

Journal of Marketing Vistas

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Expert Column

T. Srinivas

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Editorial

A Tempting Opportunity

Advertorials, disguised as news or feature stories of advertisements, which minimizes negative responses towards advertisements claim major share in building brands. In the boom phase of digital marketing, content marketer creates stories to stop the reader and make him look and read advertorials. In brand building efforts of multinational companies, around 9% of promotion expenditure is on advertorials which is expected to grow by 20% in the next 5 years. Media owners are benefited while journalists are badly affected by advertorials as they impact their contribution through advertisements, Iranian journalists exclaim. Companies ROI on advertorials, both subjective, measured through customer satisfaction, and objective reflecting in sales is much higher than ROI on advertisements. Advertorial is a more appropriate form of communications for startups as they need to communicate more to the public to get recognition in the market. A new and special position is to be occupied by the startups in customer mind that is possible only with infomercials in the form of advertorials. For both marketer and media advertorials are tempting an opportunity in desolation.

The present issue covered articles related to customer perceptions towards purchase of motor bike, towards management education, towards modern retail formats, and towards Android Operating System. A perceived risk framework was developed with six risk dimensions that are useful to the manufacturers in analyzing the customer perceptions. Student's perception towards management education shows that the engineering grads are more inclined towards management education, communications skills are considered as a pre requisite for management education. Choosing an organized retail outlet for shopping is a status symbol for Rajasthan customers; visual merchandizing and value addition are the attractions to step into the retail outlets. Features, prices and apps are attracting smart phone customers towards Android operating system over other operating systems like ios and windows. Marketing strategies of federations are well explained in the article and it is important to focus on appropriate marketing strategies that ensure customer satisfaction. Green Marketing importance and the importance of Yoga are elucidated in the other two articles of this issue. An expert column is initiated with an interview from General Manager, Telangana Foods.

Dr M Meher Karuna

Perceived Risk in Purchase of Executive Motor Bike – A Scale Development Approach

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Abstract

Perceived risk is defined as the indistinctness that consumers face when they cannot foresee the consequences of their purchase decisions. The objective of this manuscript is to develop a frame- work of perceived risk dimensions and a reliable and valid scale to measure the dimensions of perceived risk in purchase of executive segment bike. The result of the principal component factor analysis suggested that perceived risk in purchase of bike has six distinct dimensions: physical risk, psychological risk, functional risk, social risk, financial risk and time risk. This study will be of much use to bike manufacturers who can frame their marketing and advertising strategies in such a way as to alleviate the doubts that arise in the minds of the consumers. Further studies can be carried across different geographical areas as also for other bike segments.

Keywords

Perceived Risk, Indistinctness, Consumers, Purchase Decisions, Dimensions, Executive Segment

Introduction

Perceived risk is defined as the indistinctness that consumers face when they cannot foresee the consequences of their purchase decisions. Perceived risk is often a hassle whether real or imaginary that inhibits a person from going for a purchase and is often

a defensive mechanism to avoid a purchase. Consumers have their own doubts if the product would satisfy the need for which they buy it and especially in case of products like automobiles they often fear if it would cost more to maintain the product. Bauer (1960)

Study of Perceptions and Willingness of undergraduates towards Management Education: A Case Study of Central Gujarat

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Abstract

The purpose of this paper was to gain insight about the perceptions of graduating students regarding post graduate management education. Changing economic conditions and intense competition in the market have given management education a central role in the success of individuals and corporations. With ever-increasing number of management institutes, the total enrollment has reduced drastically. The objective of the study is to find out the intention to enroll in management education after completing their graduation, their perceptions regarding the opportunities available after completing management education etc. The major findings of the study revealed that very few students want to pursue management education. The perceptions of students regarding management education are, overall, positive. The interesting finding is that students are having positive perceptions but they are not willing to pursue management education. Instead they want to pursue other courses. Students who are pursuing B.Com and BBA are willing to pursue management education after graduation.

