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A Study on Determinants of Purchase Behaviour in Fast Food Outlets

V.V.Devi Prasad Kotni & Venkateswarlu Karumuri***

The basic purpose of this paper is to identify the determinants of the fast food purchase decisions and analyzing the customer expectations and satisfactions in the fast food market. The paper observes the behaviour exhibited by the consumers towards the determinants that motivates the consumers to choose a particular fast food restaurant. The uniqueness of the paper is adoption of statistical tool factor analysis which identifies significant attributes by assigning factor scores to various of factors like purchase patterns of fast food, various buying roles in fast food purchase and determinants of outlet which influence fast food purchase decision making process.

Keywords : Fast Food, Buying Roles, Fast Food Outlets, Determinants of Fast Food, Factor Analysis.

Introduction

With the advent of LPG reforms in India that were introduced in 1991, India started competing with American and European countries in IT, ITES and BPO industries. Many MNCs are setting up their offshore business centers in India and/or they started outsourcing their offshore operations to Indian companies. Due to which, millions of urban Indians are employed, which brought tremendous changes in their lifestyle as well as in their eating habits. Around-the-clock work hours made single adults and nuclear families (with working parents) not to have time for preparation or consumption of homemade meals. One of the alternatives available for urban work force is consumption of fast food which can

be prepared and consumed in faster manner. This situation has given a boost to Indian fast food industry where it attracts major players like KFC, McDonald's, Domino's Pizza, Pizza hut, Subway etc. Almost every major Indian city is having most of these fast food restaurants in minimum number and the number is growing. It

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The paper is the author's own work and has neither been published nor submitted to any other journal for publication.

Indian Working Women's Preference for Different Forms of Gold – An Empirical Study

P.Hemavathy* & S.Gurusamy**

Gold has providentially remained in the headlines of both consumer and financial media, which served to emphasize both the continuing intrinsic value and its antique role as a store of value. There are various forms of gold such as gold jewellery which creates consumption demand for gold besides bars and coins, gold exchange traded funds, gold certificates and gold futures etc which creates investment demand for gold. This paper attempts to find out the Indian working women's preference for different forms of gold. It also determines the influence of demographic variables on the women's choice for different forms of gold. The results reveal that Indian working women's age, marital status, education, income, role in the family and the source of information about the investment avenue serves as the best proxy variables to determine the working women's preference for different forms of gold such as gold jewellery, gold bars and coins, Gold ETFs etc. Women with a higher disposable income create more investment demand than consumption demand. The paper concludes that the investor education and financial literacy are significant for people who live in rural areas are unaware of the gold investment instruments or do not have access to invest in gold backed financial products.

Keywords : Working Women, Gold ETFs, Gold Jewellery, Gold Bars and Coins, Annual Savings, Monthly Income.

Introduction

Gold is considered as a key constituent of the financial matrix as investors look to hedge risk, and the one of the major barometer of sentiment. According to an estimation of World Gold Council, about 10 per cent of world's gold is in India's ownership. Accumulated gold stock in India is around 18,000 to

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Factors that Influencing the Mutual Fund Investors for Fund/Scheme Selection (With Special Reference to Visakhapatnam)

N.Vijaya Jyothi*

Mutual funds are one of the important segments of the financial system of the country. The success of any mutual fund, depends on how effectively it has been able to meet investors' expectations. A thorough understanding of the investment behavior of mutual fund investors in connection with their perceptions and preferences helps to identify different mutual funds/schemes and evolve suitable strategies for effective penetration into these funds/schemes. Therefore, an attempt is made to investigate the determinants of mutual fund investors for fund/scheme selection especially in the changed investment scenario which also help the necessitates of asset management companies to understand the fund/scheme selection/switching behavior of investors to design the suitable products to meet the changing financial needs of the investors and strengthen their action in anticipating investor needs and wants.

Keywords : Mutual Fund, Determinants, Asset Management Companies.

