensory pleasure inside a store. The combination of mannequin, lighting and props in a window display and a store highlight can further intensify the decision process where the former affects the affective pleasure of consumers and help them determine the suitability of a store's retail identity to personal preference, the latter intensifies the sensational feeling of consumers and encourage the tendency to

try on or purchase which directly relates to the pre-purchase stage

Visual Merchandising:

Visual merchandising is the *activity of promoting the sale of goods, especially by*

their presentation in retail outlets.(New Oxford Dictionary of English, 1999, Oxford University Press).” Visual Merchandising is the physical display of goods on the most attractive and appealing ways. VM is fascinating and interesting to watch how stores communicate their merchandise to the consumer to attract them. It is important for a company to get it right in order to sell their brand.

Visual merchandising starts with the store building itself. The management decides on the store design to reflect the products the store is going to sell and how to create a warm, friendly, and approachable atmosphere for its potential customers. Many elements can be used by visual merchandisers in creating displays including color, lighting, space, product information, sensory inputs (such as smell, touch, and sound), as well as technologies such as digital displays and interactive installations. Visual merchandising is not a science; there are no absolute rules. It is more like an art in the sense that there are implicit rules but they may be broken for striking effects. The main principle of visual merchandising is that it is intended

to increase sales, which is not the case with a "real" art. Visual merchandising is one of the final stages in trying to set out a store in a way that customers will find attractive and appealing and it should follow and reflect the principles that underpin the store's image. Visual merchandising is the way one displays 'goods for sale' in the most attractive manner with the end purpose of making a sale. "If it does not sell, it is not visual merchandising."

Visual Merchandising and Associated Factors:

1. **Fixturing:** is the furniture that holds and display the majority of the merchandise. The style of fixture one chooses reflects the store image and every store has different need and accordingly it shows its merchandise.
2. **Lighting:** An often overlooked and underestimated tool is store lighting. Studies show that proper lighting can improve merchandise sales up to certain percent.
3. **Graphics and Signage:** It is used to educate customers about merchandise for sales, announce special promotions or to direct traffic flow through your store.
4. **Traffic Flow:** It is nothing but product placement in the store, it is made in such a way that customer can shop entire store, with their attention focused where the retailer would like to be.
5. **Store Windows:** Store's front windows are an ideal opportunity to attract customers' attention and drag them into your store. Windows can be used for sales promotion, seasonal changes, new arrivals and high demand items.
6. **Music:** It helps accentuate and add texture to the environment. Customers tend to stay longer in the environment with appropriate music, and if they stay longer they buy more.
7. **House Keeping Standards:** Store's House Keeping must be impeccable. A dirty store says store doesn't care about customers.

Literature Review:

Very few researches have been done on Visual Merchandising, but there are various articles on this topic written by different scholars. According to one of the articles written on revitalizing visual merchandising by Mathew L. Tullman and K. Rode Clark, in-store marketing and merchandising can be enhanced with more balanced arrays of sensory communication resulting in significant reductions in visual liability and major improvements to store and brand performance. Another article by Laura Carroll (Feb-14 2012, Business Press p15) gives many suggestions viz.. Visual merchandising should ensure a positive emotional response and its area of work should be at least 500 feet of the store. It also suggests that one should group similar products together and switch things around in-store periodically. Women pay greater attention and give more importance to VM particularly for collections targeting a female market and embarking on the design process with the objective of visually merchandising the store through the window display, especially in women's stores. Men and women have different behaviours when it comes to different aspects of Visual Merchandising. (2010 Maria Pereira, Susana Azevedo, Vera Bernardo, Fernando Moreira Da Silva, Rui Miguel & José Lucas). Whether merchandising is done for a brick-and-mortar store or for an online one, it is important that merchandising be based on marketing data of the customers' wants and needs. Far from being an unnecessary expense, appropriate merchandising of items in a retail store can help shape the image of the store and influence the customers' decision to purchase not only a given item, but related items as well. (Essay by Ruth Wienclaw 2009).

Visual Merchandising includes lot of factors like Reception area, showroom layout and plan, lighting, sales people, Wow displays, Tags and labels, Floor covering, Cleanliness, color theme, Public rest room, Flat screen monitors, quotes, refreshments, and even software used by employees in the store(Darlington 2007).

Objectives of the study:

- To study various aspects of Visual Merchandising.
- To analyse the impact of visual merchandising on consumer buying behaviour.
- To study the importance of various aspects of visual merchandising for consumers.
- To make a comparative study of attractiveness of Visual Display of 2 leading life style store.

Research Methodology:

Research Design: The present research is descriptive in nature, as it aims to analyse various aspects of VM and their importance to different consumers. It also aims to make a comparison of visual merchandising in two lifestyle stores

1. Rank the following factors, which are considered while you shop? 10 for least important and 1 for most important.

Sr. No.	Factors	Average Ranking
1	Appealing Window display	2.65
2	Clear Store image	2.53
3	Informative Signage	2.93
4	Sufficient cash counter in the store	3.93
5	Pleasant atmosphere in the store	3.85
6	Cleanliness in the store	3.13
7	Product are Display in the logical sequence	4.55
8	Proper traffic flow in the store	4.63
9	sufficient trial rooms in the store	4.16
10	Easiness to reach the product which you want	5.11
11	Music	5.76

Sampling design and technique: Sample size for this research was 100 customers from these 2 stores(50-50from each). convenience sampling technique has been used.

Data Collection: Primary Data was collected through structured questionnaireat these stores and Secondary data has been collected from books, journal and Internet..

Scaling of items: A five point Likert scale from Strongly agree to Strongly disagree was used to measure the response to each item(statement)

Data Analysis: The data collected have tabulated and classified. Percentage Analysis and representation through graph to make inferences.

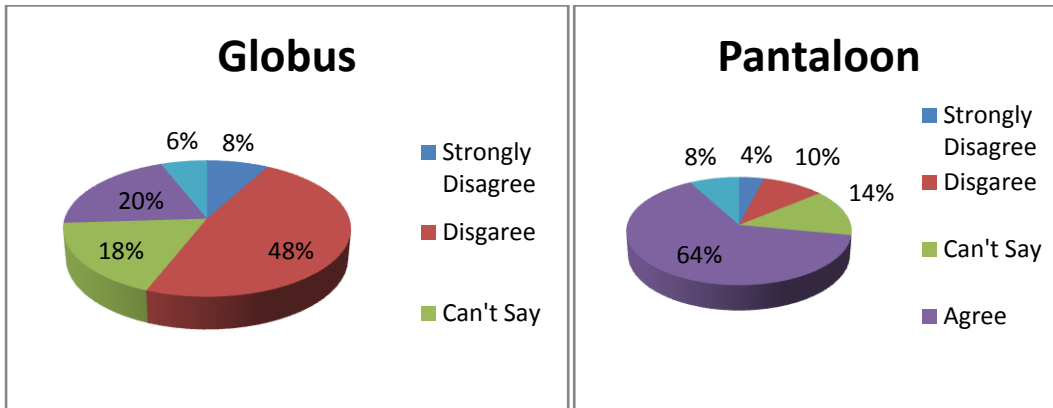
Analysis and Interpretation

For this Research Questionnaire has been distributed to 100 respondents. Out of 100, 50 questionnaire were filled by customers of Globus and 50 by customers of Pantaloon. Following are the research questions and response

From above the table it can be concluded that Clear store image and attractive window display is the most important factor and Music is the least important factor while shopping.

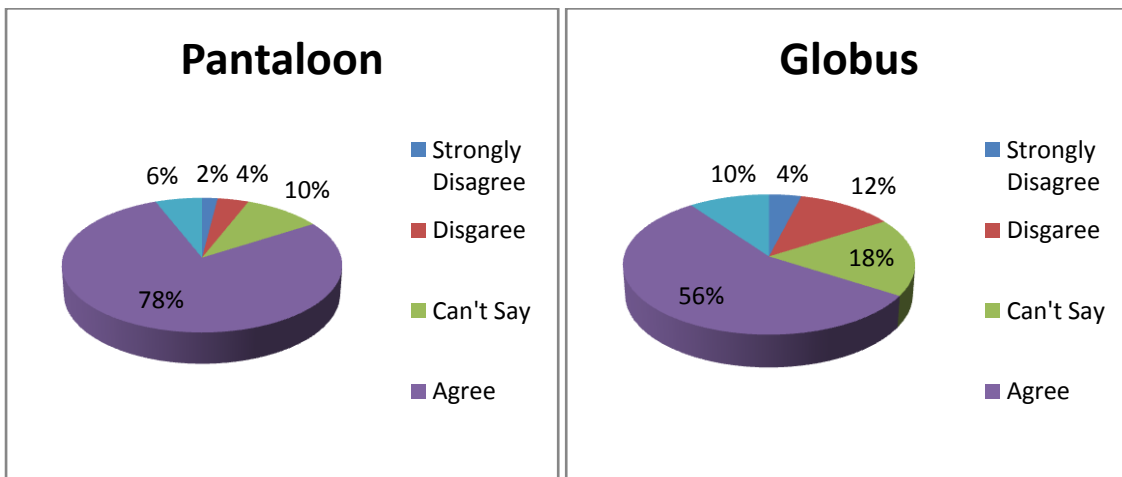
Customer from Globus and Pantaloon were asked to rate different factors related to Visual Merchandising. Following are the responses for the same.

