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CONSUMER ATTITUDES TOWARD TRADITIONAL STORES AND ONLINE STORES

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ABSTRACT

Determining what consumer's value and how online stores compare to traditional stores on valued attributes is a necessary first step in understanding the relative benefits of e-commerce. In this paper, we measure consumers' valuation of online stores compared to traditional stores by measuring their perceptions of the performance of online stores & Online shopping behavior. It is yet to understand what factors influence online shopping decision process. The objective of this study is to provide an overview of online shopping decision process by comparing the offline and online decision making and identifying the factors that motivate online customers to decide or not to decide to buy online. It is found that marketing communication process differs between offline and online consumer decision. Managerial implications are developed for online stores to improve their website We find that all product categories in our survey of online stores are less acceptable overall than traditional stores. Online stores are perceived to have competitive disadvantages with respect to shipping and handling charges, exchange-refund policy for returns, providing an interesting social or family experience, helpfulness of salespeople, post-purchase service, and uncertainty about getting the right item. These disadvantages are not entirely overcome by online stores' advantages in brand-selection/variety and ease of browsing.

Keywords: retailing, online attitude, online shopping, online shopper behavior, online shopping decision.

Introduction :

There is a growing popularity of Internet as a medium of information search, communication link, and online buying worldwide including India. Although there has been a widespread change in the mindset of Indian buyers by way of switching over to online buying from the traditional physical shopping (Joines et al., 2003; and Jayawardhena, 2004), the rate of diffusion and adoption of the online buying amongst buyers is still relatively low. Various business intelligence approaches are currently used by decision makers like spreadsheets and databases, online transaction processing, online analytical processing, data mining to assist with strategic planning in online retail (L. Venkata Subramaniam et al., 2009). Information such as demographics, buying patterns, product preferences etc. may be used and useful deductions can be made such as determining a suitable product mix or estimated demand of a product to decide on inventory level. Although such information can be invaluable to decision makers, it only provides part of the picture. These BI approaches do not provide insight into why buyers are doing and what they are doing (Luan Ou and Hong Peng, 2006).

Greater understanding of the 'why' is essential in predicting the future and gaining insights in order to reduce inefficiencies, costs and risks, and improve future decisions related to online buying (www.IntelligentSoftware.com.au, Behavioural Business Intelligence: the next generation of predictive analysis). The proposed research agenda not only provide us with a cohesive view of online buyer Behaviour of Indian buyer based on empirical study but also proposes a comprehensive Behavioural Business Intelligence (BBI) framework for online retailer.

The paper is organized as follows. Section 1 outlines the research done in the field of online buyer behaviour. Section 2 analyzes some business intelligence models developed in recent past. Section 3 outlines the relationship between business intelligence, knowledge management and data mining, as these approaches will be used to design BBI framework. Section 4 concludes the paper by considering the future research agenda.

The number of consumers buying online, and theamount being spent by online buyers has been on the rise;Forrester Research has estimated Internet salesin 1999 to be more than double that of 1998, $20billion (see estimates at www.forrester.com). Despite thehype and the growth, consumer e-commerce salescurrently account for less than 1% of retail sales, andexperts and scholars have argued over the possible upperlimit to the percentage of consumer online spending.Ultimately, the degree to which online and offlineshopping fulfill various consumer needs -- both goalorientedand experiential -- is likely to impact the amountof shopping dollars that consumers will choose to spendin each environment. Inarguably, online and offline

environments present different *shopping experiences* evenwhen the same products can be purchased. Consumersshop with utilitarian, goal driven motives as well as forexperiential motives, such as fun and entertainment; insum, they shop to acquire products or they shop to shop(Babin, Darden and Griffen 1994; Bloch and Richens1983; Hirschman 1984; Hirschman and Holbrook 1982;Hoffman and Novak 1996; Schlosser and Kanfer 1999).

Based on our research, we suggest that online andoffline shopping experiences are perceived and evaluatedby shoppers with respect to their ability to deliversatisfaction on two dimensions: (1) goal fulfillment and(2) experience-related outcomes. Our research suggeststhat goal-directed motivations are more likely to besatisfied *online* while experiential shopping motives aremore likely to be associated with *offline* shopping.Nevertheless, there are online buyers who reported to usthat they shop for fun; typically they shop auction sites,engage in ongoing hobby type interests (see Bloch,Sherrell and Ridgeway 1986 for a discussion of offlinehobby behavior) or enjoy the thrill of looking forbargains.

Internet and information technology are creating a new opportunity for consumers to share their productevaluations online (Avery, Resnick and Zeckhauser 1999). Amazon.com started to offer consumers anoption to post their comments on products on its website in 1995. Currently, Amazon.com has about 10million consumer reviews on all its product categories, and these reviews are regarded as one of the mostpopular and successful features of Amazon (*New York Times*, Feb. 24, 2004). In recent years, anincreasing number of online sellers (e.g., BevMo.com, BN.com, cduniverse.com, circuitcity.com,GameStop.com, computer4sure.com, c-source.com, half.com, goodguys.com, wine.com) are adopting thesame strategy. These online sellers invite users of their products to post personal product evaluations onthe sellers' websites or provide their customers consumer review information offered by some third-partysources such as Epinions.com and CNET.com. Online consumer reviews are common for many productcategories such as apparel, books, electronics, games, videos, music, beverages, games, and wine.

Recent evidence suggests that consumer reviews have become very important for consumer purchasedecisions and product sales. A study by Forrester Research finds that half of those who visited the retailersites with consumer postings reported that consumer reviews are important or extremely important in theirbuying decisions (*Los Angeles Times*, Dec. 3, 1999). Based on the data from Amazon.com and BN.com,Chevalier and Mayzlin (2003) find that online book reviews have significant impact on book sales.

Online consumer review is an emerging independent product information resource with growing

popularity and importance. It has generated considerable attention in practitioners and popular presses. Tobetter understand the fundamental role of this new information channel in the market place and itsstrategic implications to online marketers, more academic research is urgently needed.

ON LINE BUYER BEHAVIOUR

It has been found in literature survey that there is lot of study done on developing a business intelligence model based on buyer behaviour but most of it is fragmented and does not provide a comprehensive approach on online buying behaviour of Indian buyer.

Online buyer behaviour has become an emerging research area with an increasing number of publications per year. The research articles appear in a variety of journals and conference proceedings in the fields of information systems, marketing, management, and psychology. A review of these articles indicates that researchers mostly draw theories from classical buyer behaviour research, such as behavioural learning, personality research, information processing, and attitude models (Fishbein 1980). Moreover, a close examination of the literature in this area reveals that most of the components of buyer behaviour theory have been applied to the study of online buyer behaviour. However, the application is not as straightforward as simply borrowing the components and applying them. There are still significant differences between offline and online buyer behaviour that warrant a distinguishing conceptualization. For example, L.R. Vijayasarathy (2001) integrated the web specific factors (online shopping aid) into the theory of reasoned action (TRA) to better explain buyer online shopping behavior. Song and Zahedi (2001) built on the model of the theory of planned behaviour (TPB) and examined the effects of website design on the adoption of Internet shopping.

Literature review :-

Offline and Online Consumer Decision-making Process

The process of making decision are very similar whether the consumer is offline or online. But one some major differences are shopping environment and marketing communication. According to traditional consumer decision model, Consumer purchase decision typically starts with need awareness, then information search, alternative evaluations, deciding to purchase and finally, post-purchasing behavior.

In terms of online communication, when customers see banner ads or online promotion, these advertisements may attract customers' attention and stimulate their interesting particular products. Before they decide to purchase, they will need additional information to help them out. If they do not have enough information, they will search through online channels, e.g., online catalogs, websites, or search engines ((Laudon and Traver, 2009)). When customers have enough information, they will need to compare those choices of products or services. In the search stage, they might look for the product reviews or customer comments. They will find out which brand or company offers them the best fit to their expectation. During this stage, well-organized web site structure and the attractive design are important things to persuade consumers to be interested in buying product and service ((Koo et al., 2008)). Moreover, the information sources' nature may influence buyer behavior ((Bigné-Alcañiz et al., 2008)). The most useful characteristic of internet is that it supports the pre-purchase stage ((Maignan and Lukas, 1997)) as it helps customers compare different options ((Dickson, 2000)). During the purchasing stage, product assortment, sale services and information quality seem to be the most important point to help consumers decide what product they should select, or what seller they should buy from ((Koo et al., 2008)). Post-purchase behavior will become more important after their online purchase. Consumers sometimes have a problem or concern about the product, or they might want to change or return the product that they have bought. Thus, return and exchange services become more important at this stage (Liang and Lai, 2002).

All five stages described above are affected by external factors of risks and trusts (Comegys et al., 2009). The search process is a significant component of customer's online shopping behavior (Seock and Norton, 2007). The source risk comes in the stage of information search and evaluation because the information in the web sites might contain some mistakes. Some websites require customers to register before searching their website. As such, in addition to product risk, consumers also face the risk of information security (Comegys et al., 2009; Wang et al., 2005). Because of the nature of online purchasing, customers take the risk as they are not able to examine the product before purchasing. They also take the risk in the payment process because they may need to provide personal information including their credit card number. Security problem does not stop at the purchase stage but continues to the post-purchase stage because their personal information might be misused.

A Framework of Online Consumer Decision

A framework that compares online consumer decision with offline decision making was developed by Laudon and Traver (2009), who suggest that a general consumer behavior framework requires some modification to take into account new factors.

When consumers want to buy product, they will look at the brand and the characteristics of 68 product or service. Some products can be purchased and shipped easily online such as, software, books. On the other hand, some products are hard to decide through online channel. Web site features, firm capabilities, marketing communication stimuli, and consumer skills are also important, in terms of the proposed framework (Laudon and Traver, 2009). When consumers want to buy product, they will look at the brand and the characteristics of product or service. Some products can be purchased and shipped easily online such as, software, books. On the other hand, some products are hard to decide through online channel. Web Site feature is one of the important things that can influence consumers to buy product online. For example, online retailers can use high technology to improve their websites in order to influence consumer perceptions of the web environment (Prasad and Aryasri, 2009). If the web site is too slow, not navigability, or not safe enough, will have negatively impact consumer willingness to try or buy products from the website. Consumer experience with online shopping (Broekhuizen and Huizingh, 2009) or consumer skills, which refer to the knowledge that consumers have about product, and how online shopping works (Laudon and Traver, 2009) also influences online shopping behaviors. Clickstream behavior is another aspect that becomes more important in the online world. It refers to the behavior that consumers search for information through web sites many sites in the same time, then to a single site, then to a single page, and finally to a decision to purchase (Laudon and Traver, 2009). All these factors lead to specific attitudes and behaviors about online purchasing and a sense that they can control their purchasing environment thru the online world.

Influences of Online Shopping Decision:

Motivations that lead consumer to buy online

There are many reasons why people shop online. For examples, consumers can buy anything at anytime without going to the store; they can find the same product at a lower price by comparing different websites at the same time; they sometime want to avoid pressure when having a face-to-face interaction with salespeople; they can avoid in store traffic jam, etc. These factors can be summarized into four categories—convenience, information, available products and services, and cost and time efficiency.

Convenience: Empirical research shows that convenient of the internet is one of the impacts on consumers' willingness to buy online (Wang et al., 2005). Online shopping is available for customers around the clock comparing to traditional store as it is open 24 hours a day, 7 days a week (Hofacker, 2001; Wang et al., 2005). Research shows that 58 percent chose to shop online because they could shop after-hours, when the traditional stores are closed and 61 percent of the respondents selected to shop online because they want to avoid crowds and wailing lines, especially in holiday shopping (The Tech Faq, 2008). . Consumers not only look for products, but also for online services. Some companies have online customer services available 24 hours. Therefore, even after business hours, customers can ask questions, get necessary support or assistance, which has provided convenience to consumers (Hermes, 2000).

Some customers use online channels just to escape from face-to-face interaction with salesperson because they pressure or uncomfortable when dealing with salespeople and do not want to be manipulated and controlled in the marketplace (Goldsmith and Flynn, 2005; Parks, 2008). This is especially true for those customers who may have had negative experience with the salesperson, or they just want to be free and make decision by themselves without salespersons' presence.

Specific Research Objectives:

This study has two major objectives for understanding online/offline complementarity:

1) To determine thefactors that lead to differential preference for online and offline services at different stages of the shoppingexperience for different products;

2) What attributes consumer can decide to buy the product?

3) To find out which category of product , the consumer prefer most & why ?

4) The objective of this study is to provide an overview of online shopping decision process by comparing the offline and online decision making and identifying the factors that motivate online customers to decide or not to decide to buy online.

Research Method:

The research is based on information collected from primary sources. After the detailed study, an attempt has been made to present comprehensive analysis of usage FLIPKART, SNAPDEAL, EBAY, JABONG, MYNTRA. The data has been used to cover various aspects like usage, customer's preference , customer's satisfaction and consumer behaviour regarding different website attracts consumer for shopping online. In collecting requisite data and information regarding the topic selected, I conducted a survey and collected the data.

This research represents the first phase of a researchplan intended ultimately to identify and measure theconsumer experiences and website attributes that areassociated with quality and satisfaction. In this firstphase, we desired to understand motivations, attitudes andbehavior of consumers from a phenomenological point ofview (as experienced and explained by consumers).

Our research suggests that accessibility/ convenience,selection, information availability, control of sociality,low commitment to the experience and more generally, asense of freedom and control all mark *goal-directedbuying* (see Table). Moreover, these attributes that areassociated with goal-directed search are more likely to beassociated with online as compared to offline shopping(see Solomon 1999 concerning goal-directed search).While offline shopping is more likely to beassociated with experiential benefits, some online buyersnevertheless describe online shopping as being enjoyable,fun, and even sociable.

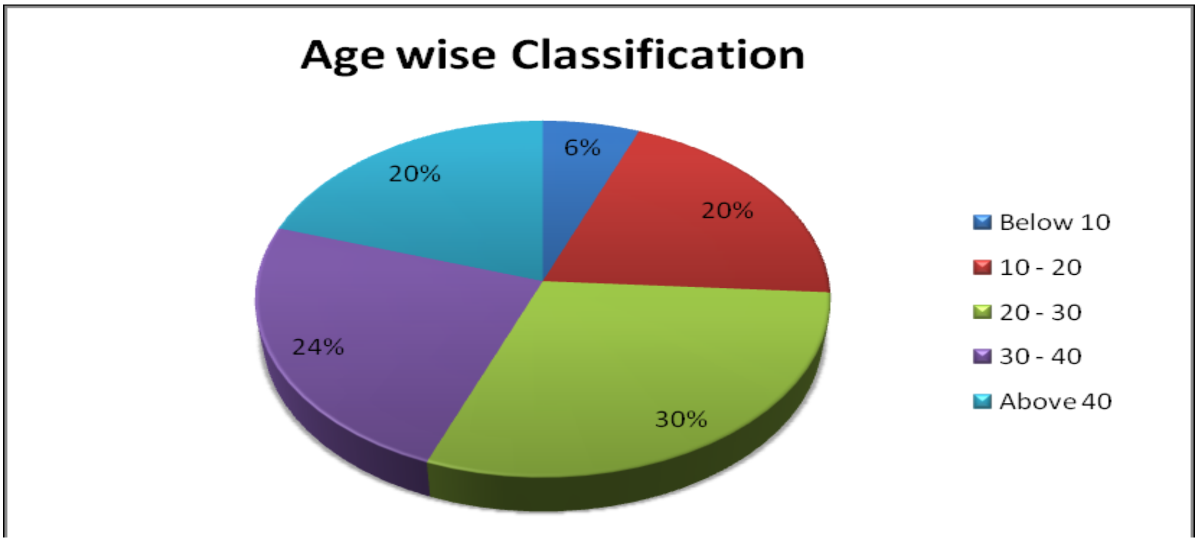
Goal Directed Buying	Important Factors	Outcomes
	Accessibility/Convenience Freedom, Control Selection Information Availability Control of Sociality Commitment to Goal, Not experience	**Freedom , control**
Experiential browsing/buying	**Browsing/Buying** Ambiance/Atmosphere Fun Positive Sociality Positive Surprise Commitment to Experience as important or more important than goal	**Fun**

PRESENTATION OF DATA ANALYSISAND FINDINGS:

Statistical Representation of the Respondents:

Age wise Classification:

Serial No	Age	Number of Respondents	Percentage
1	Below 10	3	6%
2	10 - 20	10	20%
3	20 - 30	15	30%
4	30 - 40	12	24%
5	Above 40	10	20%
Total		**50**	**100%**



Education/Qualification wise classification:

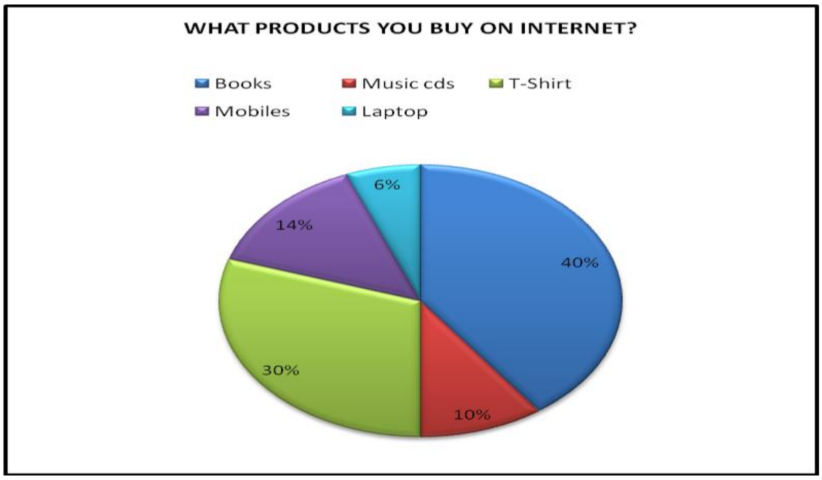
Serial no.	Education	Numberof Respondents	Percentage
1	H.S	15	30%
2	Graduate	25	50%
3	Post Graduate	10	20%
TOTAL		50	100%

To know what motivates consumer to do online shopping.