Introduction

There has been a structural transformation in Indian mutual fund industry in recent times. It is also evident from the review of earlier literature and also from the analysis of performance that the mutual fund industry is gaining maturity. At this juncture, it is important to study and understand the investors' perceptions and ascertain their preferences of mutual funds. Investment behavior of customers is an important area in financial markets. Research studies in this area, in general, are based on statistical observation, technical analysis and fundamental analysis. In this context,

investors expectation is a very important factor in this regard that needs to be analyzed by all alternative investment avenues. The success of any mutual fund, a popular means of investment, depends on how effectively it has been able to meet investors' expectations. A thorough understanding of the financial behavior of mutual fund investors in connection with their perceptions and preferences helps to identify different mutual funds/schemes and evolve

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An Event Study Analysis of Rights Issues Announcement by Indian Corporates

Lakshmi Rawat & Mary Jessica***

Research in finance to understand the information asymmetry of a particular event has been established mostly using the event study methodology. Although sufficient amount of study has been done on the topic of stock market event's and their information asymmetry in emerging economies of the world, there has been no clarity of thought yet. Through the present paper, we try to analyze the impact of Rights Issue announcement made by 50 companies which are both listed in CNX-Nifty and BSE-India indices. The sample consists of 5 announcements declared during 2004-2013. Based on the analysis of data it is found that only one of them gained statistical significance for different event windows. Significance of abnormal returns is explained by different reasons for each of the significant event.

Keywords : Listed Companies, Information Asymmetry, Bonus Issue, Stock Price Behavior.

Introduction

Corporate announcements create lot of noise in stock market, but timely usage of this kind of information is still a debatable topic. Share rights issue is a scenario where companies give an opportunity to existing shareholders to buy new shares at a discount or at current trading price on a given future date. Most of the time it is perceived that companies which need to increase finance sort to rights issue, but this may not be true always. The paper is focused on the study of information asymmetry content of share rights issue announcement and its impact on stock returns.

An attempt has been made to understand the characteristics of rights offering by listed companies and their effect on share

returns of these companies. Indian stock market is regarded to be one among the most volatile market with largest volume. It comprises of two major indices BSE and NSE which has more than 5,000 companies listed until May, 2014(1). With a total market capitalization of USD 1.51 trillion (2) NSE India, which is another leading index has 3,091 securities listed as on June 2014 with a market capitalization of 1.5 trillion (3,4) It, therefore, becomes a difficult choice for an investor to

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Relationships between Economic Growth and Human Development : An Empirical Study with Special Reference to Haryana

Rakesh Kumar Sharma* & Lakhwinder Kaur**

Human development is the end, economic growth is a means. So, the purpose of growth should be to enrich people's lives. For many years growth has been a major economic goal of policy makers and political leaders as delivering a larger quantity of goods and services is the best way to improve people's standard of living. The present paper is carried out to ascertain the relationship between economic growth and human development and to study the trends in human development indicators and growth of net state domestic product. Regression techniques have been used for analyzing the relation between economic growth and human development indicators. Keeping in view the importance and scope of research in this area, the paper further studied the human development indicators with special emphasis on health and educational indicators. Moreover, this paper has also examined the economic performance by growth indicators for Haryana with special emphasis on performance from 2001 onwards. The paper concluded with finding that there is a relation between economic growth and human development in terms of indicators viz., literacy rates, enrolment rate and infant mortality rates.

Keywords : Human Development Index, Gross Domestic Product, National Skills Development Programme, Analysis of Variance, Multiple Regression, Ordinary Least Square, United Nations Development Programme.

Introduction

Ever since the HDI was first published, it has drawn critiques from many sides. Some critiques claim that it uses the wrong variables, and that it is not reflecting the human development idea accurately (Srinivasan, 1994). Sagar and Najam (1998) opined that "the HDI presents a distorted picture of the world". Others argued that the HDI depicts an oversimplified view of

human development by relying on only a few indicators often derived from data of low quality (Murray, 1993, Srinivasan, 1994). Human Development (HD) goes well ahead of the Human Development Index (HDI), with which it

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Global or Local? What Sells in International Advertising?

Anuradha Bhattacharjee*

International marketing management today presents two main schools of thoughts on how international marketing should be implemented, namely standardization and localization. Research to date has tried to make the case both for as well as against standardization. However, the question, of whether companies can promote products using the same advertising message everywhere has not been fully answered. This analysis compares advertising between two culturally and economically diverse groups of nations – the Western group consisting of France and Germany and the Eastern group consisting of India to investigate the companies' practical level of standardization and localization in international markets.

Keywords : International Advertising, International Markets, Standardized Advertising, Branding Strategy, Culture.