Window display are appealing:



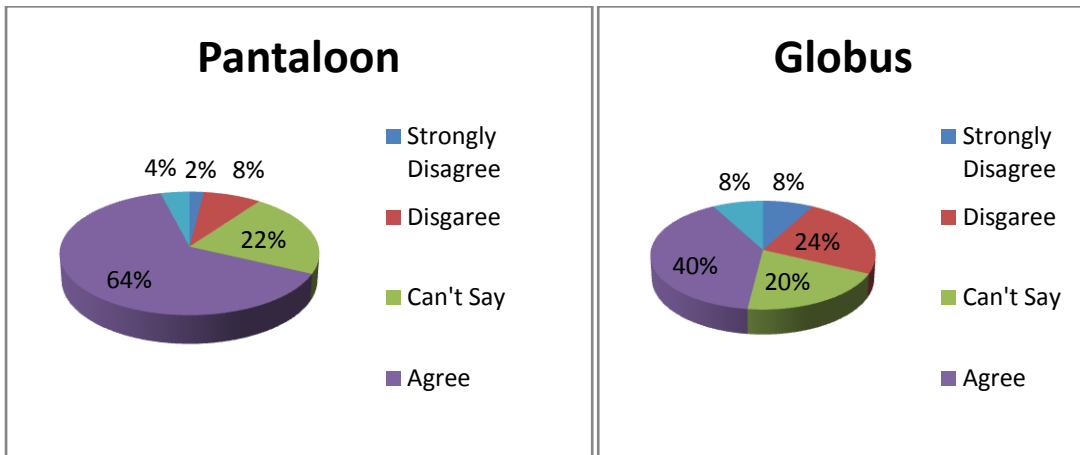
It can be interpreted that Window display of Pantaloon is more appealing for the customers.

The store Signage is clear:



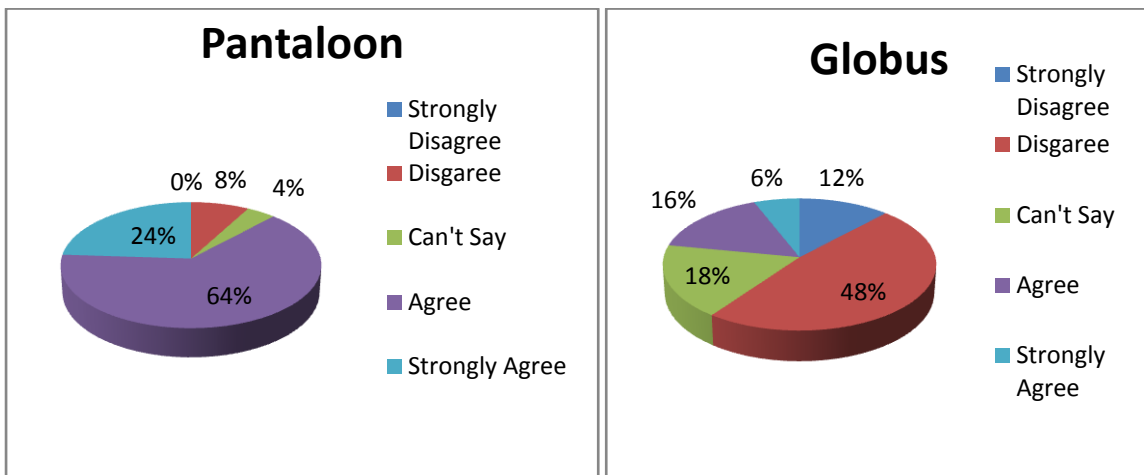
More numbers of respondents from Pantaloon agrees that store signage is clear in comparison to Globus.

The Signage are informative:



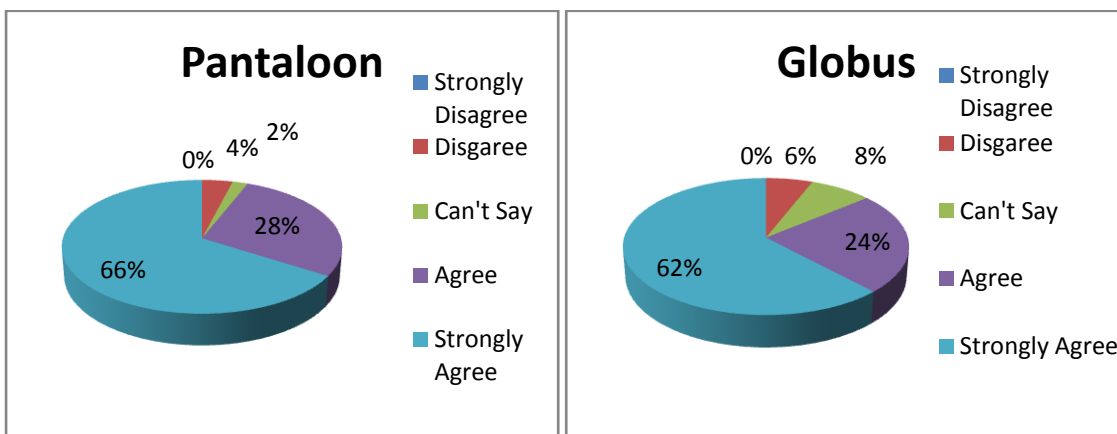
More number of respondents from Pantaloon says that Signage are informative than that of Globus.

There are sufficient cash counters



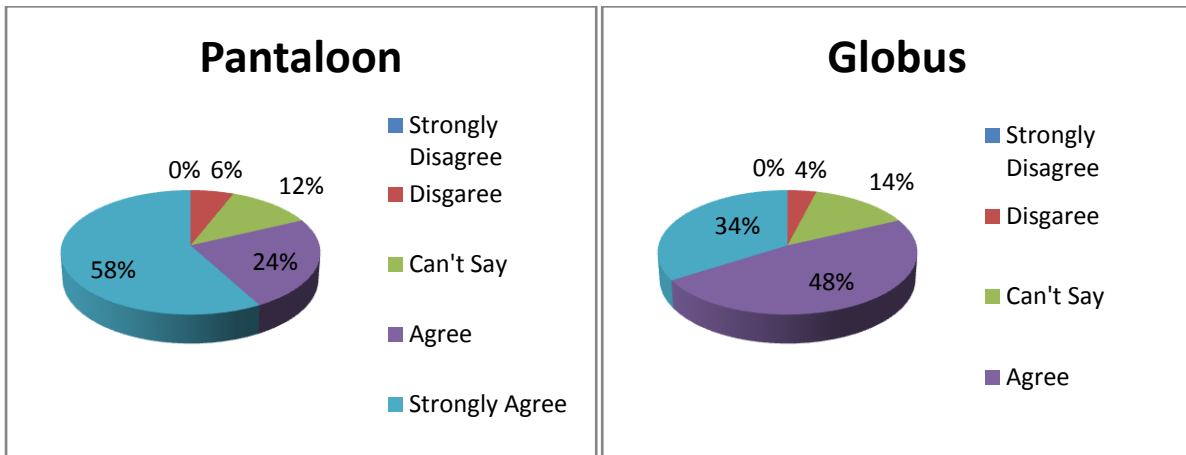
From the above graph it can concluded that Pantaloon has enough number cash counter so as to serve the customers satisfactorily.

The store has a pleasant shopping atmosphere:



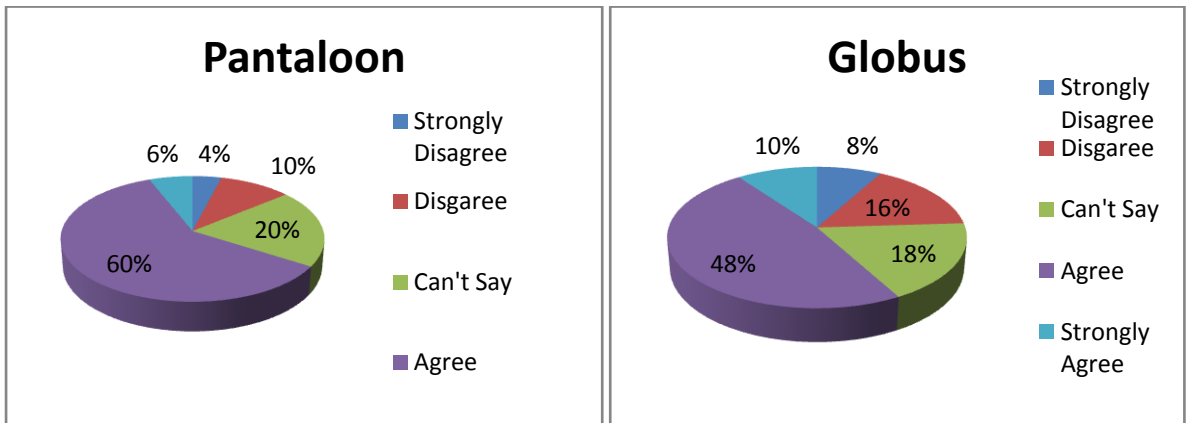
From the above graph customers of both stores are equally satisfied on shopping atmosphere.