Option	Numberof Respondents	Percentage
Easy payment	15	30%
No hidden cost	5	10%
Wide range of products	3	6%
No travel to shop	27	54%
Total	50	100%

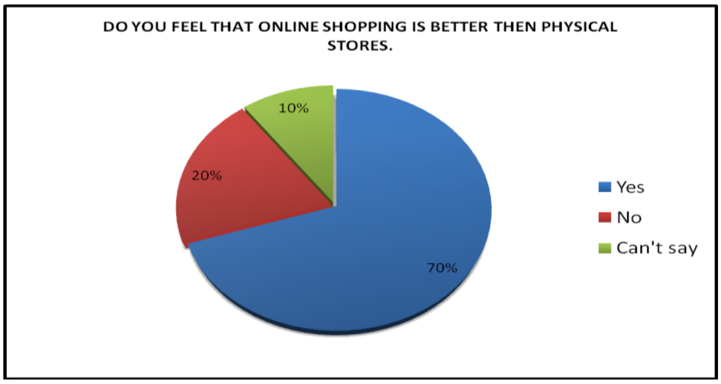
To know what products consumers buy on internet.

Option	Numberof Respondents	Percentage
Books	20	40%
Music cds	05	10%
T-Shirt	15	30%
Mobiles	07	14%
Laptop	03	6%
Total	50	100%



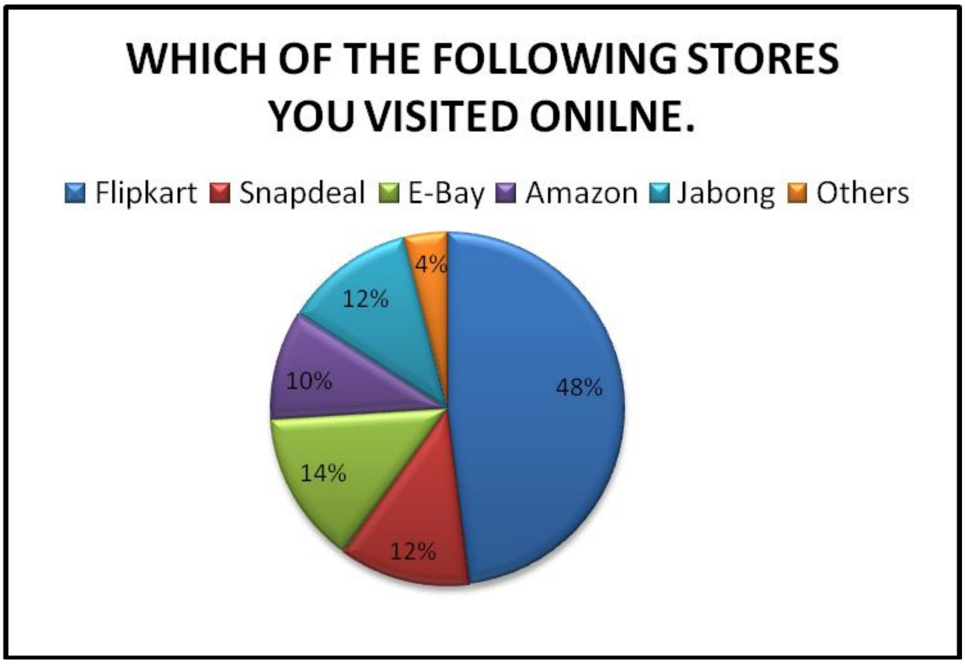
To know what do you feel that online shopping is better than shopping at physical stores.

Option	Numberof Respondents	Percentage
Yes	25	50%
No	15	30%
Can’t say	10	20%
Total	50	100%



To know Which of the following stores does consumers visit for online shopping.

	Numberof Respondents	Percentage
Flipkart	24	48%
Snapdeal	06	12%
E-Bay	07	14%
Amazon	05	10%
Jabong	06	12%
others	02	4%
Total	50	100%



Conclusion :-

Survey responses . from the survey report ,it can be seen that for about half the product categories, online methods are preferred over offline for the search and compare steps. Offline is greatly preferred over online for the final purchase step for most product categories. Thus, in many circumstances, consumers would prefer to log on to the Internet to look at their possible choices, compare those choices on their various features, but prefer to make the final purchase at a retail location.

Offline shopping sources rated higher for enjoying the shopping experience, being able to see-touch-handle theproduct, personal service, no-hassle exchange, and receiving speedy delivery. This emphasizes the importance of the physical aspects of the shopping experience and the strengths of offline retailers in providing these services.

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AN EMPIRICAL STUDY ON COST REDUCTION TECHNIQUES FOR ORGANIZED RETAILING WITH REFERENCE TO INDIAN RETAIL SECTOR

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ABSTRACT:

Cost of operations play significant role in organized retailing it's an important performance indicator in determining success and profitability of retailer. At the same time retailer has to spend significantly on store operations in order to achieve sales objectives and to ensure desired service delivery at retail store. Cost control is critical success factor for every business and for organized retailing. Excessive cost operations can adversely affect any business and retail business is not an exception. Most of the cost in retail business is associated with operations. Paper based on literature and frameworks which discuss the insights related to risks and cost of operations and implicates remedial approach to counter costs without hampering the performance of retail store, which may perpetuate in to efficient operations and enhanced profitability of organized retailers.

KEYWORDS: Cost Reduction Techniques, Indian Organized Retail, Efficient Retail Practices

INTRODUCTION:

Indian retail industry is one of the sunrise sectors with huge growth potential. According to the Investment Commission of India, the retail sector is expected to grow more than $660 billion by 2015. In recent years overall growth of Indian retail sectors touching new heights According to global retail development index India is on 5th rank in retail growth development index. Changes in pattern of consumption, rising Income, Demographic Changes, Political will and Intent of Indian corporate contribute together to drive this transformation. However, in spite of the recent developments in retailing and its immense contribution to the economy, organized Retailing in India is in nascent stage more than 90 percent of retail business is still unorganized in India.Organized retailing continues to be the least evolved industries and the growth of organized retailing in India has been much slower as compared to rest of the world.

Retailers adopted various Retail formats according to market potential, location and their convenience such as Departmental stores, Hyper market, specialty stores, specialty stores, cash and carry stores, Super markets and convenience stores, in case of Departmental stores pantaloon has 65 opened, Trent operates 59, shoppers stop has 51 stores, Reliance also has presence in this segment. Pantaloon Retail is market leader in Hypermarket segment which operates 160 Big Bazaar stores. HyperCity operates 4 stores, Spencer, Aditya Birla retail and reliance also engaged in similar operations. In the segment of Supermarkets/ Convenience stores Aditya Birla Retail with more than 500 outlets, Spencer's 220 stores, Reliance fresh 458 outlets, REI 6Ten with 350 stores are major stores in the format. Titan Industries is a largest player with 320 world of Titian outlets 130 Tanishq and 117 Titan Eye+ shops, Vijay Sales, Croma and E-zone are into consumer electronics Landmark, and crossword focus on books and gifts, Cash and carry stores are wholesale format for retailers where no credit and no transport facility provided in this segment Metro Started the cash and carry model in India the company has five stores across Bangalore, Mumbai, Kolkata, Hyderabad. Bharti Walmart started its cash and carry outlets in 2011. (official websites, KPMG, Anarcha Research).

In 2009 Organized Retail Industry in India suffered major setback well-known player Such as Subhiksha Closed more than 1600 retail stores due to financial mismanagement and crash crunch, recession was also important factor behind closure. Growth of retail sector doesn't guarantee success. Retailers face Internal as well as External challenges on day to day basis According to study Indian retailers reported the highest loss of stocks to theft in the world for the fifth year in a row in 2011 (Sumanta Datta July 2012)

Shirking margins and Increasing competition Technological Advancement and e-retailing are some of major growth constraints as well as threats for organized retailers in India.

OVERVIEW OF ORGANIZED RETAIL SECTOR IN INDIA:

Foreign direct investment (FDI) by multinational food processing companies has shot up to $2.14 billion in the country between April and October 2013, and continues to increase significantly.The Indian retail market, currently estimated at $490 billion, is project to grow at a compounded annual growth rate of 6 per cent to reach $865 billion by 2023.The opportunities in food and grocery retail in India are immense, given that it constitutes about 69 per cent of India's total retail market, according to panel members at the seventh Food and Grocery Forum India.Head honchos of top food and grocery brands spoke on the opportunities that lay ahead for the growth of modern retail.

OBJECTIVES OF THE STUDY:

1. To find out the areas associated with controllable costs in retail operations.
2. To suggest remedies to counter cost overruns for organized retail stores

METHODOLOGY:

Paper is based on secondary data, analytical, descriptive and comparative methodology for this report; data has been collected from books, journals, newspapers and online databases.

OVERVIEW OF COSTS AND LOW PROFITABLE AREAS ASSOCIATED WITH OPERATIONS OF RETAIL STORE:

Cost play significant role in determining organizational efficiency and profitability in contrast to secondary sector of economy retailing success is more dependent on ambience and experience inside the organization. Service delivery and loyalty of customers can support the growth matrix of retailer. To achieve goal of delivering good quality of service and customer satisfaction retailers has to mobilize resources which involve costs, management is responsible for delivery of quality services as well as to control costs and enhance profitability along with goal to achieve customer satisfaction. Some Important costs which can be controlled with managerial approach. Costs are not only express in terms of financial entity but also there are costs like cost of losing customer, cost of losing opportunity and social costs. Cost of losing loyal customer hamper business significantly as the cost of finding new customer is much higher than retaining existing customer.

1. COST OF RENT

Rent is one of the major as well as important fixed costsassociated with retail business cost of rent plays significant role in success of retail stores as it takes breakeven point at far distance. Fixed cost remain fixed irrespective to the output. It means if store is not performing well or store is not capable of achieving sales objectives due internal or external reasons in specified period of time until then retail has to concede the cost of rent and run into losses. Cost of rent is game changer, it consistently challenge the competitiveness and sustainability of business. leasing or long term agreement has their own disadvantages as it introduce rigidity in business restrict retailer from migrating at more potential areas.

2. COST ASSOCIATED WITH WHITE GOODS

White goods are consumer electronic products such as Washing machine and Refrigerator. It's a risky task to sell such products because liquidity such products become absolute if not sold in specified period of time. Retailers buy this product from OEM (Original Equipment Manufacturer) it means heavy funds invested by retailers to keep product in their stores. Technological up gradation may make products less popular and less profitable as time passes.

3. INCOSISTANT INVENTROY MANAGEMENT

Inconsistent Inventory Management has long term impact on retail business. Stock Management and category management has direct link with customer loyalty.

Inconsistent Inventory Management may lead of cost of losing loyal customer.

In most of the cases products purchased by central purchase department for retail stores hence communication and logistic supply between retail store and central purchases department play vital role in assuring availability of products at retail outlet and build trust amongst customers.

4. COMPETITION FROM ONLINE RETAILING

Cost of losing customer is remarkably high when it comes to non grocery segment online retailing is new buzz and websites such filpkart.com, amazon.com, ebay.in, snapdeal.com are competing to gain market share apparel, electronics are popular segments physical stores facing challenges from this emerging market. Due to price difference and ability to compare prices, customers are switching to online purchase. This adds cost of losing customer.

5. LOW MARGIN NATIONAL BRANDS

National Brands offer low margin to retailers. National brands have presence all over the market and they compete on the basis of quality and innovations. National brands are popular amongst the customers but from the retailers perspectives the popularity of national brands is a challenge as low margin affect profitability hence.

6. MANPOWER COSTS

Manpower costs play significant role in the success of retailers, manpower is one of the important factor as retail is service sector and manpower comprise of important marketing mix P associated with service i.e. People. Quality of people determines the quality of service delivery and service quality. Quality manpower attracts heavy costs in the form of remuneration.

7. LOGISTICS COSTS

Most of the retailers' uses centralize purchasing model and the model to Justify Economic Order quantity; Centralized purchasing has its own advantages and disadvantages. Flow of goods from Central warehouse and stores spread over geographical areas involves storage, handling of goods and transportation. It adds lots of burden when it comes to reaching stores located far away from the central purchase.

8. LOSS DUE TO SHRINKAGE

A big challenge for the retailers across the globe is the increased diversity of threats Contributing to global shrinkage, Indian retailers reported the highest loss makers of stocks due to theft the with about half of the loss attributed to shoplifting by customers Retail shrinkage is basically the difference between the value of stock as per the book and the actual stock in a store and includes loss due to shoplifting, employee theft, supplier fraud and paperwork errors.As per Global Retail theft Barometer, 2011 (GRTB-2011) shrinkage or stock loss in Indiawas estimated at 2.38 per cent of total retail sales, costing local retailers Rs.3,470 core loss.

Internal and External theft along with process failure are responsible for Shrinkage, Errors, return fraud, slip and fall and sweet hearting are major contributors in shrinkage. as it adds loss of stock, shrinkage is common in Indian stores irrespective of size of store. Shaving products, cosmetics, chocolates and biscuits are most flicked products in India. Shrinkage affects shoppers in a number of ways including reduced on-shelf availability Decreased assortment and adoption of defensive merchandising, As a consequence, it will Decrease shopper satisfaction and hence it will adversely impact the top line of retailers

REMEDIES TO CONTROL COST OVERRUNS IN ORDER TO ACHIEVE ORGANIZATIONAL EFFICIENCY AND PROFITABILITY OF RETAIL STORE:

1. CONVERTING FIXED COST INTO VARIABLE COSTS

No business want to have fixed cost associated with their operations as fixed cost remain fixed irrespective to output, such as cost of rent linking cost to the output is a better idea because fixed costs hamper business even when there is no operations or sales activity, in such situation when store is not able to achieve sales objectives fixed costs dip the retailers into losses.

