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STUDY OF CONSUMER PERCEPTION TOWARDS MOBILE NUMBER PORTABILITY WITH SPECIAL REFERENCE TO YOUTH IN RAJASTHAN

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Abstract:

“Mobile Number Portability” means the facility, which allows a subscriber to retain his mobile telephone number when he moves from one cellular service Provider to another irrespective of the mobile technology or from one cellular mobile technology to another of the same Access Provider. The mobile portability is the process to change the mobile company without changing the mobile number. Reseracher is intended to evaluate the consumer perception towards mobile number portability. This paper covers comparative analysis of different telecom service provider .to determines the switching ratio of customer from one service provider to another.

Key words: Mobile Number Portability, Cellular service Provider, consumer perception.

Introduction:

(MNP) requires that mobile telephone customers can keep their telephone number—including the prefix—when switching from one provider of mobile telecommunications services to another. The mobile portability is the process to change the mobile company without changing the mobile number. This is the very simple and easy way to change any mobile company according to the customer's choice. We believe the implementation of MNP would be a negative for the Indian Telecom Sector from an operator point of view, while for subscribers it would be a key positive. Churn rates, already in the region of 4-5% monthly (pre-paid subscribers) are likely to increase even further. It will increase the competition of mobile companies to give better services. These companies will do there best to give their better performance.

Mobile Number portability is a feature present in most developed telecom markets around the world, is now making its way into the developing telecom markets of South Asia. Every mobile company will try to maximize their subscribers by giving better services than other mobile companies. MNP is a service that enables a mobile subscriber to switch operators while retaining his/her phone number. The customers want the good and proper communication with their friends and their relatives so they choose the best network. The successful implementation of MNP is associated with high porting rates. The company should show all the details to the customers and give the full information to the customers because there will be too much options to the customers so they always want to have full information about the company and all the schemes. This is because high porting rates signify that the facility is being utilized and confirms that mobile subscribers are in demand of the service. every company wants to increase their customers. Sometimes mobile portability's is considered negative for India telecom and this positive for the customers because telecom companies have to give better services and customers have the choice to change the telecom companies of their choice. Customers could change the mobile company if there is weak signal, than they have more choices to change the mobile numbers. From the 19billion consumers 1 lakh have accepted the mobile portability up to now. TahaniIqbal (2008)The mobile number portability is the process to change a cellular company without changing the number of your mobile. The MNP is now being used by Asian developing countries like western countries. Countries like Pakistan. And other south countries are also thinking about MNP. Gerpot, Rams and schindler (2001) The mobile number portability should be some costly because if there is some high cost then the peoples are not change the number without any purpose.

Review of literature

A number of researchers have been covered on the topic of effect of mobile number portability. The researchers covered the different aspects of MNP. ick&Basu (1994), examined the Lower call rates and potentially better services.Aoki and Small (1999) evaluated the benefits achieved by the introduction, Melody (1999) study the customers ability to acquire optimal quality at competitive prices, Gangs, Kings, Woodbridge(2001) examined the dynamic market and as many willing operators.Gerpot, Rams, Schindler (2001) evaluate the new operators in the mobile sector. Katka (2004) study the perceptibly beneficial to mobile subscribers. Samura (2004) examined the factors that induced subscribers to switch to another provider. Teffe (2004) evaluated customers who wanted to break their

contracts. Buchler, Deventer (2006) study the better quality of service. Horrocks (2007) examined the operators who are giving up a subscriber. Gerpot, Rams, Schindle(2001) reveal that the act as a barrier to changing operators by reducing the attractiveness of switching to better alternatives; the greater the switching costs, the more likely a subscriber will not move to another carrier. For new operators in the mobile sector, high switching costs act as a barrier to winning over subscribers from competing networks. Buchler, Dewenter(2005) uncover that Mobile customers wants to switch operators in return for better quality of service and/or call rates, are benefited by the MNP facility as they do not incur costs to update their networks about a number change. Logo(2007) uncovered that The reasons for these successes can be attributed to several factors, including low porting times, low or even no charges allocated to subscribers for porting their numbers, promotion of the service by regulators and subscriber awareness of the service. Keynote capitals (2009) reveal that the mobile number portability has been adopted in about 60 developed countries with mature telecom markets, including several developed Asian countries the other emerging nations in the region have also considered the adoption of MNP but have not followed through for many a reason. this paper mainly focused on different factors inducing mnp.and also most preferred service provider with the rate of switching.

Research Methodology

Research is basically descriptive in nature. sample size taken by researcher is 100.sampling method used for the purpose is simple random sampling. A questionnaire is used as a tool of data collection. for analyzing the collected data percentage method is used.

Objective of the study

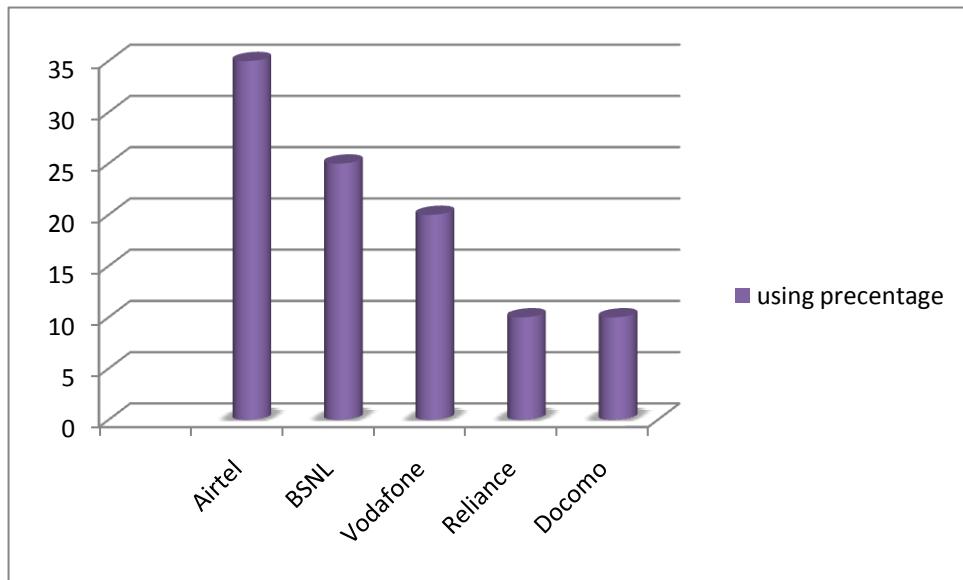
- To study & analyze consumer perception towards mobile number portability & their intention to avail service provider.
- Factor influencing consumer perception to change service provider.

- Determine the rate of switching of customers to different service provider.
- To analyze most preferred service provider.

Data Analysis :-

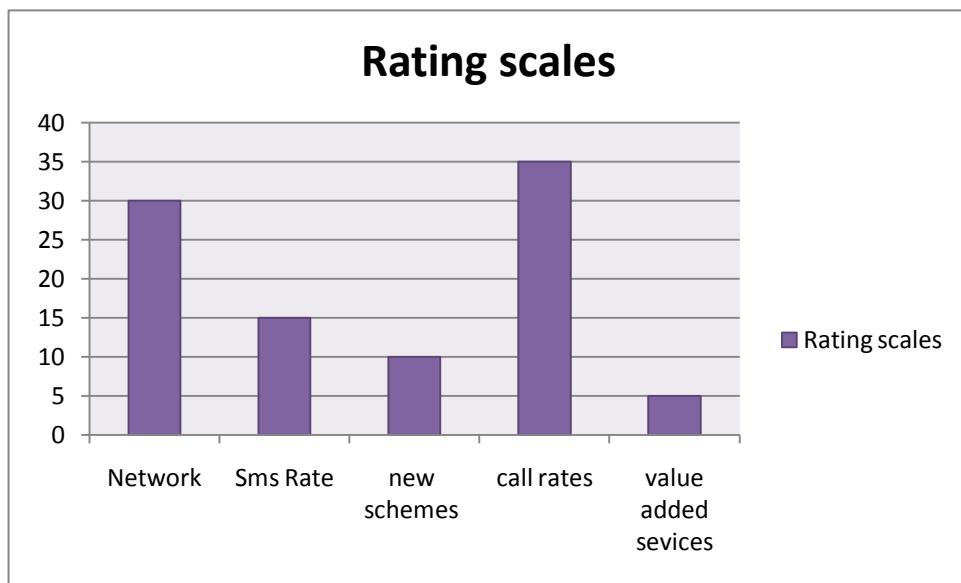
Consumer perception can be evaluated on the basis of many criteria that can be their awareness regarding mobile number portability services ,reasons for using it, difficulty in using & their most preferred service provider etc.

Before analyzing the consumer perception towards mnp important thing is to analyze he most preferred service provider & reason for using it.



This graph shows the user percentage of different service provider.aprox 35% users prefer Airtel,.25% Bsnl,20% Vodafone,10% reliance,& 10%docomo & others.

The reasons of that preference can be excellent network, New schemes &offers. reasonable call reates, value added service etc.....



Mostly customer prefered their existing service provider because of its reasonable call rate & excellent network.smsrates,new schemes & value added services can also be the good reasons.

MNP is a new technology some customers are aware about it & some are still unaware.those who are availing it influenced by many factors such as brand image of the company,referencegroup.customer support interaction,Excellent services & network etc.....

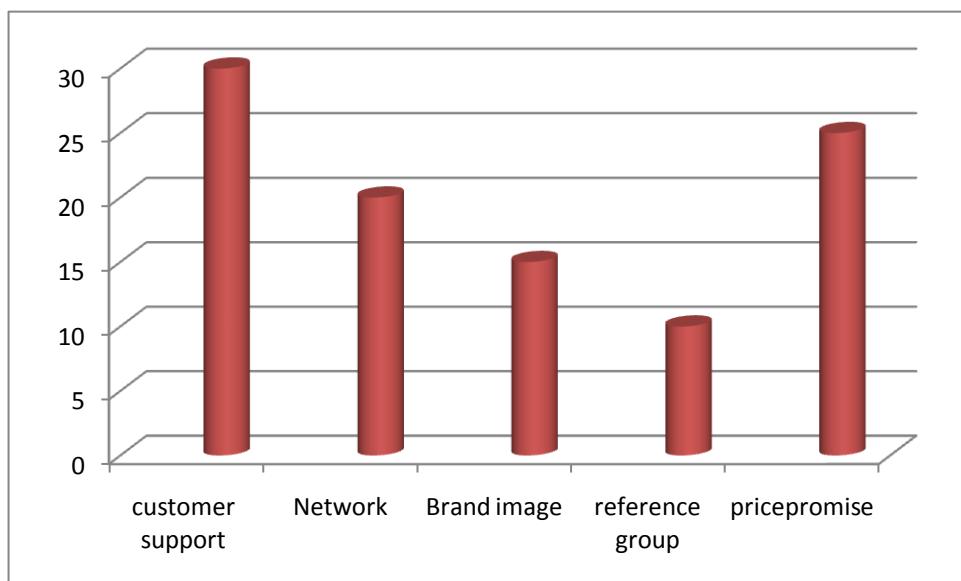
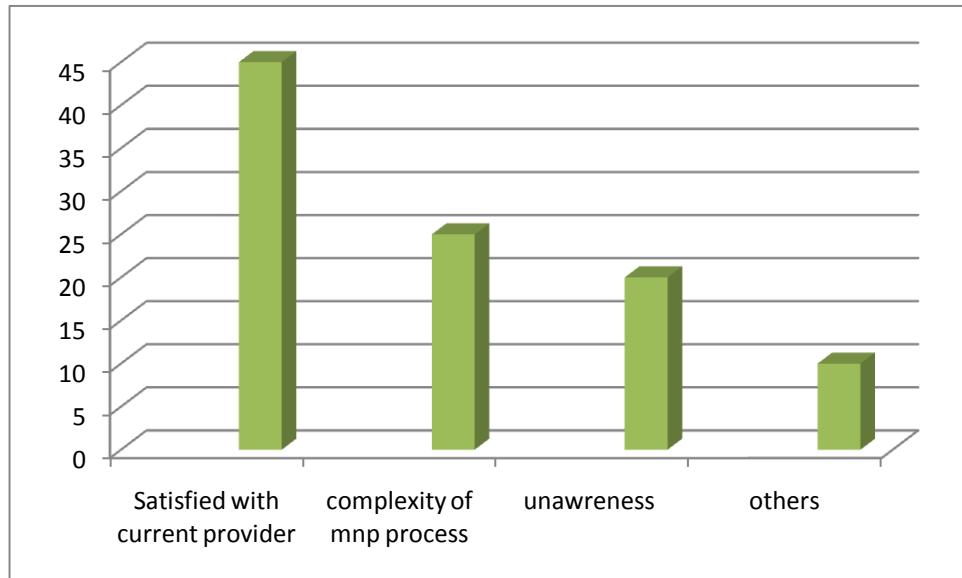


chart shows most of the customers 30% mnp because of excellent customer support service provided by service provider,25% because of price promise made by the service provider,20% because of good network,15% due to brand name of the company & rest 10% use it because of their reference group.

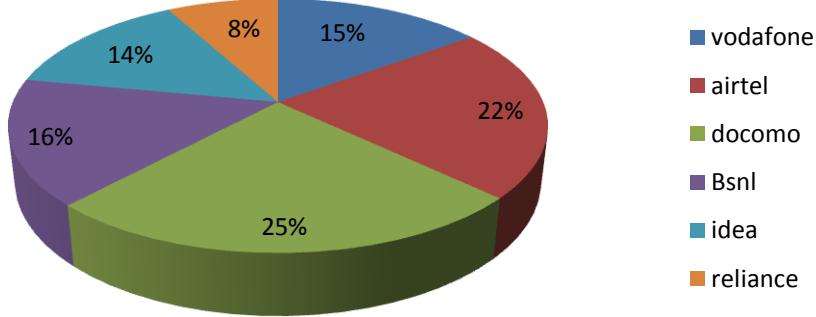
There are a customer group who aware about MNP still they are not using it. Reasons behind it can be understand by following chart



As we can see in chart 40% customers are not using mnp because they are satisfied with their existing service provider,25% found it as a complex process,approx 20% are not aware about it and rest 10% are not using it because of some other reasons.

To analyze the customer perception it is also compulsory to analyze “mobile number porting in” trends.that means the most preferred service provider in mnp.

most prefered service provider in mnp



Most prefered service provider in mnp is tata docomo 25% customer switch to it after mnp.22% airtel.16% Bsnl,15% vodafone,14% idea & 8% reliance.

Findings

Some of the major findings are listed below;

- Most of the customer preferred Airtel as their current service provider
- After MNP most preferred service provider is Tata Docomo
- Most prominent reason of availing MNP is excellent customer support service provided by port in service provider & price promises made by it.
- Most of the customers who are still not using MNP because they are satisfied their current service provider.& they find MNP as a complex process.

Recommendations

Some of the recommendations are as follows:

- More efforts are needed by the companies to create an awareness regarding MNP.
- MNP process should be made more user friendly so that a normal customer can avail it.

- The main reason behind the arising of the concept of MNP is unsatisfactory customer services. so the company should try to retain their customer by providing proper services to their customers.

Conclusion:-

Mobile number portability is a advanced technology that provide facility to the customer to retain its existing number with a new service provider & can enjoy value added service provided by him. but as we know every coin has a two aspect if one good another will definitely is not good. the main draw back of using this technology is it's a time consuming & complex process for availing it customer has to be in contact with both service provider existing & ported mobile number loss its identity for some time. so in nut shell we can say MNP is a advanced technique we must be aware about it & use it also but considering all the prons& cons of using it. then any one can enjoy complete benefits of it.

