



(ISSN 2249 - 9040)

IPE Journal of Management

Vol : 2

Jan – June, 2012

No : 1

Debajani Sahoo Service Preferences of Business Class Tourists in Indian Hotels :
An Empirical Investigation

Joshua Selvakumar & P. Vikkraman A Study to Analyze the Importance of Experiential Marketing in
Marketing Communication

Surya Kant Sharma, Sunita Mehta & R. Balasubramanian Exploring the Black Box of Corporate Social Responsibility
Looking Beyond Philanthropy

Sanjay Mohapatra & Nilay Raha Technology-based Solution for Improving the Life Conditions
of Weavers in the State of Odisha, India

Y. Vinodhini & B. Mohan Kumar Comparative Study of Organized and Unorganized
Retailing in Hyderabad

M. Jegadeeshwaran & P. Ananthan A Study on Customer Services of Commercial Banks in
Tirupur District

Suresh Chandra Bihari CRM for New Age Banking

Shampa Chakraberty Monitoring and Documenting
CSR Practices

Listed in
EBSCO

IPE Journal of Management

Vol : 2

Jan – June, 2012

No : 1

Contents

Research Papers

- ★ Service Preferences of Business Class Tourists in Indian Hotels :
An Empirical Investigation
Debajani Sahoo 1
- ★ A Study to Analyze the Importance of Experiential Marketing in
Marketing Communication
Joshua Selvakumar & P.Vikkraman 23
- ★ Exploring the Black Box of Corporate Social Responsibility
Looking Beyond Philanthropy
Surya Kant Sharma, Sunita Mehta & R.Balasubramanian 39
- ★ Technology-based Solution for Improving the Life Conditions of
Weavers in the State of Odisha, India
Sanjay Mohapatra & Nilay Raha 55
- ★ Comparative Study of Organized and Unorganized
Retailing in Hyderabad
Y.Vinodhini & B.Mohan Kumar 80
- ★ A Study on Customer Services of Commercial Banks in
Tirupur District
M.Jegadeeshwaran & P.Ananthan 98
- ★ CRM for New Age Banking
Suresh Chandra Bihari 122
- ★ Monitoring and Documenting CSR Practices
Shampa Chakraberty 135

Service Preferences of Business Class Tourists in Indian Hotels : An Empirical Investigation

Debajani Sahoo*

This paper explores the important dimensions of service preferences of business guests from the hospitality industry. It tests the hypotheses developed with the data from the Indian hospitality industry, which focuses on the services, leads to satisfaction of the business guests in star hotels. It also highlights the service preferences of business guests with their cross-sectional demographic variables leading to overall satisfaction and examines what importance business guests attached to rate various services. A questionnaire with five-point Likert scale was applied to measure the guests satisfaction. The data is analyzed using Statistical Package for the Social Sciences by employing multiple regression, ANOVA and T-test. The findings suggest that relationship practices with personal touch in services lead to customer satisfaction and loyalty. From the demographic data analysis it was found that demographic cross-sectional variables did not have any significant impact on business guests overall satisfaction. This paper includes the conceptual development of a relationship between hoteliers and frequent business guests and its impact on customer satisfaction.

Keywords : CRM, Customer Satisfaction, Hotel Industry, Loyalty, Service Preference.

Introduction

The enormous growth and competitive activity within the service sector today is demanding a need for new approaches to marketing. Traditional marketing developed within the industrial and consumer goods markets, having prominence on the four Ps—product, price, promotion and place—cannot provide a complete answer for developing appropriate competitive strategies within the service sector. A distinguishing feature of services is the role of people. Relationships are forming new bases for achieving competitive advantage in the changing business

scenario, which are essential to create a satisfying, pleasurable and memorable customer experience. Businesses today feel the necessity to constantly serve their customers for long-run sustainability. Therefore, companies are monitoring and directing all the functional departments towards one goal—customer retention and customer delight. Customer Relationship Management (CRM) is the simple tool for that in this 21st century. Retaining all customers would not be a good idea for any business. In contrast, allowing the

* Dr. Debajani Sahoo, Assistant Professor, IBS Hyderabad, Dontanapalli, Shankarpally Road, Hyderabad.

A Study to Analyze the Importance of Experiential Marketing in Marketing Communication

Joshua Selvakumar* & P.Vikkraman**

The research is an attempt to analyze the essence of experiential marketing in marketing communication through the consumers of shampoo, a fast moving consumer good with stiff competition where 'experience' of the consumer influences his loyalty towards the brand. From the study it was found that experiential marketing plays a vital role in marketing communications.