To counter these problem retailers should try to convert fixed costs into variable costs Variablizing the fixed cost of rent can be achieved through the Revenue Sharing agreement where retailers share the fixed percentage of their sales revenue with the landlord or real estate agent in such way retailers link the output with the costs.

Revenue sharing agreement is beneficial for both the parties as during times when there is a low sale situation, retailer would not suffer losses due to fixed cost of rent and, during festive seasons landlord or real estate agent will earn more than fixed rent in the form of bounty.

2. SHIFT FROM BROUGHT OUT TO CONCESSION CONSIGNMENT MODEL.

Cost associated with white goods can be controlled by shifting from Brought out to concession and consignment model. In Brought out model retailers use to buy products from original equipment manufacturer (OEM) later selling them to customers in contrast to this Concession and consignment model refers to the model where retailer keeps white goods and heavy electronic products for display without buying them, if customer purchase the product then retailer will deduct the margin and rest will go to OEM, in short retailer would not invest in such products instead they will act as commission agent. Cost associated with working capital can be brought to low level with such approach.

3. IMPLEMENTATION OF ENTERPRISE APPLICATIONS

Retailers can suffer the cost of losing customers due to irregular supply of goods and improper communication between centralize purchase and stores regarding stock reporting and inventory management, Enterprise Applications are software used by Industry in order to achieve proper flow of information amongst various department to ensure coordinated actions and responsiveness in order to make sure timely delivery of products and eliminate the situations of short supply and keep customers satisfied.

4. INTRODUCTION OF BRICK AND CLICK MODEL.

Running the physical store only is a part of pure play strategy, but it has limitations which can be replaced with brick and click model where retailers have physical store as well as online stores, shoppersstop.com uses brick and click model in order to check competition by online retailers. Using brick and click model enhance retailers reach and popularity.

5. SHARP FOCUS ON PRIVATE LABELS

The Private Label Marketing Association defines store brand products as "all merchandise sold under a retail store's private label". That label can be the store's own name or a name created exclusively by that store. Private label are products manufactured for sale under a specific retailers brand. They are positioned against other competing national brands while offering viable alternatives to the customers with reference to quality and price. More often private label brands are available at prices lower than the competing national brands. Private label strategy can reduce the costs and enhance profitability provided retailers maintain quality and popularize their private labels.

6. REDUCTION IN MANPOWER COSTS

Retail stores mostly attract crowd during evening hours and weekends hiring fulltime employee for entre day can attract costs associated with operations. To manage the peak hours additional part time staff can be hired for evening and weekend operations. Full time employees are the cost centers because their services are not needed throughout the day.

Hence relying on part time employees on such occasions can be helpful to control the costs

7. COLLABORATIVE BACK END RESOURCE SHARING

The operations related to logistics, supply and warehousing can be shared between multiple retailers in order to reduce the costs in most of the cases OEM and suppliers are same hence idea can be supported and implemented for const reduction practices.

8. SHRINKAGE MANGEMNT:

Large retail outlets such as Big Bazaar and Pantaloon have investments in RFID, CCTV and antennas to reduce retail shrinkage. RFIDs in particular are being adopted widely by these retail majors.

CONCLUSION

In retail business cost of operations play significant role and efficient cost management practices can lead to enhanced profitability also it ensure sustained growth of business. Retailers' ability to control the costs and capability of delivering desired service quality determines the level of customer loyalty. Most of the costs are controllable and associated with operations, inability of retailer in managing such a operations efficiently can attract risk and uncertainty in most of the cases retailer suffers heavy losses. Remedial approaches comprise of linking volume and the output with costs and coordinated approach of delivering quality services without conceding extra costs can improve the profitability of retailers, collaborating resource sharing and shrinkage management can act as game changer for retailers.

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BLOGS AS A FUTURE MARKETING TOOL FOR INDIAN MARKETERS

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ABSTRACT

Blog is an abbreviation of ‘weblog’. A blog is a discussion or informational website on the World Wide Web (www) and consisting of separate entries called ‘Posts’ typically displayed in reverse chronological order i.e. the most recent post appears first. The growth of blogs is mainly contributed to beginning of web publishing tools in the late 1990s which allowed non-technical users to publish their content. Marketers are now experiencing the change in the marketing era from Customer-centric to Values-driven. Today’s customers’ expectations are changing due to dynamics in the environment and they are looking for companies that can deal with their social, economic, and environmental needs. They look for not only functional and emotional fulfillment but also human values and spirit fulfillment in the products and services they choose. Hence, companies will have to enlarge their focus to mankind issues. This study explains the Marketing evolution, its change to new era of Values-driven and how blogs can be used a marketing tool in the new values-driven era.

Keywords: Blogs, Values-driven marketing, Social Media, Marketing evolution, New wave technology.

1. Introduction

There is a change in marketing era from being *product -centric* to*consumer –centric* over the last 60 years. Today, companies see marketing changingonce again to *Values-driven* in response to the new dynamics in the environment. Companies are increasing their focus from products to consumers to humankind issues.

In *Values- driven marketing era*, companies require *participation and collaborative marketing* through *new wave technology*. *New wave technology* (Copeland and Malik, 2005) makes connectivity and interactivity of individuals and groups possible. One of the facilitators of *new wave technology* is *Social Media*. *Social media* includes web and mobile technologies and they are used to rollcommunication into interactive dialogue. *Social Media* includes *Blogs* and popular social media networking sites like *Facebook, Twitter*etc. Most of the good quality *blogs* are interactive in nature i.e. they allow visitors to leave comments and message each other on the *blogs.*This interactivity distinguishes *blogs*from other static websites. Hence, *blogs and blogging* can be seen as a form of *social Media.*

2. Review of Literature

Barker et.al (2012) provides a strategic approach towards Social Media marketing and distinctive conceptual foundation and practical approach to develop successful social media marketing plans. [1]Blood (2000) explains the history of blogs and its future perspective. [2] Copeland and Malik (2005) explain new wave technology which makes connectivity and interactivity of individuals and groups possible and also describes social media as one of the facilitators of new wave technology. [3]Evans and McKee (2010) defines social media marketing as the process of gaining website traffic or attention through social media sites like Facebook, Twitter, Blogs, and YouTube etc. They take marketers, product managers, small business owners, senior executives and organizational leaders on to the next step in social technology and its application in business and explain how to successfully implement a variety tools, how to ensure higher levels of customer engagement, and how to build on the lessons learned and information gleaned from first-generation social media marketing efforts and to carry this across the organization to build loyalty in customers, employees, partners and suppliers to drive long term growth and profits.[4]Gardner and Birley (2012) provide the latest information on blogging software choices and utilities and explain how to identify the unique niche and attract readers and optimize the blog. They also assist bloggers to integrate their blog with Social Media so that bloggers can develop better blogs.[5]

Rowse and Garrett (2012) explain how entrepreneurs can generate revenue using blog and offer step-by-step instruction to marketers on how to use essential blogging tools and take advantage of Social Media and content aggregators and how to optimize the advertising.[6]Getgood (2010) explains how to use the blog to implement advertising, sponsorship, partnerships, and affiliate marketing options to turn blogging into generative revenue, or even a full-time career for online entrepreneurs.[7]Holtz and Demopoulos (2006) describe the details of blogging and why businesses should care about them. They are of opinion that with millions of blogs in cyberspace, businesses need to understand how blogs work and how they affect their own organizations.[8]Hussey (2010) guides how to start a personal or business blog and build worldwide audience using blogs. He explains how to write blog entries people want to read, how to handle comments, how to create a conversation and building a community, how to publicize the blog, how to choose the right free or low-cost blogging tools which are very useful for blogger to make their blog successful.[9]Kabani (2012) observe that Social Media is a crucial tool for success in business today and the people are already talking about the business using Social Media. They outline the most popular Social Media tools, from blogs to Facebook to Twitter to LinkedIn, and explain how to use them and provide strategies for success using Social Media.[10]

Kaplan and Haenlein (2010) explains various challenges and opportunities of social media when users will collaborate. [11] Kotler et al. (2010) explain the transformation of marketing era from product-centric to customer –oriented to values-driven. They advice that instead of treating people as simply consumers, marketers will have to approach them as whole human beings with minds, hearts and spirits. They further advice that companies have to expand their focus to humankind issues in addition to their business. They explain the basics of the values-driven marketing, values-driven marketing strategies and application which are very useful for today’s marketers to succeed in future and suggest that Social Media is a marketing tool in values-driven market. They also discuss how some of the best companies in the world like IBM, P & G, and Microsoft etc. have used Social Media and blogs for their marketing activities.[12]Martin (2010) explains how to tap into the power of today's hottest Social Media sites to get global impact out of press releases, articles, blog posts, and book reviews, build relationships with clients and connect with ideal prospects and network around the world and around the clock with people who need what companies have to offer.[13]Rich (2010) explains the latest blogging tools, tricks, and upcoming trends to assist blogger to create successful blogs and reap financial rewards. He reveals how bloggers can create new and original content to attract new followers to showcase the thoughts, knowledge, expertise and opinions to millions of web users.[14]Rowse (2011) provides practical tips for building a better and professional blog. [15]

Safko (2012) teaches strategies to corporate, small business and non-profit marketers for using Social Media to reach their desired audiences with power messages and efficiency and helps in mastering the latest Social Media tools and deliver powerful messaging in the most effective way possible.[16]Singh and Diamond (2012) explain social media marketing concepts in detail. [17]Tutenand Solomon(2012)provides practical social media marketing tools. [18]Wright (2005) shows how the companies can use blogs to raise its visibility and transform internal communications and explains how to tap into the power of blogs to create a direct line of communication with customers, raise the companies visibility, and position their organizations as industry thought leaders.**[19]**

3. Research Methodology

Blog is a form of social media. Social media users are growing exponentially in India and they have power to influence buyers' decisions due to their social networking. However, social media as a promotion tool is still in a nascent stage in India. Hence, it gives intellectual discomfort as potential of social media is not leveraged in India despite of vertical growth in number of social media users. Hence, it necessitates studying social media as a promotion tool for Indian marketers. Proposed research is exploratory in nature. It is carried out to explore the potential of blog asan advertising and promotional tool in India.Universe for the proposed study is ‘Internet users’.Population is Internet users in India as on December 2012 which is 137 million.Sample consists of Internet users and sample size is 500. Sample size is arrived using Williams Zikmund’s formula. Sampling method used is ‘Simple random sampling.’Method of data collection is primary data and secondary data.For this study, primary data has been collected with the help of structured questionnaire which is used as a tool for data collection.Secondary data has been collected through books, published reports, and published data on Internet and websites.

4. Marketing Evolution

Marketing has evolved mainly through three eras over the last 60 years. First era was *product-centric*(Kotler et al., 2010)during 1950s and 1960s wherein it was industrial ageand centre of the technology was industrial machinery. Selling factories output product to all the customers who needed them was called asmarketing.The products were comparatively basic in nature and intended to serve a mass market. The aim was standardization and achieving economics of scale to manufacture products at low cost and making it affordable to more customers.

Second era*is customer –oriented* (Kotler et al., 2010)which came out in today’s information age-where the core is information technology. Today’s consumers have got detailed informationabout the products and can easily evaluate several similar products and their features. Golden rule of *‘Customer is king’* works in this era. The marketers segment the market and develop a superior product for target market. Customers are more affluent because their needs and wants are well addressed.They have option choose from wide range of products’functional characteristics and alternatives. Marketers try to touch the consumer’s mind and heart. Unfortunately, the customer-centric approach absolutely assumes the view that consumers are passive targets of marketing companies.

Now, companies are experiencing the rise of third era i.e. *values-driven era*(Kotler et al., 2010).Instead of treating people simply consumers, marketers will have to approach them as whole human beings with minds, hearts and spirits. Increasingly, consumers are looking for solutions to make the globalized world a better place. Like customer-oriented marketing, values-driven marketing also aims to satisfy the consumers. However, companies practicing *values-driven*marketing have bigger mission, visions and values to contribute to the world. They aim to provide solutions to address problems in the society and mankind issues. *Values-driven* marketing raises the concept of marketing into arena of human *aspirations, values* and*spirit*. *Values-driven* marketing believes that consumers are complete human beings whose social needs and hopes can never be ignored.

5. Social Media

Social media isbased on the Internet applications and World Wide Web (www), and allows the creation and sharing of contents created by users.*Social media* is media for social interaction as a super-set beyond social communication.*Social media marketing*refers to the process of increasing website traffic or attention of users through *Blogs* and social networking sites like *Facebook*, *Twitter* etc.

Social media marketing (Evans and McKee, 2010) focuses to create genuine and creative content or message which attracts users. These users share the content with other users and also other social networks. Thus, it has a potential to make any content or corporate message or Ads viral. Users trust this source as it comes from their friends or other trusted users other thancompany itself. Hence, this form of marketing is driven by many-to-many word-of-mouth conversation between company and customers and even between customers. Hence, it can assist companies to improve the brand image and customer service.*Social media*is easily reachable to everyone with internet and it is comparatively inexpensive. Hence, it can also help marketers to reduce cost of marketing campaigns.

Social media sites allow interactive dialogues of users with one another and build social relations. When companies register with these social media sites, they can start interaction with consumers. Consumers feel it as a personal interaction due to their earlier experience of interaction with other users or friends on *social media* sites. This can help companies to build loyalty with the potential customers.

The Internet has already overtaken the traditional advertising print and television media.Global internet population is around 2 billion and is expected to reach 2.9 billion by 2015.India has 150 million internet users as of December 2012 and has third largest internet user base in the World. India is projected to touch 350 million internet users by 2015 and will rank number 2 in the world. Users come across various banner or pop-up ads on Websites. In *Social media*sites,products have different pages and they can interact with users.

6. Blogs

Blog is a website or part of a website on which an individual or group of users post their opinions and information etc. on regular interval (Blood, 2000).

6.1. History of Blog

The word ‘*weblog’* was invented by Jorn Barger on 17th December 1997. The abbreviation ‘*blog*’ was devised by Peter Merholz, in April 1999. Thereafter, Evan Williams used ‘*blog*’ and coined the term ‘*blogger*’ i.e. a person or a group who maintain the *blog*.

In on early 2008, there were 13 million active blogs around the world. In Japan 74 percent of internet users read blogs and in United States around 27 percent of internet users read blogs. Although readership is low, 34% of blog readers in the United States were influences.

6.2BlogBasics and features

Blogs are usually managed by an individual or organizations with regular posts about various events and products including image or video. Posts are commonly showed in reverse-chronological order in *blogs*. A *blog*can thus be regarded as a personal journal published on the Internet. Blogs are normally used by a single individual and occasionallyby a small group and organizations. *Blogs*normally are themed on a single topic.

Most of the*blogs* are interactive in nature and allow visitors to submit comments on the posts. Visitors can even message each other on the *blogs* .This interactivity differentiates*blogs* from other static websites. Hence, *blogs* can be treated as a type of *social networking*. *Bloggers* do not only create content to post on their *blogs* but also construct social relations with their visitors and other *blogger*s and *blogs*. Hence, *blogs* are very popular. Figure I shows a typical *blog.*

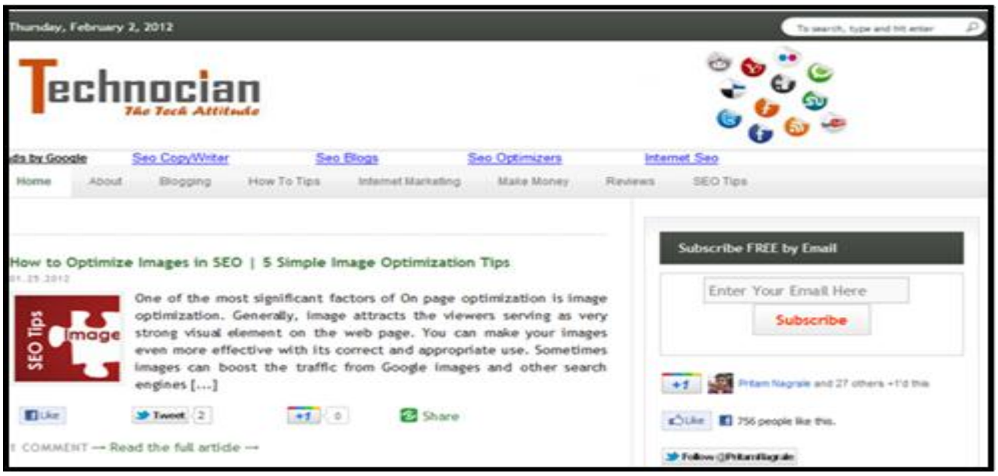

Figure I: Blog*

Many *blogs* provide information on a particular subject and others function as online brand advertising of an individual or organizations. A typical *blog*posts contain text, images, and links to other blogs, Web pages, and other *social media* to the related topic. Majority of blogs are basically textual in textual in nature. But, there are also other types of *blog*se.g. *photoblogs* centers *on photoes,video blogs*focuses *on videos, podcasting* centers on *audio.Blogs* permits a product or company to provide longer and detailed descriptions of products or services. The longer description can include reasoning and uses.

