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Shoppers' Perception towards Flea Markets: A Study of the Weekly Flea Market of Old Delhi

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Abstract

The term flea market is usually used for an open air or street market which mainly deals with the second hand merchandise. Such type of markets are utilised by the vendors to exchange discounted new or used merchandise for money. Now a days, flea markets have become an attraction point for customers to purchase merchandise. There are various factors which entice the shoppers to visit flea markets and affect their buying behaviour to a large extent. Against such a backdrop, the present study has been undertaken to examine the shoppers' perception towards flea markets. Primary data from 160 sample respondents have been collected for the study.

Keywords

Facebook, Social Media, Perception, Online Marketing, Young Individuals, Internet Usage

Introduction

Flea market is an unconventional and interesting business entity that operates in a unique way compared to traditional retailers. Such type of market is utilised by the vendors to exchange discounted new or used merchandise for money. Customer behaviour and choices are influenced by different sets of factors and variables. Further, there also exists vast variation in the preferences among various customer segments like age, income, etc. There is a jocular term for an open-air or street market for mainly second-hand merchandise, which would be

the type of items that might be infested with fleas. Used goods, low quality items and high quality items at low prices are common features of flea market. Street vending, swap market, second hand shops, etc are common terms used for flea market.

It was very common practice in ancient civilisation that people used to exchange surplus materials of daily use with each other. During this period, people just exchanged the surplus stuff to fulfil their livelihood. On the other hand, in modern age the economic status of people differs from one to other. At this stage, rich people started donating their

Consumer Perceptions of Retail Store Image and its Impact on Store Loyalty – An Empirical Study

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Abstract

Organized retail in India is undergoing a remarkable transformation. Strong macro-economic fundamentals and the changing socio-economic scene are driving organised retail formats so as to cater to the evolving needs and preferences of the discerning Indian consumers. The choices for consumer have grown exponentially both in terms of the places to shop and the choice of brands. The retail store image not only influences consumers as to where to shop but also strongly impacts store loyalty. This will necessitate managing store image differentiation to attract and retain the Indian shopper. This study examined the impact of store image factors that associate with consumer perceptions of store image on store loyalty. The six store image factors identified in the study are 'Sales Personnel and Store Association', 'Atmosphere', 'Promotion and Institutional', 'Service', 'Merchandise' and 'Convenience'. In the current retail competitive scenario, retailers should assess consumer perceptions of store image for formulating effective marketing strategies to create and enhance a favourable store image to influence the overall behavioural pattern of the customers. The study is purely based on primary data, a total of 791 retail customers actively participated in the survey in Indore and neighbouring satellite towns, who made purchase themselves in the last six months at department stores namely Shoppers' Stop, Reliance Trends, Westside, Pantaloons, FBB, Globus, Max Fashion and Ritu Wears Big life. The results of this study provide valuable information for retailers about consumer perceptions on various dimensions of retail store image so as to formulate appropriate retail marketing strategies.

Keywords

Retail Store Image, Store Loyalty, Store Attributes, Retailing, Consumer Behaviour

Introduction

The Indian retail industry, currently valued at US\$600 billion (BCG Retail Report, 2015),

is expected to reach US\$ 1 trillion by 2020. The industry can be broadly classified into

A Study on Consumer Preferences for Private Label Brand Products in Bangalore City of India

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Abstract

Growth of organized retail chain in India has led to growth of private label brands in India. Looking at current scenario, retail outlets are focusing on their own Private Label Brands (PLB). This study has been conducted to find out the importance of private label products. In this study researchers have understood private label brand in Indian retail industry, and then collected the history of private label brand in Indian retail industry, review of literatures & define objectives based on which whole research was carried out. Researchers have visited various malls of Bangalore city and got relevant feedback from the respondents. From the filled questionnaires, researchers have analyzed and written the interpretations of the data gathered.