The store is clean and tidy



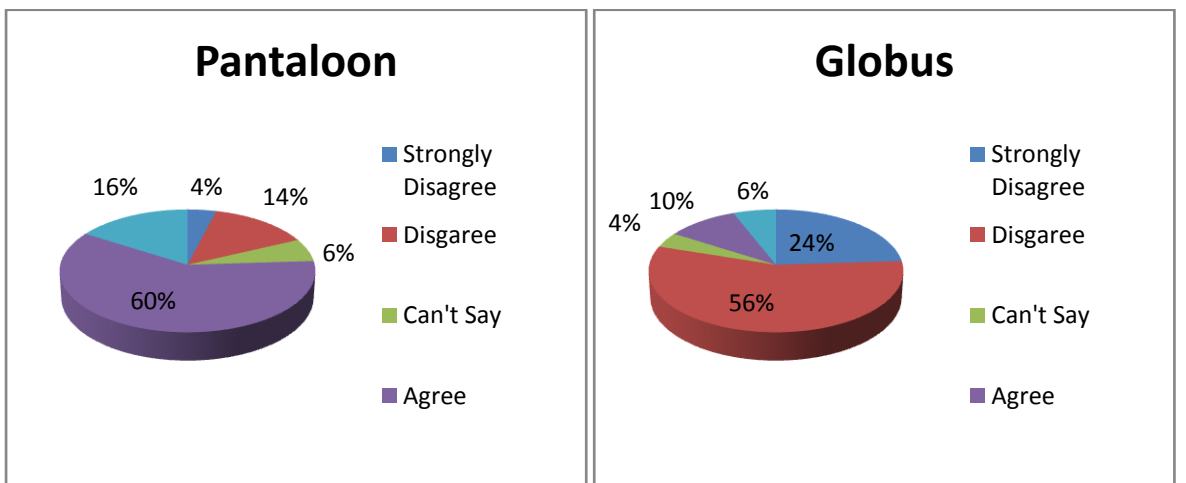
Customers of Pantaloon are more satisfied for cleanliness in the store.

The product display are in logical sequence



According to respondents Pantaloon's Product display is more in logical sequence.

There are sufficient trial rooms



Customers of Pantaloon are more satisfied for trial rooms been offered in the store.

Conclusion:

Through responses from the sample studied, it can be concluded that Visual Merchandising factors like Clear store image and Window display has importance over others. From both the store from which sample has been taken Pantaloon's customers are more satisfied because of its pleasant shopping atmosphere and other facilities like sufficient number of trial rooms and cash counters. Overall both the stores have fresh and tidy image among customers, and also both the stores are able to make good housekeeping standards. Another new finding from the research was Visual merchandising has become a new area of competition for retailers. It has allowed Retailers to show off the theatres of the retail industry. Successful VM involves developing all areas of store presentation to promote the brand and product range more effectively.

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Cyber Marketing: Sustainable Marketing Tool

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Introduction

In recent times, the environment has emerged as a hot issue for societies, governments, in addition to business organizations. Its significance originates from escalating environmental degradation such as solid wastes, ozone depletion, global warming, and air pollution. These days, a large number of respondents all over the world state that they are concerned or very concerned with environmental problems (Diekmann & Franzen, 1999; Dunlap & Mertig, 1995). Because customers have understood the significance of protecting the environment, environmentalism has become an essential subject in the marketplace (Kalafatis et al., 1999). According to Makower (1993), the 1960s was the age of "green awakening", the 1970s was the years of "taking action" the 1980s was an "accountable" time and the 1990s was "power in the marketplace" time. Over those years, people started demanding environmentally friendly products and services, and the organizations felt political and public pressure to go green. The necessity to increase consumers' awareness of corporate efforts to meet sustainable standards, the need to identify consumers' preferences for green products, the possibility of charging a premium price gave rise to a new trend in the marketing field, the so-called Green marketing (Peattie and Crane, 2005).

"Green Marketing" refers to holistic marketing concept wherein the production, marketing consumption and disposal of

products and services happen in a manner that is less detrimental to the environment with growing awareness about the implications of global warming, non-biodegradable solid waste, harmful impact of pollutants etc., both marketers and consumers are becoming increasingly sensitive to the need for switch in to green products and services. While the shift to "green" may appear to be expensive in the short term, it will definitely prove to be indispensable and advantageous, cost-wise too, in the long run Green marketing was given prominence in the late 1980s and 1990s after the proceedings of the first workshop on Ecological marketing held in Austin, Texas (US), in 1975. Many organizations want to turn green, as an increasing number of consumers' want to associate themselves with environmental-friendly products.

According to Jacquelyn Ottman, (author of "The New Rules of Green Marketing: Strategies, Tools, and Inspiration for Sustainable Branding" (Greenleaf Publishing and Berrett-Koehler Publishers, February 2011) from an organizational standpoint, environmental considerations should be integrated into all aspects of marketing — new product development and communications and all points in between. The holistic nature of green also suggests that besides suppliers and retailers new stakeholders be enlisted, including educators, members of the community, regulators, and NGOs. Environmental issues should be balanced

with primary customer needs. The past decade has shown that harnessing consumer power to effect positive environmental change is far easier said than done. The so-called "green consumer" movements in the U.S. and other countries have struggled to reach critical mass and to remain in the forefront of shoppers' minds. While public opinion polls taken since the late 1980s have shown consistently that a significant percentage of consumers in the U.S. and elsewhere profess a strong willingness to favor environmentally conscious products and companies, consumers' efforts to do so in real life have remained sketchy at best. One of green marketing's challenges is the lack of standards or public consensus about what constitutes "green," according to Joel Makower, a writer on green marketing. In essence, there is no definition of "how good is good enough" when it comes to a product or company making green marketing claims. This lack of consensus—by consumers, marketers, activists, regulators, and influential people—has slowed the growth of green products, says Makower, because companies are often reluctant to promote their green attributes, and consumers are often skeptical about claims

Despite these challenges, green marketing has continued to gain adherents, particularly in light of growing global concern about climate change. This concern has led more companies to advertise their commitment to reduce their climate impacts, and the effect this is having on their products and services.

3 R's Of Environmentalism are:

Reduce.

Re-use.

Recycle.

The popularity of such marketing approach and its effectiveness is hotly debated.

Supporters claim that environmental appeals are actually growing in number—the Energy Star label, for example, now appears on 11,000 different companies' models in 38 product categories, from washing machines and light bulbs to skyscrapers and homes. However, despite the growth in the number of green products, green marketing is on the decline as the primary sales pitch for products. On the other hand, Roper's Green Gauge shows that a high percentage of consumers (42%) feel that environmental products don't work as well as conventional ones. This is an unfortunate legacy from the 1970s when shower heads sputtered and natural detergents left clothes dingy. Given the choice, all but the greenest of customers will reach for synthetic detergents over the premium-priced, proverbial "Happy Planet" any day, including Earth Day. New reports however show a growing trend towards green products.

One challenge green marketers -- old and new -- are likely to face as green products and a message becomes more common is confusion in the marketplace. "Consumers do not really understand a lot about these issues, and there's a lot of confusion out there," says Jacquelyn Ottman (founder of J. Ottman Consulting and author of "Green Marketing: Opportunity for Innovation.") Marketers sometimes take advantage of this confusion, and purposely make false or exaggerated "green" claims. Critics refer to this practice as "green washing".

Literature Review

Polonsky and Alma (2008), in their edited book titled *Environmental Marketing – Strategies, Practice, Theory and Research*, discuss the role of marketing in improving our environment. The book states that role of Marketing in the development process is well recognized (Kinsley 1982; Riley et al. 1983; Dholakia 1984; Carter 1986; Kotler 1986). Much of the economic activity is triggered by the marketing process that

offers and stimulates consumption opportunities to satisfy human needs and wants. However, critical role of marketing in development will be appreciated only through sustainable marketing; it meets the needs of the present without compromising the ability of future generations to meet their own needs. This means that it might have to shed its present profligacy that encourages an unsustainable development path. A marketing approach that aims at serving the material wants of consumers through an ever increasing volume of goods without any attempt to maximize life quality (Kotler 1988), draws too heavily, and too quickly, on already overdrawn environmental resources and is likely to mortgage the future. Life quality represents not only the quantity and quality of consumption goods and services but also the quality of the environment. Clearly, marketing has to assume a more responsible role for sustainable development. It further states that the concept of a socio-ecological product" has to extend our understanding that environmental consequences (the products aggregate impact on everyone affected by its use) are more important determinants of its acceptability than either user satisfaction or corporate profitability (Cracco and Rostenne 1971).