Keywords

Management Education, Perceptions, Graduating Students, Intention

Introduction

It is said that education is the backbone of the society. Management education has gained importance in the education industry and once upon a time it is considered to be essential for executives, managers and top management. With ever-changing qualification demand

from industries, management education has evolved as a bright career option. More and more number of students had opted for management education. Education is one of the sectors which contribute significantly to the economy of country.

More and more management institutes are being opened up every year to take the advantage of the positive feelings towards the management education. This increase in number of colleges has resulted into more supply of management post graduates in the market. Also, the quality of education gets affected due to it. More and more seats are remaining vacant. The reason could be over supply of management seats than required or perceptions of graduating students have changed which are reflected in their attitude (Not taking admission in MBA). Following table shows the increase in number of MBA colleges in Gujarat over the last 5 years.

Table 1: Number of MBA colleges in Gujarat:

Year	No of Management Institutes	Vacant Seats (%)
2009-10	78	NA
2010-11	85	3245
2011-12	98	4500
2012-13	128	6000
2013-14	161	7500

Source: Gujarat Technological University website (www.gtu.ac.in)

Management education has lot of potential in the market but consistent decrease in enrollment in MBA poses a challenge to the institutes. The paper wants to identify the perceptions of the students regarding the management education and devise a plan to make future strategies.

Literature Review

Singh and Sinha (2006) studied factors affecting the MBA student's attitude towards case study pedagogy from advertising research. An Exploratory study was conducted on 15 second year students of IIMA and after exploratory factor analysis (EFA), four factors: Conceptual learning, development of analytical skills, class participation and case analysis had been identified.

Dhume et al (2006) studied the perceptions of business education students towards eLearning in North Karnataka region. 64 students were selected from six different MBA colleges in North Karnataka. A structured questionnaire containing 5 point Likert scale was administered. The study found that 81.25% of students have positive attitudes towards eLearning.

Sulaiman and Mohezar (2008) studied the perceptions of student towards the quality in an MBA programme. 149 questionnaires were circulated to the students of University of Malaysia, out of which 53 questionnaires were available for analysis. The result revealed that students were pursuing MBA for development of skills and for the sake of qualification only.

Suasungnern and Chantasuwanno (2011) studied the motivation and satisfaction of the students towards management education in Karlstad University, Sweden. Sample consists of 10 respondents from nine different countries. The major motivation to pursue MBA in Sweden is free tuition fee, followed by relatives living in Sweden, due to location and environment attraction. Respondents exhibited both satisfaction and dissatisfaction towards some of the aspects.

Patel and Patel (2012) performed a study on factors affecting the choice of MBA institutes in Gujarat state. 150 students were surveyed by means of questionnaire. It was found out that placement related activities are the most important factors followed by infrastructure related factors and computer lab related factors. Extracurricular activities do not have any impact while selecting MBA institutes.

Shetty and Gujarathi (2013) compared the perceptions about management education in India and USA. Total of 200 students (97 pursuing MBA in India and 103 pursuing MBA in USA) were selected by snowball sampling. Majority of students pursuing

The Impact and Assessment of customer satisfaction & loyalty on CRM

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Abstract

'Loyalty & Satisfaction' is becoming a key concept in the relationship marketing context, as it is well known that the cost of attracting new customers is considerably higher than retaining existing ones. Therefore, it is important to understand the process of establishment of satisfaction & loyalty. This study deals with the gender satisfaction & loyalty towards mobile companies or service provider. With the rapid development of mobile technology and users' wide adoption of mobile phones, mobile services have been a huge success in India. The study investigated the impact of perceived customer value, perceived service quality, and trust on gender satisfaction and loyalty.

Keywords

CRM, Service Quality, Gender Satisfaction & Loyalty.

