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The Influence of Computer Awareness / Knowledge on User Perception Towards OSOS

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Abstract

The use of Open Source Software is much limited owing to nature of the user. Most of the users who use OSS are either developers or those who have unusual interest in software. It is almost twenty years after Linux had come into being, yet the market figures of Linux usage are at very abysmal levels. In spite of the maturity and adoption, Linux is still remained as a second hand option for many users across the world. Linux users are mostly believed to be those who possess technical knowledge about the software. But things have been changing as the users are appearing from diverse fields endowing with variegated skill sets. Linux had been fully matured to cater to the diverse set of user needs unlike its counterparts; In fact, some distributions are available for users as full featured software. Even though Linux is proved to be best software in server market, the desktop market remained feeble. The market share of Linux is approximately 2% but rest is shared by all other operating systems. Windows alone attributes to approximately 85% of market share. As per marketing philosophy a product must be able to fulfill user needs, and this fact needs to be ensured by every marketer in order to relish the success. Some of the most fundamental requirements other than needs fulfillment are, price, availability and communication. As far as these requirements are concerned Linux is not worse than any other operating system. Then where is the problem in suffering from dwindling market share? Exactly at this point this paper attempts to find whether personal factors (individual) tend to influence technical factors? Does, technical know-how influence user perception? And does this user perception can be one of the important attributes which characterize market share?

Methods

In this study a survey was carried out to know if computer awareness of individuals influences their perception towards Linux. A hypothesis was formulated to test if any dependency exists in between these two variables (namely individual's computer awareness and their perception towards Linux).?

Conclusion

It was found that the two variables are not significantly different; which means computer knowledge or awareness of individuals significantly influences their perception towards Linux.

Consumer Skepticism With Respect to Green Claims in Advertisements of Real Estate Sector in India

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Abstract

Marketers today rely heavily on advertisements, be it print media, electronic media or broadcast media, for communicating the product or service offering to the prospect customers. Information to the consumers is provided with the help of the content of the advertising which include message, punch-line, information about the product offering etc. However, whether the consumers are skeptic about advertising claims is one of the areas of concern for the marketers. This study investigates the consumers' level of skepticism towards green claims in advertising with respect to the real estate sector in India and tries to throw some light on consumers' perception towards truthfulness of advertising. A survey was conducted with 103 respondents. Findings indicate that consumers scored low on skepticism towards green claims in real estate sector advertising. However with respect to the gender, significant difference was found in skepticism score of the consumers.

Keywords

Print Media, Electronic Media, Punch-line, Skepticism, Green Claims, Gender

Introduction

Today every marketer operates in environment which is highly competitive. Businesses need to constantly assess changes in the marketing trends. Continually researching about the changes in consumer behavior helps the marketer to identify the marketing trends. By identifying the shifts in the behavior of consumers, marketers can modify their offering to the consumers. Every marketer today relies heavily on advertising to

make the consumers aware about its product offering. The information to the consumers is provided with the help of the content of the advertising which include message, information about the product offering, etc. However, whether the consumers are skeptic about the advertising claims is one of the areas of concern for the marketers.

At the same time, consumers have shown more concern about environmental degradation and negative impact of their

Consumer Perception of the CSR Effort and its Consequent Impact on Purchase Decision

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Abstract

Consumer behavior is an area which attracts attention of all those business enterprises that want to satisfy them and get their market share ascertained in a competitive market. This paper intends to examine whether consumers are aware enough about various social responsibilities of the corporate sector and they show their concern in their purchase decision by abandoning products produced by those business enterprises causing harm directly or indirectly through their irresponsible and unethical behavior. In other words can consumers influence the social responsibility of the business enterprises through their purchase decision?

The paper through a primary data collection explored such possibilities by making use of criterion sampling method and surveying those respondents who can understand the meaning of corporate social responsibility.. A structured questionnaire comprising of various dimensions of CSR is used as a tool to collect the data. The study proves that the respondents do have concern for the corporate social responsibility and they show that concern in their purchase decision as well. The results of the survey reveal that workforce dimension and the corporate ethics dimension are the biggest causes of concern for the respondents and may influence the purchase decision.