Keywords

Private Label Brands, Retail, Consumer Preferences

Introduction

Private label brand is a product which is produced or manufactured by one company for selling under other companies' brand. The companies that sell and control these products are retailers. Private label brands are also known as label brands, house brands, store brands or retailer's brand. Private label brands become popular because the price of private label brands is lower than the price of national (manufacturer) brands. Due to the price of the private label brands, the popularity of private label brands has increased in many countries since nineteenth century (Chakraborty, 2011). According to

KPMG in India analysis Growing acceptance of private labels amongst Indian consumers on account of better value has spurred the number of private labels being launched by Indian retailers over the last few years. Private labels constitute around 10-12 per cent of the organized retail product market in India and their share is likely to grow even in the current economic environment, says a report by global consultancy firm KPMG. Among the major Indian players, the degree of private label penetration was the highest in Trent with 90 per cent, followed by Reliance Retail (80 per cent), Pantaloon (75 per cent), Nilgiri's (38 per cent), Indiabulls

Impact of Spirituality on Consumer Perception creation and Preference of Products w.s.r.t. FMCG and Patanjali Ayurved Ltd. in Punjab

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Abstract

Spirituality has been the core of every Indian. It includes a sense of association to something superior than oneself, and it typically engages with a search for meaning in life. As such, spirituality is a universal human experience, something that touches us all. As this is an integral part of human life, it does have a lot of impact on the human behavior. So, as a consumer also, spirituality may have some impact on the buying behavior. India is one of the largest economies next to China in terms of purchasing power, Indian FMCG sector accounts for fourth largest sector with estimated market size of 2 trillion. This paper identifies the impact of spirituality on Consumer Perception creation and Preference of Products with special reference to FMCG and Patanjali Ayurved Ltd. in Punjab. To collect the opinion of customers, primary data was collected by structured questionnaire. Analytical tools such as Descriptive analysis, Correlation, Regression and ANOVA were applied with SPSS Statistics 21 for data analysis. After interviewing 200 respondents from Punjab region it resulted out that Spirituality has a big impact on the consumer perception creation.

Keywords

Spirituality, Patanjali, Consumer Perception, Buying behavior

Introduction

Spirituality is connecting one's inner self deeply and meaningfully to known world and individual's endeavors to explore. Word spirituality has been ripened from Latin word Spiritus- the breath of life (Kale, 2006). Spirituality impacts the consumer perception

and buying behavior due to emotional influence on the consumer. Antonio Damasio, Professor of neuroscience in his book "*Descartes Error*", at the University of Southern California, argues that emotion is a necessary ingredient to almost all decisions. When we are confronted with a decision,

Nutritional Quality of Foods Marketed to Children in North India

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Abstract

The nutritional quality of foods marketed to children is observed to be questionable owing to presence of high levels of fat, sugar and/or salt in foods. More so, these foods carry nutritional claims which suggest that they are 'good for health' products. The present study aims at exploring nutritional quality of packaged foods consumed by Indian children and use of nutrition claims on food packages. Content analysis of 107 food packages using UK Traffic Light Criteria reveals that majority of foods, for which nutrition information is provided on the 'back of packs', fall in the red category. It is also seen that important nutrient information is missed out in the nutrition facts panel by some marketers. 38.3 per cent of these food packages are found to carry nutrition claims. The nutrition information and presence of claims should help consumers make informed and healthier choices. But, it is concluded that claims on unhealthy foods can potentially mislead consumers. As no such study has already been conducted in India in this regard, to the best of researcher's knowledge, the present paper makes an attempt in this direction.

Keywords

Children, Food Promotions, Packaging, India

Introduction

Marketing activities shape food preferences and consumption behavior of children in the short run. In the long run, they more subtly influence and transform lifestyles, habits, peer norms, food perceptions, familial decisions and cultural expectations (Livingstone, 2005). As sweetened breakfast cereals, candy, desserts, low-nutrient

beverages, and salty snack foods are most commonly marketed to children (Chapman *et al.*, 2006, Cairns *et al.*, 2009), food demand in Asia is getting increasingly westernised (Pingali, 2006). Kapil notes the reasons for changing food preferences and the outcomes which affect children as:

"India is experiencing rapid nutrition transition along with epidemiological transition. The

Factors determining the Customer’s Satisfaction for E-Tourism: Factor Analysis Approach