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GREEN MARKETING: PLANNING AND FORMULATION OF GREEN STRATEGYFOR FRP PRODUCTS

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Abstract

The conception of the present exploratory and empirical research paper is based on the growth of interest on “Green Marketing” particularly “Green buildings” and consequently to analyse the application of the concept of green products. The paper after analyses has attempted to plan and frame a green marketing strategy for spreading the awareness and purchase of FRP (Fibreglass reinforced plastics) products. Subsequently, highlighting the scope of application of the various FRP products as green products in the development of construction of structure and infrastructure. The research methodology was framed with the thought that many marketing problems can be solved today by looking beyond the secondary data. The questionnaire for primary data collection was presented to 700 respondents out of which received back only 550. For analysis of data, 200 questionnaire of those respondents who were aware of FRP material, and were the residents of Himachal Pradesh who took part in the decision making process regarding the purchases at the residential level. Hence the awareness level was 36.36% of FRP products from this category. For commercial level 200 schedules were filled by interview comprising of different categories. After analyzing the data different steps for formulation of green strategy for FRP products are discussed. Starting with framing of mission and objectives for promotion of FRP products as green products to applying Igor Ansoff's products and market mix for promotion and interpretation of Theodore Levitt's product life cycle, so as to predict the future potential for the expansion of FRP products as green products

KEY WORDSGreen Marketing, Green Products, Fibreglass Reinforced Plastics, Green Strategy formulation

Introduction:-

In order to analyze the application of the concepts of green technologies leading to green marketing for the promotional role of the FRP (Fibreglass reinforced Plastic) products in developing construction of structure and infrastructure, it is essential to understand behavior of consumer and then planning and formulating Strategy . Green marketing is a marketing strategy involving an emphasis on protecting the natural environment. (Soloman, 2011, p 623,) and promote healthy, reusable and ecofriendly products ((Schiffman, Kaunf and kumar, 2010, p.479,Dakode&Yerkari, 2012, p 414). It can also be termed as sustainable marketing, environmental marketing or ecological marketing.

This resulted in initiating the first step by the scientists, to start with green revolution to protect the environment and to carry out innovative research aimed at development of globally accepted technology. The outcome of this was a need for cleaner, safer and ‘greener’ technologies. The word green applies to the impact the building has on the environment. According to CII website a green building is similar in functionality and appearance to the convectional one but the difference is in the approach. The focus is on resource conservation and increase work productivity, by influencing the outdoor as well as indoor eco- friendly environment. Green Building is a dynamic, rapidly growing and evolving field driven by confluence of rising public concerns about global climatic change, cost and availability of energy sources, and the impact of the built environment on the human health and performance.

REVIEW OF LITERATURE

“These trends are moving green buildings into mainstream markets” quotes Kotlar, Kartajaya and Seiawan (2010, p. 165). They further summarized that they underscore the importance of value based companies moving towards a green commitment.... Companies that promote environmental sustainability are practicing Marketing 3.0. In India too, Bhardi (2012, p. 1093) quotes, “Several organizations responded to this by applying green principles to their company such as using environmental friendly raw materials, reducing usage of power.”

The growth of interest on green buildings lead to formation of LEED® (Leadership in Energy and Environmental Design) the nationally accepted benchmark for the design, construction and operation of high performance green buildings and USGBC, which are the registered trademarks of the US Green

Building Council. (Thapar, 2008, p.1). It (U.S. Green Building Council, 2002) describes itself as “the nation’s foremost non-profit coalition of nearly 3000 companies and organizations from across the building industry promoting high performance green buildings that are environmentally responsible, profitable and healthy places to live and work.” It developed LEED® as a voluntary, consensus- based national standard to support and validate successful green building design, construction and operations. The project level after completion may be certified by LEED® as Silver, Gold or Platinum. (“A National Green building Research Agenda”, 2007). The Council’s vision is a sustainable built environment within a generation.

However, there has been a question mark and gap between the planning and implementation of green concept. Laroche, Bergeron and Barbaro-Forleo (2001) reported that although today's ecological problems are severe, the corporations do not act responsibly towards the environment and that behaving in an ecologically favorable fashion is important and not inconvenient. From the consumer point of view Bonini and Oppenheim (2008), D’Souza , Taghian and Lamb (2006)Yam-Tang and Chan (1998), results have shown that consumers' environmental concern is not reflected in their purchasing behaviour.“Environmental concern is still not a strong motive for majority of these well-educated respondents to purchase eco-friendly products” Anjankar (2012. p.66) . Jethani&Uttarwar (2012, p. 1376) concludes in their research study that “Green marketing should not be considered as just one more approach to marketing, but has to be pursued with much greater vigor, as it has an environmental and social dimension to it. With the threat of global warming becoming large, it is extremely important that green marketing becomes the norm rather than an exception or just a fad.”

Although many researchers today, Anjankar, (2012), Jose and Helena, (2012),Chopra &Marriya,(2012), Bhardi, (2012,) have based their research on eco- friendly products in general, Chopra&Marriya (2012, p.809) believe that, “ Green marketing is still in its infancy and a lot of research is to be done on green marketing to fully explore its potential.” This calls for more research work to gain knowledge into the insight of consumers. The need of an hour is initiation from educational and academic experts, government and businessmen to induce people to channel their attitudes into actions based on empirical research work.

“Adopting green construction techniques are usually beneficial compared to conventional construction” (Jose and Helena, 2012, p.39).Kansal&Paliwal (2012, p. 884) also talk about the same concept by writing

“ Sustainable business is about implementing environmentally friendly and socially responsible practices while still maintaining commercial success.”

In spite of acceptance of this fact with lots of emphasis on environment many organizations and marketers are practicing “greenwashing” concept that is making inflated claims about the product’s environmental benefits. Hence the deterioration of the natural environment has been a major global problem. The effect of the greenhouse gases leading to the depletion of the ozone layer (Nifadkar, and Dongre, 2012) has been one of the major problems, today. They quoted clearly on the sector which is maximum responsible for it “....where the measure for indirect emissions takes into account both direct emissions and the emissions arising from the production of inputs and the production of inputs required to produce the inputs and so on (e.g. construction components for the case of construction and the materials required to produce those components and so on). Surprisingly, the construction sector is the highest even though the energy used for construction at the site is very small. This is because energy intensive materials such as steel, aluminum, bricksare used in contribution” (p . 22).

One of the ways to counter this problem is to enhance the application of new innovative ecofriendly or greener materials (Jethani&Uttarwar , 2012, p. 1374) in construction, which are technologically advanced. One of such materials is Reinforced Fiberglass Plastics (FRP or GRP) or composite material as it does not have an effect on the ozone layer. This is supported by reviewing the scientific literature which vividly points out “.....Fiberglass board do not deplete ozone”, Wilson, (2001, p .161) specifies non -ozone depleting roof insulation in an Energy, Environmental and Economic Resource Guide. In another application Master and Ela (2008, p. 243) quoted, “Fibreglass Insulation.....also contains no CFCs”. Thus we have selected this material for our research study.

Fiberglass Reinforced Plastic , is a polymer based technologically advanced and revolutionary material which offers many advantages over the traditional materials chief among them are- optical translucency, formability, high strength , light weight, flexibility in design parts, consolidation, high dielectric strength, dimensional stability, corrosion resistance and low tooling and maintenance costs (Thapar, 2008, p.2). Many international researchers (Finger, 1972; Mc Garry, 1970) in the past have been stating importance on the role of Fibreglass Reinforced materials in building systems. Even today, the research works (Kurkjian&Matthewson, 2007; Ryvkin&Aboudi, 2007; Neto&Rovere 2007; Mouhmid et al, 2006; &Giraldi et al 2005) on the utility of these products is on full swing in various applications. In India, NIIR – National Institute of Industrial Research, consisting of consultants and engineers, published

many books on polymers and the resin materials. The book, *The Complete Technology Book on Fibre Glass, Optical Glass and Reinforced Plastics, 2007* written by NIIR reviewed as, “*Although many natural materials were used in the past by man, answering his instinctive urges to prevent heat loss from or entry into his dwellings, no material in modern technology has satisfied the all around requirements as has fiber Glass. Fiber glass, Optical glass and reinforced plastics have important applications and uses in the making of various products.*”

While not quite a household name it has worked its way into a seemingly endless number of applications. Bakshi and Sir Lal, Professor of Chemistry, University of Delhi (2007, p. IT-7) quotes, “..... with the advantages of polymers such as light weight , great workability , resistance to corrosion and low cost have such a vast scope of diverse applications and these are being called the materials of 21st century. Hence, marketing activities especially based on the consumer behaviour analysis can prove to be vital in growth and expansion of these products.

Similarly for expansion of application of FRP products in different sectors, it is important to frame well planned marketing strategies. These marketing strategies have to keep in mind the different variables on which the behavior of the consumers' is influenced. As understanding of customers is the heart of market research (Aaker et al, 2011, p. 12), the empirical studies based on consumer behaviour of different regions can prove to have a vital effect. These studies should be taken as the basis for strategy planning and formulation. The present empirical study has made an attempt to do so. It is done on understanding the behavior pattern of the consumer of Himachal Pradesh to formulate the strategy for FRP products. Moreover, despite increasing global affluence, however centuries old traditions and customs still prevail in India. As a result consumer behavior in India sometimes confounds western expectations. (Keegan and Green, 2005, p. 189). Hence the need for regional empirical studies towards understanding the behavioural patterns of Indian consumers intensifies.

Anjankar (2012)research paper assesses Indian consumers' pro-environmental concerns, knowledge of environmental issues, awareness of eco-friendly productseffect that these factors may have on green buying behaviour. Being more product specific (Kuthiala, 2012, p. 849) hypothesized that, “Varied usage of the FRP products is dependent on the understanding of the needs of the consumer, which in turn affects the willingness to purchase and repurchase these products, result of customer satisfaction. Awareness of fibreglass properties directly influences the number and type of FRP products used per customer. The opinion about the FRP products is dependent on the level of satisfaction the

customer has after using the product. Consequently, FRP product innovation and development scope is widened as per the requirement of the customer. After interpretation of the above data the hypothesis was accepted.

For marketers who hope to achieve success in India and other emerging markets, information and buyer behaviour and the overall business environment is vital to effective managerial decisions (Keegan and green, 2005, p 189). Kotler et al (2009, p. 80) stated three key principles for avoiding Green Marketing Myopia (Ottman et al, 2006) as Customer Value Positioning, Calibration of Consumer Knowledge and Credibility of Product Claims. One of the recommendations giving by them for the first key is to promote and deliver the consumer desired value of environmental products and target relevant consumer market segment.

Now the question arises whether the same principles and recommendations can be applied for the promotion of green strategy for expansion of FRP products in various applications.

Objectives:

Keeping the above recommendations as a base, the following objectives are framed for the current research study.

1. Propose an appropriate green marketing strategy for FRP based products as per the requirement of the consumers of this region.
2. Framing of mission and objectives for promotion of FRP products as green products.
3. Applied Igor Ansoff's products and market mix for promotion of Green FRP products
4. Interpretation of Theodore Levitt's product life cycle for FRP products
5. To predict the future potential for the expansion of FRP products.

RESEARCH METHODOLOGY

“In today’s technology, driven business environment many marketing problems, can be solved by looking beyond secondary data.” (Hair, Bush, Ortinare, 2008. p. 175). This thought resulted in designing a research methodology for collecting and analyzing the primary data for providing the decision makers with current real time information and observations of consumer behaviour. It consisted of the following steps:

Sample:

The universe for the research study is the consumers and potential consumers of Himachal Pradesh, and the sample is collected from its capital, Shimla. Non probability and convenience sampling are used. Random sampling is used while selecting the data. The data from residential sample is collected for this study, from the respondents who make the decision for purchase of various products. Sample size of 200 respondents is taken for the study. Questionnaire was presented to 700 respondents randomly, out of which received back only 550 filled up questionnaires. Out of 550 respondents 200 were aware of FRP products. These respondents were people according to themselves, who took part in the decision making process regarding the purchases at their respective homes.

Sampling unit & Sample size

The sampling unit is taken as per the following classification which is on the basis of the purpose of purchase:

1. Residential Purpose	200 Questionnaires I
2. Commercial Purpose-	200 Schedules
2.1 Commercial Establishments	100 Schedules
Hotels, Shops, Restaurants, Marriage and Conference Halls, Motels, etc	
2.2 Institutions	30 Schedules
i) Educational - Schools, Colleges &Universities	
ii) Research centers,- ICRI, IARI	
iii) Hospitals	
iv) Religious institutions - Temples and Churches	
v) Financial institutions Banks	
2.3. Government Departments	20 Schedules
i.	
ii. PWD, CPWD	
iii. Forest Department	
iv. Agriculture, Horticulture, Floriculture	
v. Telecommunication Department	
vi. Electricity department	
vii. vi) Irrigation and water department	

viii.	Vii) Defense	
	2.4. Industries	50 Schedules
i)	Chemical Industry	
ii)	Pharmaceutical Industry	
iii)	Metal &Mining	
iv)	Paper and printing	
v)	Agriculture related & Food Processing	
vi)	Automobile and transport	
vii)	Electrical	
viii)	Textiles	
ix)	Information Technology	

Data Collection

A self-framed and developed questionnaire and schedule with both closed and open ended questions is used to collect the data. The initial questions consist of demographic features of the respondents thus contributing towards demographic variables. Rest of the questions contribute to psychographic variables consisting of product properties and subsequently reflecting respondent's knowledge leading to consumer benefits sought and thus giving valuable insight into the awareness and knowledge level of the respondents who could be the potential consumers in the future. For the commercial, government, institutional and industrial purpose the questionnaire is used as an interview schedule to be filled by the researcher through personal interview of either the purchase managers or proprietors or foremen depending on the type and size of the company.

For the residential purpose the questionnaire is given to the respondents and they were asked to fill it as per the knowledge they had regarding FRP products. Whereas for the commercial, government, institutional and industrial purpose the questionnaire is used as an interview schedule to be filled by the researcher through personal interview of either the purchase managers or proprietors or foremen depending on the type and size of the company.

Data Analysis

Both descriptive and quantitative analysis of the study was undertaken. For descriptive analysis the assessment of answers from the questionnaire were done to identify the major variables which would have a significant impact on the awareness and purchase behaviour of the potential consumers. The quantitative analysis of the data was undertaken by using both microsoft excel and SPSS (Statistical Package of social sciences). The data was organized into an easily assimilated, tabulated, understandable form and various statistical and mathematical tools were used for analysis.

Planning and formulating Green Strategy for FRP products

Planning and formulating Green Strategy for FRP products was based on the analysis and interpretation of results. The steps of green strategy formulation are explained below:

1. Framing Mission

To start with the builders, contractors, architects, planners, developers and all those peoples involved with the structural and infrastructural construction and development must define and redefine the fundamental mission for the business and operational units in the terms of green marketing and understand what they are trying to accomplish. The statement of mission simply answers questions like: What business are they in and what influence it has on the environment? How do they plan to contribute in the development of various sectors which will contribute to green concepts? How do they intent to meet the requirement of the various customers with different FRP products as green products? A well worded mission statement is applicable for the long run and provides the organizations with a shared sense of purpose and direction toward accomplishing goals of green marketing.

3. Objective contemplation

The objectives of any organizations dealing with development and application of FRP products provide the framework for the green strategic planning. They are more specific and operate in the short run. At present stage the two main marketing objectives for the FRP products arise:

- ✓ Create FRP product awareness and trail, among the people of the region. The product knowledge and its impact on the environment with its different advantages over the conventional materials has to be highlighted in the different mediums and modes for spreading information.