*Source - technocian.com

Before starting *blogs*, an organization or individual has to buy*Web Hosting Services***.** A *web hosting service* is a type of Internet hosting service that permits individuals and companies to make their own website or *blog* accessible through the Internet.*Web hosting services* are relatively inexpensive.Some of the popular Web Hosting Service Providers are *godaddy.com, bluehost.com, hostmonster.com, hostgator.com* etc. A company or individual also need to buy the **'***Domain Name'* while buying *Web Hosting Services*. The blog domain is the web address where people will find *blog* on internet.Blogs can be started at free of cost on some blog services like *Wordpress.com, blogger.com, tumblr.com, lifetype.net etc*. Blogs also can be integrated with the current website of a company.

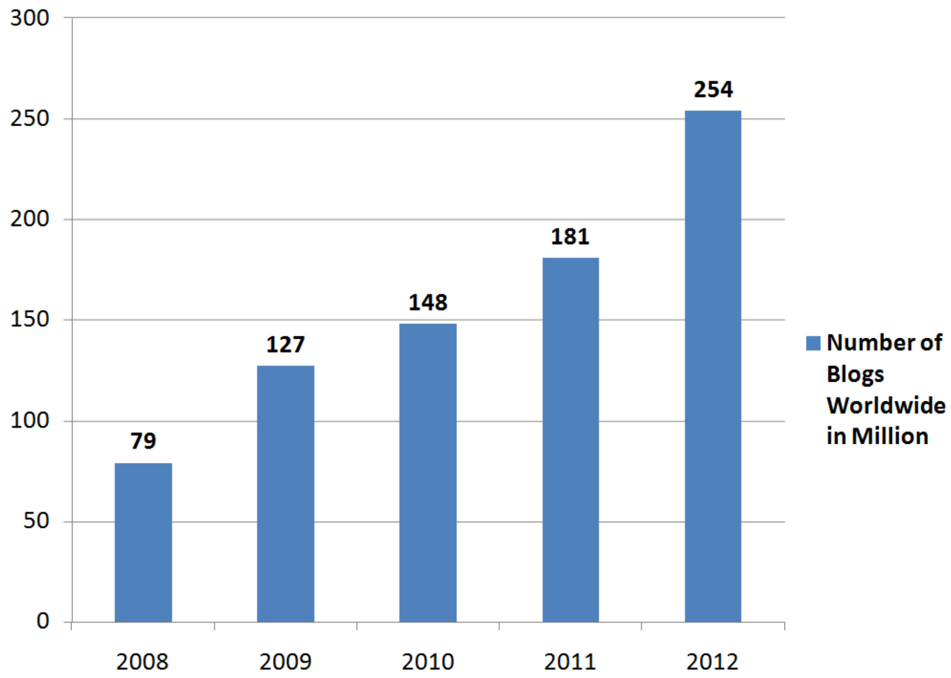

Figure II:Number of Blogs Worldwide over Last 5 years *

*Source: http://www.statista.com

Figure II indicates continuous growth of *blogs* worldwide. There is three-fold growth in number of *blogs* from 2006 to 2011 which indicates the worldwide users' engagement and popularity of blogs. As of December 2011, there were more than 181 million public blogs in existence. More than 1 Billion people view blogs and more than 100 Billion Blog Pages are viewed in a month. More than 2.2 million contents are posted and around 1.8 million comments are submitted on blogs in a day.

Blogs allow a product or company to provide longer descriptions of products or services. The longer description can include reasoning and uses. It can include testimonials and can link to and from *Facebook*, *Twitter* and many social network and other blog pages. Other uses of *blogs* include obtaining followers and subscribers and direct them to companies' social network pages.

6.3. Blog Marketing

Blog marketing(Holtz and Demopoulos, 2006) is Internet marketing via *blogs*. Usually, organizations use *blogs* to initiate a dialog with consumers and explain features and functionsof their products and services. Since consumers can leave comments on the *blogs*, it acts as a feedback to organizations which assist them to improve their products and services. Organizations can also begin interactive dialogues with the customers to address their concerns and thus improve customer service.

Blogs have used widely in marketing since 2006. Many organizations use blogs to communicate with the consumers sometimes previewing upcoming products. They are a good way to getconsumer feedback and to make sure products and services meet the needs and wants of users.Blogs need traffic i.e. visitors for popularity.The greatest power of blog marketing comes from the viral result of some of the unique *blog posts*. News travels very speedilyvia*blogs*. Readers search for interesting content and share the same to other*blogsand social networking sites* which spreads word-of-mouth to others.Hence, a snowball effect can be started by posting strategically unique content on the blogs by a marketer at a very reasonable cost. Some of the effective methods of blogs promotion and marketing are discussed below:

i. **Post Unique Contents and respond to feedback**: Content is the heart of any *blog*. Companiesshould post the unique contents about their product information and applications which help consumersto get genuine product information and assist in purchase decisions. Companies should also respond to the comments given by the readers for better customer satisfaction, service and instilling loyalty in customers. It also aids in *blog* promotion as consumers will refer such *blogs* to others.

ii. **Advertisement on Blogs**: Organizationscan show the advertisement of their products and services in the form of banners, text links, streaming video, audio clips, flash animation and even plain text in their own blogs and other blogs. This can be done using *Google AdSense* and various Ads Formats available in the *blogs.* Organizations can capitalize on their readership if*blog* is popular.

iii. **Link the Posts** – Linkingthe posts is asuccessful way to promote the *blogs*. By strategically using the right tag (word), blogger can know whether his blog post is found by other bloggers by linking. Blogger can interlink different posts of his own blogs using keywords. Interlinking is useful for readers as they can know the interlinked post for more information.

iv. **Social Networking:** People with same interest interact on social networking sites. Companies can meet like-minded people on Social networking sites like Facebook, Twitter etc. and spread theirmessagesabout new products and services to these target consumers.

v. **Email Marketing –**E-mail marketing is used to follow up and get in touch with the subscribers. It is a nurturing tool for companies. Companies also build relationships via email communication and get very good results with it.If companies have an email newsletter list, they can fire out an email about their latest products and services. Some of the popular email newsletters are FeedBurner, Aweber Auto Responder etc. These newsletters are on paid basis.

vi. **Social Bookmarking -** Social bookmarking is used to organize, store, manage and search for bookmarks of resources online for internet users.People share their own bookmarks of favorite web sites with others. One can often discover new *blogs* and web sites from social bookmarks. Social bookmarking entails saving bookmarks i.e. web addresses to a free Web site like*Digg* so any blogger can use these bookmarks from Internet. Blogger's favorite bookmarks are also available for other people to view and follow.Companies can create a free account on social bookmarking sites and bookmark hisfavorite web pages, posts on products and services on these websites. Other people can see blogger's bookmarks and they can also bookmark the same. This may go viral provided the links are very useful so that people can bookmark and share the same.Some of the popular bookmarking sites are *Digg.com and Delicious.com, stumbleupon.com* etc.

vii. **Participating in Discussion Boards -** Discussion Board is an online discussion site where different people can hold conversations in the form of posted messages.Discussion boards are great place to tap into the target audience. Approaching such a forum strategically, companies can drive traffic back to his blog quite easily.Popular Discussion Forums are *DigitalPoint, WarriorForum* etc.

viii. **Image and Video Sharing Sites –** Blogs can be promoted on Image and Video Sharing sites like *YouTube, Flickr, SlideShare* etc. If contents have creative images or videos, these sites have potential to make contents viral.

ix. **Free classified sites** – Blogs can be advertised on free classified sites like Craigslist, QuickR, OLX, Sulekha, etc.Free classified sites reduce the marketing expenses of the company and also aids in blog promotion.

x. **Press Release -** Similar to offline newspaper, there are thousands of online news sites where blogger can submit his press release for blogs. Press release submission can be used while launching a new website, blog, a product or services. If it is done effectively, it can be useful for organizations' marketing campaigns. Many Press Release sites (PR sites) are available online where organizations or blogger can submit their Press Release. Most of the PR sites are free to submit Press release. Some of the popular PR Sites are *http://www.npr.org,http://www.indiaprwire.com, http://www.prlog.org/, http://www.24-7pressrelease.com* etc.

xi. **Blog promotion by Paid Methods** – More traffic can be generated for the blogs using paid methods like *Google Adwords*, direct advertising onpopular social networking sites like Facebook , Twitter etc., placing paid advertisements in popular blogs andusing newsletters like *Abewer Auto Responder* .

xii. **Web Directories -** Web Directories can be used for blog promotions. A *web directory or link directory* is a directory on the Internet and lists web sites by category and subcategory. It specializes in linking to other web sites and categorizing those links. Examples of well known general web directories are *Yahoo! Directory and the Open Directory Project (ODP).*

7. Analysis and Interpretation of Data

Primary data was collected with the help of structured questionnaire.Structured Questionnaire was based on knowledge, trust and opinion of respondents about blog. Questions on knowledge were based on knowledge of respondents about blogs and whether they use them. Questions on trust were based on trust of respondents on blogs and other users of blogs. Questions on opinion were based on the opinion of respondents about blogs as a marketing tool. Questionnaire was targeted by gender, education qualification, nature of organization and occupation using simple random sampling. However, samples were stratified based on the response. Analysis was done using SPSS. The data was then subjected to rigorous statistical analysis using frequency tables, t-test, ANOVA and statistical interpretation which are summarized below.

Majority of respondents (72%) knew Blogs. Majority of respondents (71.8%) use Blogs.Majority of respondents (72%) believed that there are millions of blogs and bloggers and they have millions of followers or customers. Hence, majority of the respondents have fair knowledge about blogs and bloggers.Majority of respondents (71%) have trust on blogger's opinion about the brand than the company's advertisement.Majority of respondents (71%) have opinion that companies should start blogs to interact with customers and get genuine feedback from customers about their products and services.Majority of respondents (71%) have opinion that genuine feedback from customers on blogs about company's product and services will improve the product and services offerings of the companies.Majority of respondents (70.2 %) have opinion that blogs can improve brand image of the company.Majority of respondents (56.8 %) have opinion that blog can increase company's sales and improve the bottom-line of the company. Majority of respondents (81.6 %) have opinion that blog marketing will provide competitive advantage to firms in India. This corroborates the fact that use of blog offers competitive advantage to firms in marketing activities.Majority of respondents (87.6 %) have opinion that blogs will result in better customer satisfaction.Majority of respondents (80.8 %) have opinion that blogs and social media marketing will be a future marketing model of companies in India.Majority of respondents (96.6 %) have opinion that they value the company more which tries to satisfy the customers' needs and hopes and make this world a better place (like making environ- friendly products , socially responsible company etc) than the company which simply makes the products and sells. This corroborates that marketing has been changing from product-centric and customer-oriented to values-driven marketing.

Frequency tables at three levels reveals that 1/3 rd of the respondents (33 %) have moderate knowledge, trust and as well as opinion and majority of the respondents (67 %) have high knowledge, trust and as well as opinion.Correlation analysis reveals that correlation is significant for knowledge, trust and opinion. More knowledge about the blogs is leading to more trust in blogs and more trust is leading to more positive opinion about blogs. Since majority of respondents have knowledge, trust and positive opinion about blogs and blogs is based on values, it corroborates that marketing has been changing from product-centric and customer-oriented to values-driven marketing and marketer requires blogs and social media marketing tools to satisfy the customers with the rise of values-driven marketing era. T- test by gender shows males have more knowledge about blogs than females. T- test by occupation shows business class and executives have more knowledge about blogs. T- test by type of industry shows industry people are more knowledgeable than academic people. Anovaby education reveals that post graduate and PhD educated respondents have better knowledge about blogs.

8. Conclusion:

Growth of *blog* is phenomenal in a short span of 5-6 years and there are millions of bloggers and billions of visitors engaged actively in blogs. This is mainly because of interaction i.e. participation and collaboration of bloggers or organizations with visitors or consumers. Hence, it corroborates the transformation of marketing era from *customer-centric* to *values-driven.*With the rise of third era i.e. *values-driven era*, the job of marketing will be more challenging and the earlier two era i.e. *product-centric marketing* and *customer-oriented marketing* will not be so apt in future due to their intrinsic assumptions and changing customers expectations due to market dynamics. Hence, to be successful in *values-driven era* companies need *participation* and *collaborative* marketing.Since *blogs*allow interaction and sharing of content generated by bloggers with visitors*i.e.*

participation and collaboration, it is marketing tool in values-driven marketing. Since *blogs* is inexpensive and bias free, it will be future of marketing communications.

Millions of *Blogs* and visitors are also actively engaged in India showing exponential growth of blogs. India is one the top countries in the world showing exponential growth in number of Internet users and set to rank 2 in the world by 2015 with estimated 350 million internet users. This is illustrative of the popularity of Internet and on-line media in India and users' engagement and participation on Internet and on-line media.Indian marketers can effectively use *Blogs*to market their products and services with the various marketing, advertising and promotion tools available with blogs. Further, they can improve their products and services through customer feedback through comments.Primary data also corroborates the use of blogs in effective advertising and promotion of products and services.Thus, *Blogs* will be a marketing tool for Indian marketers in future.

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MSMEs GROWTH LEADS TO WORLD ECONOMIC GROWTH

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Abstract: - Small scale sector plays a pivotal role in the overall industrial economy of not only India but in the whole world and is the foundation of any country's economy thus nicknamed as country's backbone. Micro Small and Medium sized enterprises (MSMEs) are the foundation of any country's economy, generating value and making a significant and critical contribution to the economy. Due to its remarkable contributions to the nations GDP's, this sector plays a pivotal role in the economic growth of the country. That is why economist refers this sector as the country's backbone. We know and have talked about a lot about the Indian MSME sector, but a few of us know the importance of this sector in the international front. This sector has the same significance in any economy in the world.

Steps taken by various governments in different part of the world is the right proof of the importance of SME sector in their respective countries.

Keywords*- MSME, Micro small and medium enterprise, Economy*

I. INTRODUCTION

Small Scale Industries are viewed as an important vehicle for both the growth and equity objective of developing economies. Despite a plethora of policies and programs to promote SSIs in developing countries, the graduation rate of SSIs remains very low. Most Small Scale Industries survey to promote SSIs in developing countries, the graduation rate of SSIs remains very low. Most Small Scale Industries surveys conducted developing countries report that lack of access to credit represents a strong restriction on the expansion of Small Scale Industries represents a strong restriction on the expansion of small scale industrial establishments, with the proprietor's themselves typically perceiving finance as their most pressing input constraint. In development of industrial economy of backward countries, the Small-Scale Industry has been recognized as one of the most appropriate means. Small-Scale Industries facilitates to tap the resources would remain unused. The resources which are required for Small-Scale Industries include entrepreneurship, capital, Labor and raw material. The SSIs can mobilize rural savings which may otherwise remain idle or may be spent on luxuries or channel into non productive ventures. The role of Small-Scale Industries in absorbing the vast manpower resources in the rural sector has been well appreciated by the Indian five year plans. The importance has been given to SSIs regarding its development in India because Small-Scale units require less capital outlay at the same time it provides more employment than the large scale sector.Therefore these Small-Scale Industries are useful in the backward areas where people have yet to be trained to meet the challenges of sophisticated technology.