Introduction

The telecom industry in India has witnessed a transformation from a monolithic regime, through an age of de-regulation and privatization; it has seen the rapid rise of market players who offer innovative products and services. This change has been commensurate with the growth of the industry, now ranked the fifth largest in the world and soon expected to be second largest. Most notable among these are the beliefs that existing customers are more profitable

because the acquiring and attracting of new customers is expensive, and that it is less costly to up-sell or cross-sell products or services to current customers (Berry, 1995¹; Peppard, 2000²; Sheth and Paravatiyar, 1995³). The objective of customer relationship management is to unite and join information technology and business processes in a fashion that enables the firm to acquire new customers, to retain existing customers, and maximize the lifetime value of its customers

(Peppard, 2000). Service quality has become an important means of differentiation and is critical for achieving corporate success. The proven positive relationship of service quality with customer satisfaction (Danaher and Mattsson, 1994⁴; Leisen and Vance, 2001⁵), customer loyalty and retention (Ranaweera and Neely, 2003⁶), profitability (Thompson, DeSouza and Gale, 1985⁷; Bloemer, Ruyter and Wetzels, 1999⁸) and competitive advantage (Hampton, 1993⁹) provides a base to explore the subject in the mobile context. There have been various ways for marketers to implement relationship marketing tactics, which are expected to have impact on customer retention and loyalty. Relationship marketing tactics can be executed through service quality, price perception; value offered, alternative attractiveness, and so on. (Tseng 2007¹⁰) discussed that tactics as direct mail, tangible rewards, interpersonal communication, preferential treatment and membership could enhance long term relationship and increase relationship satisfaction, trust and commitment. (Peng & Wang 2006¹¹) also examined the application of relationship tactics in service quality, reputation (brand), price perception, value offers. The nature of the relationship between satisfaction and loyalty is complex. Satisfaction leads to attitudinal loyalty (Lovell, Patterson and Walker, 2001¹²). Defined as the intention to make future purchases (Oliver, 1980¹³; Patterson, Johnson and Spreng, 1997¹⁴; Bolton, 1998¹⁵; Page and Eddy, 1999¹⁶; Jones and Suh, 2000¹⁷), it is assumed that attitudinal loyalty is a necessary implication of satisfaction. Satisfaction is defined as an emotional post-consumption response that may occur as the result of comparing expected and actual performance or it can be an outcome that occurs without comparing

expectations (Oliver 1996¹⁸). Therefore satisfaction as a result of the disconfirmation of expectations can be labeled evaluative satisfaction whereas satisfaction as an outcome of non-rational processes can be labeled emotion-laden (Cronin, Brady and Hult 2000¹⁹).

Review of Literature

Customer Relationship Management (CRM) "is the core business strategy that integrates internal processes and functions, and external networks, to create and deliver value to targeted customers at a profit. It is grounded on high-quality customer data and enabled by IT" (Buttle, 2004²⁰). CRM is a business strategy to identify, cultivate, and maintain long-term profitable customer relationships. It requires developing a method to select your most profitable customer relationships (or those with the most potential) and working to provide those customers with service quality that exceeds their expectations. (McDonald, 2002²¹). Services Quality is considered as a major determinant in customer retention and building value relationship (Venetis and Ghauri, 2004²²). Service quality results in repeated sales and increased market share, which leads to customer loyalty (Buzzell and Gale, 1987²³). Customer loyalty is customer repeating purchase intention to some specific products or services in the future (Jones et al., 1995²⁴). It is making customers feel committed: When the benefits are meaningful to them, they will stay on (Grossman, 1998²⁵). Loyalty is used to describe the willingness of a customer to continue patronizing a firm's goods and services over a long period of time and on a repeated and preferably exclusive basis, and voluntarily recommending the firm's products to friends and associates (Lovell, 1996²⁶). Customer loyalty is the result of an organization's creating a benefit

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Factors affecting the customer perception and choice for the modern retail formats:

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Abstract

Retailing in India is growing at a rapid pace with the rise in the newer formats of retailing. Traditional retailers are also trying their best to keep pace with the modern retail firms. The success of the modern formats depends totally on the acceptance of these formats by the ultimate shopper. Although, Indian shoppers are showing a positive shift in their shopping habits in the past few years, but, it is still too early to say that the organized retailing is a success altogether. The modern retailer must understand the consumers' psychology and the factors affecting the choice of the retail outlet for their day-to-day purchase decisions. The paper aims at identifying the major factors that influence the perception of a customer towards making a choice of a retail outlet. The paper also, aims at understanding the shoppers' expectations out of the modern retailers. The study has been conducted in Rajasthan, one of the biggest states of India with a traditional but royal background.