Recently, Athens Laboratory of Research in Marketing in collaboration with the Center of Sustainability has done a research about the green marketing which revealed that about ninety two percent of customers have a favorable attitude concerning the businesses that are susceptible on ecological issues (Papadopoulos et al., 2009). Beside, environmentally concerned people who believe that pollution is a problem and also have a favorable attitude toward greening environment are more inclined to purchase green products. Hence, as people become aware of environmental problems, their attitudes and purchase intentions may in turn change. In marketing literature

purchase intention has been an important concept. To forecast the adaptation of new products as well as repeat purchases of existing ones, most companies used consumers purchase intention. Prior studies have exposed that consumer with intentions to buy product exhibit higher actual buying rates than those customers who demonstrate that they have no intention of buying (Brown, 2003).

D'Souza et al., (2006) reported that generally perception of green products is negatively associated with customer's intention to purchase them if they are of higher prices and low quality in comparison to traditional products. Consequently, it may be argued that there is an expectation on the part of customers that all products offered should be environmentally safe without a need to sacrifice quality. Hence, as far as the product quality is concerned, green consumes will not compromise on it, so businesses must enhance green product quality as well as focus on environmental benefits of a product, and share these aspects with customers in order to achieve the recognition in the market (D'Souza., Taghian & Lamb, 2006). Schlegelmilch., Bohlen and Diamantopoulos (1996) recommended that those organizations aiming to enhance market penetration of the existing green products offerings must launch an advertising campaign directed at increasing concern about environmental quality in the consumer base.

Second, organizations make it possible that their products perform competitively in other dimensions. If these two things are achieved, then environmental considerations will no longer take back seat in purchasing decision. Furthermore, perceived risk is lower in most popular brands than for those less well-known. So customers generally trust on these brand and are not ready to compromise on quality. Therefore like non-green alternative, green product must function effectively (Pickett-Baker & Ozaki,

2008). According to Tang et al., (2004), a wealth of literature shows that there is a troublesome gap between what consumers says, they will do and how they actually behave. Most of the consumers say that they choose a product because of its environmentally friendly nature, but they do not make actual allocations of dollars in purchases.

Therefore, environmental concerns are not the only reason for the customers to purchase environmentally friendly products, and also they do not agree to trade-off other product attributes for a better environment. This reveals that traditional product characteristics such as brand name, its price and quality are still the most important ones that consumers considered when making purchasing decision (Gan, Wee. Ozanne & Kao, 2008).

Another study revealed that many consumers are unwilling to forgo essential product benefits during their purchase decision. So, green products must also perform competitively not only according to environmental aspects, but also on the basis of other important product characteristics for instance convenience or durability (Diamantopoulos, A., Schlegelmilch, B. B., Sinkovics, R. R. and Bohlen, G. M, 2003). Moreover, now Firms recognized that the future prospects for green goods remain bleak, until/ unless they can balance environmental compatibility with customers' primary desire for high quality products that perform well. Because, it is not comprehensible for customers to pay more for a product that does not offer basic benefits, whatever the environmental benefits (Wong, V., Turner, W. & Stoneman, P., 1996).

Top 10 green Indian companies

1) Suzlon Energy

The world's fourth largest wind-turbine maker is among the greenest and **best Indian companies** in India. Tulsi Tanti, the visionary behind Suzlon, convinced the world that wind is the energy of the future and built his factory in Pondicherry to run entirely on wind power. Suzlon's corporate building is the most energy-efficient building ever built in India.

2) ITC Limited

ITC strengthened their commitment to green technologies by introducing 'ozone-treated elemental chlorine free' bleaching technology for the first time in India. The result is an entire new range of **top green products and solutions**: the environmentally friendly multi-purpose paper that is less polluting than its traditional counterpart.

3) Tata Metaliks Limited (TML)

Every day is Environment Day at TML, one of the **top green firms in India**. A practical example that made everyone sit up and take notice is the company's policy to discourage working on Saturdays at the corporate office. Lights are also switched off during the day with the entire office depending on sunlight.

4) Tamil Nadu Newsprint and Papers Limited (TNPL)

Adjudged the best performer in the 2009-2010 Green Business Survey, TNPL was awarded the Green Business Leadership Award in the Pulp and Paper Sector. The initiatives undertaken by this **top green firm in India** includes two Clean Development Mechanism projects and a wind farm project that helped generate 2,30,323 Carbon Emission Reductions earning Rs. 17.40 Crore.

5) Wipro Technologies

The list of **top 10 green Indian companies** is never complete without Wipro which climbed to the top five brand league in Green peace's 'Guide to Greener Electronics' ranking. Despite the global financial crisis, Wipro held fast to its commitment towards energy efficiency and was lauded for launching energy star compliant products in the market.

6) HCL Technologies

This IT major may be considered as the icon of **Indian green initiatives**, thanks to the "go green" steps taken in solving the problem of toxics and e-waste in the electronics industry. HCL is committed to phasing out the hazardous vinyl plastic and Brominated Flame Retardants from its products and has called for a Restriction on Hazardous Substances (RoHS) legislation in India.

7) Oil and Natural Gas Company (ONGC)

India's largest oil producer, ONGC, is all set to lead the list of **top 10 green Indian companies** with energy-efficient, green crematoriums that will soon replace the traditional wooden pyre across the country. ONGC's Mokshada Green Cremation initiative will save 60 to 70% of wood and a fourth of the burning time per cremation.

8) Indus Ind Bank

Green banking has been catching up as among the **top Indian green initiatives** ever since Indus Ind opened the country's first solar-powered ATM and pioneered an eco-savvy change in the Indian banking sector. The bank is planning for more such initiatives in

addressing the challenges of climate change.

9) IDEA Cellular

One of the **best Indian companies**, IDEA, paints India green with its national 'Use Mobile, Save Paper' campaign. The company had organized Green Pledge campaigns at Indian cities where thousands came forward and pledged to save paper and trees. IDEA has also set up bus shelters with potted plants and tendril climbers to convey the green message.

10) Hero Honda Motors

Hero Honda is one of the largest two-wheeler manufacturers in India and an equally responsible **top green firm in India**. The company's philosophy of continuous innovation in **green products and solutions** has played a key role in striking the right balance between business, mankind and nature.

Objectives of the study:

- 1) The study seeks to explore the factors which influence the consumer attitude and behavior towards green practices in India.
- 2) It also seeks to uncover different areas of concern like the awareness level among consumers regarding the concept of green marketing, their views regarding different factors governing it like availability of eco friendly substitutes in place of plastic.

Conclusion

From the above we can conclude that Green marketing is not going to be an easy concept. The firms as well as government will have to plan and then carry out research to find out how feasible it is going to be, since this concept is still at its infancy stage. Adoption of Green marketing may not be easy in the short

run, but in the long run it will definitely have a positive impact on the firm. Government and Social organizations may compel all the organization to practice Green Marketing for sustainable development. Customers too will be ready to pay premium price for green products. Marketers also have the responsibility to make the stakeholders aware about the need and the advantages of green products. The green marketers will have full support of the Government, and the consumers also will not mind paying more for a cleaner and greener environment as environmentalism is on the rise.

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A STUDY ON ATTITUDINAL AND BEHAVIORAL ANALYSIS OF CONSUMERS TOWARDS GREEN MARKETING IN NAGPUR CITY.

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Introduction

In 21st century almost all the governments around the world have concerned about green marketing and their related activities that they have attempted to regulate them. In today's business world environmental issues plays an important role in any business especially in marketing.

The term marketing and now green marketing came into prominence in the late 1980s and early 1990s. The American Marketing Association (AMA) held the first workshop on "Ecological Marketing" in 1975. Environmentally responsible or "green" marketing refers to the satisfaction of consumer needs, wants and desires. Green or Environmental Marketing consists of all activities designed to generate and facilitate any exchanges intended to satisfy human needs or wants, such that the satisfaction of these needs and wants occurs, with minimal detrimental impact on the natural environment. A consumer is to be considered environmentally conscious if they purchase goods and services which they believe to have a positive or a less negative impact on the environment (Roberts 1996). If the customers are not satisfied with company's product regardless of its environmental advantage-it will result in transfer of loyalty to other competing brands.