PK Vasudeva (2001) who has made study on quantitative restrictions in Small-Scale Industries in April 2001 over 700 times is likely to have significant implications for Indian Industry. There will be dislocation in highly protected sectors. The Small-Scale Industry in India must brace itself for the challenge ahead. SIET (1972) in its study on Hire purchase has observed that the growth in the number of units and the expansion of capital intensity alone may not create the necessary impetus to the growth unless considerable productivity changes have also been affected through fuller capacity utilization. Most of the utilizing full capacity has being either big export-oriented industry of local need based activities. The reason for this under-utilization was mostly insufficient demand for inadequate financial resources for working capital.

II. MSME IN INDIA:

SMEs have great role in the balanced development of the economy. SME sector presently employs over 100 million people over 44 million units and SMEs accounts for 9% of the country's GDP. Annual report of Ministry of MSME states that the sector accounts for about 45% of total export of the country. SME sectors produce more than 6000 quality products. MSME sector, thus, shows greater opportunity for expansion and diversify its activities in various sectors. It is estimated that there are 1.6 million registered MSMEs in India and major portion of MSMEs working in India are not registered. MSMEs are dominated by micro enterprises with 94.9 percent share followed by small enterprises with 4.9 percent of share.These enterprises deployed throughout India by operating 55 percentages in rural India and rest operating in semi-urban and urban region of India. And hence the MSMEs contribute a commendable portion to the balanced growth of Indian economy. On the activity basis, if we are exploring, it can be seen that 67.1 percent of total registered units are manufacturing units, 16.8 percent of total registered units are service units and 16.1 percent units of total registered units are repair and maintenance units. From the diagram given below we can get some clearer picture about the distribution of 6000 units of MSMEs into their respective sectors.

Manufacturing Enterprises – Investment in Plant & Machinery

Description	**INR**	**USD($)**
Micro	upto INR 25 lakhs	upto $46,000
Small	above INR 25 lakhs & up to INR 5 cr	above $46,000 & up to $0.9 million
Medium	above INR 5 crores & up to INR 10 cr	above $0.9 million & up to $1.8 million

Source: Ministry of MSME

PERFORMANCE OF SSI / MSME: EMPLOYMENT, INVESTMENTS

Year	Total working Enterprise	Employment (in lakhs)	Assets (Rs. In Crores)
2001-02	105.21	249.33	154349.00
2002-03	109.49	260.21	162317.00
2003-04	113.95	271.42	170219.00

2004-05	118.59	282.57	178699.00
2005-06	123.42	294.91	188113.00
2006-07	361.76	805.23	868543.79
2007-08	377.36	842.00	920459.84
2008-09	393.70	880.84	977114.72
2009-10	410.80	921.79	1038546.72
2010-11	428.73	965.15	1105934.09
2011-12	447.66	101180	1183332.00
2-12-13	467.56	1061.52	1269338.02

III. MSME GLOBAL

Globally it is difficult to find a common definition for MSMEs. According to a report published by International Finance Corporation (a World Bank Group) based on a survey conducted in 132 countries on registered MSMEs the most common way MSMEs are defined is: Micro Enterprises: 1-9 employees, Small Enterprises: 10-49 employees, and Medium Enterprises: 50-249 employees. Out of the 132 countries included in the study, 46 countries followed the above definition for the MSME sector. Out of the other definitions a few of the common ones were based on the number of employees differentiated by industry, annual turnover, and investment. The figure below gives a perspective of the wide range of definitions of MSMEs across the world.

Worldwide, the MSMEs have been accepted as the engine of economic growth for promoting equitable development. As per the available statistics (4th Census of MSME sector), this sector employs an estimated 59.7 million persons spread over 26.1 million enterprises in the country. It is estimated that in terms of value, MSME sector accounts for about 45% of the manufacturing output and around 40% of the total exports of the country. MSMEs play an important role in export promotion of the country. To maintain its niche in the international and global markets, MSMEs are required to remain globally competitive. They have to continuously update themselves to meet the challenges emerging out of changes in technology, changes in demands, emergence of new markets, etc.

1. SMEs in China:

China's state council, the Cabinet, recently issued a document strengthen support for the development of the country's Small and Medium sized enterprises (MSMEs).

The government will deepen reforms in the country's monopoly industries, lower the market access the threshold for the SMEs and create more open and fair competition environment for Small and Medium sized enterprises (MSMEs).According to the document, the government will optimize its procurement mechanism, raising its purchase proportion of commodities and engineering and cervices from Small and Medium sized enterprises (MSMEs).

The government will grant a one year reprieve on social security fund to the Small and Medium sized enterprises (MSMEs) in operational difficulty amid the global financial crisis, in a bid to reduce financial burdens and protect the interest of the MSMEs.

MSME POLICY IN CHINA

	Industrial	Medium
Payrolls	2000	300 or more
Revenue	300 Million RMB	30 Million RMB
Total Assets	400 million RMB	40 Million RMB

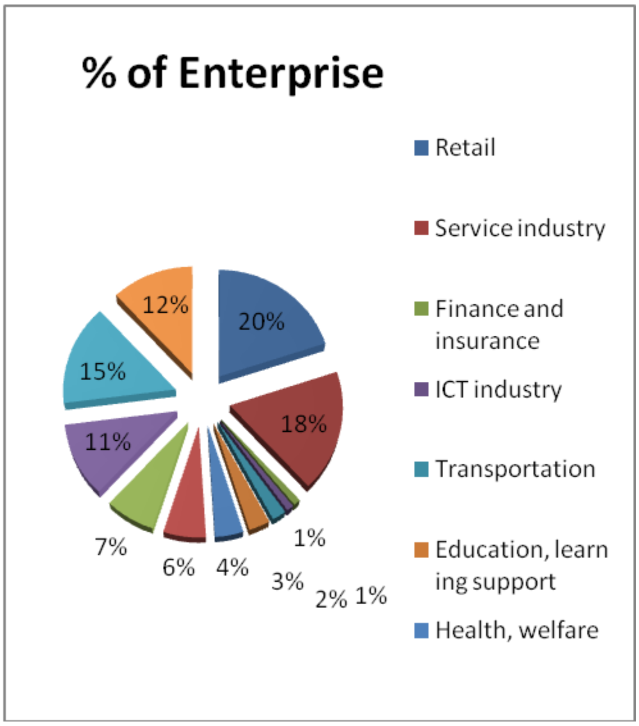
A small unit in China will expand channels for the MSMEs to raise capital by encouraging banks to lend more money to the MSMEs, stepping up policy making efforts to guide private capital to tap into the country's financial system.The government increased the tax breaks to small firms with an annual taxable income below 30,000 Yuan ($4392.40) from January 1 to December 2012.

Size Category	Industries	Employment Based	Total Assets	Business Revenue
Small	Industry	<300	<¥ 40 million	<¥ 30 million
	Construction	<600	<¥40 million	<¥ 30 million
	Wholesale	<100		<¥ 30 million
	Retail	<100		<¥ 10 million
	Transport	<500		<¥ 30 million
	Post	<400		<¥ 30 million
	Hotel	<400		<¥ 30 million
Medium	Industry	300-2000	<¥ 40 million - 400million	¥ 30million-300million
	Construction	600-3000	<¥40 million - 400million	¥ 30million-300million
	Wholesale	100-200		¥ 30million-300million

	Retail Transport Post Hotel	100-500 500-3000 400-1000 400-800		¥ 10million-150million ¥ 30million-300million ¥ 30million-300million ¥ 30million-150million

Source: SME promotion law of China, 2010

According to the document, government will also encourage the MSMEs to improve their technological innovation capabilities, enhance product quality and promote development in energy conservation and clean production.In china MSMEs refers to enterprises where the number of staff is fewer than 2,000 and whose annual revenues are under 300 million Yuan, or total assets under 400 million Yuan.The move followed a framework announced by the government in August to shore up the MSMEs which are hard hit by global economic downturn.



2. MSMEs in Japan:

MSMEs have immense importance in Japanese economy which evident from the fact that there are 4.69 million of MSMEs I Japan, constituting 99.7% of all enterprises, accounting for 70% of all employment. Real revitalization of Japanese economy is impossible without the revitalization of MSMEs.

Japan's MSMEs come in thousands of varieties, ranging from world leading technology firms to the neighborhood chocolate manufacturing units. One of the amazing facts is that the miniature motor which causes vibration in our mobile phones is a product of Japan's small scale sector. New economic growth depends on how active role the MSMEs and entrepreneurs play.

Japan, which was divested after the World War II, rapidly resurrected from the ashes due to the hard work, determination of the country's industries, especially from the small scale sector which is a well known factor. They were determined to build a new Japan.

As a result, many small companies came up in the small scale sector, but later become the manufacturing giants like Sony, Honda and have become the world leaders in many fields and they also powered Japan's high level of economic growth.

Later, the MSMEs Agency was established with a new start up financing system that does not require collateral or a guarantor for loans up to a certain amount. This was done as an effort to back those having difficulty in starting business even if with an excellent idea or technology.

3. MSMEs and the U.S. Economy

The important of small industries in the US economy is so high that in nearly 2012, US president Barack Obama brought a total of US$40 billion from Wall Street and created the 'Small Business Fund'.

MSMEs are indispensible to the fields of energy, efficiency, transportation, Smart Grid, Carbon capture and separation, renewable energy production, scientific innovation, environmental cleanup, etc.

As of April, 2012, MSMEs in the US gained access to about US $6 billion in financial support in forms such as subsidy, contract, loan and guarantee and preferential treatment in taxation, according to American Recovery and Reinvestment Act (ARRA). This support plays the role of complementing the total of 2,800 loans (equivalent to US $987 million) that the US small business administration approved for MSMEs in renewable energy fields between 2006 and 2009.

Due to the MSMEs support measure under ARRA, creation of innovation is expected to accelerate in various fields of the US clean energy economy. Owing to the ARRA support, more opportunities will be given to clean tech industries and subsequently, more jobs will be created. With the several energy related initiatives being implemented, MSMEs are receiving subsidies through a large number of projects to increase efficiency in the ICT (Information and Communication Technology) sector.

In ARRA, the US government earmarked a total of US $5.6 billion for R&D related technologies pursuing cleaner and more efficient use of coal, arrangements, etc. from this budget, MSMEs are receiving subsidies to carry out site specialization of desirable geological formations capable of storing CO2 permanently. Among a total of 11 subsidies, MSMEs received 3, amounting US$ 20.5 million, which accounts for 32% of the total.

4. MSMEs and the UK Economy

MSMEs are the foundation of UK economy, generating value and making a significant and critical contribution to the UK Economy, its productivity and performance.

MSMEs are the backbone of the Britain. Napoleon is said to have once remarked that the British are 'a nation of shopkeepers'. He was right in as much as Britain is a nation of Small and medium size enterprises.According to the Department of Business Enterprises & Regulatory Reform (BERRs) Enterprise Directorate Analytical Unit, in 2007, the UK economy is 99% SMEs. So out of 4.8million UK businesses, less than 1% was large corporations (i.e. over 250 employees). Let's ignore one-man-brads who represent a huge 73% of all UK businesses yet only account for 7.4% of Gross Domestic Product (GDP). UK

MSMEs, employing one person or more, employ 14.23 m people, out of a working population of approximately 30 million.

In terms of UK turnover and Gross Domestic Product (GDP) UK Gross Domestic Product (GDP account for 2.1 trillion sterling (British Pounds). Despite being only half story and the half picture, large UK Corporations dominate the skyline, the news and the economy. Business news daily is full of stories, about BP, Barclays, M&S, British Gas, BT, and the UK government. There is a strong political focus on the UK public sector, which is responsible for up to 1/3 of UK's economy.

As a result, the UK MSME sector is largely overlooked considered fragmented and often ignored. Yet it is precisely this sector UK MSMEs which provide the vital and fertile seed bed from tomorrow's large corporations will emerge.

Business statistics, UK private sector

	Number of Enterprises			Employees	Turnover
	2013 *(000s)*	2014 *(000s)*	% change	2014 *(000s)*	2014 *(£ billions)*
Micro (0-9 employees)	4,671	5,010	7%	8,276	655
Small (10-49 employees)	186	195	5%	3,807	515
Medium (50-249 employees)	30	31	3%	3,075	477
Total SMEs (0-250 employees)	**4,887**	**5,236**	**7%**	**15,158**	**1,647**
Large (250+ employees)	6	7	17%	10,070	1,874
Total (all businesses)	**4,895**	**5,243**	**7%**	**25,228**	**3,521**
SMEs as % of total	99.8%	99.9%	-	60%	47%
Micro as % of total	95%	96%	-	33%	19%

Source: BIS, Business Population Estimates 2014

Notes: Numbers rounded to the nearest 1000; Data relates to the start of each year

Even among MSMEs themselves, it is commonly believed that a thin slither of the sector is the one that outperforms all other sectors of economy, including the large UK corporations, i.e. MSMEs in the 100 employees -200 category. According to BERR statistics for 2012 this sector employs 9.6% of total UK GDP, showing impressive productivity. However this is also true for all MSMEs sectors, with the preceding MSMEs sector-companies with 50-99 employees employing 4.4% of the UKs workforce yet delivering 5.7% of performance in UK turnover.

Sector – by employment size

	All SME employers	**Micro (1-9)**	**Small (10-49)**
n=	4768	1901	1902
	%	%	%
AB Agriculture & mining	4	5	**2**

DE Utilities & waste	1	1	1
C Manufacturing	7	**6**	**12**
F Construction	12	13	**8**
G Retail & wholesale	19	20	19
H Transport & storage	3	3	4
I Food & accommodation	10	10	11
J Information & communication	5	5	4
K Finance	2	2	2
L Real estate	2	2	2
M Professional & scientific	13	14	**10**
N Administrative services	8	8	7
P Education	1	1	2
Q Health	5	**3**	**11**
R Arts & recreation	2	2	2
S Other services	5	6	**3**

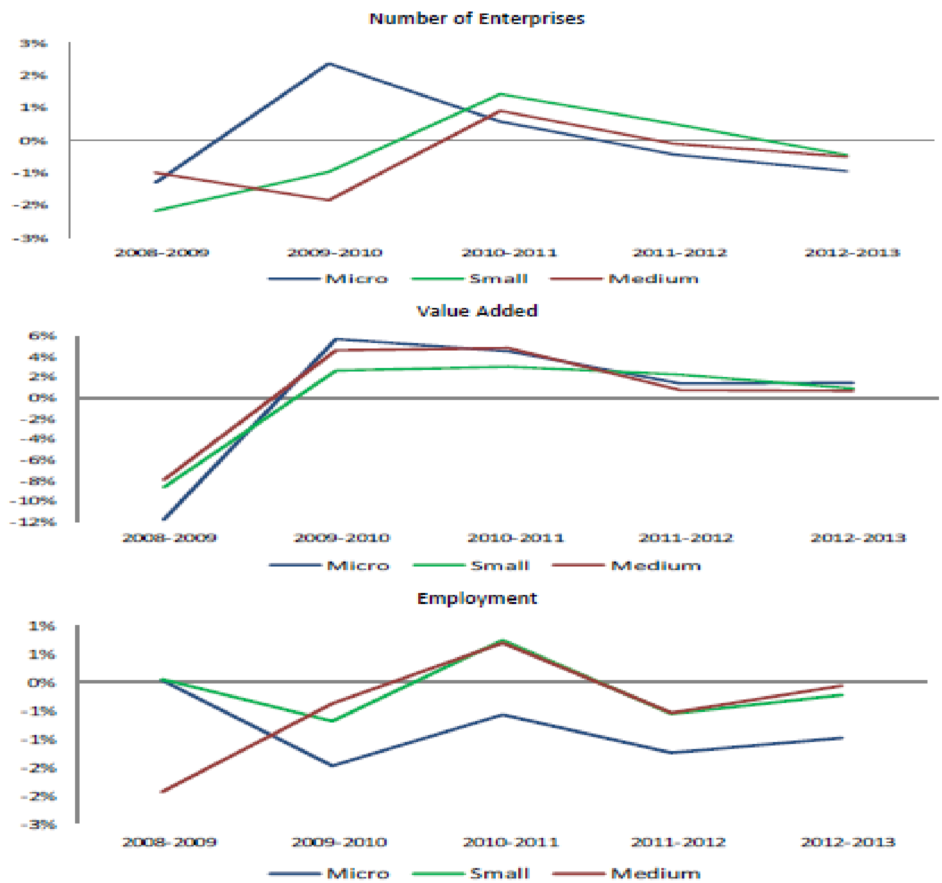
5. SME in Europe:

MSMEs are a centerpiece of Europe's Economy. Due to their limited size and their generally lower creditworthiness, their access to financial market instruments I more limited than for large enterprises, which benefit from more elaborate Treasury operations, economies of scales also in their financing operations and, in particular, from access to securitized lending and stock markets.