Keywords

Modern Retailing, Organized Retailing, Retail Strategy

Introduction

The retail sector has always been a backbone of any nation's economy and India is no exception to this. The retail industry in India is growing rapidly and is emerging as one of the most vibrant and fast paced industries with many big national and international players entering the market. Also, with the changing consumer shopping habits, online retailing is also showing positive signs with the Indian

companies like Flipkart, Snapdeal and MNCs like Alibaba and Amazon.com and many other companies are working aggressively towards developing their marketing strategies to lure Indian customer. In a country like India where still the majority of retail market is traditional, the advent and acceptance of newer formats of retailing show good future for the organized retailers. India is huge market with

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Green Marketing: A Way towards Sustainable Development

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Abstract

Green marketing is a way to use the environmental benefits of a product or service to promote sales. Green marketing can appeal to a wide variety of the issues like an item which can save water, reduce greenhouse gas emissions, cut toxic pollution, and clean indoor air and easily recycle products. To ensure sustainable development, Green marketing is considered as an important strategy. The marketing which is a part of business should not only satisfy customers but also take into account the interests of the society. It is due to the importance of sustainable development, Nations are adopting "Green Marketing" as integral part of their business strategies. Green marketing is not only altruistic but profitable for sustainable growth also. The level of greening—strategic, quasi-strategic, or tactical will dictate what activities should be undertaken by a company. Fundamentals of green marketing can be product, price, place, promotion, publics, partnership, policy and purse Strings. Firms want to adopt green marketing because of getting a first-mover advantage, develop a competitive edge, creating a brand-image as an environment conscious body and adopting value-creating CSR activities. Businesses have largely understood the act that this is the right time to select "Green Marketing" globally.

Keywords

Green Marketing, Environmental Benefits, Sustainable Development, Business Strategies, Value-Creating CSR Activities

of the environmental and social dimension attached with it. The every penny spent on it is worth it. It would ultimately give rise to sustainable development and preservation of environment. The marketers have the responsibility to make the consumers understand the need for and benefits of green products as compared to non-green ones. In green marketing, consumers are willing to pay more to maintain a cleaner and greener environment. Green marketing assumes even more importance and relevance in developing countries like India.

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CUSTOMER PERCEPTIONS ABOUT ANDROID OS SMARTPHONES IN HYDERABAD

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Abstract

As of today there are many Mobile Operating Systems available in the tech world. Prominent among them are Symbian of Nokia, iOS of Apple, Android from Google and Microsoft’s Windows OS for Mobile. Even though Android was the leader in terms of OS market share, Apples iOS was widely used by developers for developing SMARTPHONE applications due to various reasons. APPS on Smartphone’s nowadays are providing common man access to various useful tasks not there on feature phones. This study explores motivations that influence smart phone users’ intentions to accept android mobile. Previous studies suggested that Experience on the Android phones is the main factor that determines it’s user acceptance. In addition, it is known to be the relation between mobile selection and decision making of buying behavior of SMARTPHONES.

Keywords

ANDROID, SMARTPHONE, APP, OS, APPLE, PLATFORM.