MOVING TOWARDS GREEN MARKETING

The era of green marketing has begun. It has already been granted wide acceptance

by all stakeholders. However, there is a need to lay down the standards and practices, in order to bring in objectivity in the judgment of various national and international agencies. This will not only encourage the activities of green marketing but shall also provide the much needed level playing fields to all.

DEVELOPMENT OF ISO 14000 SERIES OF STANDARDS

ISO has been developed to help any company in any country to meet the goal of sustainable development and environmental friendliness. The ISO 14000 family of standards (i.e. ISO 14001, 14004, 14010, 14011 and 1412) were published as an official document in 1996. The ISO series aims to provide guidance for developing a comprehensive approach to environmental management and for standardizing some key environmental tools of analysis such as labeling and life cycle assessment.

SHIFTING TO A GREEN ERA

The colour GREEN, until recently was associated all over the world with emerald. In the modern age, however, GREEN is getting associated with sustainable development. Being green is no longer a matter of choice; its marketing is a must, or else enterprise may run the risk of losing customers, employees and shareholders. It has become almost a necessity to maintain a green lifestyle.

Today there is an increasing concern among the business houses towards the challenges posed by the environment. Green consumerism is playing a catalytic role to bring in environmentalism and

make business green oriented. Also it has been noticed that there has been an increasing trend of consumers demanding for a “Green Image” of an enterprise. The most feasible option available for the business houses is to put into practice the process of “Green Manufacturing”. It involves product recovery activities as well as reverses logistics.

OVER VIEW OF NAGPUR

Nagpur is a city in the central part of India in Maharashtra state. The Nagpur district consists of Nagpur Municipal Corporation, 10 municipalities, 13 panchayat samitis and 778 gram panchayat. The total area covered is about 9870 Sq. of which Nagpur city accounts for 217.65 Sq.km (2.21%). As per census of India -2015 Nagpur's population is about 39,07,680 of which male and female are 12,26,610 and 11,78,811 respectively. Nagpur urban agglomeration/ metropolitan region's population is 24, 97,777 of which 12, 75,750 are males and 12, 22,027 are females. The average literacy rate of Nagpur city is 93.13 percent (20, 18,598) of which male and female literacy is 96.16 (10, 60,359) and 89.99 percent (9, 58,239). The sex ratio of Nagpur city is 961 per 1000 males. Child sex ratio of girls is 921 per 1000 boys. As per the report early 36% of its people live in 446 slum areas. The report says that the total slum population of the city is 8, 58,983. This comes to about 36% of the total estimated population of 24, 65,067. The total registered BPL families stand at 99,011. Out of 446 slums, 287 (65%) have been notified. 35% slums have been given facility in the state and municipal schemes while 22 others have been identified as newly developed slum pockets on the outskirts. Source: - Data collected by researcher from Nagpur Municipal Corporation-NMC

Review Literature:

The literature has been reviewed from the reputed journals of both National and

International Journals pertaining to Green Marketing and its related issues. The literature has also been reviewed from Text Books, Magazines, & Websites.

Antil7 (1983) said that accurate measures of attitude are critical if a researcher hopes to obtain high correlations between attitude and behavior. His research suggested the use of response certainty as a valuable method to increase attitude-behavior correlations and assist the researcher in interpreting results from attitude measurement. Empirical evidence and theoretical support for the use of response certainty was also provided.

Raomin & Yeoman (2007) propose definition for Green Purchasing as the method wherein environmental and social considerations are taken with equal weight to the price, availability, and performance criteria that colleges and universities use to make purchasing decisions. Though definition takes into consideration only educational institutes it can be broadened to other organizations too. The **holistic** nature of green also suggests that besides suppliers and retailers new stakeholders be enlisted, including educators, members of the community, regulators, and NGOs. **Environmental issues** should be balanced with primary customer needs.

According to Young, Hwang, McDonald and Oates160 (2008) “attitude/ behavior gap” or ‘values/action gap’ is where 30% of consumers reported that they are very concerned about environmental issues but they are struggling to translate this into purchases.

Green Marketing – Insights

The study conducted by Sourabh Bhattacharya (2011) states that the green marketers in India should carry out heavy promotional campaigns, because majority of the Indian consumers are price-sensitive and are not sure about the quality of green products.

Robert Dahlstrom (2011) examined that Green Marketing has positive influences on multiple participants in the economy. The environment, developing economies, consumers, corporate strategy, the product, production processes, and supply chain benefit from green marketing. Green marketing firms establish strategic alliances with government, local communities, nongovernmental organizations (NGOs), industry experts, and competitors.

Arun Kumar & N. Meenakshi(2009) : Consumers have to play an important role if companies have to be made responsible for preservation of the environment. They should stop buying products of companies which are polluting the environment. Apart from companies, NGOs also have very important roles to play. NGOs should carry out research and tell the companies how they can make their process more environment-friendly.

The study by Moloy Ghoshal (2011) examined that green marketing was still in infancy. In the perception of marketing scholars, green marketing refers to eco-level and market segmentation and the role of structural factors and economic incentives in influencing consumer behavior. The green marketers must understand to satisfy two objectives: improved environmental quality and customer satisfaction.

Research Problem

On the basis of initial literature review **Research focuses on answering following questions:**

□ □ What is in the mind of Consumers during Product Selection and Purchases? How Does Greenness of Product reflect as criteria for selection?

How does Green Marketing act as Influencing Factor in the Green Consumer Behavior?

RESEARCH METHODOLOGY

Objective of Study:

The research has been done keeping in mind several objectives, but major and the most Important objective of this research are:-

1. To assess the awareness of consumers regarding green products.
2. To analyze the attitude and behavior of Indian consumers towards green products.
3. To identify obstacles that respondents perceive to come in the way of adopting green lifestyle.
4. To segment consumers according to their green lifestyle and to come up with five consumer segments:
 - belonging to highly green group
 - belonging to moderately high green group
 - belonging to medium green group
 - belonging to low green group
 - belonging to non green group

Hypothesis of Proposed Research Work

The present tries to find out people's interest about environment, when 'green' has become the buzzword. Nagpur being an economically well developed city has emerged as an education hub in India. There is nothing wrong in assuming that the city with considerably good literacy rate is well aware of the environmental degradation and its repercussions to the human race.

The study aims at testing the following hypothesis:-

H0: There is no relationship between consumer's attitude and purchase behaviour of green products.

H1: There is relationship between consumer's attitude and purchase behaviour of green products.

H1: Environmental concern varies with age and income of respondents

H1: Environmental concern are not varies with age and income of respondents

Type of research

The type of research design followed for the study will be Exploratory Research. When the purpose of research is to gain familiarity with a phenomenon or acquire new insights into it in order to formulate a more precise problem or develop hypothesis, the exploratory research comes in handy. If the study happens to be too general or too specific, hypothesis cannot be formulated. Therefore need for exploratory research is felt to gain experience that will be helpful in formulating relevant hypothesis for more detailed investigations.

Data Source

Primary Data Source

The actual information will be received by the researcher for study from the actual field of research. The data will be obtained by means of questionnaires and schedules. In some fields primary data will be collected through interview and observation methods. The observation method, for collecting primary data, will be both participant & non-participant. They will be called primary data because they will be attained by the researcher from the field directly and for the first time.

Secondary Data Source

Secondary data will be attained indirectly. The researcher will not attain them directly. Such data will be attained from published and unpublished materials. Secondary data

Universe of the Study:

Nagpur City

➤ Data Analysis

1. Socio-demographic Characteristics

Socio-demographic Characteristics	Percentage
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will be gathered from information collected from the individuals and stores through personal diary's, letters and survey documents etc. The secondary data again, will be gathered through two types of sources. The first source will be the personal documents such as diaries, letters, photographs etc. the other source will be the public documents such as books, manuscripts, records, reports of surveys by private organizations and various information's published in newspapers and magazines. The researcher will collect some data from journals, souvenirs, magazines etc. of national & international cadre.

Sample Design

The Sample Size Stratified random sampling was employed to select 500 respondents, from Nagpur city. The respondents were classified as under:

1. Students
2. Housewives
3. Professional
4. Business and trade, and
5. Services

A Survey method will be employed and a structured questionnaire will be developed to measure demographic variables (age, gender, education etc.) attitudes and purchasing & conservation behavior of the respondents. Both open ended and close ended questions were will be employed for eliciting desired information from respondents.

Gender	Male	55.5 %
	Female	44.5%
Age	15 - 20 yrs.	18 %
	21-40 yrs.	61 %
	41-60 yrs.	16.6 %
	Above 61 yrs.	4.4 %
Education	Secondary	49 %
	Undergraduate	18 %
	Graduate	23.6 %
	Post Graduate	9.4 %
	Doctorate	0 %
Occupation	Businessman	16.4 %
	Govt Servant	15.6 %
	Senior Executive	8 %
	Junior Officer	25 %
	Industrialists	5.64 %
	Worker	12.8 %
	Academician	1.2 %
	Students	24.8 %
	Homemaker	28.8 %
	Others	1.4 %

The study aims at testing the following hypothesis:-

H0: There is no relationship between consumer’s attitude and purchase behaviour of green products.