These limitations for MSMEs may be seriously limiting their expansion potential and, in particular when it comes to lack of capital, their innovation and R&D activity. Against this background, a conference on "Financing SMEs in Europe" was jointly organised by SUERF and Banque de France on 11 and 12 September 2008 in Paris.

Importance of MSMEs in European Union (EU)

Figure 5: Annual growth (in %) in different performance indicators by SME size - EU28



Note: Slovakia is not included in this EU aggregate due to a break in the series.
Source: National Statistical Offices, Eurostat, DIW econ

The 20 million MSMEs in the European Union represent 99% of businesses and are key driver for economic growth, innovation, employment and social integration. The European Commission aims to promote successful entrepreneurship and improve the business environment for MSMEs, to allow them to realise their full potential in today's global economy.

They provide two out of three of the private sectors jobs and contribute to more than half of the total value added created by the business in EU. Moreover, MSMEs are the true backbone of European Economy, being primarily responsible for wealth and economic growth, next to their key role in inn ovation and R&D.The MSMEs performance review is the key instrument employed by the European Commission to document the important role of MSMEs and to study the further development of this sector.

6. MSMEs Contribution in UAE's Growth:

MSMEs segment, excluding oil, accounts for more than 70% of UAE's GDP and, therefore, plays a pivotal role in economic growth. In short they are essential for a competitive and efficient market.

In UAE, there are around 215,000 MSMEs in UAE around 105,000 in Dubai generating a revenue pool of $3.4 billion, assets pool of $15.6 billion and deposits pool of $16.4billion, sources said. While the definition of MSMEs is trying to be made unanimous, it will be some time before that happens. MSMEs play a particularly important role in developing and emerging markets where they tend to be owned by poorer individuals which tend to employ poor, low-income workers.

These sized companies are sometimes the only source of employment and income in poorer regions and the outskirts of town and cities. MSMEs with a higher turnover and adaptability will also play a major role in removing regional and sector imbalances in the economy and he ease of entry and exit of new comers into the field makes economies more elastic and competitive.With regards to the financial crisis, there has clearly been an impact on a number of MSMEs industries, although this has mainly been in real estate and construction.

Similarly government loan guarantee programmes will help boost lenders confidence to the sector which is now been provided in the UAE. A number of programmes are already in place, including the Khalifa Fund based in Abu Dhabi and the Mohammed Bin Rashid Establishment for young business leaders based in Dubai.

IV. THE WAY FORWARD

It is globally recognised that the MSME sector must be the growth engine of any economy, given its scale of operations. Even in India, this sector has consistently contributed to the growth of the economy. MSMEs also play a pivotal role in the Global Value Chain of large Multinational Corporations providing them with increased scale of economies, flexibility and agility in product development. MSMEs must therefore be completely integrated into the Global Value Chain to enable all-round growth. Simultaneously, to enable a high growth environment and integrate Indian MSMEs with the Global Value Chain, a few measures have been suggested which will have a high impact in the immediate to short term.

•Develop effective clusters in key sectors of growth through effective capacity building and training at the State and District Levels. One of the key hindrances cited is a lack of knowledge of the support offered by the Governments and how MSMEs can effectively utilize those schemes

•Focus of Clusters should be on developing capabilities to deliver value added products and services, so that effective integration of MSMEs can happen across the value chain. Take China‘s cluster development program as an indicative model, in terms of the strategic capabilities it can offer and develop an indigenous model for the Indian environment.

•Conduct training and coaching programs for training MSMEs on global standards & educate them on how to effectively target Global Value Chains.

•Encourage Multinational Corporations and large Corporates to develop key vendor capabilities so that the product and service offering of the vendors can be enhanced, and thereby enable them to move up the value chain.

•Greater impetus needs to be put on Research & Development and Innovation. Thus creating intellectual assets which can be leveraged for faster growth and also enable MSMEs to offer greater value addition to the Global Value Chain.

•Utilisation of new age marketing techniques can ensure deep reach without a lot of capital spending. Collaborative marketing offers opportunities to develop customers quickly and effectively by servicing multiple client requirements.

•Raising finances on alternative means including private equity can provide the trigger for MSMEs for faster, inclusive growth.

•The government should facilitate ease of doing business for MSMEs, since compliances and regulatory hindrances are one for the key challenges being faced by them currently

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A STUDY OF CUSTOMER SATISFACTION TOWARDS BIG BAZAAR RETAIL STORE, WITH SPECIAL REFERENCE TO LANDMARK STORE, NAGPUR

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ABSTRACT

Customer satisfaction is a common term in marketing irrespective of any sector like telecommunication, fmcg, agriculture, retail and so on. It basically refers to amount of fulfilment of customer's expectation from the products or services. Therefore it is aimed universally to achieve maximum customer satisfaction so as to ensure long term survival and then competitive edge in the market. The present study is taken up with an objective to find out the determinant of customer satisfaction such as product quality, price, purchase decision, perceived quality, store environment etc. The study is based on convenience sampling wherein 100 sample size has been taken. The findings highlight the aspects that influence the satisfaction level of customers. The practical implication of the study has been in terms of suggestion which will ensure long term achievement of sales objective by understanding the consumer's viewpoints.

Keywords:, customer satisfaction, Retail, Big Bazaar, Nagpur

I. Introduction to Corporate Retailing

The basic definition of retailing is to sell the product or say merchandise to the ultimate user i.e. consumers. This means it is not supporting business to business (B2B) rather simply b2c. The contribution of retail sector in terms of employment opportunity is noteworthy). The retail sector has also made significant contribution towards GDP. For long term success of retail it is to be taken into consideration that how the customer reacts and feel about the product mix being offered to them. The customer satisfaction ensures to increase the volume of turnover, market's share, image, status and lastly its survival.

Big Bazaar

Big Bazaar is the chain of retail stores of the big banner Pantaloon Retail (India) Ltd., Mr. Kishore Biyani as its group CEO and MD, headquartered in Mumbai. Big Bazaar was launched in 2001 with four stores established in Calcutta, Indore, Bangalore, and Hyderabad and has been developing rapidly by spreading its wings all over India. Future Group understands the soul of Indian consumers. As one of India's retail pioneers with multiple retail formats, we connect a diverse and passionate community of Indian buyers, sellers and businesses. The collective impact on business is staggering: Around 300 million customers walk into our stores each year and choose products and services supplied by over 30,000 small, medium and large entrepreneurs and manufacturers from across India. And this number is set to grow.

Future Group employs 36,000 people directly from every section of our society. We source our supplies from enterprises across the country, creating fresh employment, impacting livelihoods, empowering local communities and fostering mutual growth.

We believe in the 'Indian dream' and have aligned our business practices to our larger objective of being a premier catalyst in India's consumption-led growth story. Working towards this end, we are ushering positive socio-economic changes in communities to help the Indian dream fly high and the *'Sone Ki Chidiya'* soar once again. This approach remains embedded in our ethos even as we rapidly expand our footprints deeper into India.

Customer satisfaction

Customer satisfaction is the absolute aim of any business because irrespective of quality and quantity of merchandise till it is not consumed it carries no sense. The investment, efforts, expertise are worthless unless it doesn't reaches consumers. Customer loyalty and customer retention are the later stages. To win a customer is a tough job in today's competitive market and on the same time a dissatisfied customer can add to woes or simply can divert five customers.

Following are the factors which determine the customer satisfaction in retail outlets.

Product quality: The first and foremost priority of any customer is to have a product that must be good in terms of quality. It comprises many features such as durability , performance, ease of use and so on.

Price: The customers are not in price illusion that means if product is priced high it indicates its quality is not true every time and in each case. The customers are very keen observer so far as price is concern and again big bazaar is a value format hence the products are not expected to be highly priced.

Staff behaviour: The behaviour of staff plays a vital role in customer service. Anyone who visits the store needs service to explore his needed product. Here comes an opportunity to distinguish the stores from competitors.

Store environment: Fortunately the phobia among people no more exists. There was a time when people fear to visit stores due to misconception of high prices and complexity of purchasing pattern in stores. Today the ambience, layout, design , lights, music are key factors to retain the customers.

Research Methodology

Objectives:

1. To study the factors affecting customer satisfaction as regard to store under study.
2. To identify the attitude and behaviour of customers with respect to product available.

Scope of the study

The study is done on Big-bazaar customers of Nagpur city with reference to Landmark store.

Data sources :Primary data:

Primary data is collected from the Big-bazaar customers in Nagpur city through a well designed questionnaire.

Secondary data

Secondary data is collected from books, magazines, company reports, some websites and news papers.

Sampling unit

All the Big-bazaar customers in Nagpur city

Sampling size

100 Big-bazaar customers are taken up for the study from city under study.

IV. Data Analysis:

Table 1: Demographic profile of the customer

Demographic characteristic	Category	Frequency	Percent
Profession	Student	10	10
	govt. employee	5	5
	private employee	60	60
	Others	25	25
Age	16-24	40	40
	25-35	45	45
	36-45	7	7
	above 45	8	8
Income	10000-20000	40	40
	20000-30000	40	40
	30000-40000	5	5
	above 40000	15	15

Inference: From the table it can be inferred that 60% of the respondents are private employees, 25% are other professionals, 10% are students and the remaining 5% are Govt. employees. 40% of the respondents are in the age of 16 to 24 years, 45% are of 25 to 35 years, 8% are above 45 years, and the remaining 7% are between 36 and 45 years. The income of 40% of the respondents lies between Rs 20,000 to 30,000, 40 % are with Rs 10,000 to 20,000, 15% are with above Rs 40,000 and the remaining 5% are in the range of Rs 30,000 to 40,000.

Table 2: Customer's satisfaction towards features of product

No.	Product mix	Total	Percentage
1	I am satisfied with the product quality	70	70
2	I am satisfied with the Brands	30	30
3	I am satisfied with the design of products	60	60
4	I am satisfied with the warranty offered	30	30
5	I am satisfied with the product's technology	60	60

Table shows that 70 % of respondents are satisfied with the product quality, 60 percent are satisfied with the design and technology. However only 30 % are satisfied with the brands and warranty offered.

Table 3: **Customer's opinion regarding store environment.**

The outlet has good interior, music and ventilation.	89%
The outlet has good parking facility	80%
The products are well stacked and displayed.	75%

Table shows 89% respondents are satisfied with the interior, music and ventilation. The parking facility is available and good. 15% respondents are not very much happy with the product stacking.

Table 4: **Customer's perception in regard to staff**

Staff Behaviour	percentage

Supportive	80
Rude	7
Unresponsive	13

Table shows 80% respondents are satisfied with the staff approach towards them.

Issue during the shopping.

Problems	Percentage
Long queue at the billing counter	50
Needed goods not in stock	30
Lots of unnecessary stock	20

V. Suggestions

1. **It is suggested that there should be some steps taken to avoid queue at the billing counter.**
2. **More brands should be considered by category mangers during the purchase.**
3. **Products should be available with more warranty offers.**
4. **It has been understood that lots of stock which is not demanded are present on the floor. This should be replaced with the new arrivals.**

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SERVICE QUALITY AND CUSTOMER SATISFACTION IN RETAIL STORES

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ABSTRACT

Introduction of Service, Service quality and customer satisfaction:

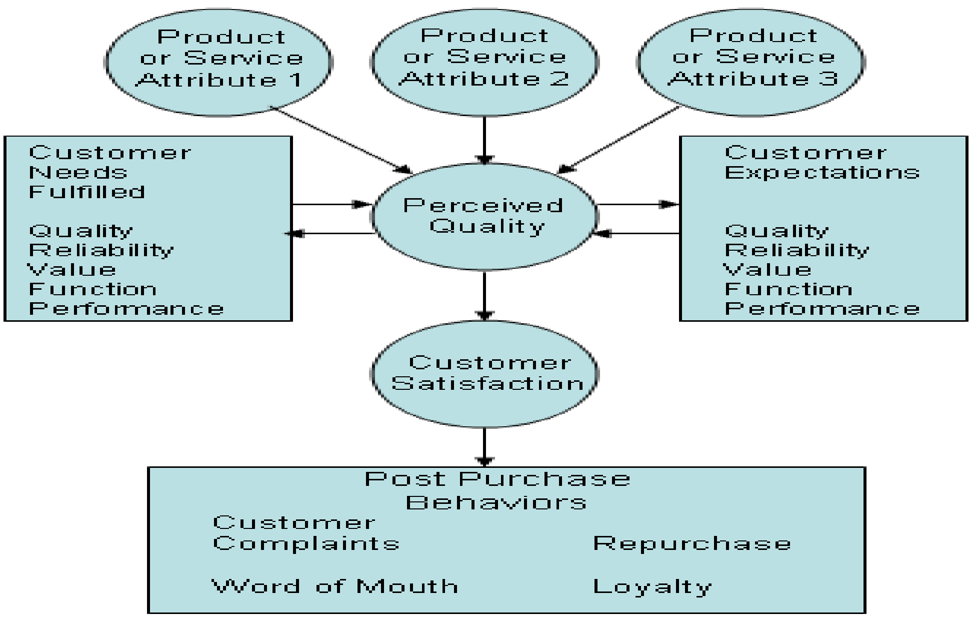
Service is an intangible commodity. More specifically, services are an intangible equivalent of economic goods. Service provision is often an economic activity where the buyer does not generally, except by exclusive contract, obtain exclusive ownership of the thing purchased. The benefits of such a service, if priced, are held to be self-evident in the buyer's willingness to pay for it. Public services are those societies as a whole pays for through taxes and other means.

Service quality: Service quality is a concept that has aroused considerable interest and debate in the research literature because of the difficulties in both defining it and measuring it with no overall consensus emerging on either. There are a number of different definitions as to what is meant by service quality. One that is commonly used defines service quality as the extent to which a service meets customers 'needs or expectations (Parasuraman et al., 1994; Madeline Pullman and Michael Gross, 2003). Service quality can thus be defined as the difference between customer expectations of service and perceive service. If expectations are greater than performance, than perceived quality is less than satisfactory and hence customer dissatisfaction occurs (Parasuraman et al., 1985; F.Olorunniwo, 2006).

Customer satisfaction, a term frequently used in marketing, is a measure of how products and services supplied by a company meet or surpass customer expectation. Customer satisfaction is defined as "the number of customers, or percentage of total customers, whose reported experience with a firm, its products, or its services (ratings) exceeds specified satisfaction goals." In a survey of nearly 200 senior marketing managers, 71 percent responded that they found a customer satisfaction metric very useful in managing and monitoring their businesses. It is seen as a key performance indicator within business and is often part of a Balanced Scorecard. In a competitive marketplace where businesses compete for customers, customer satisfaction is seen as a key differentiator and increasingly has become a key element of business strategy.

