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Role of Employee in Brand Building of the Organization-Business Branding through Employee

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Abstract

The paper is the study of various factors introduced by the organization for employee satisfaction. The organization will get the advantage of Branding through satisfied employees. For achieving sustainable competitive advantage the organization have a need of talented workforce and employee helps the organization for building the brand where talented employees will participate in the process of recruitment. The retention of employees will also depend on employees' satisfaction and both talented employees' satisfaction and retention can be used as a tool for competitive advantage in the process of branding strategy. It is a well-known fact that satisfied employees help the organization in providing a strong consumer base. The brand of the company can be developed in several ways. The organization always gets the advantage of these in retaining employees and for the improvement of the sales and thus affecting the productivity.

Keywords

Employee Satisfaction, Competitive Advantage, Talented Workforce, Branding Strategy, Productivity

Introduction

Branding is fast becoming recognized as the 'management beliefs and the essential schedule' for the executive Board. Brands are valuable assets and if they are well managed they can provide a guaranteed stream of future income. Brands are powerful entities because they blend functional, performance based values which are rationally evaluated with emotional values which are affectively evaluated.

Traditionally, advertising has been a powerful way of communicating brands' functional values as well as building and communicating its emotional values. In an era, where the service sector exceeds the importance of the manufacturing sector, people's impression of brands is most strongly influenced by the staff and how they work together. Their behaviour, dressing style, voice, viewpoint, and attitudes create a picture in consumers' minds about the brand values.

A Study on Consumer Brand Preference with respect to different Paints in Hyderabad

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Abstract

The paint industry is growing in leaps and bounds with CAGR of 12% annually from 2007. The industry might rise to the level of Rs. 62,000 crores with in a couple of years. The FY 13-14 has registered a phenomenal growth by registering a 20% rise. The most important factor for all this success might be attributed to several factors. One of the factors is consumer perception and its influence on their satisfaction. Consumer as a key stakeholder might exert large amount of influence on brand image. There are other factors like packaging, price, quality and internal ingredients which act as catalysts in influencing brand image. This paper seeks to explore the impact of these factors, more importantly, marketing mix of paint products on consumer perception and satisfaction. There is statistical work to find the influence of these marketing mix tools like product, price, place and promotion and satisfaction. Though this is an exploratory research, it also uses certain descriptive techniques in order to explore the associations among these study variables. The study reveals certain significant relationships along with certain factors described by their respective variables.

Keywords

Decorative Paints, Brand Image, Brand Reputation, Consumer Satisfaction, Consumer Perception

Introduction

As per ASSOCHAM study the Indian paint industry is likely to see 20 percent growth by 2016. [1] This rise can be attributed to increasing demand from retail consumers, on rapid urbanization, and development of rural markets. The same report also mentions that the industry will reach the level of Rs 62,000 crore in the next two years. A rise

in disposable income of the average middle class coupled with increasing investment on education, urbanization, development of the rural market and various launches of many innovative products will be major drivers also are other reasons of this rising demand. India is the second largest consumer of paint in Asia. [2]

A Study to measure the consumer behaviour towards Shopping Malls

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Abstract

The current study aims to extract the factors which have an effect on the consumer behaviour towards shopping malls in the Indian context. An attempt has also been made to derive the most important factor which has a greater degree of influence over consumer behaviour towards shopping malls. The study is based on primary data collected through a well structured questionnaire, which was served to the consumers of shopping malls personally during malls' working hours from 10 AM to 10 PM. The area for the survey is Delhi/NCR region. The study concludes that consumers are more concerned about the location of the shopping malls, ample parking space, and variety of products/availability of all the brands under one roof, number of departmental stores which can cater to their all shopping demands and crowd management by the shopping malls.