Keywords : Experiential Marketing, Anova, Chi-Square Test, Marketing Communication.

Introduction

Experiential Marketing (XM) is a new approach for the branding and information age. It deals with customer experiences and is quite different from traditional forms of marketing, which focus on functional features and benefits of the products. For some, XM is a revolutionary concept that allows marketers to move beyond the traditional 'feature and benefit' approach and focus on creating fresh connections between brands and consumers—increasing sales as a result of having customers relate better to what we market and who we are as a company. For others, it is a concept as old as time—the more people know and understand us and our product, the more likely they are to buy from us. Marketers are always very proud of saying that you have to pay attention to the customer, but what marketers are actually doing is they often

start with the product and its functional features and benefits. XM takes the customer seriously and understands the customer experience. Traditional marketing views consumers as rational decision-makers who care about functional features and benefits. In contrast, experiential marketers view consumers as rational and emotional human beings who are concerned with achieving pleasurable experiences. Five different types of experiences or Strategic Experiential Modules (SEMs), that marketers can create for customers are : sensory experiences, affective experiences, creative cognitive experiences, physical experiences, behaviours and lifestyle and relating to a reference group or culture. The ultimate goal of XM is to create

* Joshua Selvakumar, Assistant Professor, PSG Institute of Management, Coimbatore, Tamil Nadu.

** Dr.P.Vikkraman, Associate Professor, Anna University, Coimbatore, Tamil Nadu.

Exploring the Black Box of Corporate Social Responsibility Looking Beyond Philanthropy

Surya Kant Sharma*, Sunita Mehta** & R.Balasubramanian***

The paper carries out a review of the current understanding of the meaning of Corporate Social Responsibility (CSR) and its direct relationship with sustainability. The argument forwarded by the authors is that these traditional philanthropic activities cannot be termed as CSR and that the actions by firms towards social service should not be regarded as being socially responsible by various stakeholders. A more important issue that emerges is that as the firm goes about doing business, it should be concerned about sustainability and ethics and in the process, also comply with the various environmental and social regulatory legislations. While some researchers were found to argue in favour of more regulations and harsher legal sanctions, others seek a partnership role for firms with the state. This research study is based on review of literature available on PROQUEST, EBSCO, Emerald and JSTOR databases. Using the secondary data, the paper finds that though businesses are more responsible today and are contributing in addressing the challenge of sustainability by paying attention to their social responsibilities and also by reducing their environmental impacts, there still remains a limitation of incorporating CSR in their strategic framework, thus posing a challenge for the entire movement of corporate responsibility.

Keywords : Philanthropy, Corporate Social Responsibility, Corporate Citizenship, Corporate Sustainability, Inclusive Growth, Sustai-nable Growth.

“In a free enterprise, the community and environment are not just another set of stakeholders in business, but are in fact, the very purpose of our existence”.

– J.N.Tata (Founder of Tata Steel)

Introduction

While the social responsibility of a firm, also called as Corporate Social Responsibility (henceforth, CSR), has been debated for decades (McWilliams *et al.*, 2006), its efficacy is still measured by

its financial bottom line instead of return benefit to the firm through benefit to the society and environment.

* Wing Commander Surya Kant Sharma, Chief Operations Officer, Air Force Station, Hakimpet, Hyderabad, Andhra Pradesh.

** Prof.Sunita Mehta, Associate Professor, Vishwa Vishwani Institute of Systems and Management, Hyderabad.

*** R.Balasubramanian, Doctoral Scholar, Organization Behaviour, XLRI School of Business & Human Resources, Jamshedpur, India.

Technology-based Solution for Improving the Life Conditions of Weavers in the State of Odisha, India

Sanjay Mohapatra* & Nilay Raha**

The paper proposes a technology-based low-cost solution for weavers in the state of Odisha, India. This solution will help them address issues related to their business and help improve their lifestyle through easy access to information. This research study is based on the primary survey where data were collected from western and eastern Odisha and analysis of existing literature on subsidized schemes available from the Government of India. The scope was limited to the weaving community in Odisha only. This study reveals the grass-root reality of the present condition of the weavers of Odisha. Despite the fact that Indian economy is growing at a faster pace, the condition of the weavers remained same or in many cases deteriorated over a period of time because of the inability to upgrade the machines or switch over to newer technology, inability to access adequate financial services and lack of proper information about the market of handloom items which leads to demeaning of the bargaining power of the weavers. The paper, using statistical analysis, finds the root cause of the social issues in the weavers' community and proposes models for using ICT for betterment of their lives. Since a low-cost solution is proposed, it can be implemented in other states as well.