Introduction

Android OS as a open platform for mobiles was able to serve its intended purpose as it enabled numerous handset makers across the world to develop smart phones with lowered costs as there is no need for them to develop a separate software and this led to the successful implementation of this OS thereby garnering the highest market share in Mobile OS. The rise of Android coincided

with the fall of NOKIA as it was unable to develop a new OS for smart phones and also its reluctance to use Android in the place of SYMBIAN OS. At the same time SAMSUNG was able to use Android along with its TOUCHWIZ interface and garnered the highest market share in Smart phone market. Even though APPLE was pioneer in the APP Store concept, Google’s Android was able to

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An Exploratory Study of Marketing Practices of Co-operative Supply and Marketing Federations of Punjab and Haryana

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Abstract

Marketing is a crucial function of business. In the states of Punjab and Haryana, MARKFED and HAFED are playing an important role in building up an integrated structure for remunerative marketing. The present paper attempts to study the marketing practices of both the federations. The study is based on both primary and secondary data. Tools like One-Sample Kolmogorov Smirnov test, Reliability Analysis, Average Weighted Scores, Chi-square test, Mann Whitney Test and Kruskal-Wallis Test have been used for the analysis of the data. The study found that both the federations have paid attention towards their marketing activity. But, the employees of HAFED more strongly agreed with the opinion statements regarding marketing practices of the federation than that of MARKFED. Thus, the federations should make more effective marketing strategies regarding the products, infrastructure, billing system, product enquiry, etc. and continue to take appropriate steps to improve their marketing practices especially MARKFED.

Keywords

Marketing, Practices, Federations, MARKFED, HAFED.

Introduction

Marketing is a crucial function of a business. The heart of business success lies in its marketing. Marketing is a process of introducing, promoting and communicating the value of a product or service to the customers and managing customer relationships in such ways that benefit the

organization. Marketing process starts with market research, a process in which marketers get to know about the needs and wants of consumers, and it ends when somebody buys something. It also includes other services provided to customers like production, advertising, transportation,

Effect of Contemporary Issues and Challenges on Yoga Awareness and Acceptance in Indian Urban Market: An Empirical Study

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Abstract

The 5000 years old traditional concept, Yoga provides natural, holistic and preventive solutions for different diseases of human body. It is the technique of self-realization and purification through developing mental, emotional, spiritual and physical well being of our body (Aggarwal, et al., 2008). Also, Yoga culture, mentioned in the "Bhagavad Gita", suggests an efficient way to lead life that encourages self-control and harmony (Becker, 2000). In the field of health tourism development with Yoga, it is the crucial time for the practitioners, marketers, researchers, policy makers to realize the aspect of the future development of this area. Several prominent ashrams are helping to make India as Yoga brand in present scenario. Increasing rate of attracted foreign NRIs in this segment is a great hope of revenue generation from international market. This study tries to get inside into the various contemporary issues & challenges in Indian Yoga sector. The findings of this study indicate the influences of different marketing issues on Yoga awareness and acceptance in Indian urban market. Different unfocused points are discussed on the basis of this study which indicates how Yoga can fight against all issues and challenges and make a stable platform in Indian urban market.

Keywords

Yoga Awareness and Acceptance, Contemporary Issues and Challenges, Indian Urban Market

Introduction

Yoga which consists of physical postures, regulated breathing processes, meditation and philosophical discussions is the key solution for fighting against the increasing 'Stress' among people as the modern threat (Nagendra & Nagarathna, 1988; Subramanya & Telles, 2009). Yoga practices help to develop awareness about the requirement of Yoga to the people. These also result in changes in the intellectual, intuitive functions in individuals (Deshpande, 2012). Lack of Yoga infrastructure and human resources are the barriers for Indian Yoga tourism which can create huge employment in Indian economy (Azeem & Raj, 2010). Modern medical system (Allopathy) is used by the patient having very poor health. Unlike the Allopathy system, Yoga process can provide preventive measures which protect people from reaching poor health condition. This concept can lead to push the common people for the adoption of Yoga process in their day-to-day life (Morgan, 1985; Wang, et al., 2009). The wellness concern people have boosted up the commodification of religious Yoga as products under the shed of spiritual awareness (Kniazeva & Belk, 2012). Recently Yoga has been popularized as an overall wellness mechanism to common people by the initiatives of Yoga Gurus like Baba Ramdeb. Number of viewers of 'Baba Ramdeb's Yoga shows' on Aastha television channel are approximately 20 million across 170 countries. Inspirational success stories related with curing health problems motivate television viewers of the Yoga program. So the medium of television has created an open window for Yoga awareness and accessibility in national as well as international market (Chinmaya & Kapoor, 2012). Indian Yoga industry has spread out in different countries with various forms for fulfilling requirements of the customer (Lyon, 2013).