- ✓ To increase the market share of the various FRP products by enhancing their application and usage.

Strategy formulation

Strategy formulation is the ‘design’ for accomplishing the objectives. Marketing strategies are developed by decision makers in the organizations, after taking into consideration future marketing needs as per the present requirements of the potential customers, and establishment of FRP strength and weakness in construction industry. One of the vital components for conceptual framing of many marketing paradigms is the research data. Many marketers have previously used marketing frameworks for marketing of various products. In this research study for understanding the markets of FRP products the following frameworks for framing green marketing strategies for growth of green products like FRP products are analysed as per the data of the research study :

Igor Ansoff's products and market mix

The four business situations described by Ansoff (as cited in Hague et al, 2004, P. 4) are based on markets and products. These situations are applied in this research study for developing green marketing strategies, on the basis of various FRP products and markets which are dependent on the behavior pattern of the respondents of this region. The product and market mix for various FRP products is shown in the tabular form in Table 1.

Table 1

Ansoff's products and market mix applied for FRP products

New products	<p>Adoption of New FRP products based on the research data of this study:</p> <ol style="list-style-type: none"> 1. FRP wool for home and office thermal insulation. 2. FRP wool for sound proofing for commercial sector. 3. FRP gratings and staircases 4. FRP tissue for waterproofing. 5. Promotion of FRP moulds of railings for protection. 6. Development of Amusement Park with FRP Playground accessories for the people of this region and also to attract tourists. <p>Product development strategies.</p>	<p>Revealing unmet needs and providing an understanding of unfamiliar markets.</p> <ol style="list-style-type: none"> 1. FRP prefabricated huts for promotion in tourism Industry in the interior natural beauty sites of Himachal Pradesh. 2. Promotion of FRP moulds for preservation of ancient heritage like temples and art and culture of Himachal Pradesh. 3. Promotion of FRP boats in the areas where water sports and transport is possible in the state in GovidSagar Lake, Bilaspur, and MaharanaPratapSagar lake. 4. A layer of polymer resins to laminate and prevent the wooden apple boxes from getting soaked in the rain. 5. Promotion of FRP water pipes especially in the areas of extremely climatic variations where metal water pipes break in the winters. 6. Promotion of FRP medical instruments after discussion with the concerned spatiality. 7. Use of Fibre optics for distance medical surgeries.
Existing products	<p>Strategy for promotion of existing products after measuring customer satisfaction and framing methods to maintain competitive edge.</p> <ol style="list-style-type: none"> 1. FRP roofing sheets and skylights. 2. Promotion of Bathtubs in hotel industry. 3. Promotion of FRP partitions and 	<p>Finding out new territories for application of FRP products.</p> <ol style="list-style-type: none"> 1. FRP sky lights and roofing sheets in rural markets and 11 tier towns. 2. FRP Glasshouses in private agriculture, horticulture and floriculture sector. 3. Promotion of FRP doors and windows in the rural areas.

	<p>main gates in commercial sector.</p> <p>4. Promotion of glasshouses especially in the commercial establishments like hotels.</p> <p>5. Use of FRP tables and chairs fountains and interior decoration accessories for commercial establishments.</p> <p>6. Promotion of FRP playground equipments in schools.</p> <p>Market Penetration strategies.</p>	<p>4. Promotion of FRP material especially for the kitchen and bathroom areas for residential purposes.</p> <p>5. Unbreakable sanitary ware in rural markets, where it is difficult to change the fittings due to non-availability of skilled labour.</p> <p>Market development Strategy</p>
	Existing markets	New markets

Different strategies may be appropriate for different target markets and customer segments. The key for FRP product marketing as in other types of marketing is the analysis and segmentation of markets based on the value delivery system and customer satisfaction, leading to the development of appropriate and practical green marketing programmes and strategies.

Theodore Levitt's product life cycle

After the analysis of the data of this consumer study it can be deciphered that the only FRP product at present which has reached the stage between maturity and old age in different consumer sectors is FRP sheets. According to **Theodore Levitt's product life cycle (PLC)** (as cited in Hague et al, 2004, p.5; Marketing Management, 2004, p 186) the product reaches these stages after customer satisfaction. To further enhance the application the strengths should be built and weakness should be rectified. It is also important in the segments where the sheets have reached the old age to rejuvenate the products by further incorporating new features such as variations in designs and shapes and also to penetrate into new fresh markets.

As per the present research data rest of the FRP products are still in the stage of Youth or introduction in this region, Hence it is important to explores the customers unmet needs for these FRP products and estimate their likely demand. It is clearly visible that the success of FRP companies is based

on the superior qualities of Fibreglass material over the traditional construction material used. Hence it should be a mandatory duty of the FRP manufactures to maintain the quality of the material. The results of the present consumer study also indicate quality as the most important marketing variable. The commercial data indicates the increasing importance of the respondents of the region towards the preservation and protection of the environment. Thus green and ecological marketing is the only way to improve the customer satisfaction and enhance the image of FRP products. Kotler (1991, p 354) stated that “Thus the product life cycle is explained by normal developments in the diffusion and adoption of new products.

The PLC concept provides a useful framework for formulating marketing strategies in different stages of the product life cycle.” Considering the level of price and promotion, marketing strategies applicable for the various FRP products in the introduction stage are illustrated in the table 2. The price of FRP products are on the higher side because the cost of the raw materials is high and primitive methods of production are used by most of the manufacturers.

TABLE 2

Four Introductory Marketing Strategies for FRP Products

Price	Promotion		
		High	Low
	High	Rapid- skimming strategy <ul style="list-style-type: none"> 1. FRP gratings 2. FRP wool 3. FRP furniture 	Slow skimming strategy <ul style="list-style-type: none"> 1. FRP tissue for waterproofing 2. FRP water pipes and duct lining. 3. FRP bathtubs 4. Use of FRP in bio technology especially in “Gobar gas plants”. 5. Industrial specific FRP products.
	Low	Rapid penetration strategy <ul style="list-style-type: none"> 1. FRP glasshouses 2. FRP sheets for gates, partitions, 	Slow penetration strategy <ul style="list-style-type: none"> 1. FRP roofing sheets in new markets.

		doors and windows. 3. FRP railing moulds	
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Summary

Consumer behavior research and analysis along with imagination, intuition, excitement and satisfaction is called for in the management and green marketing of technologically revolutionarized products like polymers, particularly Reinforced Fibreglass plastics. The famous architect Lerrup (1977, p. 156) explained the complex interaction between man and environment in very simple words, "We design things and things design us." It correctly explains the concept of environment design position prevalent in today's world too, with the application of versatile products like FRP. According to a recent article in the Civil Engineering and Construction Review (August 2012,), "Composite material technology is finding main stream acceptance across the globe. Composites are the materials of choice for many value / growth industries including medical, aerospace, defence, automobile, electrical renewable energy and mass transportation infrastructure. India is no exception to this trend." Hence Reed Exhibitions and Manch communication extend their partnership to new sector in India (India Composite Show, 2012, p. 46).

On the other hand it also states in another article (Events and happenings, August 2012, p. 12) that "the use of glass has increased lately as new buildings seek to bring energy saving..... The usage of glass in green buildings is growing by 30- 35% per annum." Hence glass consumption in green building is expected to grow rapidly because of its property of transparency which makes it as energy saving. But one of the major disadvantages of glass is that it is breakable. To overcome this disadvantage the glass fibres are mixed with composite material to make it into Fibreglass reinforced plastic or composite material, which is unbreakable. Moreover as expressed by Nifadkar and Dongre(2012) "If India has to reduce its carbon emissions, it would mean a major reorientation of her energy strategy" (p.21).Hence the expansion of application of FRP products in various sectors can be enhanced by the implementation and practicing of green marketing strategies.

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AN IMPACT OF PROVOCATIVE AND SEXUAL ADVERTISEMENT OF BODY PERFUMES AND DEODORANTS ON COLLEGE STUDENTS (TEENAGERS): A RESEARCH IN NAGPUR CITY

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Abstract:

Sexual and provocative advertisement has been a part of marketing since the introduction of modern advertising. The use of sex in advertisement is an increasingly popular technique to sell products, namely those that are image-based especially in fragrance, cosmetics and fashion goods. This paper offers a definition of provocative advertisement as they are currently used in advertising, especially in the body deodorant industry. This identifies relevant constructs useful to understand the effects of provocative advertisement and its impact of young consumer behavior. These effects are measured through a preliminary empirical investigation which shows that provocation may be a valid strategy to attract attention generates interest and attraction amongst them in negative way, but may affect negatively the attitude toward the brand but this provocation generates a brand image in Youngsters. However, it is not certain that it does affect negatively the behavior of consumers in any significant manner. More research is therefore needed on the roles of variables such as the level of product involvement, age, and gender which appear to moderate the effectiveness of provocation. This study will help to understand that how Provocative ads influenced behavior of teenagers, youngsters and their lifestyle and affect their intentions of purchase of body spray and fragrance.

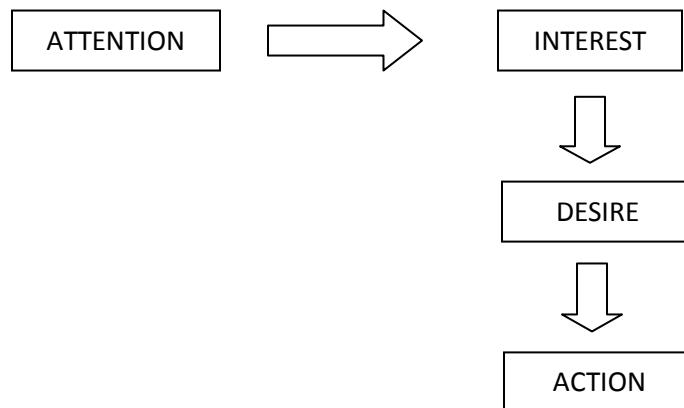
Keywords: Provocation, Advertisement, sex, college, students

1.1 Theoretical Framework of Provocative Advertising:

Vezina and Paul (1997) suggested the three main characteristics of provocation: distinctiveness, ambiguity and transgression of norms and taboos. Distinctive advertisements have been shown to get greater attention than non-distinctive advertisement (Engel, Blackwell, and Miniard 1986; Rossiter and Percy 1987). If ambiguous ads contain factors which irritate or challenge social norms and standards, they can be called as provocative ads.

Provocative and Humorous Advertising

Humorous provocative advertising can be regarded as the mixture of the humor and the provocative appeal. Though the results of humor appeals in ads remains uncertain, it seems clear that humorous ads have a positive impact on increasing attentions and the liking of the source.



1.2 Literature Review:

Jan Kurtz (1997), for example, states that when females appear in ads alone, the stereotype of the female as domestic provider who does not make significant decisions, is dependent on men, and is essentially a sex object, is often exemplified. Representations of women in advertising, over the years, have tended to highlight beauty (within narrow conventions), size/physique (again, within narrow conventions), sexuality (as expressed by the above), emotional (as opposed to intellectual) dealings, and relationships (as opposed to independence/freedom). Women are often represented as being part of a context (family, friends,

colleagues) and working/thinking as part of a team. In drama, they tend to take the role of helper or object, passive rather than active. Often their passivity extends to victimhood (Kurtz, 1997).

According to Jean Kilbourne (1999), “Most of us know by now that advertising often turns people into objects. Women’s bodies, and men’s bodies too these days, are dismembered, packaged, and used to sell everything from chain saws to chewing gum. But many people do not fully realize that there are terrible consequences when people become things. Self-image is deeply affected. The self-esteem of girls plummets as they reach adolescence partly because they cannot possibly escape the message that their bodies are objects, and imperfect objects at that” (26-27). Kilbourne points out the dominating image of the painfully thin and flawlessly beautiful woman in advertising remains the ideal for American women. The bottom line is, to a great extent, the media tells men and women who they are and who they should be. And, if the cumulative effect of some of these messages, for example, is to degrade or objectify women, surely that is not the intent of all the creators – it is simply an unfortunate side effect (Kilbourne, 1999).

1.3 Objectives:

- a) To study effective media for Provocative Advertisement.
- b) To study response of college students regarding prevocationals adds and brand selection.

1.4 Null Hypothesis:

H0.Provocative ads do not generate motivation to purchase body deodorant product.

H0.Young males & Females do not have more favourable attitude towards opposite sex people visualisation.

1.5 Alternate Hypothesis:

H1.Provocative ads generate motivation to purchase body deodorant product.

H2.Young males & Females have more favourable attitude towards opposite sex people visualisation.

1.6 Research Methodology:

The research design for this study is descriptive. Students of various age groups have been interviewed for the research survey using a structured questionnaire.

A. Research Instruments:

The research instrument used was a questionnaire, it comprised of both open ended and close ended question. Personal interview was conducted among the target respondents using the questionnaire, Journals, Books and internet.

B. Universe of study:

- College Students of RTM Nagpur University, Nagpur
- Sampling Design and sample size:

Sampling Technique used for the study was convenience sampling and the sample size was 250 Students of RTM Nagpur University..

C.Tools Used for the study:

Percentage analysis method: Simple percentage method analysis refers to a special kind of ratio with the help of absolute figures. It will be difficult to interpret any meaning from the collected data but when percentage are found out then it becomes easy to find relative difference between two or more attributes

- Percentage =Number of Respondents / Total Number of respondents X 100
- And z-Test: Two Sample for Means $Z = (T - \theta) / s$

1.7 Limitations of the study:

- a) Chances of the respondents bias are involved in this research
- b) This research limited only for Nagpur city only.

1.8 Period of study:

The study was conducted in the period of April 2012 to July 2012

1.9 Data Analysis:

S.N.	Parameters	Factors	Frequency	Percent
1	Age of the respondents (in Years)	14-19 Years	73	29.00%
		20-22 Years	165	66.00%
		25 & above Years	12	4.00%
		Total	250	100.00%

2	Sex	Male	137	55.00%
		Female	113	45.00%
		Total	250	100.00%
3	Education	HSSC	62	24.00%
		Graduate	178	71.00%
		Diploma	0	0.00%
		SSC	10	4.00%
		Total	250	100.00%
4	Marital Status	Single	242	97.00%
		Married	8	3.00%
		Total	250	100.00%
5	Occupation	Students	250	100.00%
		Others	nil	0.00%
		Total	250	100.00%
6	Family income	Less than 2 Lakh	46	18.00%
		2-3 Lakh	66	26.00%
		3-5 Lakh	79	32.00%
		5-10 Lakh	38	15.00%
		Above 10 Lakh	21	8.00%
		Total	250	100.00%

In socio economic condition respondents of Nagpur University. The most of the respondents are graduate and due to their point of perception they are savvy customer about brand. It means they choose their product on the base of Provocative advertising. And here $H_0 \neq H_2$ means most of the male respondents shown their interest toward prevocationals advertisements than girls.

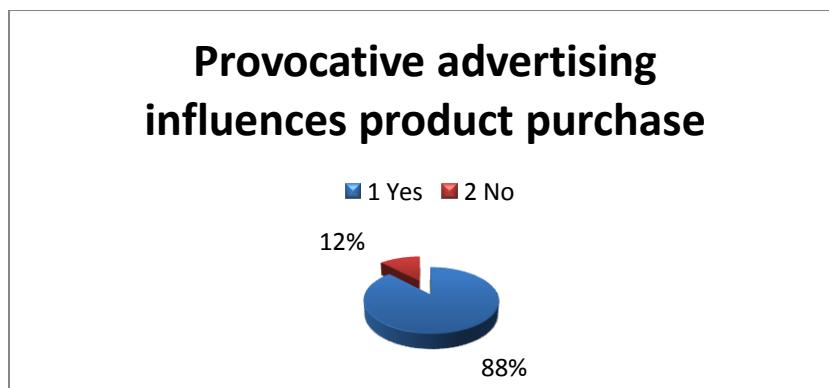
Media for Provocative add broadcasting			
S.N.	Factors	Frequency	Percentage
1	TV	167	67.00%
2	Radio	0	0%

3	Friends & Relative	0	0%
4	Print	46	18%
5	Just by looking around	1	0%
6	While Shopping	3	1%
7	Online	33	13%
8	Others	0	0%
	Total	250	100

By Rank and percentile:

The television is a best medium for generating provocation through advertisements, most of the respondents say through television audio visual presentation of provocative advertisement is done by TV.