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Abstract

The charming beauty of Rajasthan state has mesmerized the whole world in terms of tourism. The development of tourism industry has played a significant role in the economic development of Rajasthan. This paper seeks to outline the way in which customer satisfaction has been measured in the Rajasthan tourism industry and the means by which this could be developed further to provide a measure of satisfaction. In order to improve the tourism, Information & Communication Technology (ICT) involvement has increased significantly. Due to the benefits of e-management, agencies/organizations disseminating tourism have started using internet based services. Present paper makes an attempt explore the dimensions of the customer satisfaction in e-tourism. A questionnaire was prepared and sent to the target respondents who were the visitors from the world. These respondents have experienced e-tourism at least once in lifetime. This research yields rich insights for the managers of r-tourism firms, by introducing the factors which have the most significant impact on customers’ convenience. The result shows that the significant factors affecting convenience in e-tourism are website; Price; Financial Security; Convenience, Product Information; and Promotional Deals.

Keywords

E-tourism, Information and Communication Technology, Customer Satisfaction

Introduction

Tourism is the backbone of Indian economy. The World Tourism Organization defines tourists as people “traveling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes

(UNWTO-1995). The access to information about the tourism destinations, climate, necessary requirement etc. are essential before planning a tour. Now a days, the concept of e-tourism is popular because of its ‘one click information’ providing feature. Information and Communication Technology

Consumer involvement and Perceived risk – An examination in the purchase of life insurance of Life Insurance Corporation of India (LIC)

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Abstract

The constructs of perceived risk and involvement have received considerable attention among researchers in western countries, as it has significant implications for consumer decision making and marketing strategies. In Indian context, few studies have been conducted exploring consumer involvement and perceived risk in the area of physical products and very less in financial services. Among financial services, Life insurance constitutes one of the key preferences for Indian investor as part of 80 cc instrument for income tax deduction. The adage of “Life is bought not sold” and life insurance also being “subject matter of solicitation” amplifies the nature of complexity, involvement and risk in the purchase of life insurance. The empirical and descriptive study conducted in Hyderabad makes a modest attempt to assess the degree of perceived risk and involvement in life insurance policies purchase of LIC and also examines causal relationship between them. The study also examines the risk coping strategies adopted by the investors and discusses its managerial implications.

Keywords

Perceived Risk, Involvement, Life Insurance Purchase, Risk Coping Strategies

Introduction

Life insurance sector in India is worth about 360 million policies and with current size of US\$ 60 billion. It is one of the biggest and promising markets in the world. However, its share of the world's total life insurance premium

is dismal with around 2%. Paradoxically, India is also under insured market. With around 24 organizations competing, the public sector giant Life insurance corporation (LIC) is a market leader.

The Impact of Internet on Brand Building

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Abstract

Brand building is the creation and betterment of a brand's image. In the present fast changing competitive world, corporates are using intense brand building campaigns to build their brand images. They are employing several brand building tools, both old and new, in this process. As always, product and service aspects, advertising, publicity, public relations, have been occupying prominence, while events, sponsorships and CSR are conspicuously used more in the recent times. This apart, corporates are using logos, ethics, culture, heritage, legacy, values, features, quality, price, communication, relationship management etc., vigorously to build their brands. However, the advent of internet revolutionized how companies carryout their brand building campaigns. Entry of internet redefined how companies interact with their customers and prospects and fulfill their transactions with them. Companies from almost all major industries opened up company websites and provided a lot of information about their products, services, offers etc., and some companies have even offered customers to design their own products and decide their price and select their best delivery channel. On the other hand, internet brought a silent revolution on the customer side as well. Electronic exchange of ideas, opinions, experiences, advices among consumers and users through web is resulting into a major challenge for companies to face with. The Impact of internet on brand building is well manifested by the success of many companies across many industries.

Keywords

Brand's Image, Brand Building Campaigns, Brand Building Tools, Internet, Silent Revolution, Electronic Exchange

Introduction

New Age markets characterized by Globalization, Privatization, Deregulation, Industry Convergence, Networked Economies, Heightened Competition,

Consumer Resistance, Disintermediation, Retail Transformation etc., created new opportunities and posed new challenges for the companies. Added to this, new consumer