Theoretical Background and Hypotheses Development

Relationship between Present Yoga Promotional Initiatives and Yoga Awareness

In global scenario, the role of media like print, television and internet for promoting Yoga is remarkable. These media help to increase Yoga awareness among the common people. The educated middle class people, who suffer critical or normal diseases due to urban civilization, are interested in Yoga practices. Some news and features television channels like India TV, Sahara One, Zee TV, Star TV, MA TV and others are also helping to market Yoga to millions of people (Divya Yog Mandir, 2014). Monthly research Magazines on Yoga in different languages are published under the supervision of Yoga Guru Baba Ramdev. These Magazines have a huge importance in the promotional activities of Yoga (Verma, 2010). The classical yoga of Patanjali's 'Yoga Sutras' has been observed in the tourist brochures of Indian Government and in different guide books. Different Yoga promotional initiatives through above mentioned media have a positive impact on building awareness towards Yoga among people in present scenario (Strauss, 2005). Thus, it is proposed:

H1: Present Yoga promotional Initiatives positively influence Awareness towards Yoga in Indian urban market

Relationship between Present Yoga Awareness and Market Issues & Challenges

In India the main issues for the development of Yoga sector and increasing awareness level of this concept are lack of infrastructure, Government support and less research (Giri & Pandey, 2011). Nudity in Yoga is being

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Expert Column

Views and Vistas from
Mr. T. Srinivas, G.M., Telangana Foods

1. **Your company's mission statement is to serve poor undernourished among underprivileged group of women and children. Reaching them with RTF is a noble challenge. Shall we know how are you meeting this challenge?**

Answer: Present Plant got a production capacity of 210 MTs per day; we can easily take up additional production of 70 MTs per day, in case required. With this production capacity we could meet the Supplementary Nutrition (Weaning Food: Bala Amrutham) requirements of about 28 Lakhs children in the age group of 7 months to 36 months. Further, there are new plants coming in our premises up as part of our expansion program, with a production capacity of about 360 MTs per day. With the additional capacity we can reach out to another neighboring state. Really, we need to work hard to meet the challenge of feeding every child in the Country.

2. **You are targeting pre-school children, pregnant women and lactating mothers. Can you explain the products and their benefits to your target group?**

Answer: The Supplementary Food Products are in two groups:

- a. **Ready to Eat Foods:**

- i. **Weaning food called 'Balamrutham'** to feed 7m-36 m old children
 - A daily ration of 100 g, gives them 414 kcal energy and 11 g protein
- ii. **Extruded Snack Food** to feed 3y-6y old pre-school children
 - A daily ration of 20 g, gives them 75 kcal energy and 2.36g protein
- iii. **Therapeutic Food (name not given)** to feed the Pregnant and Lactating mothers
 - A daily ration of 80 g, gives them 330 kcal energy and 8.5 g protein
- iv. **Therapeutic Food (name not given)** to feed Severely Acutely Malnourished (SAM) children
 - A daily ration of 100 g, gives them 495 kcal energy and 16 g protein

- b. **Ready to Cook Foods (i.e., Instant Hot Food Mixes)**

- i. **Hot Food Halwa Mix:** Roasted Wheat Rawa, Soya Rawa, Sugar, RPO and fortified with Vitamins and Minerals
- ii. **Hot Food Sweet Porridge Mix:** Roasted Wheat Rawa, Soya Dhal analogue, Sugar, RPO and fortified with Vitamins and Minerals