H1: There is relationship between consumer’s attitude and purchase behaviour of green products.

One-Sample Test						
	Test Value = 0					
	t	df	Sig.	(2- Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
Consumer’s attitude	143.534	499	.000	5.268	5.1959	5.3401
Purchase behaviour	65.524	499	.000	2.034	1.973	2.095
As the significance value is <0.05 the Null hypothesis is rejected. There is a significant relationship between consumer’s attitude and purchase behaviour of green products. Hypothesis H1 stands proven and is accepted.						

H1: Environmental concern varies with age and income of respondents

H1: Environmental concerns are not varies with age and income of respondents

Chi-Square Tests	Value	df	Asymp. Sig.	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	.609 ^a	1	0.435		
Continuity Correction ^b	0.475	1	0.49		
Likelihood Ratio	0.609	1	0.435		
Fisher's Exact Test				0.467	0.245
Linear-by-Linear Association	0.608	1	0.436		
N of Valid Cases	500				
a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 99.29.					
b. Computed only for a 2x2 table					
The Environmental concerns are varies with age and income of respondents. Hypothesis H1 is rejected and null hypothesis is accepted.					

Findings and Conclusion

The foremost contribution of descriptive statistics talks about the demographic profile of the respondents. The sampling unit was households and the representative from the households provided the necessary information. The profile does reveal a similar picture to that of seen nationally. Gender distribution shows 55.5% of Males and 44.5% of Females which shows a lower figure than the National distribution. Census (2011) says that there are 940 females for every 1000 males, whereas the sample population includes 909 females to that of 1000 males. The age distribution reveals majority i.e. 61% in the age group of 21-40 years and 18%, the second large category in the age group of 15-20 years. The distribution gives logically an idea about the youth power of India, which is the largest and most dynamic group determining the future of India. The distribution on the basis of Education shows the majority (49%) having Secondary level of education followed by 23% of the respondents being Graduates. The observation was that the respondents who participated were able to read and write which is the basic requirement for a literate person.

Specific findings- Hypotheses testing

The one sample t-test and chi square testing has revealed that all demographic factors except gender show positive influence on eco-consciousness. It is found that the younger group is more eco-conscious than the elder one. The better educated group is more eco-conscious than the less educated one. As the significance value is <0.05 the Null hypothesis is rejected. There is a significant relationship between consumer's attitude and purchase behaviour of green products. The Environmental concerns are varies with age and income of respondents.

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Indian Gems and Jewellery Market: Changing Trends in the Organised & Unorganised Sector

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Introduction to the Indian Gems and Jewellery Market

The Indian gems & jewellery market in 2012-13 is estimated to be USD 40 billion and is expected to grow by 13% per annum to reach USD 45-50 billion by 2015. India's gems & jewellery industry is one of the important contributors to the country's export-led growth. According to the provisional data by Gems and Jewellery Export Promotion Council (GJPEC), the total exports of Gems and Jewellery during April 2012 to March 2013 stood at USD 39.03 billion, including that of cut and polished diamonds at USD 17.41 billion, gold at USD 18.28 billion and coloured gemstones at USD 0.65 billion.

The demand for the gold ornaments comprises of more than 80% of the domestic jewellery consumption along with other precious metals. The financial year 2012-13 ended on a positive note with imports of rough diamonds going up by 12.65% indicating an increase in cutting, polishing and other manufacturing activities in India.

The rise in Organised Retail, Gems and Jewellery Industry is bound to give a boost to the sector

The Indian retail industry has experienced an exponential growth with retail development taking place in major cities and metros. India is expected to reach a total retail market size of USD 750-850 billion by 2015 from the current size of USD 560 billion.

Year	Retail Market Size (USD Billion)
2000	200
2002	230
2004	285
2006	315
2008	375
2010	410
2012	510

Table 1: India's Retail Market Size over the years

The Organised retail constitutes 8% of the total retail market and the same is expected to grow rapidly in the coming years in

response to the opening up of FDI in multi brand retail. However Gem and Jewellery constitutes 6% of the total organized retail.

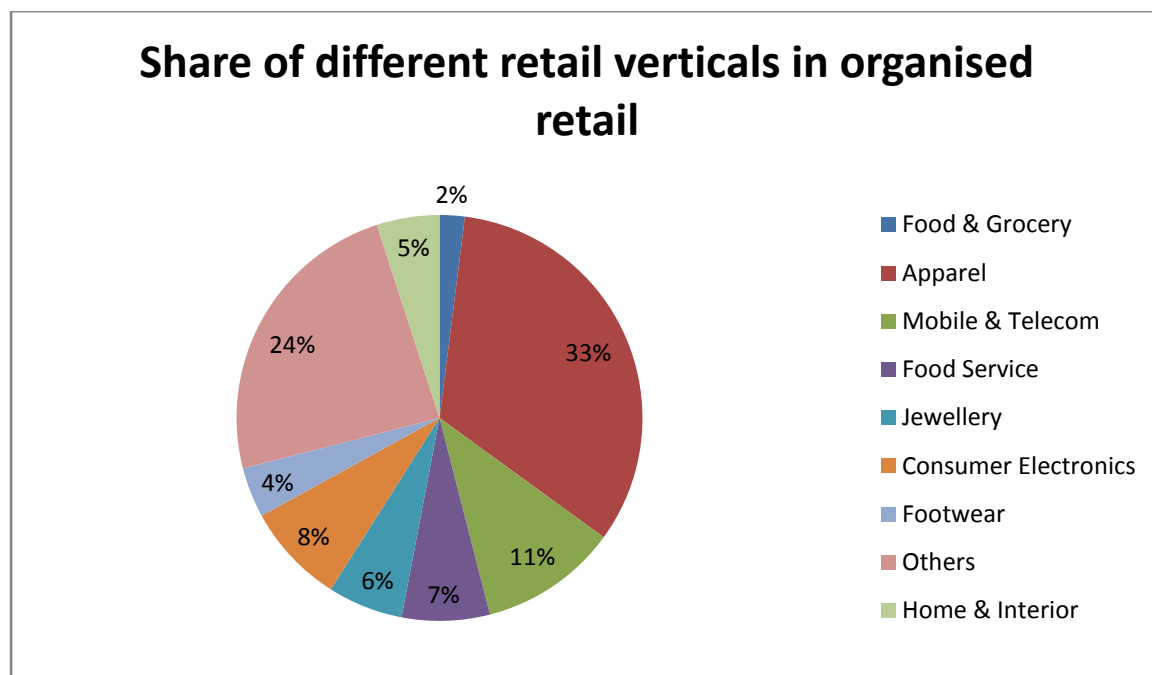


Figure 1: Percent Share of Various Verticals in Organised Retail

Until recently the trend that was followed in Indian jewellery market was of buying jewellery from the trusted neighborhood jewellers. However with the opening up of branded retail in jewellery the trend seems to have evolved whereby increasing number of individuals are opting for branded jewellery. The change in trend is driven by a number of factors such as brand consciousness, choice of designs, consciousness towards hallmarking and certifications of gold and diamond along with a growth in urbanization and increase in disposable income.

Indian gems & jewellery market is highly fragmented across the value chain with 96% of players operating in the unorganised sector, which are mostly family run labour intensive, and use indigenous technology. MSME's are forming major constituents of the unorganised Gems and Jewellery market of India. Organised players such as Tata with its Tanishq brand and Gitanjali, a

pioneer in the branded jewellery segment have, however, been growing steadily carving a 4-5 per cent market share. As India's jewellery market matures, it is expected to get more organised.

In order to tap the tier 1 and tier 2 markets, organised retailers are expanding their reach and adopting product portfolio in order to suit local needs. Nonetheless, the traditional players continue to co-exist with the branded players; a trend which is more common with international markets where the independent jewellers still hold significant share of the market.

Demand Drivers of the Industry Important Savings and Investment Tool

The household savings have shown a continuous rise as depicted in the table below, the spending power of consumers is increasing, although the pace of growth has slowed down over the last few years due to high inflation affecting the consumer.

Year	Household Saving (Billion)	& YoY growth in Household Saving
2008-2009	13308.73	19.00
2009-2010	16307.99	22.54
2010-2011	18329.01	12.39

2011-2012	20037.20	9.32
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*Source: Reserve Bank of India

If we see the population composition, this is also reflecting the favorable scenario in terms of spending. India's affluent & rich is continuously increasing and India's young & earning population is one of the highest across the globe, who demands greater transparency and better service. At the same time they are also willing to pay justified premium for the right proposition and design. This would position jewellery as a lifestyle product.