Provocative advertising influences product purchase			
S.N.	Result	Frequency	Percentage
1	Yes	218	87%
2	No	32	12%
	Total	250	100%

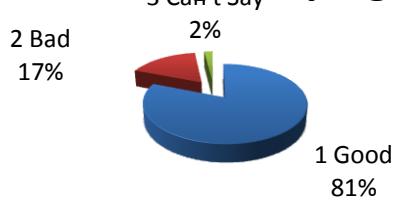


Effect of sexual models in advertising campaigns			
S.N.	Result	Frequency	Percentage
1	Good	203	81%

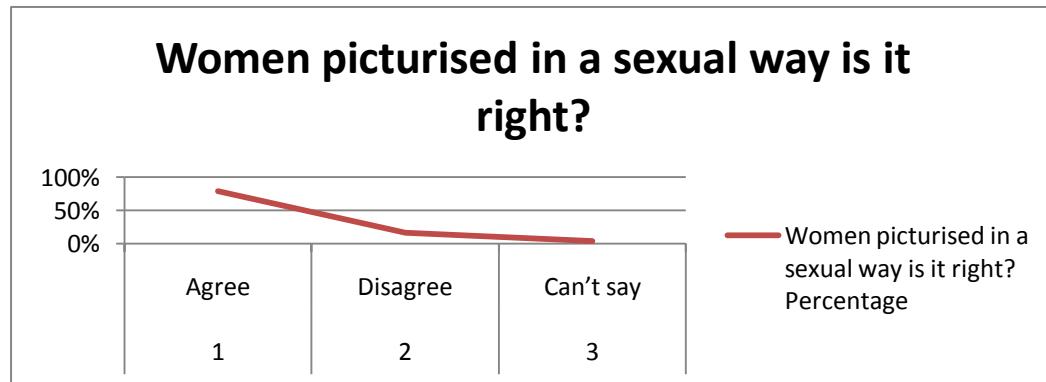
2	Bad	43	17%
3	Can't Say	4	2%
	Total	250	100%

Sex	Provocation is Right	Provocation is Wrong	Total	Chi-Sq	p	Right Expected	Wrong Expected
Male	128	9	137		2.03	107.408	29.592
Female	68	45	113		a	88.592	24.408
Total	196	54	250	Variables are Related			

Effect of sexual models in advertising campaigns



Women pictures in a sexual way are it right?			
S.N.	Factors	Frequency	Percentage
1	Agree	198	79%
2	Disagree	41	16%
3	Can't say	11	4%
	Total	250	100%



On the basis of given observation and collected rest of the data f respondents:

z-Test: Two Sample for Means	a	0.05	
	<i>Right</i>	<i>Wrong</i>	
Mean	196	54	
Known Variance	19808	1674	
Observations	4	4	
Hypothesized Mean Difference	0		
Z	1.938		
P(T<=t) one-tail	0.026		Reject Null Hypothesis because p < 0.05 (Means are Different) means accept h0(1 st hypothesis)
Z Critical one-tail	1.645		

P(T<=t) two-tail	0.053		Accept Null Hypothesis because p > 0.05 (Means are the same) means reject H2
Z Critical two-tail	1.960		

From above observation we can say $H_0 \neq H_1$ means Provocative ads generate motivation to purchase body deodorant product. Means through provocative advertisement body deodorant companies generates more consumers.

But on other hand the H2 is showing acceptance of null hypothesis means

Which advertise do you find more provocative or shocking?			
S.N.	Brand	Frequency	Percentage
1	AXE	159	63%
2	WILDSTONE	12	4%
3	FOGG	0	0%
4	NIVEA	0	0%
5	PROVOGUE	11	4%
6	SETWET ZATTAK	68	27%
7	PARK AVENUE	0	0%
8	OTHER	0	0%
	Total	250	100%

Most selling brand is wild stone because its advertisement is more provocative which place their brand easily in student's perception.

2.0 Findings of study:

- 1) Most selling brand is wild stone because its advertisement is more provocative which place their brand easily in student's perception.
- 2) 79% respondents are appreciate for woman sexual picture in adds
- 3) Men and women both have favourable attitude toward sexual advertisement.
- 4) Provocation is way to catch attention and generates interest to purchase that product.

- 5) 67% respondents are saying that television is a best medium for generating provocation through advertisements Teli-vision is most effective media for advertisement

Conclusion:

Provocative adds that mild erotic sexual imagery may play in influencing brand attitudes, However, future studies should investigate responses to ads showing both male and female nudity argued that the female response to the erotic ads was purely the result of a male stimulus, the fact remains that for both genders, a mildly erotic ad created a higher image of the cause than did a no erotic ad. This has not been reported Elsewhere in the context of an appeal for a cause..Reasons for the use of such stimuli include efforts to gain attention, increase recognition and recall, and improve sales figures. it seems that the use of mildly erotic material in advertising for deodorants types of products and causes may be received favorably by consumers. That favorability is likely to be stronger in congruent situations, and our limited evidence suggests that for cause appeals, such provocative advertising may be generally well regarded Our paper is therefore another piece of the information needed to show this change.

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BRAND-ECONOMICS—A BIRD'S EYE VIEW:

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Abstract

Branding is as old as civilization; it existed from ancient times and has been indispensable for every type of organizations especially commercial and industrial ones. The topic of brand economics is very vast and challenging. The technology is changing at an amazing speed which shortens the product life cycle and makes the existing products obsolete very fast. The innovation in the existing products, phasing out the outdated products and introduction of new products is an ongoing process and will continue as long as there will be human life on the earth planet. Architecture of new brands, refurbishing the existing brands, merging of brands due to mergers and acquisition, withdrawal of old brands due to closures etc, will keep all the marketing managers on their toes. Further there is a very big scope for brand economics for the public sector as the cut throat competition will be getting tougher and tougher and may even go to the level of massacring the products and brands mercilessly. The Article is divided into two parts, part one deals with Genesis, fundamentals, and general aspects, and part two is devoted to the scenario in public sector which is a vital organ of Indian economy.

Genesis, Fundamentals, Implications and General aspects:

Brand and Branding: The word brand is derived from the Old Norse word “***brandr***” which means “to burn”. In the earlier times the owners of livestock were etching distinctive marks on their cattle and other animals using the hot iron or other metal rods. The piece of hot metal would actually burn the outer skin of the livestock and leave a permanent scar which used to serve the purpose of a symbol to distinguish the cattle of one owner from another. The word brand comes clothed with different hues of meaning. Brand signifies a trademark, identity or distinguishing mark, a number, design, image and in some cases even persons and animals. To give some examples UniLiver uses symbol, TATAs, Bajajs, Kirloskars, use their names. Similarly non-profit organizations like IIMs, IITs, and Rotary Club use their names as brands. Sometimes the products like Coke, Cars, and Soaps become synonyms of brands. Prefixes and

suffixes of animals like Dove Soap, Monkey toothpowder, Tiger Balm, Mor (peacock) detergent, Mustang Automobiles, Kingfisher Airlines, etc,. In politics the parties are known by the names of their leaders, like Ms Sonia Gandhi (Congress) Mulayam Singh (Samajwadi Party). In the arena of sports the popular players becomes synonyms of the games Like Don Bradman and Sachin Tendulkar for cricket, VishwanathAnand for Chess, Mike Tyson for boxing, Tiger Woods for golf, Pele for soccer, ... the list is endless. In showbiz, AmitabhBacchan, from Bollywood, Bruce Lee, MarlynManro, Sophia Loren from Hollywood are some of the legends. Michel Jackson, Elvis Priceley in music and dance, Walt Disney for theme Park. Using the names of the countries is very common among the Airlines companies, like Air India, British Airways, Singapore Airlines, Thai Airways etc.,

Individuals as Brands: Many a times the individuals attain so much success, that their towering persona outgrows the corporate brand. The brands look minuscule before these personalities, and the brands become synonymous with their names example- Microsoft and Bill Gates, even in some cases the brands continue to get identified after their death like Apple Computers and Steve Jobs. This is also true in the social and political circles.

Brand v/s Products: While brands are timeless and some even eternal as far as the human memory goes, the products have a specific life, unless of course the organisations continuously spend on innovations which can certainly add some years to the life of the products, otherwise it becomes impossible to survive the onslaught of the time and tide and many products either become useless/redundant or obsolete. The example of FIAT the queen car which once ruled the roads of Mumbai (erstwhile Bombay) as taxis is now on the verge of extinction.

Brand vis a vis Trademarks: There is lot of ambiguity about the perception of the term brand and many a times the terms trademarks and brands are used interchangeably as synonyms. There is a fundamental difference between the brand and the trademark, while the former is much larger and broader in scope and can encompass almost the whole corporate entity from commercial point of view, the latter is just an identification mark for an individual product. Surprisingly the trade mark as per Trade Marks Act 1999, also includes a brand. It is necessary to register the trade mark under the Act, so that legal action for **Infringement** and **Passing Off** can be instituted against the defaulter. In the nut shell while the trade mark is affixed to a product, the brand works as an umbrella, covering several trademarks.

Brand-building: The brand being a very valuable asset, host of aspects and factors are required to be taken into consideration in brand building exercise. The initial stage is conceptualisation, or ideation. The new brand should be unique, different than the existing brands as far as the design and architecture is concerned. It should not be identical or similar to the existing brands. Besides posing problems of losing out market share, it can be misguiding for the customers, existing or potentials and a delight for the competitor. Once the idea is conceived the next stage is architecture which comprises of three key levels. i] Corporate/Umbrella/Family brand, e.g. Virgin, Uniliver, Heinz. ii] Endorsed brands and Sub brands like Nestle, Kitkat. iii] Individual product brand e.g. Procter & Gamble's Pampers, Uniliver's Dove. After the brand is created it must be registered to protect it from infringement. Like a human body the brand requires proper nurturing and development. The brand should be regularly evaluated and tested preferably through an independently agency. This will give useful feedback to the organization about the strengths and utility of the brand. The brand also needs to be refurbished and revitalized at an opportune time. It must be remembered that brands add value to the products but do not guarantee permanent sales and steady revenue.

Brand Endorsement: Brand endorsement is a critical and strategic issue and need to be handled with utmost care. Brand endorsement is a popular practice and common phenomenon particularly for the FMCG and white goods sector. Perhaps the thinking has crept in the minds of the Marketing Managers that nothing will sell without endorsement and particularly endorsement by celebrity, which could be a Filmstar, Musician, Singer, TV Host, Lyricist, Playwright, prominent Sportsman, Academicians, Fashion Designers etc., Bollywood Superstars like Amitabh Bachchan, Shah Rukh Khan, Salman Khan, Hritik Roshan, Famous Actresses like Ashwarya Rai, Katrina Kaif, Kareena Kapoor etc., can be seen selling soaps, detergent powder, shampoo, Laptops and other electronic gadgets. Similarly film stars from South, Bengali, Gujrati, Bhojpuri also sell the goods and wares. Among famous sportsmen Sachin Tendulkar, M.S. Dhoni, Saina, are few names. The moot questions in brand endorsements are:-

- Does the celebrity endorsement help to boost the sales? And if yes to what extent?
- What are the Risks associated with excessive endorsements or over exposure?
- Do the fortunes of the products fluctuate directly with the fame of the celebrities?
- How to do matching of the product with the persona of the celebrity?
- Is age of celebrity important?
- How long the same celebrity can continue with the endorsement?

- Is celebrity endorsement necessary for all types of products?

Celebrity endorsements do boost the sale of the product, if the product is essentially of good quality. Conversely the bad product can't be sold even with the endorsement of very popular celebrity. Some celebrities are having too many endorsements. The case in point is that of megastar AmitabhBacchan. He is over exposed and doing the endorsements as if there is no tomorrow. The same is the case with M.S. Dhoni. There is no direct evidence that volume of sales of the goods vary in direct proportion with the fame of the celebrity but when the fame of the celebrity is waning or the celebrity gets embroiled in some scams/controversies it is better to withdraw the endorsement as soon as possible. There are several instances the most famous is that of SauravGanguly, when he lost the captaincy of India's Cricket Team and his fame started falling, the endorsement of products was withdrawn. Matching of the products with the persona of the celebrity is also a vital issue. Some experts feel that selling of detergents by Salman Khan or selling of undergarments like vest by HrithikRoshan is a bad proposition.

Age is an important factor when it comes to matching of the products with the persona of the celebrity. Like condoms, soft drinks, vitamins, fancy clothes, face whiteners etc., Are sold by the younger celebrities while pain killers, medicine for joints pain etc are sold by the older ones. There are however some products which have apparently no relationship with the age like Salt, Hand wash, Paint, Cement, Locks, Jewelry which can be sold by celebrity of any age group. Celebrity endorsement is not necessary for all the products. Products like **MDH Spices**, **MDH Toothpaste** are being endorsed by the patriarch / owner himself who is quite old, similarly time share product **Country Club** is being endorsed by the owner himself.

Brand Endorsement v/s Brand Ambassadorship:These are essentially two different concepts. While the brand endorsement is linked with the product, the brand ambassadorship means a celebrity will represent a particular company or the complete product range. The brand ambassadorship is also used to promote tourism, literacy drive, polio drive i.e. for giving publicity. Polio vaccination program gained the wider publicity due to AmitabhBacchan and he has become a household name. Again promoting of Tourism by Gujrat Government by the same actor is also a well known example.

Local v/s International Brands- Thumbs up & Coca Cola:Coca Cola saw Thumb Up the Indian cola brand belonging to the house of Parleys, as their closest rival in India. It's popularity was soaring and probably at the zenith when Thumb Up was acquired by the Coca Cola by shelling out a huge premium. It

was the most talked about acquisition in those days and many people criticised Coca Cola for paying nearly double the price. But the marketing strategy of Coca Cola paid off and the company was able to recover the premium in just five years as the brand was sold in its original name and a very less money had to be spent on the advertising. The superstar Akshay Kumar is sort of brand ambassador of Thum Up. This may be an exceptional example as every local brand can not do the same magic.

Co- Branding: The term co branding means co-existence of two brands or affixing two brand names on the same products. Most prominent example are Bacardi and Coke, Ariel and Whirlpool, M&Ms and Pilsbury, Canon copiers and Ricoh. The most popular example of co-branding is the laptops or computers, say the Dell or Acer computer carrying the logo of P-4 Inside or intel i 3 CORE inside.

Another case is that of the mobile service providers endorsing a particular brand of mobile hand- sets. The trend was started by Reliance Communication for CDMA service when they were using the hand sets of a particular brand. In co branding the products are supplementary/complimentary to each other. In case of Reliance Communication the CDMA service (SIM Card) with the hand set of a particular company had two distinct advantages; like it boosted the sales of the hand set as well as the customer base of Reliance also increased manifold.