Kotler (2000) *defined satisfaction as: "a person's feelings of pleasure or disappointment resulting from comparing a product's perceived performance (or outcome) in relation to his or her expectations". According to Hansemark and Albinsson (2004), "satisfaction is an overall customer attitude towards a service provider, or an emotional reaction to the difference between what customers anticipate and what they receive, regarding the fulfillment of some need, goal or desire".*

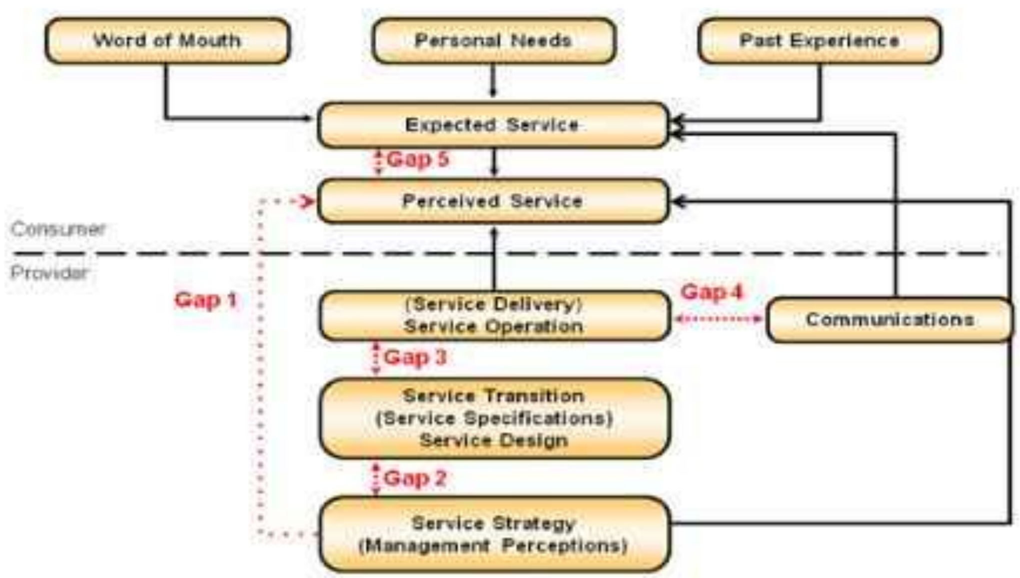
Customer services model



SERVQUAL model:-SERVQUAL is one of the tools used in measuring the quality of services. According to Buttle (1996), SERVQUAL is for the measuring and managing the quality of service. Asubonteng et al (1996) also intimate that the model is used to measure the quality of services from the customer's point of view. The originators of the model are Parasuraman, Zeithaml and Berry. It was developed in 1985 but was polished in their subsequent articles (Parasuraman et al 1988). The main aim of SERVQUAL is to have a standard and a reliable tool that can be used to measure the quality of services in different service sectors, (Curry and Sinclair, 2002). Originally, those who developed SERVQUAL introduced ten service quality dimensions or attributes. These are: tangibles, reliability, responsiveness, competency, courtesy, communication, credibility, security, access and understanding the customer. However in the 1988 article, these were pruned to five (Parasuraman et al 1988). These are; tangibles, reliability, responsiveness, assurance and empathy. Tangibility refers to the physical environment in which the service provider operates. It comprises the physical facilities available, workers, and equipment and communication materials. Reliability concerns the ability with which the service organisation can deliver the service dependably and accurately.   Empathy on the other hand, is about the special care and attention given to individual customers when being served. Responsiveness is also the preparedness of the service provider to assist customers and render as quick or prompt service as possible. Assurance too is in connection with the knowledge and the courteous attitude of staff and their ability to instil trust and confidence in customers.

Based on the five service quality dimensions, two sets of twenty-two statements or questionnaire are developed, (Donnelly et al 1995 and Iwaarden et al, 2003). The questionnaires are a seven-point likert scale. Robinson (1999) also explains that one set is about customers expectations (expectation of service quality before using the service) and the other set measures customer perceptions (perceptions of quality after using the service). The difference between the two; perceptions (P) and expectations (E) constitute the service quality gap. The quality gaps according to Parasuraman (2004) and and Tahir and Bakar (2007) are five. These are:

FIVE GAPS OF SERVQUAL PARASURAMAN (2004:46)



Source : "comparing service quality performance with service quality needs" http://www.12manage.com/methods_zeithaml_servqual.html

Gap 1: The difference between what customers really (actually) expect and what management think (perceptions) of customers expectations. Donnelly et al (1995) are of the view that the gap occurs because management did not undertake in-depth studies about customers' needs. Also there are poor internal communication and insufficient management structures. This gap is referred to as the understanding or knowledge gap.

Gap 2: Is what is called the standard gap. It is the difference between management perceptions of customer service quality expectations and service quality specifications.

Gap 3: This gap is also known as the delivery gap. The difference between service quality specifications and the actual service quality delivered. This means the failure to ensure that service performance conforms to specifications. Donnelly et al (1995) contend that the failure emanates from absence of commitment and motivation, insufficient quality control systems and insufficient staff training.

Gap 4: This gap too is termed as the communication gap. It is the difference between the delivery of service and the external information (communication) regarding promises made to customers or implied .Examples of medium used for the external communication are media and customer contracts, (Donnelly et al 1995)

Gap 5: Is the difference between customers´ expectation of service quality and the actual service received. Figure 8 Gives a picture of the five gaps of SERVQUAL.

Analysis and interpretation:

Regression analysis used to identify the relationship between service quality and customer satisfaction. On the bases of R-square value and ANOVA we can be conclude the relation with variables.

Name of store	**R-square value (%)**	**ANOVA (F)**
Reliance fresh store	37.0	30.080
Dhiraj sons store	40.6	27.943
Sahaj store	24.3	33.243
Star bazaar	34.6	27.133
Big bazaar	30.7	15.005
D-Mart	3.7	2.628

Conclusion:

The study provided strong evidence that customer satisfaction vary and depends on varied factors even with same region. The study has also shown that overall satisfaction, all the demographic variables like, gender, age, education, visit to store, monthly expenditure. The study has revealed that overall satisfaction difference between gender, age, education, time prefer in a day and monthly expenditure whist visit to store not affected on overall satisfaction. With finding on overall satisfaction about visit to store express that visit time i.e. daily, weekly, monthly or other having no relation with customer satisfaction. Regression analysis used to identify the relationship between service quality and customer satisfaction. On the bases of above mention table there is good relation between service quality and customer satisfaction in Dhiraj sons store and on second position the reliance fresh store whist other stores was star bazaar and big bazaar.

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KOLKATA: A BURGEONING HUB OF MEDICAL TOURISM IN INDIA

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ABSTRACT

The rising cost of healthcare and limiting scope of insurance coverage in developed countries, increasing waiting time for treatments and low cost of treatment in developing countries gave birth to Medical Tourism (MT). More than 130 countries around the world are competing for a pie of this global tourism. It is generally estimated that the present global medical tourism market is estimated to be approximately US $ 40 billion with an annual growth rate of 20%.

India is considered to be one of the best destinations for MT due to availability of specialized team of doctors and world-class medical treatment along with world-famous exotic tourist attractions. Indian Brand Equity Foundation (IBEF) suggests that the Indian healthcare sector is expected to become a US $ 280 billion industry by 2020, with spending on health estimated to grow 14% annually.

Kolkata, among other metro cities in India, is emerging as a favourite destination for MT, owing to the advantageous location and world class facilities provided to the foreign as well as domestic patients at an extremely affordable price. Medical treatment cost in Kolkata is 20% to 50% less than in other cities of India, and it is 30% cheaper than in Vellore or Chennai. Here, super specialty-hospitals are also getting prepared to cope with the rising demand of MT and most of them are accredited either by JCI or NABH or by some other international accreditation body and follow international safety and quality standard with 'first world' treatment at a 'third world' price. This paper highlights why patients from foreign countries are coming to Kolkata for medical treatment and it also explores the challenges and competitive advantages and also the future prospect of MT in Kolkata.

INTRODUCTION

Tourism, one of the world's largest industries, has been experiencing a steady growth over decades. It accounts for 9% of the global GDP which is more than the automotive industry (8.5%), and only slightly less than the banking sector (11%) and it contributes US $ 6 Trillion to the global economy and supports 260 million jobs worldwide.[1]

The rising cost of healthcare coupled with limiting scope of insurance coverage and longer waiting time for treatment in developed countries vis-à-vis low cost of treatment in developing countries gave birth to Medical

Tourism (MT). It is, now, one of the fastest growing industries in the world. More than 130 countries around the world are competing for a pie of this global tourism. It is generally estimated that the present global medical tourism market is of the order of approximately US $ 40 billion with an annual growth rate of 20%.[2]

MT can be defined as provision of "cost effective" personal health care/ private medical care in collaboration with the tourism industry for patients needing surgical healthcare and other form of dedicated specialized treatment. ***As defined by Goodrich and Goodrich MT is "the attempt on the part of a tourist facility or destination to attract tourists by deliberately promoting its healthcare services and facilities, in addition to its regular tourist amenities*.** International Medical Tourism refers to cross-border travel made by people for medical facilities either to leverage costs back home or to avail of quality treatment for medically advanced nations. Medical treatment package tourism is a recurrent form of vacationing and covers a broad range of medical services. It mingles free time, leisure, fun relaxation, amusement and recreation together with wellness and healthcare packages. ***The major forces driving growth of this emerging industry include the rising cost of healthcare and limiting scope of insurance coverage in developed countries, increasing waiting time for treatments and low cost of treatment elsewhere*.** Governments all over the globe are highly concerned about their ability to meet their social obligations in the health sector. They are highlighting it as "International Standard healthcare services at affordable prices" and are making professionalized efforts to tap the potentials of medical tourism industry.

All the countries of the world are competing for patients by offering a wide variety of medical, surgical, and dental services, etc. In Asia as well as in the world, the four major bourgeoning medical tourism destinations are India, Malaysia, Singapore and Thailand. Among them India is the favourable destination in MT. In India MT is an increasingly common phenomenon due to cost effectiveness in treatment factors as stated below:

Table No.1 : Comparative analysis of treatment cost among US, Costa Rica, India, Korea, Mexico, Thailand, Malaysia (in USD)

Procedures	US	Costa Rica	**India**	Korea	Mexico	Thailand	Malaysia
Heart Bypass	$144,000	$25,000	**$5,200**	$28,900	$27,000	$15,121	$11,430
Angioplasty	$57,000	$13,000	**$3,300**	$15,200	$12,500	$3,788	$5,430
Heart Valve Replacement	$170,000	$30,000	**$5,500**	$43,500	$18,000	$21,212	$10,580

Hip Replacement	$50,000	$12,500	**$7,000**	$14,120	$13,000	$7,879	$7,500
Knee Replacement	$50,000	$11,500	**$6,200**	$19,800	$12,000	$12,297	$7,000
Spinal Fusion	$100,000	$11,500	**$6,500**	$15,400	$12,000	$9,091	$6,000
Breast Implants	$10,000	$3,800	**$3,500**	$12,500	$3,500	$2,727	N/A
Rhinoplasty	$8,000	$4,500	**$4,000**	$5,000	$3,500	$3,901	$1,293
Face Lift	$15,000	$6,000	**$4,000**	$15,300	$4,900	$3,697	$3,440
Hysterectomy	$15,000	$5,700	**$2,500**	$11,000	$5,800	$2,727	$5,250
Gastric Sleeve	$28,700	$10,500	**$5,000**	N/A	$9,995	$13,636	N/A
Gastric Bypass	$32,972	$12,500	**$5,000**	N/A	$10,950	$16,667	$9,450
Liposuction	$9,000	$3,900	**$2,800**	N/A	$2,800	$2,303	$2,299
Lasik (both eyes)	$4,400	$1,800	**$500**	$6,000	$1,995	$1,818	$477
Retina	N/A	$4,500	**$850**	$10,200	$3,500	$4,242	$3,000
IVF Treatment	N/A	$2,800	**$3,250**	$2,180	$3,950	$9,091	$3,819

Source: http://www.indiaprofile.com/medical-tourism/cost-comparison.html (accessed on 11.03.2014

MEDICAL TOURISM IN INDIA:

Ayurveda is considered as early form of medical treatment in ancient India. Ayurvedic treatment, the science of life and origin of most forms of natural and alternative medicine, has its mention in one of the oldest (about 6,000 years) [3]philosophical text of the world, the Rig Veda. Aurvedic medicine is the oldest surviving healing system in the world of modern medicines.

The globalisation of healthcare services after signing of the GATS agreement (Mode 2--- Consumption abroad refers to situation where a service consumer moves into another Member's territory to obtain a service e.g. consumer travelling for tourism, medical treatment) led to the opening up of the Indian economy to the inflow of superior medical treatment, implants and pharmaceuticals from overseas countries and consequent improvement in quality with the establishment of the competitive benchmarking system and clinical governance. It has led to a transformation of medicines from a country specific domain to a multinational delivery of healthcare with multiple private as well as state hospitals emerging on the global stage. Globalisation has also enabled the expansion of hospital networks overseas.

After the globalization and liberalization of Indian economy in 1991, the Government of India has opened up medical services to the voluntary and private sectors. A liberalised visa regime has paved the way for coming of foreign citizens who can afford the high-tech medical services. New vistas for the development of medical tourism industry opened and it was felt that aggressive marketing strategy is needed to develop this kind of specialized tourism further. At that time tourism required adequate infrastructural support, sophistication in marketing communication and information, creativity in promotion, improvement in the laws, liberalization of visa rules and regulations, fast and comfort-generating transportation and orchestration of marketing mix in the face of changing level of tourists' expectations. However, the real growth of MT picked up after 1996.

India is considered to be one of the best destinations for MT due to availability of specialized team of doctors and world-class medical treatment along with world-famous exotic tourist attractions. *People from other countries are choosing India as their medical treatment destination because it has a highly skilled medical fraternity, low treatment costs, cutting edge technological advancement and rich cultural heritage.* Indian Brand Equity Foundation (IBEF) suggests that the Indian healthcare sector is expected to become a US $ 280 billion industry by 2020, with spending on health estimated to grow 14% annually.

Ex-Union minister for Tourism, Government of India Ambika Soni had said that aggressiveness should be needed to promote India as a global healthcare destination to offer a holistic approach to healthcare at the release of the Incredible India Brochure on Medical Tourism, organised by Confederation of Indian Industry (CII) and Indian Healthcare Federation (IHF) on 31st August,2006[4]. She also stated that the capacity of medical tourism to earn foreign exchange is even greater than IT Sector[5].

KOLKATA AS A MEDICAL TOURISM DESTINATION:

Even till a few decades after independence, Kolkata was considered to be in the forefront of healthcare sector in the country. It was widely felt that the Government sector should take on the onus of providing healthcare facilities, at least at the primary and secondary levels. Private players could, however, come in at the tertiary level, where specialist healthcare services were required.

Gradually, the number of people who came to Kolkata from other eastern states and the North- East for medical treatment started dwindling. Indeed many people from West Bengal, as also from other neighbouring states, headed for the South, West and North India for specialized medical treatment. Thankfully, that seems to be a thing of the past. Since the mid-1990s, the trend appears to have been revered. Kolkata is, slowly but surely, regaining its rightful place in the healthcare firmament. Now people are coming for medical treatment from rest of India as well as from South Asian Association for Regional Cooperation (SAARC) Nations, Middle East, United Kingdom and African Countries. Several latest healthcare facilities have been set up by the private sector even as the State Government has been proactive in emerging Public Private Partnership (PPP) in this sector.