Keywords : Weavers, ICT, Technology Solution, Low-cost Solution.

Introduction

India's textile industry has been instrumental in contributing to the country's total industrial output by a substantial percentage. Many countries now outsource India's inexpensive and skilled workforce, designing expertise, production base of raw materials, yarn and fabrics, thereby providing an employment opportunity to nearly 35 million people of whom a substantial portion comprises of disadvantaged sections of the society and women. Since there is an immense potential of export earnings, the perception of Financial

Institutions (FIs) has changed a lot over a period of years and they are coming forward to lend credit at a lower interest rate.

According to a study done by Credit Rating Information Services of India Limited (CRISIL) by 2010, India would be having a textile market and apparel industry worth \$85 billion of which \$45 billion would be from domestic market and the remaining \$40 billion

* Dr.Sanjay Mohapatra, Xavier Institute of Management, Bhubaneswar, Odisha.

** Nilay Raha, Research Student, Xavier Institute of Management, Bhubaneswar, Odisha.

Comparative Study of Organized and Unorganized Retailing in Hyderabad

Y.Vinodhini* & B.Mohan Kumar**

The world of retail merchandising has come a long way since the days when general stores that stocked everything from groceries to stationery and small shops that sold limited varieties of products, reigned supreme. There is a movement now from the unorganized to the organized sector. There are now more modern retail formats such as supermarkets and malls. Several companies are setting up exclusive showrooms and large format stores such as Westside and several others are expanding. The whole concept of shopping has altered in terms of format and consumer buying behaviour, ushering in a revolution in shopping in India. This paper explores the organized and unorganized retailing in India and makes a comparative study through empirical approach and uses statistical tools to analyze the data such as percentages, averages and Anova for testing the hypothesis.

Keywords : Retail Format, Organized Sector, Retail Merchandising, Buying Behaviour, Unorganized Retailing.

Introduction

Organized Retailing

Organized retailing refers to trading activities undertaken by licensed retailers, that is, those who are registered for sales tax, income tax, etc. These include the corporate-backed hypermarkets and retail chains and also the privately-owned large retail businesses.

Unorganized Retailing

Unorganized retailing refers to the traditional formats of low-cost retailing, for example, the local kirana shops, owner-operated general stores, paan/beedi shops, convenience stores, hand-cart and pavement vendors, etc.

The world of retail merchandising has come a long way since the days when general stores that stocked everything

from groceries to stationery and small shops that sold limited varieties of products, reigned supreme. There is a movement now from the unorganized to the organized sector. There are now more modern retail formats such as supermarkets and malls. Several companies are setting up exclusive showrooms and large format stores such as Westside and several others are expanding. The whole concept of shopping has altered in terms of format and consumer buying behaviour, ushering in a revolution in shopping in India.

* Dr.Y.Vinodhini, Professor & Principal, Al-Qurmoshi Institute of Business Management, Hyderabad.

** B.Mohan Kumar, Associate Professor, St. Pauls College of Management & IT, Turkayamjal, R.R. District.

A Study on Customer Services of Commercial Banks in Tirupur District

M.Jegadeeshwaran * & P.Ananthan **

Service and service industry has been the most important characteristics of modern life. In a service industry like banking, customers would continue to be the principal factor and customer service would be one of the factors for improving profitability. Customer service is complex in nature and dynamic in action and approach. The present study aims to analyze the customer services of commercial banks in Tirupur District, Tamilnadu. It concentrates on the various banking services and attitude of customers regarding various services provided by the commercial banks. This research study is based on the primary survey where data were collected from customers residing in the study area. The customers are classified based on sex, education status and employment status. A majority of the customers have savings account and the main purpose to open an account is for the purpose of savings. Garret ranking indicates that 'convenience and necessity' are the main reasons persuading the customers for having an account in a particular branch of commercial banks. On the basis of the mean score calculated for the awareness of customer services of commercial banks, the deposit services got the first rank followed by the loan services, technology services, miscellaneous services and agency services in the public and private sector banks.

Keywords : Banking Services, Customer Perception, Awareness, Satisfaction, Problems.

Introduction

Service and service industry have been the most important characteristics of modern life. In a service industry like banking, customers would continue to be the principal factor and customer services would be one of the factors for improving profitability. Customer service is complex in nature and dynamic in action and approach. Banking is essentially a high contact service industry and there is a close interaction between service providers and customers in the traditional banking scenario.