Luxury Brands: Managing Luxury brands poses an altogether different kind of problem. A product can be said as a luxury when it shows superior quality and carries a higher price tag than its tangible functions, as compared to its substitutes and enhances the status of the buyer in the society. There is no cut and dry formula to describe a luxury. As the perceptions about luxury differ from person to person so its meaning varies from customer to customer. In general the luxury goods represent pure creation, unique work of art, masterpiece, materialized perfection, great workmanship etc. The target market for the luxury goods was always meant for the high net worth individuals and the super-rich people in the past, but the trend seems to be changing with increase in disposable income in the hands of middle class people. Easy availability of Credit /Loans and flashy lifestyle are paving the way for middle class and neo rich who go hungry for the luxury items. The demand for Luxury Sedans, Apartments, Villas, Jewelry, Wrist Watches, Pens, Mobile hand-sets, Clothes and other accessories of males and females... the list is big, has seen remarkable surge in last decade not only the world over but also in India notwithstanding the recession. What is most surprising is the fact that many customers belong to the two and three tier cities. Of course the great recession of 2008-09 took its toll and as always happens the demand for luxury products get worst hit in such times. It was estimated that, every 3 out of 5 luxury goods companies experienced

downturn and incurred losses during that period according to the study by the “**Luxury marketing Council**” who surveyed about 400 US companies. A report of The Economist (April 2009) identified the two major reasons for the tightening of purse by the riches. The first one is the hit on their portfolios as the markets came crashing and the other reason was purely psychological- that by spending on luxury goods in recession, just for show off looked a bad idea. Although there is a specific segment being a niche market, the other issues related with the branding are like celebrity endorsements, heavy advertising costs, falling volumes due to slow growth rate of new market, opening of new outlets and branches in the domestic and international markets. Further the problem becomes more complex because the market is flooded with fakes and replicas and the market is getting overcrowded, therefore the choice becomes very difficult.

Brand Extension: It is a complex decision to launch a new product as there are associated risks like high advertisement costs and always some sort of fears of its failure in the market particularly in the era of cut throat competition. The common strategy followed by many organizations to reduce the risks is to launch the new product under the umbrella of its existing brand. Such a product is also called an **Spin-off**. This strategy germinated in **USA sometimes in 1984** and is also known as **Brand Stretching**. In the last two decades nearly 50 studies have been made all over the world in the field of brand extension, unfortunately the outcome has been unknown so far. It is most pertinent to note here that certain precautions needs to be taken in case of brand stretching or brand extension.

- The image of the brand plays a vital role as sometimes the new product could cause a dent to the already well established image of the brand.
- There is also a risk of cannibalization if the new product is launched under the Brand umbrella. There are several cases (Lux&Liril) when the new product was not clearly distinguishable from the basket of products. This can happen mostly in FMCG sector.
- Stretch-ability of the brand to cover the new product. In other words the new product should not be a misfit and spoil the fabric of the parent brand.
- Proper leveraging of the brand with basket and the new product is a must. This probably is the single most important factor.
- Branding stretching should be logical and go well with the consumer’s expectation. The parent brand while retaining its uniqueness should also see the marketability and scalability in the future.

Brand Portfolio Management: Brand portfolio refers to the ownership of a basket of brands or several brands under one umbrella. Due to phenomenal changes in the IT the world has become a global village. We are living in the age of borderless markets and for this reason most corporates have to manage a large portfolio of brands. There is also a natural tendency to add new brands time and again, whenever a new segment (Domestic or International) is to be penetrated. Further the mergers and acquisitions also make it inevitable for the firms to go for new brands or withdraw a brand from the portfolio. There is certainly a need for portfolio but having too big a portfolio or too small portfolio may do more damage rather than being beneficial. The trend is to keep the size adequate, flexible, efficient and economical. The global portfolio logic may not hold good for the firm operating only in one country and hence should not be replicated. Sometimes the distributors and franchise may have a powerful brand, in such cases the effect of both the brands should be optimized to get maximum leverage. Depending upon the nature, size, volume, presence in local/international market, product mix etc., it is better to seek the expert advice rather than groping in the dark and doing some in-house experiments. Of course Cost-Benefit-Analysis is highly recommended.

Brand Equity: Brands are the most precious assets of a firm and many times the value of the brand fetches a far greater price particularly in case of takeovers etc,. The concept gained lot of ground in the recent times, in the wake of mergers and acquisitions. The term Brand equity has more economic connotations rather than financial implications. Even today the firms are not allowed to incorporate the valuation of the brands in the financial statements. But in order to reflect the true value of the firm, the valuation of brands is often clubbed together with other intangible assets like Goodwill, Patents, Trademarks etc,. Since 1991 the buzzword has been the “**Brand Equity**” According to the survey by the Interbrand, Financial World, published in 1995, the financial value of Coca Cola was 39 bn US \$, followed by Marlboro 38.7US \$. A very simple formula that is adopted for the calculation of brand equity to find the value of the brand and deduct there from the cost of the brand; the excess will be the brand equity.

A:

Brand value as asset= Brand awareness + Brand Image + Quality + Volume of sales + Brand loyalty + Popularity = Total Value.

B:

Less; Costs of Brands= Cost of developing Brands + Architecture + Refurbishing + Cost of acquisition + Cost of investments if any = Total Cost

A-B= Brand Equity.

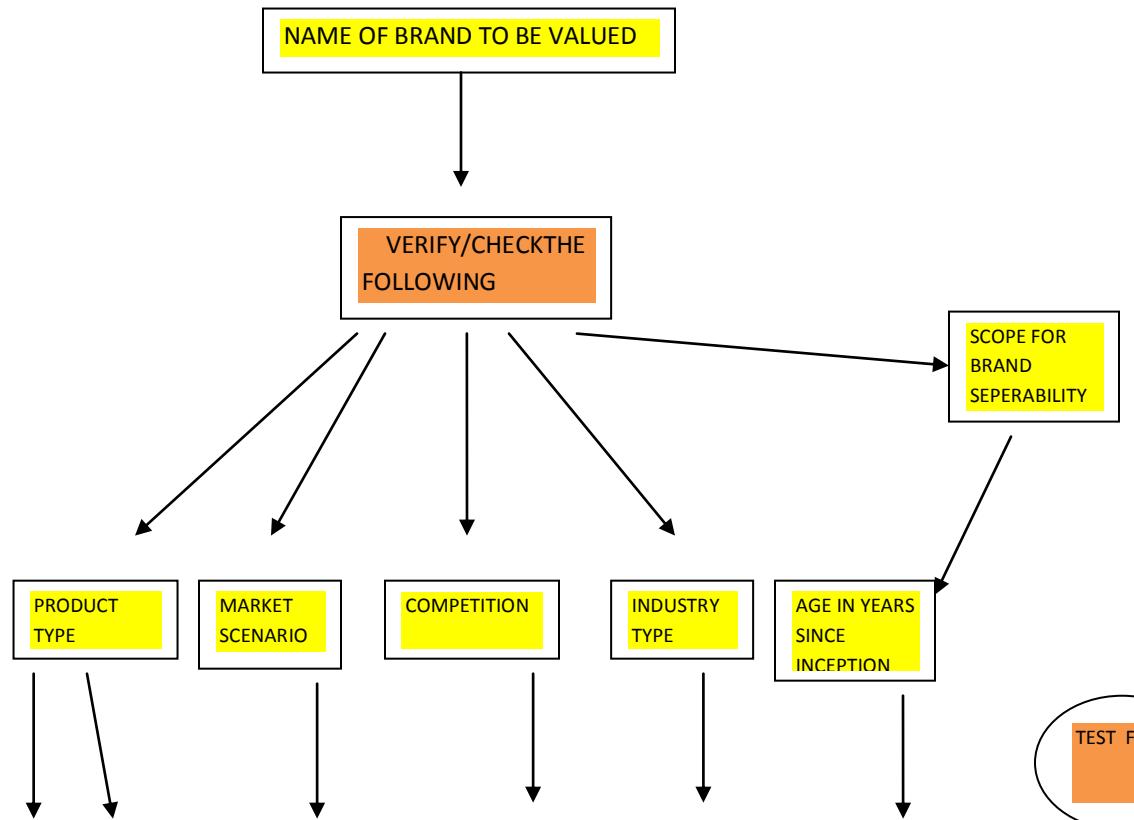
The valuation of brands, is the most debatable topics of today. Type of method to be used? Opportune time? Why a particular method? These are some of the key questions that need to be addressed clearly. A model has been suggested below which will to some extent answer these questions.

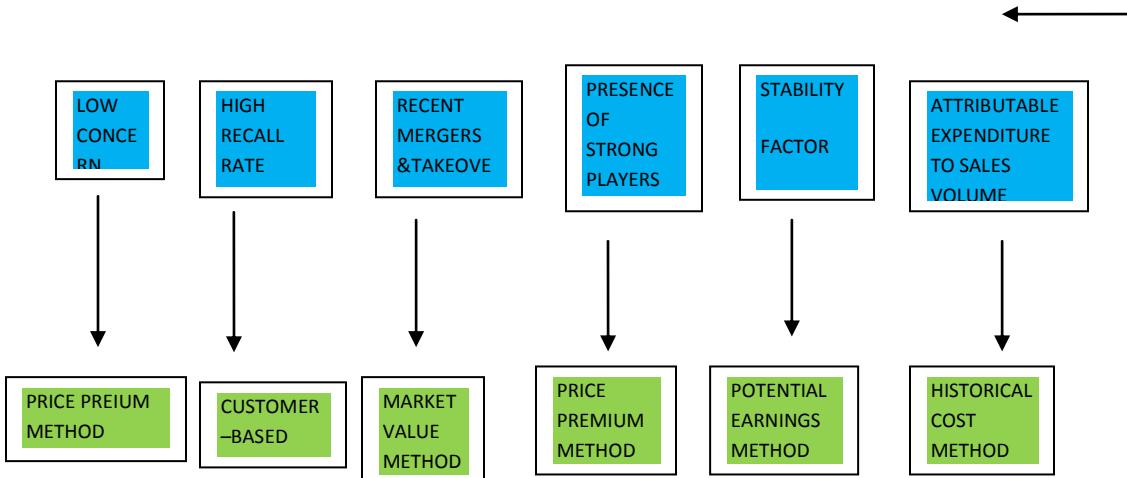
Latest Practices in Brand Valuation:

Many financial experts use three to four most popular and ‘test’ others out of the various methods, namely:-1] The Potential Earnings Method, 2]Discounted Cash Flow Method,3]The Inter-brand Method, 4]The price premium Method, and 5]The Economic Use Method.

These methods are used for all the brands in the first instance, other methods can be used to substantiate their valuation thereafter to prove its authenticity.

SAMPLE -MODEL





PART-II

Branding Scenario in Public Sector:

Public sector v/s Private sector: There is a fundamental difference between the public and private sector regarding certain aspects like organization structure, management pattern and marketing philosophies. Before embarking further it will be worthwhile to peep into the origin of Public Sector which dates back to post independence era. Prior to 1947 there was virtually no public sector. The Industrial Policy Resolution 1948, the framework of mixed economy which advocated the co-existence of public and private sectors, paved the way for the inception and growth of Public Enterprises. The Constitution of India also made significant contributions for the phenomenal expansion of the public sector. It has a separate chapter - Directive Principles of State Policy which inter-alia deals with the Public sector. A large number of Public Sector firms were set up as Greenfield projects consequent to the initiatives taken during the various Five Year Plans. The empire of Public Sector witnessed unparalleled growth in last three decades. While there were only 5 Central Public Sector Enterprises (CPSEs) with investment Rs29Crore on the eve of 1st Five Year Plan, the number swelled to 234 till 2001. As on 31st March 2010 there were 217 CPSEs with capital employed Rs908842Crore (US\$ 202 bn) and Turnover of Rs1235060 Crore. (US\$ 274..45bn).

Management and Control of Public Sector: There are three organizational forms of managing public sector, namely i] through department of the Ministry, e.g. Indian Railways. ii] Statutory Corporations e.g.

LIC. The Industrial Policy Resolution of 1948 had envisaged that the management of state enterprises will, as a rule, be through the medium of statutory corporations. This form, however is least preferred now-a-days being very rigid. iii] Government Companies under the Companies 1956, Section 617, where not less than 51% share capital is held either by the Central Government or partly by the Central Government and partly by one or more State Governments. This form is simple, flexible and very suitable for managing industrial and commercial enterprises and hence most favoured.

Administrative and Parliamentary Control: The CPSEs are under the administrative control of the concerned Ministry of the Government of India e.g. Hindustan Petroleum Corporation Ltd, is under the control of Ministry of Petroleum. Further there is a **Standing Committee of Parliament** i.e. Committee on Public Undertakings which reviews the performance of public sector.

Co-ordination: In order to have uniformity and better co-ordination among the numerous public sector companies, the government has formed Department of Public Enterprises under the Ministry of Heavy Industries and Public Enterprises. It is a nodal staff agency and provides critical review of the functioning of the public sector and suggests measures to remedy the problems and shortcomings. There is another institution called **Standing Conference of Public Enterprises- (SCOPE)**, which is the central representative body of CPSEs and acts as a forum for consultative mechanism for the government with the Chief Executives of public sector.

Judicial Control: Public Sector is an authority and falls under the purview of Article 12 of the Constitution of India and are therefore, subject to judicial control i.e. Writ jurisdiction of High Courts and Supreme Court, for violation of Fundamental Rights guaranteed by Constitution and general principles of Administrative Law.

Marketing Scenario Pre 1991: The year 1991 brought a sea change in the Indian Economic and Industrial Scenario. For the first time in India Economic Reforms were introduced and the year will be engraved in golden letters in the annals of Indian Economy. It was a turning point and beginning of a new phase of Liberalization, Privatisation and Globalisation keeping in tune with the international situation. Although the basic principles and practices about branding remain the same for the public and private sector, the scenario pre 1991 was totally different. The public sector had virtually cent percent monopoly in many sectors like Rail Travel, Oil and Natural gas, Air Travel, Telecom services, Power generation etc., and minimal competition in other sectors. The Industries Development and Regulation Act 1951 (IDRA) had reserved host of item exclusively for public sector. The Act heralded an ERA of Licence Raj

or Inspector Raj as popularly known. The private sector found it difficult to survive and prosper, barring some exception. The growth and voice of private sector was almost gagged.

Branding in pre 1991 period: Certain brands like Hindustan Petroleum, Indian Oil Corporation, Telephone Deptt (now BSNL, MTNL & VSNL), ITI, HAL, Maruti Udyog, Maharaja of Air India, Indian Railways, HMT Watches and Tractors, Vijay Super Scooter, BHEL, NTPC, SAIL, Coal India Ltd, LIC, SBI, NTC etc., became immensely popular and many of them were household names; not because of any marketing value but due to sheer monopolistic conditions in which they were positioned. In fact the brands did not add any values to the products on the contrary the brands had become popular due to the products. Some of the above mentioned brands are still popular. Thus prior to 1991 the brands had very little to do with the marketing or profitability of the public sector organizations.

Marketing Scenario Post 1991: There has been a paradigm shift in the perceptions, mind set and way of working, of not only the top management but in general all the employees of the public sector. It appears the whole culture has changed for the better. This transformation was owing to the changes in the philosophy, policy and the changed market scenario in National as well as Global economy. Post 1991 the public sector got exposed to the competition and free and borderless market forces. The public enterprises had to face multiple challenges internally from domestic market and externally from the MNC and global players. As a result for survival either they had to shape up or ship out. With very limited options, withdrawal of budgetary support and shrinking demand they had to adopt professional approach, increase productivity, adhere to the best management and financial practices.