The spending by foreign consumer has also shown improvement in particular, US economy is improving along with the country's employment scenario leading to increasing disposable income with the consumers.

The gems & jewellery, in particular gold's increasing attractiveness as an investment option has also acted as a catalyst in the

Challenges Faced by the Industry

a) Lack of Financial Support

The industry is also facing problems in terms of financial assistance from the banks, which i

recent times. Consumers are increasingly parking their surplus funds in gold, as other sectors like real estate and financial market were not able to generate consistent returns.

a) Penetration of the Organised Players

It is estimated that in the coming years, growth in the industry would be highly contributed with the development of the large retailers/brands. The leading brands are pulling the organised market and are opening opportunities to grow. Increasing penetration of organised players provides variety in terms of products and designs. These players are also offering financing schemes to consumers to further boost sales. However, the phenomenon is more prevalent in the tier-1 and tier-2 cities.

evident in the below table which highlights the gross credit deployment to the industry:

Year	Credit towards (billion)	Deployment Industry	Credit Deployment towards Gems and Jewellery (billion)	% share of Gems & Jewellery in total credit Deployment
2009	10544		285	2.70
2010	13115		318	2.42
2011	16046		397	2.47
2012	19374		513	2.65
2013	22302		611	2.74

*Source: Reserve Bank of India

The gross credit deployment towards the gems & jewellery industry has been increasing in value terms; but still it is less than 3.00% during the last five years and stood at around 2.74% of the total credit deployment towards industry in 2013.

As the market is mainly constituted by small players, banks & financial institutions hesitate to provide them assistance or they ask for personal collaterals along with high rate of interest, which in turn jeopardizes the financial health and growth prospects of the entity and its owners.

b) Dependence on Import

The gems and jewellery industry is highly dependent on import for meeting its raw material requirements and among the imported commodities rough diamonds account for almost 50% of the imports. India is also one of the largest importer and consumer of silver in the world.

c) Fluctuations in Exchange Rate

Gems and Jewellery industry is influenced by the rupee/dollar exchange rate because it is export & import oriented industry. Any variation in the exchange rates affects the margins of the players.

d) Changing Consumer Preference

Global marketing requires keeping pace with changing fashion of Gems and Jewellery particularly in the context of very high prices of diamond, gold and silver. India is not having enough design development centers to provide feedback and to innovate latest designs to catch up with fashion needs of the foreign buyers. Manufacturers craft specific type of gems and jewellery products according to the market demand. But due to change of fashion, demand of that type of products starts decreasing and eventually it finishes. This situation blocks the

manufacturer's capital and leads to inventory pile up.

e) Competition Threat:

Presently India is the dominant player as a processing hub for diamond, but she faces future threats in terms of competition from various countries; one of them is China, due to cheap economic labour, infrastructure and a welcoming government. Technology is another aspect where the Indian gems and jewellery industry faces a major threat from China. Apart from China, Israel and Belgium are also emerging as diamond processing centers; these countries are technologically more sound and efficient than India. The diamond producing nations are also building infrastructure for diamond processing to gain economic advantages.

Government Initiatives/ Policy Support

The government has taken significant steps for increasing the gems & jewellery exports in terms of duties and taxes, infrastructure (SEZ, EPZ's) etc. The Government of India (GoI) plans to promote the Gems and Jewellery industry in a big way through its New Foreign Trade Policy (2009-2014). Some of the important components of the policy are discussed below:

The number of days for re-import of unsold items in the case of participation in an exhibition in the US has been increased to 90 days. Duty incidence on gold jewellery exports has been neutralised while duty drawback on such exports is now allowed.

Duty free re-import entitlement for rejected jewellery shall be 2 per cent of free on board (FOB) value of exports. The value limit of personal carriage has been increased from USD 0.002 billion to USD 0.005 billion in case of participation in overseas exhibitions. The limit in case of personal carriage as samples for export promotion tours has also

been increased from USD 0.0001 billion to USD 0.001 billion

The Government of India has allowed 100 per cent foreign direct investment (FDI) in gems and jewellery industry through the automatic route. In order to encourage more investments in the sector, gems and jewellery SEZs have been set up of four are operational in Maharashtra, West Bengal, Rajasthan and Andhra Pradesh. Further, formal approval has been given to 13 SEZs in the sector — three have got in-principal approval and seven have been notified, as per the SEZ Board of Approval statistics

Conclusion:

It can be said that the prospects of Indian gems and jewellery market is quite promising with increasing focus of the world towards quality of gems and jewellery products and better purchasing power of the people in India. The industry derives its strength from supportive government policies, availability of labour and strong demand from the domestic market. However

due to highly unorganised structure and immense competition among the players the margins earned by the players are less. India is one of the leading players in the Gems and Jewellery market but in order to maintain herself as a dominant player, she needs to adapt to the changing lifestyles and expenditure pattern through better quality products and adopting modern technology.

Over the long term, gold jewellery demand is likely to witness consistent growth driven by evolving lifestyle, anticipated recovery in economic conditions and expected improvement in demand from tier 2 and tier 3 cities and rural markets which account for a major chunk of the demand.

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ONICRA Credit Rating Agency of India

http://www.gjepc.org/statistics_import.php
<http://www.gold.org/>

<http://www.rbi.org.in/home.aspx>

International Business Strategy for IT companies

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INTRODUCTION

Globalization was the buzzword of the 1990s, and in 21st first century, there is no evidence that globalization will diminish. Essentially, globalization refers to growth of trade and investment, accompanied by the growth in international businesses, and the integration of economies around the world. According to Punnett (2004) the globalization concept is based on a number of relatively simple premises:

- Technological developments have increased the ease and speed of international communication and travel.
- Increased communication and travel have made the world smaller.
- A smaller world means that people are more aware of events outside of their home country, and are more likely to travel to other countries.
- Increased awareness and travel result in a better understanding of foreign opportunities.
- A better understanding of opportunities leads to increases in international trade and investment, and the number of businesses operating across national borders.
- These increases mean that the economies around the world are more closely integrated.
- The world is changing quickly and business needs to change with it to remain competitive. But creating a strategy for change and implementing it are easier said than done. Informed decision-making is critical. Business

strategy should be designed to help you determine where you are, where you want to go, and how to better leverage the resources you have — people and technology — to get there.

International strategy is the continuous and comprehensive management technique designed to help companies operate and compete effectively across national boundaries. While companies' top managers typically develop global strategies, they rely on all levels of management in order to implement these strategies successfully. As historically developing countries become increasingly prominent, new markets open up and new sources of goods become available, making it increasingly important even for long-established firms to have a viable international business strategy. This is often facilitated with the use of international management consulting firms such as Oliver Wyman Roland Berger, Amritt, or the Everest Group.

The three most prevalent philosophies of international business strategy are:

- Industry-based, which argues that conditions within a particular industry determine strategy;
- Resource-based, which argues that firm-specific differences determine strategy;
- Institution-based, which argues that the industry- and resource-based views need to be supplemented by accounting for

relevant societal differences of the types mentioned above.

RESEARCH METHODOLOGY

Objectives of the study:

The objective of the study is as Follows

- To understand the difference between domestic and international strategies adopted by the IT companies of Nagpur to explore and grow in the Global market.
- To study various types of competition at International level.
- To study the issues with respect to diversity management with respect to Global market.
- To study the various types of international strategies formulated by the various IT companies in Nagpur.

HYPOTHESIS :

The hypothesis framed for the research is as follows

1. There is a significant difference between Domestic Business Strategy and International Business Strategy.
2. Diversity Management plays a very vital part in formulating International Business Strategy.
3. International Business Strategy is very cumbersome in nature.
4. National laws and Policies influence International Business Strategy.

Sample Frame

Sample frame for the study is IT COMPANIES of Nagpur Region.

Sample Size

Sample size of this research work is 497.

DATA COLLECTION

(A) Primary Data-

(i) Questionnaire: Data is collected with the help of a questionnaire in which there was a combination of closed and open ended questions. Questions was based on the strategies with respect to the functional areas and the various factors with respect to domestic as well as the international strategies.

(ii) Interviews and Focus group study- interviews of Heads/Directors of the companies was taken. Focus group study of the functional heads and employees of functional group was considered for the study.

(B) Secondary data- Secondary data was acquired from different sources such as Newspapers, Magazines, Journals, Electronic Media, Websites, Text Books, Articles from Magazines & Newspapers, Reports issued from Governments, Research papers published in conference proceedings & journals , Surveys conducted by various autonomous agencies & government.

Data analysis and interpretation

Reliability Testing: Case Processing summary shows the total cases are 497 and there is no missing data in any of the fields.

Cronbach's Alpha	N of Items
.810	19

Cronbach Alpha received after testing scale is 0.810. Reliability is good and the scale is accepted.

