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Preference Analysis of Tourists in India with Special Reference to Andhra Pradesh

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Abstract

Tourism has become a popular global leisure activity largely affecting the cities, states and countries' economies. The objectives of the paper are to elaborate the factors influencing the domestic and international tourists for choosing tourist destinations and to compare the preferences of domestic and international tourists. Both primary and secondary data have been used for identifying and interpreting the preferences of tourists. Various factors affecting the preferences of both international and domestic tourists were identified.

The paper is limited to survey and focused on the state of Andhra Pradesh. The paper provides a platform for the tourism industry and related sectors to elaborate the business focus on specific needs of both domestic and international tourists. The study provides an understanding of the preferences of the tourists which can act as a base for the tourism industry to attract and retain tourists and also supports service industries associated with tourism to strategize for better business.

Keywords

Tourism, Domestic, International Tourists, Andhra Pradesh, India

Introduction

It has rightly been said that 'The world is flat.' No longer are we hesitant to dream of laying our footsteps in distant places in our own country but also across the globe. Gone are the days when people hesitated to travel due to numerous difficulties faced during travel. Now is the era where more and more people want to move out and see the world. This natural shift in viewpoint of people has largely affected the tourism industry. Tourism

is travel for recreational, leisure or business purposes. The World Tourism Organization defines tourists as people who 'travel to and stay in places outside their usual environment for more than 24 hours and not more than one consecutive year for leisure, business and other purposes not related to the exercise of an activity remunerated from within the place visited.'(UNWTO, 1995)

Tourism industry has been growing fast encompassing the whole world. The

Crisis Communication and Response Strategies: A Study of Select Brands

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Abstract

In today's complex business environment, organizations may face crisis, which affect their reputation and stakeholders perspectives both at the Corporate and brand level. Crisis response strategies require strategic communication and action plans as part of public relations strategy. Crisis communication as part of a strategic situation based response, if not communicated well, would impact the brand equity and corporate identity in the long-run and an immediate drop in sales in short-term. This research paper examines select contemporary and classic cases of brand crisis and evaluates crisis response strategies in the light of Situational Crisis Communication Theory (SCCT).

The cases examined include Cadbury, J& J Tylenol, and Cola Companies. The paper examines select aspects of crisis communication and brand re-building strategies using secondary data, action taken, spokesperson used, media used etc.,. The paper validates with a consumer survey to measure select aspects of crisis with respect to recall, brand preference and purchase intention for select brands. The research tools used in this study include Questionnaire, followed by personal interview and for analyzing the data descriptive statistics (Percentages and Weighted average mean) have been employed.

Keywords

Crisis communication, Brand Response Strategies

The word 'Crisis' connotes different meanings in different situations. For most of us, 'crisis' means a disaster or an accident. Crisis in medicine can be traced to an illness, an injury or any combination of the two and in public relations can find its roots in an issue, an emergency or any combination of the two.

As expressed by Ressler, Judith A (1982) a crisis may range from a product that is recalled due to health or safety hazards, to an accident that caused deaths or injuries, to an executive kidnapping. He also held that crisis situations vary differently to the affected people, and will require different public relation plans.

Consumers' Preference Towards Organized Retail Store While Buying Apparel: A Case Study of Ahmedabad City

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Abstract

The Indian apparel industry enjoys immense existence in the economic life of the country. It has witnessed remarkable changes in the past few years. Fashion has played a key role in shaping Indian apparel consumerism. Due to unremitting change in the lifestyle, fashion in India is becoming more stratified.

Paradigm shift in consumer buying behavior has inspired researchers to get insights into consumers' preference. Researchers have made an attempt to make out the factors of the consumers' buying behavior that are influenced by retail apparel segment, and to appraise the significance of each of them to consumers in selecting apparel.

The survey reveals that switching behavior from local brands to international brands and traditional wears to western wears is inculcated by organized retail sector in the Indian market. Findings related to categorical preference, factors taken into consideration before making purchase decision may work as a pillar for service providers to lend their services as expected. Research has even established consumers' profile that can be magnetized to enhance the future market share.

Keywords

Consumer Behavior, Switching Behavior, Fashion, Consumerism, Paradigm Shift

Literature Review

The growth of modern retail is linked to consumer needs, attitudes and behavior. A new focus on the apparel retail sector has attracted attention in recent days. Top exporters have introduced their own

brands and are aggressively positioning themselves within segments of the domestic market. The rising importance of branded segments in the domestic market combined with the pressure of import competition is blurring the boundaries between exports

Drivers of Customers' Adoption of e-Banking: An Empirical Investigation

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Abstract

For the providers of e-banking services, it is essential to know how to market their e-banking offerings better so as to attract maximum services is imperative as it will foster an understating about the needs and preferences of existing customers and build brand equity. In this perspective, knowledge of factors that affect adoption of e-banking by potential customers, which, in turn, help the banking organization to make informed strategic decisions in the light of winning market-supremacy.