Challenges before Public Sector: It is well settled that the value and utility of the brands was very little prior to 1991. But the same is not true post 1991. Many public sector organizations understood this fact of the matter but the realisation for many others came very late, the case in point is that of Air India and Indian Airlines, STC etc., The importance of branding became more and more prominent that some of the Maharatna and Navratna public sector units have really spent large amounts on the redesigning and refurbishing their brands. The public sector in the coming years is going to face lot of challenges as more and more new entrants from private sector in India and MNCs laced with latest technology will be making a dent in the already squeezing market share of Public sector.

There is a separate Ministry in the Union Government with a Minister of Cabinet Rank assisted by Ministers of States which goes to prove that the public sector is here to stay and co-exist with the private

sector for a very long period. Some of the public sector units will die its natural deaths (some unnatural also) in years to come, if they fail to up- date, up- grade and innovate. Some will meet unnatural death as shutting down will only is the option with the government. It must be remembered that it is only in India that public sector of such a gigantic size exists.

Scope for Further Research: The topic of brand economics is very vast, interesting and challenging. The technology is changing at an amazing speed which shortens the product life cycle and makes the existing products obsolete. This is particularly true for electronic goods say computers and mobile handsets. The innovation in the existing products to keep in tune with the changing times, phasing out the outdated products and introduction of new products will continue as long as there will be human life on the earth planet. Architecture of new brands, refurbishing the existing brands, merging of brands due to mergers and acquisition, withdrawal of old brands due to closures etc, will keep all the marketing managers on their toes. Further there is a very big scope for brand economics for the public sector as the cut throat competition will be getting tougher and tougher and may even go to the level of massacring the products and brands mercilessly. The author therefore feels that there is a good scope for further in depth research in this field which will certainly add value and volumes to the existing literature and also help the corporate to charter the future course of action for the efficient management of the brands.

Limitations of the Study: Constraints and limitations are always an integral part of any study and investigations. The major limitations encountered in this study are:- i] It was not feasible to collect primary data due to paucity of time. The researcher has vast working experience of 32 years in Public and private Sector, at Plant and Corporate level which helped him in knowing the intricacies of workings of major functions. Further as a faculty in law and management he got a good insight into the academicals aspects of the subject. This served the purpose of primary data to some extent. Further the data collected earlier for doctoral research also proved very useful and relevant for this study. ii] **This being exploratory study** main source is secondary data which is very useful, meaningful and broadly representing the current scenario. These limitations however did not have any significant effect on the study and conclusion.

Literature Review: Ample literature is available on the topic in all the forms like text books, journals and articles in Indian as well as International context. However for the sake of brevity review had to be contained, the list of some prominent publications is given under the heading references.

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AN INDIAN PERSPECTIVE OF MARKETING MOVES FOR GENERATION NEXT

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Abstract

The changing profile of the Indian customer has made it crucial for the marketer to change the way of communication with the customer. The next generation customers are educated, smart, equipped with technology and well informed through various media channels now available. As we know rural markets have shown a tremendous growth & Internet advertising has become the fastest-growing segment of total spending advertisement. This article provides an integrated marketing view on the efficient use of next generation strategy such as blue ocean strategy, green marketing, permission marketing, buzz marketing, social marketing, ambush marketing etc. for the marketer to optimally utilize these favorable trends and harvest the maximum benefits in terms of revenue growth and value creation to the customers.

Key words: Green marketing, Permission marketing, Buzz marketing, Social marketing, Ambush marketing, CRM.

Introduction

India has been an attractive destination for marketers because of its growth potential as an emerging market. The average Gross Domestic Production (GDP) growth rate of India is 8.37% which indicates that future consumption will increase. The affluence level of the average Indian household has increased appreciably. The per capita income has doubled. Education level has reached to 79.9% in 2009. The research findings of McKinsey Global Institute indicate that the Indian consumer market is expected to quadruple by 2025, making it the fifth largest consumer market in world.

With the saturation of urban market, a shift towards the rural market is evident and high growth is expected in rural consumption. As the market is expanding, the customer is becoming rich, educated &tech-savvy with an increasing concern for society and environment. There are several implications for Indian marketers from this trend.

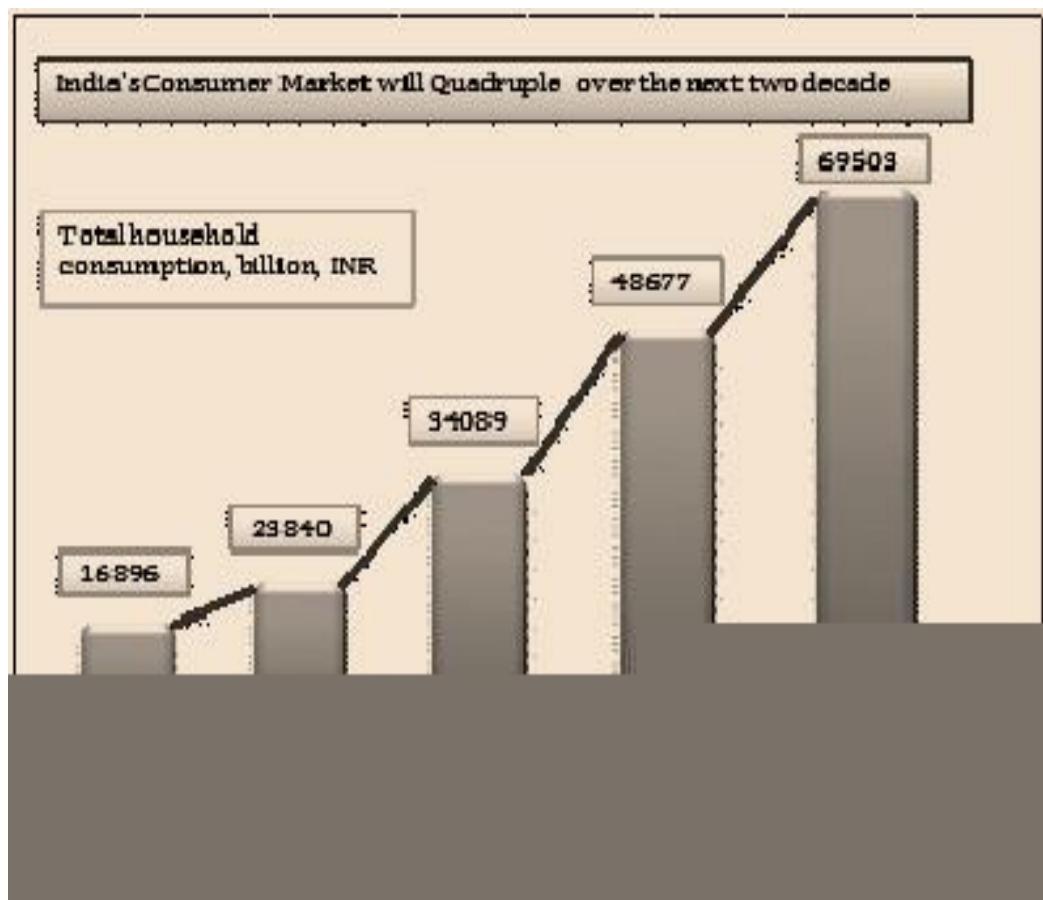


Exhibit 1: Growth in Indian consumer market

Marketing Moves of Next-Generation

In the view of the changing profile of Indian customers, marketers have been experimenting and utilizing different strategies to communicate and influence the new Indian customer. A number of techniques have been used to tap into wallets of the next generation customer some of which are:

Digital marketing is marketing that makes use of electronic devices such as computers, tablets, smart phones, cell phone, digital billboards, and game consoles to engage with consumers and other business partners. Internet Marketing is a major component of digital marketing

Green Marketing: Green marketing is the marketing of products that are presumed to be environmentally safe so that the customers value the product.

Viral Marketing: Marketing phenomenon that facilitates and encourages people to pass along a marketing message.

Any strategy that encourages individuals to pass on marketing message to others, creating the potential for rapid multiplication to explode the message to thousands, to millions.

Social Marketing: Social marketing is the systematic application of marketing, along with other concepts and techniques, to achieve specific behavioral goals for a social good. Social marketing can be applied to promote merit goods, or to make a society avoid demerit goods and thus promote society's wellbeing as a whole.

Social marketing is a process for influencing human behaviour on a large scale, using marketing principles for the purpose of societal benefit rather than for commercial profit.

Mobile marketing: Mobile Marketing is a set of practices that enables organizations to communicate and engage with their audience in an interactive and relevant manner through any mobile device or network.

Buzz marketing: is the interaction of consumers and users of a product or service which serves to amplify the original marketing message. Buzz marketing is a viral marketing technique that attempts to make each encounter with a consumer appear to be a unique, spontaneous personal exchange of information.

Blue ocean strategy: A blue ocean is created when a company achieves value innovation that creates value simultaneously for both the buyer and the company. The innovation (in product, service, or delivery) must create value for the market, while eliminating features or services that are less valued by future market.

Ambush marketing: Ambush marketing is as undeniably effective as it is damaging, attracting consumers at the expense of competitors, all the while undermining an event's integrity and, most importantly, its ability to attract future sponsors.

Permission marketing: The concept of "Permission Marketing" isn't new; about "turning strangers into friends and friends into customers" Permission marketing is an approach to selling goods and services in which a customer explicitly agrees in advance to receive marketing information.

However, the perception of these marketing strategies is not the same for the marketer and the customer. An analysis of the strategies adopted by the various marketers was done to understand this difference.

Customer Perspective

For a typical Indian customer the new technological means are still way into the future and they are not able/willing to access them

The customer's perspective about these moves has been collected and analyzed through a survey about their preferences regarding various new generation marketing strategies. A distribution of consumer preferences for marketing strategies utilized in Fast Moving Consumer Goods (FMCG) and Durables segment was obtained as shown in Exhibit 2.

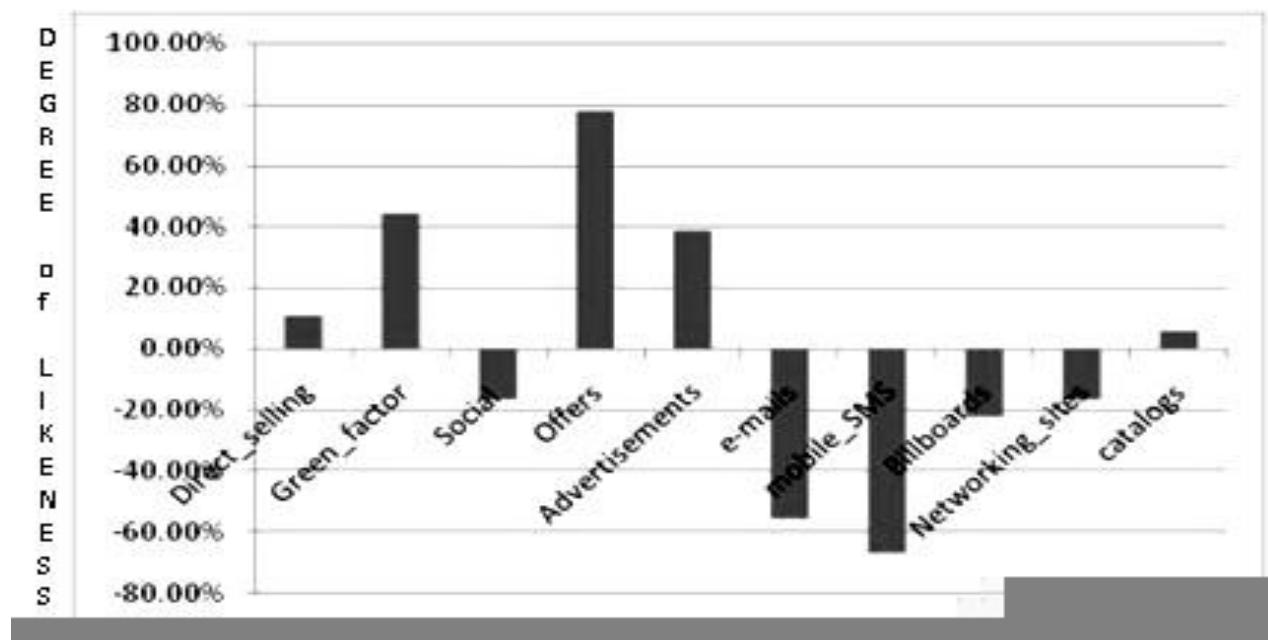
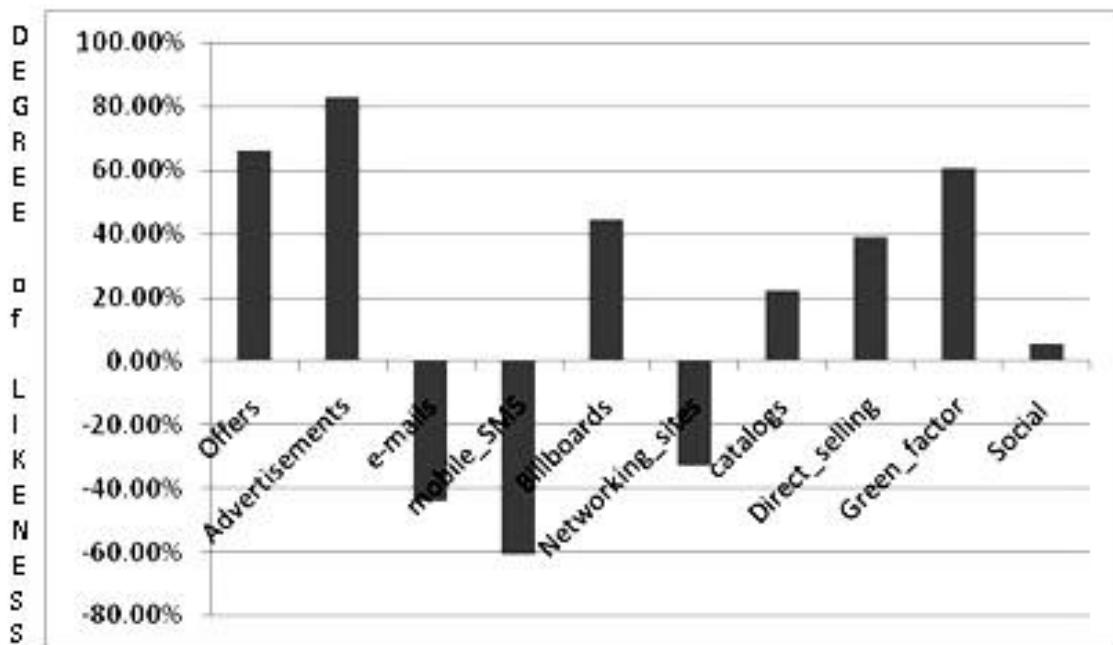


Exhibit 2: Consumer preference to various advertising techniques in FMCG

The survey findings revealed that in FMCG category the customers value offers/discounts in the marketing efforts of the company as their highest priority. Consumers gave a clear distinction in terms of choosing three offerings of the marketers. A typical consumer rates discount offers, advertisements and the environmental benefit of a product over the other features. Mobile text messages and e-mails proved to score the lowest among all the offerings by marketers. As the executive of a leading car manufacturing company states "*the customers are not very tech-savvy, and specially the buyers of luxury products are elderly persons who are very particular about the look and feel of the product.*"

In the durable products section customers are more likely to prefer advertisements as shown from Exhibit 3. It is because the customers are mainly from the high end segment and less price sensitive. Mobile text messages still have the lowest preference in the mindset of the customers as far as marketing is concerned.

**Exhibit 3: Consumer preference to various advertising techniques in Durables**

From the qualitative analysis it is shown that the customers are slightly tending towards the traditional methods such as advertising and communications using billboards. There is a need to educate people

about the advancements in marketing techniques so that they may adapt to the more convenient and effective strategies which are coming in place in the 21st century.