Keywords

Consumer Behaviour, Shopping Malls, Location, Parking Space, Brands, Departmental Stores, Crowd Management

Introduction

Shopping malls, 'One Stop Solution' are the greatest need of the current economic era. Indian economy is growing and infrastructure development is on its peak point. With the development in real estate industry, the number of shopping malls is also increasing both in metro and non-metro cities. Mall shopping or mall culture is one of the phenomenons that are very popular in this current era. Mall culture has given a stiff competition to retailers and proved a

boom for retail industry. The growing need of shopping malls can also be linked to the increased women empowerment in the country. Nowadays both husband and wife are working, which is resulting in less time for various activities like; shopping and other activities. People need a place where they can get all day-to-day goods under one roof with variety and special discounts and new offers, that will save their time, money and energy. This need of people has boosted the growth of the shopping malls in the country.

How green is the Indian Consumer?

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Abstract

With the advent of technological developments and competition marketing has become challenging. In the present business scenario marketers are in a rush to find out better methods to attract consumers which can differentiate their strategies from the competitor's and can also attract consumers which led to understanding the pro- environmental consumption behavior which could enable companies to establish a reputation in the market and competitive advantage. This study generates new insights by identifying and analyzing consumer awareness of the green products and their intention to patronize such products resulting out of environmental concern. In this research we try to bring to the fore the environmental consciousness of Indian consumers and their response towards green products. The study totally depends on a primary data which is collected from respondents who are the real decision makers consisting of men and women and are active purchase decision makers. This is an Descriptive Research for which Data is collected through questionnaire using Deliberate sampling technique. Likert Scale value analysis is used for analysis and interpretation. The study would identify and enable the corporate to understand the effectiveness of green marketing efforts in attracting a consumer.

Keywords

Green Marketing, Marketing strategies, advertising, CSR

Research Problem

Marketers are looking for innovative practices to woo consumers and differentiate their products from others in the competitive market, leading to the development of a new strategy called and green marketing. This research will enable the Producer to understand the consumers mind and environmental concern so as to develop a suitable marketing Mix and target environment conscious buyers.

Introduction

Companies in the present day business scenario have widely accepted and adopted

green marketing as a viable competitive strategy (Shrum et al.1995).Green is a

Product Seasonality and Benefits of Linking with Marketing Networks: A Discriminant Analysis of Dealer Relations in Business

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Abstract

To effectively compete in the marketing of products, business managers have to critically examine the importance of distribution network channels and its logistics. For this an understanding of the mechanics of the network relations among the dealers/retailers of the product and how such a business network can be leveraged for the organisations benefit are essential. This paper studies one such network of dealers to identify the influence of network topology on the dealer participation or non-participation in the network using discriminant analysis. Based on agent-based modelling, the paper analyses the willingness to link in the network over time on the basis of network metrics and business characteristics. The empirical results show that the dealer linking in the network is positively influenced by the network metrics and such linking is characterised by the seasonality of the products.

Keywords

Marketing Channels, Social Network Analysis, Discriminant Analysis, Network Metrics, Network Participation, Product Seasonality

Introduction

With the increasing integration of the global economy, business organizations increasingly find that they must rely on effective supply chains or marketing networks to compete in the global markets and the networked economy. In Peter Drucker's new management paradigms, this concept of business relationships extends beyond traditional enterprise boundaries and seeks

to organize entire business processes throughout a value chain of multiple companies (Drucker, 1998). In this multiple marketing channels or network of distribution channels, each channel member has different responsibilities within the overall structure of the distribution system as mutual profit/success is obtained through cooperation among the dealers of the product. The distribution system determines a product's marketing presence and the buyers'/

Grievance Redressal Mechanism and its Effectiveness in Indian Banks - A study with Respect to Mumbai

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Abstract

Customer satisfaction is a much sought after phenomenon in today's highly competitive and globalized market place. Excellence in customer service is the most important tool for sustained business growth. Customer complaints are part of the business life of any corporate entity. This is more so for banks because they are service organizations. In fact the service industry is meant to deliver what its customers precisely need. Banking industry in India was considered as conventional sector until a decade ago but the keen efforts of RBI in the recent past has revolutionized and transformed the face of Indian banking industry. It has also brought about the challenges which the industry has not faced until then and creating a superior customer satisfaction and experience is one of them. The competitive differentiator of banks depends on the ability to provide a better experience to the customers besides offering a wide variety of products.