Although many research studies have been undertaken to examine factors influencing customers' adoption of e-banking services throughout the world, but a review of these studies reveals that important research gaps still exist, both conceptually and methodologically. Against this backdrop, the present study is undertaken to deduce the factors that shape customers decision to shift to e-banking. To achieve this objective perceptual mapping obtained through Multi-dimensional Scaling is used.

Keywords

Customers' Perspective, e-Banking Adoption, India, Multi-Dimensional Scaling

Introduction

Given the global and competitive nature of present environment of 21st century, it has become a strategic necessity for every banking organization to bring changes in the way it functions and delivers its services to customers by leveraging evolving technological solution so as to face new waves of competition emanating from emerging international banks enriched with new and modern technologies. Unless this is done, it would find itself on the road leading towards extinction.

Recognizing the need and importance of technology, most of the banks in India have started making rapid strides to transform themselves into dynamic, smart and techno-savvy organizations with the introduction of modern e-banking products and services, i.e., ATM, internet banking and mobile banking. But mere investment in technology cannot enable an organization to reap the benefits to remain competitive until and unless it right-position its e-banking products and services in the marketplace

Measurement of Service Quality: A Life Insurance Industry Perspective

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Abstract

Insurance companies are working in a highly competitive market where consumers have many companies and products to choose from. Hence, it becomes necessary for insurance companies to maintain loyal customer base by increasing customer loyalty through improved service quality. This is a descriptive research and the data was collected from the individuals who bought life insurance policy/s of various life insurance companies after 1 February 2005 in five selected cities of Gujarat.

Data collection method used was personal survey method. The sample size was 400 respondents. The respondents were selected by convenience sampling method. The SERVQUAL scale given by Parasuraman et al., 1985 was used as the principle survey instrument. Factor Analysis is performed where five factors are derived namely; sincere and prompt services, compassion and courteous, meticulous and accommodative, customer orientation and flexibility and tangibility.

Keywords

Life Insurance Industry, Service Quality, Customer Satisfaction

Introduction

Security has been an universal desire right from the earliest civilizations. This quest for security has led to the concept of insurance. Insurance is a contract in which one party (the insurer) agrees to pay to the other party (the insured) or his beneficiary, a certain sum upon happening of a particular unforeseen event (the risk) against which insurance is wanted. Life insurance protects against the economic loss in the event of death. A family is generally dependent, for its food, clothing and shelter, on the income brought by the

bread earner of the family. So long as he lives, that family is secure but the death of the person may put the family in a very difficult situation. Uncertainty of death is inherent in human life. It is this uncertainty that gives rise to the necessity for some form of protection against the financial loss arising from death. Life insurance substitutes this uncertainty by certainty.

The role of life insurance in the personal financial planning of an individual is enormous. Personal financial planning

The Dubai Shopping Festival: A Study of Visitors' Perceptions

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Abstract

The purpose of this empirical study is to identify the underlying dimensions of exhibition attendance at the Dubai Shopping Festival. A total of 500 international visitor responses were collected at the Dubai Shopping Festival through an undisguised structured questionnaire administered at the various venues of the festival.

Cleanliness, parking facility, layout of the exhibition, lighting, design of the stall, space for visitors' movement, discounts, daily offers / gifts, accessibility, entry/exit points, information display, and wider choice of the products exhibited were the perception criteria chosen. The results of this empirical research indicate that there are top four criteria according to the visitors' perceptions and they are Cleanliness, Discounts, Parking facility and a wide range of products exhibited.

Keywords

Exhibition, Dubai Shopping Festival, International Visitor, Cleanliness, Visitors' Perceptions

Introduction

The meeting, incentives, conventions and exhibitions (MICE) or Business Events sector is a growing industry especially in some countries. Successful marketers, in order to effectively reach their markets, must make use of exhibitions. The exhibition is a showcase in the hub of business areas, and creates a forum where buyers can see and feel their products. Exhibitions become more important than ever with better human interaction and exhibitions deliver more cost effectively than any other marketing medium.

Exhibitions are a powerful medium because they specifically target an audience in one convenient place in which it will attract national and international buyers. Despite the prevalent convention and exhibition activities worldwide, however, the knowledge remains lagging on why people congregate for these contemporary business events, how they view their attending experience, and how their perceptions of the events and the immediate environments affect their satisfaction and future intention. A study is being conducted towards that direction.