Marketer's Perspective

With the changes in lifestyle there is increased stress on the marketer to clutch the attention of the customer. Increasing emphasis is laid on interactive social media tools such as radio channels, text messages and e-mails as well as social networking sites such as Face book, Twitter, Orkut and company blogs. These media platforms facilitate the customers to discuss about the issues, likes-dislikes and recommendations.

Increasingly Indian consumers are also aware and concerned about the efforts companies make towards the conservation of environment and community development. The concept of Societal Marketing and Green marketing although decades old, is being increasingly used in recent times. In fact, companies have started leveraging on these concepts to persuade the “aware” customers. ITC’s campaign of donating Re. 1 towards the education of poor students on every purchase of notebooks, The ‘Jaago re’ campaign of Tata Tea, launched to create awareness about the voting right of Indian citizen, was very successful. is an example of new tactics used by the “modern marketer”.

Thus our marketer is entirely focused on integrating the current technologies with the marketing program in the form of e-mails, text messages, internet blogs, networking sites etc. However the attitude of customers towards these strategies is a bit different from the marketer’s perspective.

Based on the above analysis and by mapping the marketer’s perspective to the consumers’ preferences certain trends can be seen.

Focus on Green Marketing

As the customer has become more educated and rich, the responsiveness regarding harmful effects of pollution and chemicals has increased. Therefore, the companies need to develop and emphasize their environmental friendly products in durables such as cars and hygienically safe products in FMCG such as eatables and soaps to tap potential customers.

Customer Relationship Marketing (CRM)

In the changing trend of marketing innovations, customers should be involved in the marketing phase to capture a greater hold over the market. Some of these changes could be:

- a. **Testimonials by customers:** In products like ‘Pure it’ the testimonials from customers are utilized that exhibit that they are satisfied from the product. These strategies should be used and improved to involve customers in the marketing of products.
- b. **Inviting suggestions for added features:** For FMCG products such as ‘Maggi’ inviting recipes from customers for preparing delicacies provides them incentives to spread Word-of-Mouth about these products.

Focus on Rural Masses

Given the fact that rural market is booming, marketers need to evolve and pursue rural marketing. It is desirable to provide the products in different SKUs so that their price comes in the range of the rural market’s affordability. Demonstrations about the product through workshops or camp based activities should be done for the less educated rural customer. Marketers can use innovative financial schemes to increase their reach to the rural customer particularly in the Durables product category.

Conclusion

Yet, customers are still connected to the traditional ways of marketing. The income of a typical Indian customer has risen and so has their preference for tech-savvy products. They have become more aware and have shown an inclination towards environment-friendly products. CRM has emerged as an important tool for marketers and it should be renovated by involving customers in the marketing phase through testimonials. Rural markets offer potential and need to be tapped by innovative strategies. Thus, though India has changed but traditional marketing strategies on new technology platforms can aid the marketer in reaching the new customer. Innovative practices in marketing must be used to attract customers.

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A CRITICAL STUDY OF RETAIL MEDICAL STORES MANAGEMENT WITH REFERENCE TO COMMUNITY PHARMACIST IN NAGPUR CITY

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Abstract

The profession of pharmacy is noble in its ideals and pious in its character. Government restricts the practice of Pharmacy to those who qualify under regulatory requirements and grant them privileges necessarily denied to others. The practice of pharmacy in the country has undergone rapid changes. Merely "selling" medicines across the counter would be a thing of the past, as shifts would take place, in view of the opening up of the economies, evident entry of foreign players in retail pharmacy market, and changing health care needs of our clients. There is an urgent need to shift focus from the 'product oriented approach' of today, to a 'patient oriented approach'.

This study is an attempt by the researcher to understand every activity in the pharmacy (from procurement, storage, to handling & filling of prescriptions, to providing patient information and rational use of medicines) needs to be done with certain systems and confidence, in order to give the right touch of professionalism and care.

Key Words: **pharmacy, rational, patient, professionalism.**

INTRODUCTION

The profession of pharmacy is noble in its ideals and pious in its character. In handling, selling, distributing, compounding and dispensing medical substances a pharmacist is, in collaboration with medical men and others, charged with the onerous responsibility of safeguarding the health of people. Government restricts the practice of Pharmacy to those who qualify under regulatory requirements and grant them privileges necessarily denied to others. In return Government expects the Pharmacist to recognize his responsibilities and to fulfill his professional obligations honorably and with due regard for the wellbeing of Society. Standards of professional conduct for pharmacy are necessary in the public interest to ensure an efficient pharmaceutical service. Every pharmacist should not only be willing to play

his part in giving such a service but should also avoid any act or omission which would prejudice the giving of the services or impair confidence in any respect for pharmacists as a body.

The practice of pharmacy in the country has undergone rapid changes. Change is inevitable, and it is essential to change with the times. Merely “selling” medicines across the counter would be a thing of the past, as shifts would take place, in view of the opening up of the economies, evident entry of foreign players in retail pharmacy market, and changing health care needs of our clients. The recent amendment to the Indian Patent Act would throw up newer challenges. Sudden attention to high pricing of generics, pricing regulations, all have begun to affect the smaller players in the pharmaceutical industry, and this would lead to closures, mergers and acquisitions.

In the present era of information technology and information overload the client looks towards the pharmacist as a major source of correct information. As the healthcare needs and provision of care are undergoing change the pharmacist is in a unique position to steer the patient towards correct medication. Pharmacists in India must seize this opportunity and respond to changes. There is an urgent need to shift focus from the 'product oriented approach' of today, to a 'patient oriented approach'. Pharmacists in the developed world are making a huge difference in the quality of patient care through the **concept of pharmaceutical care**. They have made *pharmaceutical care* their mission, and have achieved high standards of practice, and with it the due respect and recognition from the people.

Today, in India, while there seems to be no demand for *pharmaceutical care* in the market, it is because the people are not yet aware of it. There is an absence of even the word “Pharmacist” in the latest National Health Policy of India. It is evident that “merely” selling medicines has very little value and recognition. It is up to pharmacists to create, and cater to this demand, not only in the interest of the health of the people but also in their interest. It is hard to see how pharmacy and its practitioners will survive if they do not keep abreast of the changes we are facing.

The time has come to change. The mission of pharmacy practice is to provide medications, other health care products, relevant information, and professional services and to help people and society to make the best use of them.

OBJECTIVES OF THE STUDY

The research has been done keeping in mind several objectives, but major and the most Important objective of this research are:-

- To understand the problems relating to Retail Medical Stores Management.
- To study the Good Pharmacy Practices to be followed by community pharmacists.
- To find out areas where there is need to change in Management of Retail Medical Stores.
- To know ways & means to continuously implement & systematically incorporate the change as an internal part, in the Management of Retail Medical Stores.
- To encourage community pharmacist to adhere to standard operating procedure in order to practice & highlight professionalism.

RESEARCH METHODOLOGY

RATIONALE OF THE STUDY:

While going through the **Standard Operating Procedure Booklet, code of pharmaceutical ethics**, as adopted by Pharmacy Council of India & its various chapters and also through **various internet sites, several journals, magazines** researcher found that standards need to be studied in detail. Standards are an important part in the measurement of quality of service to the consumer.

Basic Philosophy

This research is intended to encourage national pharmaceutical organizations to focus the attention of pharmacists working in community and hospital pharmacies on developing the elements of the service they provide to meet changing circumstances. It would be inappropriate for WHO or FIP to set standards or list the minimum requirements, which must be achieved in all member countries. The conditions of practice vary widely from country to country and each national pharmaceutical organization is best able to decide what can be achieved and within what time-scale.

In recent years the term “pharmaceutical care” has established itself as a philosophy of practice, with the patient and the community as the primary beneficiaries of the pharmacist’s actions. The concept is

particularly relevant to special groups such as the elderly, mothers and children, and chronically ill patients, as well as to the community as a whole. While the basic concepts of pharmaceutical care and good pharmacy practice are largely identical, it can be said that good pharmacy practice is the way to implement pharmaceutical care.

In addition to the above points, researcher studied the below mentioned points & finally selected this topic because there is a scope of further research which needs to be done due to:

- A pharmacist's first concern in all settings should be the welfare of patients.
- The core of the pharmacy activity should be the supply of medication and other health care products of assured quality, appropriate information and advice for the patient, and monitoring of the effects of use.
- An integral part of the pharmacist's contribution should be the promotion of rational and economic prescribing and of appropriate use of medicines.

HYPOTHESIS OF RESEARCH WORK

- H_0 Good Pharmacy Practices does not play an important role in Retail Medical Stores Management.
 H_1 Good Pharmacy Practices plays an important role in Retail Medical Stores Management.
- H_0 There is no need to change by the Pharmacist in the Management of Retail Medical Stores.
 H_1 .There is a need to change by the Pharmacist in the Management of Retail Medical Stores.

DATA SOURCE

Primary Data Source

The actual information is received by the researcher for study from the actual field of research. The data was obtained by means of **questionnaires**. In some fields primary data was collected through interview and observation methods. The observation method, for collecting primary data, was both participant & non-participant. They are called primary data because they will be attained by the researcher from the field directly and for the first time.

Secondary Data Source

Secondary data was attained indirectly. The researcher had not attained them directly. Such data was attained from published and unpublished materials. Secondary data was gathered from information collected from the individuals and stores through personal diaries, letters and survey documents etc. The secondary data again, was gathered through two types of sources. The first source was the personal documents such as diaries, letters, photographs etc. the other source was the public documents such as books, manuscripts, records, reports of surveys by private organisations and various information's published in newspapers and magazines. The researcher had collect some data from journals, souvenirs, magazines etc. of national & international cadre.

SAMPLE DESIGN

A sample size of **100 Pharmacist & 200 Customers** of retail pharmacy was taken from the Nagpur city, the pharmacists & Customers were approached through questionnaire. The data collectedwas then scrutinized for analysis and interpretation.

LIMITATIONS OF THE STUDY

- One of main limitation of the study would be that the survey is conducted in **Nagpur** city only.
- As compared to various Pharmacies in city only a limited number of pharmacies will be considered during the study and will be included in the questionnaire for the survey.
- The sample size will be limited and will not represent the whole population.
- Under the primary data collection the pharmacist may not answer the questions correctly.
- Under the secondary data collection researcher will rely over the data sources which may or may not be correct.

DATA ANALYSIS, INTERPRETATION & MAJOR FINDINGS OF THE STUDY.

This chapter deals with the data analysis & interpretation. The primary data that was collected after conducting the survey and interviews with respondents was tabulated and analysed. For arriving at conclusion of the study, a detailed analysis of all key parameters was important. These parameters, as presented below, were selected & were taken into consideration while choosing the tool of analysis.

Interpretation of Pharmacist Questionnaire:

The questions were asked on the basis of following scale:

Very Important	Somewhat Important	Neither Important nor Unimportant	Somewhat Unimportant	Very Unimportant
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The total counts that were taken into consideration were sum of the responses of:

- Very Important
- Somewhat important and
- 50% of responses of neither important nor unimportant

Here researcher agrees upon a standard value of 60% & above responses, which are sufficient to hold the hypothesis true. Total sample sizes are 100 pharmacists in Nagpur city. By using the method of descriptive statistics & with the help of MS Excel-2007 all the results were drawn & further tested through One Sample T Test.

Here respondents were asked to respond to 15 different Questions and researcher assumed that if 9 or more Questions get the responses of 60% or more than then the given hypothesis holds true

Twelve Questions that had 60% or more responses are as below:

A	How Important role does the SOP booklet play to carry out day to day business transaction?
B	How Important is to have a separate Quarantine area in order to avoid intermixing of newly arrived stock with the existing stock?
E	How important is to access Patient Medication Record (PMR) to check frequency of administration & the way of administration of prescribed medicines?
F	How important is to explain the sales literature & label/ package inserts of medicines to the patient?
G	How important is to counsel patient for the use of medicines?
I	How Important is to maintain the Temperature & Humidity of the Pharmacy through the use of Temperature & Humidity device?

J	How Important is to store/supply Thermolabile medicine maintaining the cold chain?
K	How Important is to have the retail outlet during summers Air- Conditioned?
L	How Important is to have a Frost-Free Refrigerator in shop?
M	How Important is to give patient additional information on storage of medicine (apart from info available on medicine)?
N	How Important is to give patient information for the rational use of medicines through pamphlets and poster displays in the pharmacy?
O	How Important is to explain the OTC (Over The Counter) medicine with brief counselling?

Three Questions that had responses less than 60% are as below:

A	How Important is to have a separate Blood pressure, blood sugar tests, weight & height check area?
B	How important is to conduct Drug Utilization Study in your area?
E	How important to you is it to verify the legality, genuineness and completeness of a prescription before dispensing it?

Since there are 12Questions having 60% & above response therefore researcher can conclude that the said hypothesis “Good Pharmacy Practices plays an important role in Retail Medical Stores Management” Holds true.

One Sample T Test was conducted on all the above 15 questions

<p style="text-align: center;">One-Sample Statistics</p>	
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	N	Mean	Std. Deviation	Std. Error Mean	
A	100	3.9600	.82780	.08278	
B	100	3.8700	.77401	.07740	
C	100	2.9000	1.48051	.14805	
D	100	2.4700	1.09595	.10960	
E	100	3.0500	.82112	.08211	
F	100	3.0500	1.20918	.12092	
G	100	3.9000	.79772	.07977	
H	100	2.4800	1.29864	.12986	
I	100	3.6100	1.08148	.10815	
J	100	3.7100	1.08521	.10852	
K	100	2.8500	1.24215	.12421	
L	100	3.4700	1.09595	.10960	
M	100	3.5300	1.10513	.11051	
N	100	3.2200	1.33772	.13377	
O	100	4.5100	.50242	.05024	

Through SPSS 20 and following results were obtained

	Test Value = 3					
	t	df	Sig. (2-tailed)	Mean Difference		
A	11.597	99	.000	.96000		
B	11.240	99	.000	.87000		
C	-.675	99	.501	-.10000		
D	-4.836	99	.000	-.53000		
E	.609	99	.544	.05000		
F	.414	99	.680	.05000		
G	11.282	99	.000	.90000		
H	-4.004	99	.000	-.52000		
I	5.640	99	.000	.61000		
J	6.543	99	.000	.71000		
K	-1.208	99	.230	-.15000		
L	4.289	99	.000	.47000		
M	4.796	99	.000	.53000		
N	1.645	99	.103	.22000		
O	30.055	99	.000	1.51000		

Significance (2 tailed values) of questions C, E, F, K and N are greater than the alpha value of 0.05. This indicates that Null Hypothesis (H_0) is accepted, Whereas in other 10 questions the significance value is

less than the alpha value of 0.05. This indicated that Null Hypothesis (H_0) is rejected & hence there are enough evidence to say that , Alternative Hypothesis (H_1) "Good Pharmacy practices play an important role in retail medical stores management" is accepted.

Interpretation of Customer Questionnaire

The questionnaires were distributed among 200 customers, those who were present in the retail pharmacy for purchasing the medicines. Here other demographic factors such as sex, age and qualification were not considered.

The emphasis of this questionnaire was to check whether there is a need to change by pharmacist in the management of retail medical store or not, from customer's perspective.

If the responses marked for "No" are greater or equal to 60% for the respective question then from customer's perspective the study interprets that there is a need to change by pharmacist in the management of retail medical store.

Here the researcher further extend the study to identify the critical parameter where the immediate attention need to be paid and to be resolved at the earliest, all those questions where responses marked "No" are greater or equal to 70% are assumed to be critical by the researcher in the context of study.

Respondents were asked to mark their responses for 17 different questions where the response was in Yes or No.