Gender		Male =69%			Female =31%			
Edu. Qua.		UG =48%			PG=52%			
Martial Status		Married =65%			Unmarried =35%			
Job Area		Software =78%			Service =11%		Others= 11%	
Dept	R&D=2%	Mktg.=2%	Development=60%	Testing=17%	HR=2%	Liasoning=3%	Service=11%	Others=3%
Total Work Experience		3 to 5 yrs			6 to 8 yrs		Above 8 yrs	
Over seas project		Yes=53%				No=47%		
Experience In this company		Less than 3 yrs	3 to 5 yrs		6 to 8 yrs		Above 8 yrs	
Overseas client		Yes=63%			No=37%			
Overseas willingness		Yes=81%			No=19%			

❖ HYPOTHESIS TESTING :

Hypothesis 1

Alternate Hypothesis 1	There is a significant difference between Domestic Business Strategy and International Business Strategy.
Null Hypothesis 1	There is no significant difference between Domestic Business Strategy and International Business Strategy.

	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
Hypothesis:1	230.993	496	.000	4.34527	4.3083	4.3822

One sample t test was used to test this hypothesis. The t-value obtained is 230.993 and the degree of freedom is 496 at significance level of 0.000. The significance level is less than 'p

value' 0.05. Hence there is no sufficient evidence to accept Null Hypothesis, hence Null Hypothesis rejected and Alternate Hypothesis Validated.

Interpretation : There is a significant difference between Domestic Business Strategy and International Business Strategy.

Hypothesis 2

Alternate Hypothesis 2	International Business Strategy is very cumbersome in nature.
Null Hypothesis 2	International Business Strategy is not cumbersome in nature.

	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
Hypothesis:2	143.327	496	.000	4.35010	4.2905	4.4097

One sample t test was used to test this hypothesis. The t-value obtained is 143.327 and the degree of freedom is 496 at significance level of 0.000. The significance level is less than 'p

value' 0.05. Hence there is no sufficient evidence to accept Null Hypothesis, hence Null Hypothesis rejected and Alternate Hypothesis Validated.

Interpretation : International Business Strategy is very cumbersome in nature.

Hypothesis 3

Alternate Hypothesis 3	International Business Strategy varies with country to country.
Null Hypothesis 3	International Business Strategy varies with country to country.

One-Sample Test

	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper

One-Sample Test

	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
Hypothesis:3	239.072	496	.000	4.31958	4.2841	4.3551

One sample t test was used to test this hypothesis. The t-value obtained is 239.072 and the degree of freedom is 496 at significance level of 0.000. The significance level is less than 'p

value' 0.05. Hence there is no sufficient evidence to accept Null Hypothesis, hence Null Hypothesis rejected and Alternate Hypothesis Validated.

Interpretation : International Business Strategy varies with country to country.

Hypothesis 4

Alternate Hypothesis 4	International laws and Policies influence International Business Strategy.
Null Hypothesis 4	There is no influence of International laws and Policies International Business Strategy.

One-Sample Test

	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
Hypothesis:4	319.879	496	.000	4.35412	4.3274	4.3809

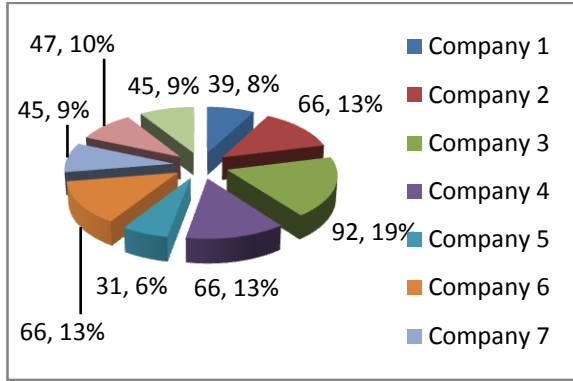
One sample t test was used to test this hypothesis. The t-value obtained is 319.879 and a degree of freedom of 496 at significance level of 0.000. The significance level is less than 'p value' 0.05. Hence there is no sufficient evidence to accept Null Hypothesis, hence Null Hypothesis rejected and Alternate Hypothesis Validated.

Interpretation : International laws and Policies influence International Business Strategy.

Company Wise Sample Bifurcation

❖ **Comparative Study Of International Strategies Of IT (Information Technology) Companies**

Data is collected from the 9 leading IT companies of Nagpur. Instead the company name, the researches has labeled it as Company 1, Company 2....so on in order to keep the identity of the companies confidential as per the request of the respondents. Graph shows the bifurcation of sample company wise.



Hypothesis 5

Alternate Hypothesis 5	International Strategies are company dependent.
Null Hypothesis 5	International Strategies are not company dependent.

Descriptive Statistics

Sample Companies	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
Company 1	39	4.3536	.34743	.05563	4.2410	4.4662	3.68	4.89
Company 2	66	4.3437	.31797	.03914	4.2655	4.4219	3.68	4.89
Company 3	92	4.3518	.30389	.03168	4.2889	4.4148	3.68	4.89
Company 4	66	4.3700	.33325	.04102	4.2881	4.4519	3.68	4.89
Company 5	31	4.4533	.21343	.03833	4.3750	4.5316	3.89	4.79
Company 6	66	4.3421	.35664	.04390	4.2544	4.4298	3.68	4.89
Company 7	45	4.3871	.34278	.05110	4.2842	4.4901	3.68	4.89
Company 8	47	4.4031	.29186	.04257	4.3174	4.4888	3.74	4.89
Company 9	45	4.3497	.32311	.04817	4.2526	4.4468	3.68	4.89
Total	497	4.3662	.31917	.01432	4.3381	4.3943	3.68	4.89

Table and Graph shows the values of Descriptive Statistics. The values are not falling under the range of large variations. If we refer to the values of Mean and standard deviation in Graph the picture becomes clearer. For further clarification Graph : Descriptive Statistics

about, whether there exist a variation in the International strategies from company to company, One Way ANOVA is conducted.

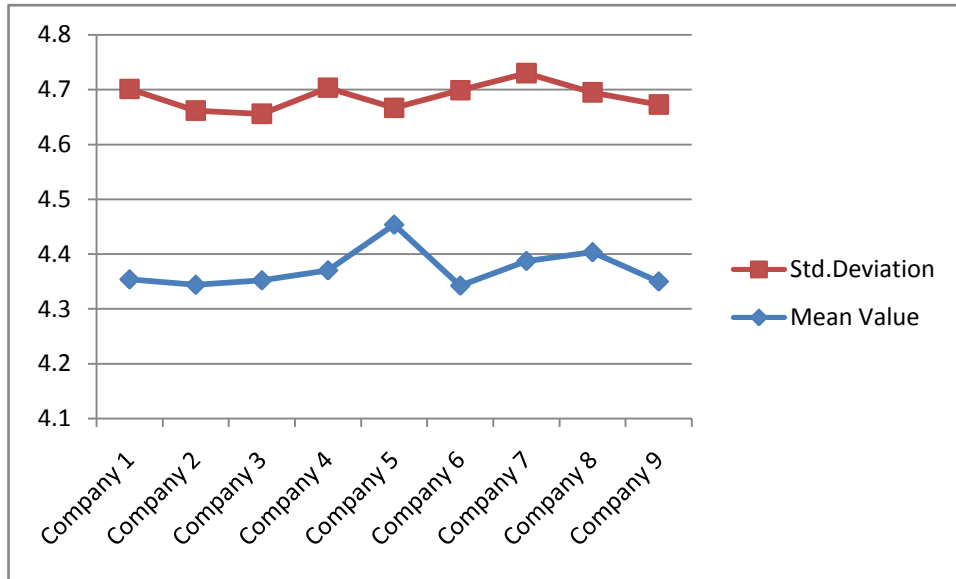


Table Test of Homogeneity of Variances

Levene Statistic	df1	df2	Sig.
1.178	8	488	.310

The Levene Test statistic shows that $p > 0.05$. As such, assumption of ANOVA for

homogeneity of variance has not been violated.

Table 8.32 ANOVA

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	.429	8	.054	.523	.840
Within Groups	50.097	488	.103		
Total	50.527	496			

The ANOVA F-ratio and significance value suggests that 'Company ' does not significantly influence the 'International Strategies', $F(8, 488) = 0.523, p > 0.05$. There is sufficient evidence to accept Null Hypothesis and hence Alternate Hypothesis is not validated.

Interpretation : International Strategies are not company dependent.

CONCLUSION

There is a significant difference between Domestic Business Strategy and International Business Strategy. International Business Strategy is very cumbersome in nature. International Business Strategy varies with country to country. International laws and Policies influence International Business Strategy. International Strategies are not company dependent. Thorough market research is needed, before the formulation of International Strategies. Market research will help the company to identify the parameters of diversity. It will act as an input in the formulation of International strategies of the company, towards its dream, 'Go Global'.

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