Keywords

Corporate Social Responsibility, Advertising, Business Ethics, Marketing, CSR

Introduction

Traditionally markets were governed and ruled by formal regulations within the country. For example; firms that produce goods not safe for consumption or generate environmental externalities have been subjected to pollution taxes, quotas, and standards (Calveras 2007). In recent times, with the development

of holistic marketing approach, business is expected to share a part of the profit with the society by being socially responsible. In fact, many countries including India made it mandatory to earmark a part of the corporate earnings to discharge social responsibility. Since then CSR has become a very important area catching attention of all stakeholders

An Inter-Industry Comparison of Service Recovery in Selected Public Sector Service Organizations of India

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Abstract

- **Purpose:** *Failures in services are a common sight. This is on account of the fact that services are characterised by peculiarities such as intangibility, inseparability, variability and perish ability. At the outset, service organisations should try to control and minimize the failure. However, if the same occurs, the aim should be to negate the adverse impact of the same by adopting adequate service recovery strategy. Government owned Indian service companies are thought to be wanting on recovery front. Such an approach is the legacy of monopoly environment in which these were operating in not so long back. The present study makes an endeavour to assess the truth in such thinking. To gain more comprehensive insights on the said issue, an inter-industry comparison has been made. The prominent Government players in the key service industries viz. banking, insurance and telecom have been included in the sample in this context.*
- **Findings:** *All the selected service companies operating in different industries have been found wanting on adopting service recovery strategies in a desired way. Moreover, there is a parity in the scores obtained by them on various dimensions of service recovery, thereby indicating that problems relating to sufficiency of service recovery efforts are akin to them.*
- **Practical Implications:** *The Indian service industries in general and Government owned service companies in particular shall start paying greater attention to recovery over the failed service.*
- **Research Limitations:** *Technicalities involved in understanding of the concept of service recovery might have acted as a handicap for the customers in giving prompt and accurate answers to the questions in hand.*

Keywords

Service Recovery, Service Failure

Exploring the Effects of Consumer Knowledge and Fit Perception at Brand Category and Image Level in Brand Extension Success

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Abstract

The paper examines the impact of consumer knowledge and consumer fit perception that may enhance brand extension success: at brand category and brand image level. The findings reveal that, in evaluating brand extensions, consumers use not only knowledge about the brand category-level similarity between the extension and the products already associated with the brand, but also the image uniformity between the brand and the extension. Very favorable reactions occur when brand extensions are made with high brand concept consistency and high product feature similarity for both category-oriented and image-oriented brand names. The results also validate the effect of consumer knowledge on fit perception at category level and brand image level.

Marketers need to be aware of whether the parent brand is mainly known for its brand category or image across its all product areas. An extension of an image oriented brand should be Promoted and positioned with more brand-related knowledge whereas the promotion of a category related brand extension may include more category related knowledge. This particular study is expected to contribute to the brand extension literature by studying this particular aspect and will help marketers for promotional and marketing differentiation in case of positioning an extension.

Keywords

Brand Extension, Consumer Knowledge, Fit Perception

Introduction

Brand extensions – that is use of established brand names to launch new products (Ex. Use of the name of Apple for music system) has become a very popular new product

launch strategy .The justification behind brand extension is simple: when a strong brand has been established, the brand has moved beyond the functional product into a realm of values. It makes economic sense

Exploring Efficacy of Electronic Word of Mouth on Consumer Purchase Intention for Technology Product

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Abstract

The supremacy of Word of mouth (WOM) has been applauded for many years as key influence on what people know, feel and behave. From a marketing perspective, WOM can be either positive or negative, but studies advocate that negative WOM has more potent impact than positive WOM. Associating WOM with the internet, usually called electronic-WOM (e-WOM), makes transmission of messages much easier, wider and faster. As e-WOM is not restricted to strong social tie groups, the message itself plays a critical role in building purchase intention. The present study, first attempts to investigate messages' efficacy on identified constructs. It further analyzes the potency of constructs to abridge gap between the customers' level of involvement and predisposition towards online purchase. The study recognizes credibility of message as a sole component that could mitigate discord between level of involvement and expected intention for online purchase.

Keywords

Electronic word-of-mouth, message characteristics, purchase intention

Introduction

Marketing practitioners and researchers consistently quote the power of the personal referral on customer behavior. Earlier researchers of word-of-mouth, Arndt (1967) defined it as informal, non-commercial, oral and person-to-person communication about a brand, a product or a service between two or more consumers and also identified Word-of-Mouth (WOM) as one of the most effective marketing sources for consumers. WOM can

be more influential than print sources and is more important than advertising in raising awareness of an innovation and purchase decision (Sheth, 1971). WOM which provides pre-purchase information is known as input WOM and sharing information after the purchase like consumption experience is known as output WOM. Richins (1983) associate word-of-mouth with price and state that the higher prices likely to attract negative messages, if product fails to satisfy the needs.