The responses so obtained for 17 questions from 200 customers are presented in the following table:

Questions	Number of Responses out of 200 Responses per Question		
	Number of “Yes”	Number of “No”	Response of “No” in Percentage
Does your pharmacist label himself/herself by means of identification such as Apron & Pharmacist logo?	64	136	68%
Is the retail outlet during summers Air-conditioned ?	72	128	64%
Does your pharmacist keep & monitor the temperature and humidity indication device in the pharmacy?	67	133	66.5%
Are you satisfied with the level of counseling provided by your pharmacist?	75	125	62.5%
Does your pharmacist give additional information on storage of medicine (apart from info. available on medicine)?	67	133	66.5%
Are you satisfied with the information provided by pharmacist for the rational use of medicines through pamphlets and poster displays in the pharmacy?	101	99	49.5%
Does your pharmacist explain you the sales literature,labels/package inserts of the medicines?	54	146	73%
Does your pharmacist assess Patient Medication Record (PMR) to check frequency of administration & the way of administration of prescribed medicines?	50	150	75%
Do your Envelopes (containing dispensed medicines) provide the information such as name of pharmacy, name & quantity of medicines?	60	140	70%
Does your pharmacist supply you PIL (Patient information leaflet) which contains information about the chemical nature of active drug, formulation, symptoms, use & dosage of medicines?	47	153	76.5%
Does your pharmacist verify the legality, genuineness and completeness of a prescription before dispensing it?	75	125	62.5%
On completion of dispensing, do the prescription is stamped with a ' DISPENSED ' stamp?	51	149	74.5%
Does your pharmacist explain the expected side effects (if any) of the medicine?	108	92	46%
Does your pharmacist explain the OTC (Over The Counter) medicine with	78	122	61%

brief counseling? <i>(OTC medicines are medicines that are available without prescription)</i>			
Does your pharmacist inform you about the action to be taken if the symptoms do not improve within a particular number of days?	57	143	71.5%
To maintain and protect printed packaging materials does your pharmacist have frost-free refrigerator ?	76	124	62%
As part of the Professional services does your pharmacist have a separate Blood pressure, blood sugar tests, and weight & height check area?	53	147	73.5%

From the findings mentioned above, researcher came to know the critical parameter that needs an immediate attention. These parameters are:

- Pharmacist must **explain the sales literature, labels/packages and/or inserts** of the medicines.
- Pharmacist must **assess the patient medication record**.
- Pharmacist must **provide an envelope** which provides information such as name of the pharmacy and name and quantity of medicine supplied.
- Pharmacist must **supply patient information** leaflet which contain information about the chemical nature of active drug, formulation, symptoms, use and dosages of medicines.

From the findings mentioned above, researcher came to know the moderate factors that need to be changed. These parameters are:

- Pharmacist must **label himself/herself** by means of identification such as Apron & Pharmacist logo.
- Retail outlet during summers should be **Air-conditioned**.
- Pharmacist should keep & monitor the **temperature and humidity indication device** in the pharmacy.
- Pharmacist need to increase the **Level of counseling** provided to the patient.
- Pharmacist should give additional **information on storage** of medicine.
- Pharmacist should **verify the legality, genuineness and completeness of a prescription** before dispensing it.
- Pharmacist should **explain the OTC (Over the Counter) medicine** with brief counseling.

- Pharmacist should have a **Frost-Free Refrigerator** in shop.

From the findings, researcher came to know some good observations from customer's perspective. These parameters are:

- Customers are satisfied with the information provided by pharmacist for the rational use of medicines through **pamphlets and poster displays** in the pharmacy.
- Pharmacist **explains the expected side effects** (if any) of the medicine.

Since there are 15Questionsout of 17Questionshaving 60% & above response therefore researcher can conclude that the Null hypothesis (H_0) "There is no need to change by the Pharmacist in the Management of Retail Medical Stores" is rejected.

From the above findings, it is sufficient to prove that there is a need to change by the Pharmacist in the Management of Retail Medical Stores.

CONCLUSION & RECOMMENDATIONS

- ✓ In a nutshell, 'pharmacist in the health care system is like circumcenter of a triangle with physicians, patients and nurses at the comers of the triangle. He has direct contact with all health care professionals and patients. It is really important to appreciate the fact that a patient finds himself to be much more comfortable in a drug store than in a physician's dispensary.
- ✓ After analysis of the views, recommendations and suggestions given by the respondents, the researcher came to the following conclusion:
- ✓ The practice of pharmacy in India is governed by many laws. It is important to adhere to these laws, and to perform all pharmaceutical activities within the purview of these laws..
- ✓ A prescription is an important, legal document and its **legality and authenticity** need to be **ascertained** at all stages of dispensing.
- ✓ Medicines are classified into different schedules or categories. Medicines should be sold only after taking into consideration the **legal requirements for their sale**.

- ✓ The sale of medicines should only be undertaken under the **personal supervision of a Registered Pharmacist.**
- ✓ A **systematic system** needs to be in place to review selection of medicines to be procured, and to quantify the requirements of medicines, which forms the basis of a good procurement process.
- ✓ **Vendor audits** from time to time further confirm the reliability of the quality of medicines.
- ✓ Stocks received by the pharmacy should be quarantined in a separate area and necessary checks should be performed to ascertain the quality and quantity of stocks received.
- ✓ A **good dispensing environment** should be maintained in the pharmacy so as to ensure accurate and efficient dispensing.
- ✓ The **prescription** should be received from the client in a professional and dignified manner. It should be **read carefully** and checked thoroughly for legality, legibility, completeness and correctness.
- ✓ The processing of the prescription should be done in a sequential manner, from the time the medicines are removed from the shelves till they are delivered to the clients. **Utmost care should be taken to avoid dispensing errors.**
- ✓ Providing a **separate patient counseling area** allows activities related to patient care and other professional services to be carried out effectively.

Written information provided to patients serves as a backup and reminder for patients, and assists in providing important instructions and information thus enhancing patient compliance.

Non-pharmacological measures provided by pharmacists can serve as an alternative to OTC medicines, or make medicines work better.

OTC medicines are also serious medicines and the pharmacist can provide important relevant information pertaining to these medicines to clients who request for such medicines.

The pharmacist plays a vital role in the rational use of medicines. He should **discourage use of irrational, unsafe, banned medicines and medicines of doubtful efficacy.**

The pharmacist is in a strong position to promote the rational use of medicines through optimum medicine procurement, inventory control, dispensing, patient information, and recommendation of rational OTC medicines.

The pharmacist also plays a major role in the education of healthcare providers to the public.

RECOMMENDATIONS

After analysis of the views, recommendations and suggestions given by the respondents, the important recommendations are as under:

- **Pharmacists should maintain Patient Medication Record (PMR) of each individual.** This is beneficial in avoiding drugs interaction that is possible due to multi-therapy from one or more physicians, or simultaneous administration of OTC and prescription drug. Information about health history allergic reactions etc., help Pharmacists to check suitability of medicines for the Patient and also for patient counseling.
- **Use of patient information leaflets (PIL)** in the vernacular language with pictogram is an effective way to educate the patient. The pharmacist can also develop a handy and useful patient information leaflet using his therapeutic knowledge and available drug information from various sources.
- **One to one interaction with the patient** can thoroughly assess the patient knowledge and improve understanding about therapy.

- The **retail outlet in hot areas and in summers should be air-conditioned.** This may be kept in mind while designing the outlet. Similarly, in areas of extreme cold, the premises would require heating, especially in winters. The placement of air-conditioner and heating devices should be such that products are not directly exposed to the chill or heating.
- **Arrangements should be made to store products based on the labeled storage conditions.** Within these categories, provisions can be made for fast moving and slow moving products and more serious storage considerations should be given to the slow moving products.
- **Pharmacists can advise on healthy life styles and provide hints.** Attempts to provide health screening services will enhance the image of the pharmacist as a professional.
- Single pharmacist cannot sale and counsels the patients in busy shop, all the staff should be adequately trained. Therefore, **pharmacists should organize and attend seminars** on the therapeutic issue, adverse effects, etc.
- **Due consideration should be given to storage requirements** of formulations while designing the shelves and cupboards in the retail outlet. As far as possible, the shelves should be covered with glass panels, which not only protect from dust but also prevent rapid fluctuations in temperature.
- The pharmacy is the only health profession that is estimated by its sale of product rather than its services to the health of society. Therefore, **pharmacists should recognized and practice more as health care provider.**
- Health should have top priority on the agenda of any country. In developed countries 12-14 per cent of GDP is spent on health care whereas in India, it is just 0.9 per cent. So the **percentage on health care to be spent should be increased.**

11) Indian government should have a **separate Ministry of Pharmacy**. Pharmaceuticals cannot be simply categorized under chemicals or fertilizers, as done presently.

PHARMA TRADER TO HEALTH CARE PROVIDER

To change the status of Indian pharmacists from drug trader's dispensers to health care providers, pharmacists have started interacting with the physician and the patient. In the near future, the pharmacist would be considered and recognized as the leader of medical treatment

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Dear customer of retail medical store,

This **Questionnaire** is a part of Research & is being carried out by a Faculty member of a reputed management institute of Nagpur, **pursuing Ph.D** titling "*A critical study of Retail Medical Stores Management with reference to Community Pharmacist in Nagpur City*". Your Cooperation will certainly add new dimensions to the management of retail medical store. **So you are requested to fill up the Questionnaire Sincerely, Truly & to the best of your Knowledge.**

Thanking you in Anticipation of a prompt response.

-Researcher

1	Name of the customer		
2	Mobile Number		
3	Email ID.		
S.NO.	QUESTIONS	YES	NO
•	Does your pharmacist label himself/herself by means of identification such as Apron & Pharmacist logo?		
•	Is the retail outlet during summers Air-conditioned ?		
•	Does your pharmacist keep & monitor the temperature and humidity indication device in the pharmacy?		
•	Are you satisfied with the level of counseling provided by your pharmacist?		
•	Does your pharmacist give additional information on storage of medicine (apart from info. available on medicine)?		
•	Are you satisfied with the information provided by pharmacist for the rational use of medicines through pamphlets and poster displays in the pharmacy?		
•	Does your pharmacist explain you the sales literature,labels/package inserts of the medicines?		
•	Does your pharmacist assess Patient Medication Record (PMR) to check frequency of administration & the way of administration of prescribed medicines?		
•	Do your Envelopes (containing dispensed medicines) provide the information such as name of pharmacy, name & quantity of medicines?		
•	Does your pharmacist supply you PIL (Patient information leaflet) which contains information about the chemical nature of active drug, formulation, symptoms, use & dosage of medicines?		
•	Does your pharmacist verify the legality, genuineness and completeness of a prescription before dispensing it?		
•	On completion of dispensing, do the prescription is stamped with a ' DISPENSED ' stamp?		
•	Does your pharmacist explain the expected side effects (if any) of the medicine?		

• Does your pharmacist explain the OTC (Over The Counter) medicine with brief counseling? <i>(OTC medicines are medicines that are available without prescription)</i>		
• Does your pharmacist inform you about the action to be taken if the symptoms do not improve within a particular number of days?		
• To maintain and protect printed packaging materials does your pharmacist have frost-free refrigerator?		
• As part of the Professional services does your pharmacist have a separate Blood pressure, blood sugar tests, and weight & height check area?		

Please tick (✓) your response in any one column.

Signature of the Customer

Thank you for your kind Cooperation & Time.

Dear Pharmacist,

Kindly note: This Questionnaire is a part of Research & is **not carried out by FDA or any other Government Authority**. It is being carried out by a Faculty member of a reputed management institute of Nagpur, pursuing Ph.D. titling “A critical study of Retail Medical Stores Management with reference to Community Pharmacist in Nagpur City”. So you are requested to fill up the Questionnaire Sincerely, Truly & to the best of your Knowledge.

Thanking you in Anticipation of a prompt response.

-Researcher

1	Name & Address of Pharmacy	
2	Name of Pharmacist	
3	Telephone Number	
4	Email ID.	

Please tick (✓) your response in the relevant column.

1.	Constitution of the Store :					
	Sole Proprietorship		Partnership		Company	
2.	Whether the pharmacist is:					
	Owner of shop			Not the owner		

3. Following are the practices of retail medical stores, please state how important role these practices play in retail medical stores management. **Please tick (✓) your response (only one for each question)** in the relevant column

S.NO.	QUESTIONS	Rating Scale				
		<u>Very Important</u>	<u>Somewhat Important</u>	<u>Neither Important nor Unimportant</u>	<u>Somewhat Unimportant</u>	<u>Very Unimportant</u>
A	How Important role does the SOP booklet play to carry out day to day business transaction. <i>(A Standard Operating Procedure is a written step-by-step procedure for an activity carried out in a particular Organization)</i>					
B	How Important is to have a separate Quarantine area in order to avoid intermixing of newly arrived stock with the existing stock <i>(Quarantine Area: The stocks that is kept in a separate area until the checking is done.)</i>					
C	How Important is to have a separate Blood pressure, blood sugar tests, weight & height check area?					
D	How important is to conduct Drug Utilization Study in your area? <i>(Drug utilization study :The</i>					

	<i>study of the distribution and determinants of health-related states and events in the population, and the application of this study to control of health problems)</i>				
E	How important is to access Patient Medication Record (PMR) to check frequency of administration & the way of administration of prescribed medicines?				
F	How important is to explain the sales literature & label/package inserts of medicines to the patient?				
G	How important is to counsel patient for the use of medicines?				
H	How important to you is it to verify the legality, genuineness and completeness of a prescription before dispensing it with the Registered Medical Practitioner?				
I	How Important is to maintain the Temperature & Humidity of the Pharmacy through the use of Temperature & Humidity device?				
J	How Important is to store/supply Thermolabile medicine maintaining the cold chain? <i>(Thermolabile: Subject to alteration or destruction by</i>				

	<i>heat.)</i>					
K	How Important is to have the retail outlet during summers Air- Conditioned?					
L	How Important is to have a Frost-Free Refrigerator in shop?					
M	How Important is to give patient additional information on storage of medicine (apart from info available on medicine)?					
N	How Important is to give patient information for the rational use of medicines through pamphlets and poster displays in the pharmacy?					
O	How Important is to explain the OTC (Over The Counter) medicine with brief counseling?					

Further the Researcher is also interested to know how important role does Online & Software Services play in Retail Medical Stores Management. So please, answer the following questions also:

4.	Do you make use of Online order placing service (E- Milan) provided by Association?	Yes	No	
5.	Do you make use of " Drug Info "service that operates through your mobile? <i>(Drug Info is a service made available by AIOCD PharmaSoftech, Where complete information of all medicines are made available through SMS)</i>	Yes	No	

6. Do you have **pharmacy store management software** such as TAI ,Microcis, Marg, Micropro, etc?

	Yes	No	

If yes, then following are the features that are made available by most of the software.

Please tick(✓)for the service you make use of:

S.No	Services made available through software	Please tick (✓)
•	Preparation & report generation of B/S, Ledger A/C & other Accounting reports.	
•	Online Bill Transfer from wholesaler to retailer.	
•	Switch over Technology (from one entry screen to another entry screen)	
•	Multiple Bills in one Time	
•	Details of Item Substitute With Generic name	
•	Customer wise regular medicines.	
•	Check list for all transaction	
•	Online Support System (Sharing of Counsel)	
•	Daily Gross Profit/ cash deficiency/ cash balance check	
•	Order / Invoice online upload/ downloading	

7.	In a nut shell how helpful is your computer software in managing day-to-day business transaction.(Please tick(✓) in any one of the relevant column)							
	Very helpful	Somewhat helpful		neither		No so helpful		Not at all helpful

Signature of the pharmacist

Thank you for your kind Cooperation & Time.