All of us deal with banks and at some point of time face problems in dealing with the banks in one form or the other. The manner in which banks communicate and deal with customer complaints is an important factor in deciding the quality of customer service. Having a well designed redressal mechanism for addressal of all the customer grievances is of prime importance. The objectives of the paper are to get an insight into the grievance redressal mechanism followed in banks, awareness about it among general public and its effectiveness. Data has been collected with the help of a structured questionnaire from 200 bank customers. With the aid of Statistical Package for Social Sciences (SPSS), both descriptive statistics including frequencies, percentages, mean, and standard deviations as well as inferential tests such as Pearson chi-square and Anova were applied. Results showed a low level of awareness about grievance redressal procedure and indicated that private sector banks have a more effective grievance redressal mechanism when compared to public sector banks. The study has implications for the bank customer to educate himself regarding complaint resolution process as well as for the banks in suitably designing an effective model of grievance redressal.

Keywords

Customer Satisfaction, Customer Complaint, Redressal Mechanism, Grievance.

Binding or Bonding: The Frailty of Consumer-brand Connections

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Abstract

The authors clarify the concept of customer-brand bonding and provide a definition of bonding in the consumer marketing context. Bonding is defined here as the internal intangible positive affective voluntary connection between the consumer and the brand by the consumer, an interdependence between the consumer and the brand felt by the consumer. It's relatively stable emotional state. Previous research had defined the concept of bonding too broadly, with financial and structural binds, external lock-ins or binding contracts classified as bonds, causing confusion and entanglement of different concepts. The distinguishing characteristic of bonding as defined by this study is the voluntary, positive emotional state, and the feeling of interdependence by the consumer between the consumer and the brand. This research then examined the antecedents of consumer-brand bonding, as generated by shared values and experiences, and these shared experiences in turn strengthens consumer-brand bonding. The authors call for more research of consumer bonding with brands using a sociological theoretical lens in light of the current emerging scene of online social media. A dynamic, on-demand bonding approach is proposed for companies in the big data era. Research propositions are developed for future research.

Keywords

Bonding, Interdependence, Stable Emotional State, Sociological Theoretical Lens, Online Social Media

Introduction

Human Bonding is a social psychological concept that refers to the strength of interpersonal relationships. Turner (1970, 41) defines bonds or ties as existing “when some value of the individual–shared or

unique–is felt to be fostered by association and interaction with some other person or group.” Even family members need “bonding time”, which is the time when people looking for commonalities in interests, experiences, and personality compatibility.

Service Quality and Customer Satisfaction Towards Andhra Bank Services

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Abstract

This paper analyzes the service quality and customer satisfaction towards Andhra Bank services in Hyderabad city. The objectives of the study include: (i) to study there is any relation between sincerity of bank staff and providing prompt service with special reference to Andhra Bank; (ii) to analyze there is any relation between service delivery and regularity of online alerts by the bank; and (iii) to find out there is any relation between computerization of bank and service efficiency provided by the Andhra Bank. The sample size was 200 customers of Andhra Bank of Jubilee Hills branch from Hyderabad city. For analyzing the collected data, simple percentages & Kolmogorov-Smirnov Test- a non-parametric test has been used to validate the inferences. All the three null hypotheses were rejected and it is found that there exists relationship between (i) sincerity of bank staff and providing prompt service; (ii) delivery and regularity of online alerts; and (iii) computerization of bank and service efficiency.

Keywords

Service quality, prompt service, regular online alerts, service efficiency and customer satisfaction.

Introduction

The Indian banks are changing towards modern banking system. Modernization of banking is changing banking services, products and operational methods. Traditional banking system is depends up on man force whereas modern banking is partially or totally technology based banking. If we see the Indian business environment, has also been undergoing a significant transformation, ever since the process of

economic liberalization began. Competition has intensified, technologies have upgraded, customers have become more demanding and market boundaries are fading. The Indian banking sector is virtually at the crossroads. Some will make it, and others will perish by the wayside. The survivors and winners will have to constantly explore new frontiers and internalize the paradigm shifts. Hence, globalization has brought about not only a paradigm shift in the functions and