The customer service means the generation of a range of services designed to meet not only the present needs of the customers, but also the future demand of the potential and prospective customers. The customer service is gaining importance in the world of growing competition, technological advancement, expanding world markets,

* Dr.M.Jegadeeshwaran, Assistant Professor, Department of Commerce, Bharathiar University, Coimbatore.

** P.Ananthan, Ph.D Research Scholar, Department of Commerce, Bharathiar University, Coimbatore.

CRM for New Age Banking

Suresh Chandra Bihari*

Today the banking sector is fast paced and is constantly changing with new regulations, processes and policies in place. The banking sector has to constantly face challenges on various issues such as industry pressures with respect to the global competition, various regulations, efficiency of operations and also customer expectations. This intense competition makes it difficult for the banks to show profits or even show differentiation. The competitive advantage will be derived by those banks that show their efficiency in the operations and systems around customers and channels in order to deliver innovative products/services, retain the customers and enhance lifetime value. There are also several initiatives that have been taken up by the banks in order to gain a competitive edge over its competitors such as encompassing environment friendly initiatives to rural initiatives for financial inclusion and also working towards sustainable development.

Keywords : Customer Relationship Management, Banking Sector, Customer Relation Initiatives.

Introduction to Banking

The Banking Regulation Act, (1949), defines banking as “accepting for the purpose of lending or investment of deposits of money from the public, repayable on demand or otherwise and withdrawal by cheque, draft and order or otherwise”.

Before the initiation of the reforms in 1991, the Indian banking industry was lacking competition, low capital base, inefficiency and high transaction costs. The banking sector has been dominated by the Public Sector Banks (PSBs) ever since the nationalization in 1969. Banking sector reforms of the last two decades have placed greater emphasis

on structural measures and improvement in standards of disclosure and level of transparency. The reforms have brought about considerable improvements in the Indian banking sector related to capital adequacy, asset quality and profitability.

The main objective of the reforms in the Indian banking sector is to enhance the stability and efficiency of banks. The most outstanding feature of the reforms in the Indian banking sector is the emergence of the micro credit as an alternative to the conventional

* Dr.Suresh Chandra Bihari, Professor, Banking & Finance, IBS, Hyderabad and a Constituent of IFHE – Deemed University, India.

Monitoring and Documenting CSR Practices

Shampa Chakraberty*

The paper proposes a solution based on the principles of social engagement and methods of challenging existing models of Corporate Social Responsibility (CSR) by the corporate sector. This study is based on secondary data relating to content reports of existing CSR programmes in India. Almost every large corporation involved in the Indian market today is engaged in some form of social initiative in India, although this is not well-documented. It has often emerged that CSR programmes emerge out of the founders' desire to create alternatives which challenge the existing models. The study reveals that the focus of CSR has been on people centric dimensions with active community participation at all levels. NGOs work in diversified areas and engage with different stakeholders to promote, protect and advance a people-centric agenda. It reveals that corporations have moved away from charitable initiatives like financial grants or sponsorships, to providing products and services in a manner that would make a real difference in the target communities. The study is a qualitative one and showcases various models used by different organizations and how the same models are being improved to move towards a people-centric agenda.

Keywords : Social Business Enterprise, Sustainable Production Methods, Triple Bottom Line, Stakeholder-participation Model.

One of the key drivers of Indian Corporate Social Responsibility (CSR) is found in the country's cultural heritage. The concept of 'trusteeship' asserts the right of the capitalist to accumulate and maintain wealth and to use it to the benefit society (Narayan, 1966). Researchers have established connections between CSR and trusteeship (Renold, 1994; Masani, 1956; Pachauri, 2004). Gandhi's view of the ownership of capital was one of trusteeship motivated by the belief that essentially society was providing capitalists with an opportunity to manage resources which need to be managed on behalf of the society in

general. As the tradition suggests, almost every large corporation involved in the Indian market today is engaged in some form of social initiative in India although this is not well documented. CSR penetration in India is relatively high with over 80 per cent corporations administering some kind of CSR programme; this exceeds some of India's counterparts in Asia, especially Malaysia, Japan, Korea, Thailand, Singapore and the Philippines that are economically more prosperous than India. (Chambers *et al.*, 2003).

* Shampa Chakraberty, Assistant Professor, NSHM Knowledge Campus, Kolkata.