Introduction

A key question in global marketing and advertising is the choice between “going global” or “going local.” One of the most frequent justifications for “going global”—using standardized advertising content across different markets—is the assumed universality of fundamental human needs. “*Many human wants and desires are similar if presented within recognizable experience situations. People everywhere want value, quality and the latest technology made available and affordable; everyone, everywhere wants to be loved and respected, and we all get hungry*”.¹ In marketing theory, the concept was used by Theodore Levitt who generated a storm of controversy in 1983 when he wrote in the Harvard Business Review² that companies must

learn to operate as if the world were one large market ignoring superficial regional and national differences and selling the same products in the same way throughout the world.

Proponents of this one-size-fits-all approach to global advertising believe that, in the era of the “global village,” tastes and preferences are converging, rendering tailored advertising obsolete. This outlook presupposes both the convergence of consumer behavior and the existence of uniform worldwide demographic segments. As the creator of the Diesel Designer jeans brand, Renzo Rosso explains, “*A group of teenagers*

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Corporate Social Responsibility : Study of Select CSR Models in India

Rajeshwari Panigrahi* & P.Sheela**

Corporate Social Responsibility (CSR) is a result of various social environmental and economic pressures and is primarily accepted as a strategy to divert attention away from negative social and environmental impacts on the lives of people. CSR creates a sustainable change by enabling the company to leverage on its products, employee strength network and profits. CSR has varied dimensions and functions. The directions of the CSR activities are largely determined by demography, literacy rate, poverty ratio and GDP of the country. Indian government is taking required measure to ensure that corporate take their responsibility towards the society. This paper is an effort to analyse the CSR activities undertaken by Indian corporate and its benefits to the society. The study primarily depends on the secondary information collected about various CSR models adopted by Indian corporate which is analysed to understand the various social responsibility activities and dimensions.

Keywords : Corporate Social Responsibility, CSR Model, Corporate Governance, Business Ethics, CSR Strategy.

Introduction

Business practices have gone a long way and have achieved unprecedented access to markets across the globe resulting in lower production costs contributed by large market and market share. Globalisation has brought the whole world closer and with the advent of technology and communication the global village concept of 1960's appears to be coming true (Day & Montgomery 1999).

Four decades ago Milton Friedman wrote in the New York Times that social responsibility of business is to increase

profit and any deviation of company resources to non-profit activities such as charity, social cause etc is termed as tax. (Friedman, 1970). Authors Adam Smith to Milton Friedman pointed out that companies who just observe rules also do extra-ordinary useful things by providing quality goods and services to their customers, creating jobs for their employees and outlets for personal savings.

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Emotional Intelligence vis-a-vis Gender Differences : An Empirical Study

Mandira Dey (Dutta)* & P.K.Tripathy**

Do women are more emotionally balanced than men or vice-versa? Some of the views suggest that women are better in handling emotions like empathy, sympathy whereas others suggest that men are more efficient in handling upset or distress conditions. The purpose of the paper is to test the emotional intelligence of male and female respondents by measuring their emotional quotient on variables like emotional sensitivity, emotional maturity and emotional competency. The instrument measures emotional quotient of the sample on the basis of three psychological dimensions such as emotional sensitivity, emotional maturity and emotional competency through t-test and revealed that there is no significant difference on emotional quotient of male and female respondents. Thus it is concluded from the findings that emotional intelligence of male and female respondents is more or less equal.

Keywords : Emotional Intelligence, Emotional Quotient, Emotional Sensitivity, Emotional Maturity and Emotional Competency.

Introduction

Do you ever shed tears in the office rest room or have you ever felt uncomfortable while trying to console your co-worker in tears? If your answer is “yes” then though we try to have control on our emotions, we fail as we are human beings after all. It is clearly mentioned in the Bhagvad Gita where Arjuna said to Sri Krishna “Mind is very restless, forceful and strong. O! Krishna, it is more difficult to control the mind than to control the wind. Emotions play a vital role in every human interaction specifically when individuals, teams, managers and organisations work as a whole.” Indian scriptures have highlighted that “our senses are like

wild horses, the body its chariot and the mind its reins, intellect is the driver and if the senses are not controlled, they will throw the chariot into deep abyss.” It is reflected from some of the studies that there is high degree of correlation between the Intelligence Quotient (IQ) and success. But, on the other hand, it has also been noticed that some people with high IQ have failed in a job, while some people with average intelligence and high emotional intelligence exceptionally perform well in a job. Recent

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