It is pertinent to mention that Government of West Bengal, Department of Tourism adopted ***West Bengal Tourism Policy in 2008.It has also given priority in Medical Tourism for tourism promotion in West Bengal.Ithas been capitalising foreign tourist visits in the state which was 1219610 numbers (5.9% of total number of foreign tourists visits in India), being the sixth rank in India in 2012 in number of Foreign Tourist Visits***.[6]It has also expressed its willingness to support this medical tourism industry and is working together with the private sector. Here super specialty-hospitals are also getting prepared to cope with the rising demand of MT. Kolkata, the capital of West Bengal is emerging as a favourite destination for MT, owing to the advantageous location and world class facilities provided to the foreign patients as well as domestic at an extremely affordable price. ***Medical treatment costs in Kolkata is 20% to 50% less than other cities of India***[7]***and it is also 30% cheaper than in Vellore or Chennai***.[8]

All the best hospitals of India like Fortis Hospital, BM Birla Heart Research Institute, Calcutta Medical Research Institute, Woodlands Hospital, Apollo Gleneagles Hospital, Columbia Asia Hospital, Desun Hospital, Medica Superspeciality Hospital, Peerless Hospital & B K Roy Research Centre, Rabindranath Tagore International Institute of Cardiac Sciences (RTIICS), Ruby General Hospital, Sankara Nethralaya,Kothari Medical Centre & Research Institute, etc. are in Kolkata where top notch medical practitioners give world class medical facilities to patients from all over India and even abroad. The hospitals aim at providing the finest medical and surgical procedures along with Ayurveda and other natural therapies. Most of the top hospitals are accredited either by Joint Commission of International (JCI) or National Board for Accreditation of Hospitals and Healthcare Providers (NABH) and National Accreditation Board for Testing and Calibration Laboratories (NABL) or other international accreditation body and follow International Safety and Quality Standards. Also they are equipped with modern and advanced medical equipments and the team of doctors in these hospitals is highly skilled, technical, and professional who aim at giving the best medical treatment to patients.

Kolkata, having great location advantages should explore the possibility of setting up "Medi-Cities" with a cluster of super specialty hospitals with "***first world" treatment at a "third world" price.***

REASONS FOR GROWING MEDICAL TOURISM IN KOLKATA:

The main reasons for growing popularity in MT in Kolkata are as follows:

a) The long waiting lists in medical treatment in the developed countries.

b) The low cost of medical treatment in India than other developed counties. In India surgical procedures are being done at $1/10^{th}$ of the cost[9] as compared to the procedures in the developed countries. Also medical treatment cost in Kolkata is 20% to 50% less than in other cities of India.

c) The affordable international air fares and favourable exchange rates.

d) The internet, with the development of communications, new companies have emerged who acts as middlemen between international patients and hospital networks, giving patients easy access to information, prices and option.

e) The state of art technology, specialist doctors, nurses and para-medical staff that has been adopted by big hospitals and diagnostics centes in Kolkata. In West Bengal, the medical education system also caters to the ever increasing demand for the delivery of the quality healthcare services all over the country.

f) Major hospitals servicing Medical Tourists are accredited either by Joint Commission of International (JCI) or National Board for Accreditation of Hospitals and Healthcare Providers (NABH) and National Accreditation Board for Testing and Calibration Laboratories (NABL) or other international accreditation body and follow International Safety and Quality Standards.

g) Fluent English speaking power by hospital staff, doctors, guides etc.

h) Customised medical packages along with holiday tourism that includes flights, transfer, hotels, treatment and post-operative vacation for their visits.

i) Easy access of the Mvisa and MXvisa by extending it from six months to three years.

Table No. 2: National Board for Accreditation of Hospitals and Healthcare Providers (NABH) Accredited Organisations:

Organisations	**India**	**West Bengal**	**Kolkata**
Allopathic Clinics	06	Nil	Nil
Ayush Hospital	08	Nil	Nil
Blood Banks	56	02	02
Dental Health Care Service Providers (DHSP)	04	Nil	Nil
Hospitals	188	05	05
Medical Imaging Services	07	Nil	Nil
Oral Substitution Therapy (OST) Centre	51	14	02

Primary Health Care/ Community Health Centres	10	Nil	Nil
Small Healthcare Organisations	22	Nil	Nil
Wellness Centre	05	01	01
Source: http://www.nabh.co/main/accreditation_register.asp accessed on 18.09.13			

Table No. 3: Joint Commission International (JCI) Accredited Organisations:

Organisation	China	Malaysia	Singapore	Thailand	Bangladesh	**India**	**Kolkata**
Hospitals	22	8	13	25	01	**19**	**01**
Ambulatory Care	01	1	4	3	Nil	**02**	**Nil**
Clinical Care Programme Certification	01	Nil	2	19	Nil	**01**	**Nil**
Academic Medical Center Hospital	06	Nil	1	Nil	Nil	**Nil**	**Nil**
Clinical Laboratory	Nil	Nil	Nil	Nil	Nil	**Nil**	**Nil**
Home Care	Nil	Nil	Nil	Nil	Nil	**Nil**	**Nil**
Long Term Care	Nil	Nil	Nil	Nil	Nil	**Nil**	**Nil**
Medical Transport	Nil	Nil	Nil	Nil	Nil	**Nil**	**Nil**
Primary Care	Nil	Nil	Nil	Nil	Nil	**Nil**	**Nil**
Total	30	09	20	47	01	**22**	**01**
Source: http://www.jointcommissioninternational.orgaccessed on 18.09.13							

Table No. 4: AccreditationBody of Top Hospitals in Kolkata

Name of the Hospital	**JCI**	**NABH**	**ISO 9001-2008**
B M Birla Heart Research Centre		√	
Fortis hospital		√	
Calcutta Medical Research Institute			√
Apollo Gleneagles hospital	√		
Desun Hospital and Heart Institute		√	
Medica Superspeciality Hospital		√	
Peerless Hospital & B K Roy Research Centre			√
Rabindranath Tagore International Institute of Cardiac Sciences (RTIICS)		√	
Ruby General Hospital			√

Source: Compiled from different websites ofhospitals, accessed on 15.03.2014

CHALLENGES BEFORE MEDICAL TOURISM IN KOLKATA:

The medical tourism in Kolkata has a lot of potential to grow but is also confronted with many challenges that to be tackled and paid attention to. The major challenges in the field of medical tourism that Kolkata faces are as follows:

a) **Competition**: Strong competition from countries like Thailand, Malaysia, Singapore and also from South India is the main challenges before medical tourism in Kolkata.
b) **Brain Drain**: Kolkata has a pool of talented doctors and nurses. But they are going abroad or to other states of India for better packages of salaries.
c) **Pricing**: There is no proper pricing policy across the hospitals.
d) **Coordination**: Poor coordination between the hospitals, tour operators and also hotels is also challenging before medical tourism in Kolkata.
e) **Government Support**: No strong governmental support is coming to promote medical tourism.
f) **Regulatory System**: There is no regulatory body to monitor and regulate the whole medical tourism.

g) **Security**: Patient security is one of the most challenging factors which obstruct the promotion of medical tourism.

h) **Quality**: Receiving safe and high quality medical care is the primary issue for patients considering medical tourism as an alternative treatment. Many of the hospitals in Kolkata need to be accredited by international accreditation body like JCI, etc.

i) **Infrastructure**: Infrastructure is a major concern affecting Kolkata as medical tourism destination. It includes proper flight connectivity to all destinations, bad roads, safe food and water availability, etc.

j) **Medical Insurance**: Overseas medical insurance is not properly regularized.

CONCLUSION:

Medical tourism in Kolkata is still in a nascent stage. Kolkata has a high potential in medical tourismin terms of cost, quality, location, exotic natural scenery, culture, heritage, etc. However, in the wake of mounting competition and challenges, there is a dire need of careful policy intervention so as to reap the full benefit from enhanced capabilities

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CONSUMER PERCEPTION WITH RESPECT TO ONLINE MARKETING IN INDIA

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ABSTRACT

The affect of electronic media and digital technology on the commercial world is one of the more recent themes in marketing research. Indian marketers are growing at a fast speed to tap the "Customer & Trust" opportunity. Peoples are embracing online in large numbers and the companies are using digital marketing techniques to engage with them. Leading corporate are new precision-targeting their communication with the help of sophisticated analytics based on consumption of messages and patterns. Indian marketers are leveraging the power of various communication channels: be it Email, SMS or Social Media in their portfolio. In this exploding discourse, expressions such as e-Commerce, technology convergence, networked economy and digital business persistently indicates change. Existing organizations and commodities, including academic institutions and their output, are being transformed into digital forms. At the same time knowledge is becoming an increasingly important part of the global economy.

KEY WORDS

Email, Online Marketing, Online Analysis, Email Research

INTRODUCTION

The down of digital age has transformed marketing. As consumers shift online-and advertising activity and media spend follow them-marketers have greater opportunities. They can measure behaviour and make decision more accurately based on hard data about the consumers they serve use. Simply put, digital marketing helps marketers leverage interactive digital channels to listen to what consumers say and respond appropriately.however as the digital marketing environment has grown, the more complex it has become Campaigns increasingly span multiple markets ,languages, media channels and technology platform. Rather than freeing marketers to do better and more relevant work,"big data has created an overwhelming fragmented digital landscape. Marketers are grapping with the duel challenges of addressing enterprises marketing efficiency and effective consumer engagement.the industry needs a standardize framework for simplifying digital marketing. With 30-35% of the marketing budget spent on digital initiatives, getting them right is essential.

LITERATURE REVIEW

G.K. Gangeshwer in his paper "E-Commerce or Internet Marketing: A Business Review from Indian Context"

In his Research,the next 3 to 5 years, India will have 30 to 70 million Internet users which will equal, if not surpass, many of the developed countries. Internet economy will then become more meaningful in India. With the rapid expansion of internet, Ecommerce, is set to play a very important role in the 21st century, the new opportunities that will be thrown open, will be accessible to both large corporations and small companies.(189). The trend in this decades on email marketing is gearing with the technological factors with emerging economies in india.With the new startups moving into online selling and for promotional factors emails providing the best platforms whrere maximum output comes. Consumers in nonmetropolitan areas will also help fuel growth; unlike online consumers in cities, they are more likely to shop online for goods that are unavailable at local stores. eCommerce retailers in India are expanding their offerings to the online population outside metropolitan India and are investing heavily in the infrastructure to support these cities.10 Online apparel retailer Myntra.com is already seeing demand for its products outside metropolitan India.To widen their reach, for example, multiple retailers are building warehouses outside central locations; testing shipping options that work in rural areas; offering payment options like cash on delivery (COD) that provide options for the unbanked; and subsequently marketing these to semi-urban and rural consumers.

Nisha Chanana & Sangeeta Goele International Research Journal "FUTURE OF E-COMMERCE IN INDIA" (ISSN)

This Rerearch paper explaining,Electronic commerce or e-commerce refers to a wide range of online business activities for products and services.

The internet user base in India might still be a mere 100 million which is much less when compared to its penetration in the US or UK but it's surely expanding at an alarming rate. The number of new entrants in this sphere is escalating daily and with growth rate reaching its zenith it can be presumed that in years to come, customary retailers will feel the need to switch to online business. Insights into increasing demand for broadband services, rising standards of living, availability of wider product ranges, reduced prices and busy lifestyles reveal this fact more prominently thereby giving way to online deals on gift vouchers. E-commerce in India to explode in 2012, Indian e-shoppers will have a good time getting great deals and services online. Online channels are playing an important role of connecting with consumers of unexplored markets. The journey of online spending that started with an increasing number of buyers of travel and holiday plans in the last decade has now extended to an increase in spends on household appliances and luxury products.

RESEARCH & ANALYSIS

DEPENDENCY ON EMAIL MARKETING AND ITS EFFECTIVENESS

With the fast growth of internet users in India in 2015, it’s not surprising that email assumed a central role in marketing effectiveness and efficacy .There is almost unanimous acceptance that email is one of the most effective communication and promotion vehicles with close to 95% marketers in India agreeing on the effectiveness of this platform.

FREQUENCY OF EMAIL COMMUNICATION

Marketers rely on sustained periodic communications to deliver marketing efficacy. It is interesting to note that 34% of marketers in India are using this platform for their daily communications with their audience. Our experience shows that the frequency of customer communication should be at least once a quarter and never more than once a day. An optimal frequency can lead to higher response rates and conversions.

As a note of caution, increasing the frequency without permission of receiver can potentially run the risks of increased spam complaints, ‘unsubscribe’ and list fatigue. Short-term response boosts can.

At times be at the cost of brand erosion and a long-term loss of engagement. As we will find later in this report the daily frequency is being seen as one of the major contributors towards the core issue of message deliverability

PROMOTIONAL COMMUNICATION AND NEWSLETTER ARE THE PRIMARY USERS OF USE OF EMAIL

The two prime objectives of using online Marketing channels in 2014-15 are “promotional communications” and “Newsletters”. With newer developments in e-Marketing technology, marketers today have a plethora of options in which to use e-Marketing as a method of customer engagement and tracking the same. Some of them are purely information based like transaction-based communication (order confirmation, delivery confirmation) and periodic communications (newsletters) while others are revenue generation methods (event promotion, alerts, behavioral triggers, etc.)

CUSTOMER ACQUIRING AND COMMUNICATION TOOL

Indian companies are targeting to acquire newer customers and relationships. In this context it is not surprising that customer acquisition is the key driver for e-Marketing in 2010. E-Marketing delivers.

The ability to precision targets an audience and effectively engages with them leading to increase in conversion rates.

In 2014-15, it seems Indian marketers were targeting customer acquisition as more and more marketers are tapping need based customers (E-zones, Newsletters) and discount seeking customers (Deal Sites) to increase their customer base.

The tools used depend on the strategic goals, the objectives of the communication program, the profile of the target audience.

Whichever tools are used, it is important to maintain consistency in the aesthetic appearance, linguistic style and tone, and message (including facts, figures, slogans, quotes) used in all the communications products for a single campaign. Without this consistency, the message will not be as effective, even if the target audience is exposed to several of the communication products. Worse still, a lack of consistency may confuse or distract the target audience.

45% OF INDIAN MARKETER'S INVESTED MORE THAN 16% OF THEIR BUDGETS IN EMAIL MARKETING

46% of marketers in India have reported more than 16% of their investments in marketing budgets on e-Marketing channels in 2015. It is interesting to know that email Marketing forms the baseline for 90% of marketers. The reason for marketers' confidence in online platform can be attributed to the effectiveness of this platform, for which 95% of marketers have positive sentiments.

38% OF e-MARKETER'S ARE GENERATING MORE THAN 45% OF THEIR SALES ONLINE

In terms of generating sales through e-Marketing, 46% of marketers are generating more than 10% of their total sales through online channels. An interesting thing to note is that close to 22% of marketers are generating more than 30% of their total sales through e-Marketing efforts.

ACQUISITION & BEAND AWARENESS" MARKETER'S PRIME GOAL

As the Indian economy shifts gears, customer acquisition and brand awareness emerge as the top two goals for the India Marketers. The prime focus for almost 65% of country's marketers for 2014-15 is to acquire new customers. The next important goal for marketers is to build brand awareness among customers. It seems that organizations are using online platforms for establishing strong brand awareness.

From our research and industry experience, customer retention is one area where marketers could do a lot more in 2014-15. Marketers who focus on reducing the 'switch' rates while acquiring newer customers and relationships, will be able to sustain growth rates in the longer term. Customer loyalty can lead directly to creating enormous 'Earned media' which is proven to be a very cost effective strategy to win market share without bloating up the marketing budgets.

AFTER SOCIAL MEDIA, EMAIL MARKETING AND SEARCH MARKETING ARE THE PREFEERED DIGITAL CHANNELS.

The simple fact that social networks offer companies the opportunity to connect with millions of potential customers, and that too with precision, can count as the main reason for its rising popularity among marketers. After social media, almost neck to neck is Email marketing and search marketing. No surprise that 45% of marketers feel that spending on email marketing will definitely

Increase this year, when compared to 2013. Next in line is search marketing. About 40% of marketers plan to increase their investment in search platform, compared to last year. An interesting finding from this report is that video marketing is not catching up with only 16% of marketers indicating a plan to increase their investment in this area.

STUDY ON EMAIL MARKETING IN INDIA

MANAGING DELIVERABILITY

ESP PLAYES A VITAL ROLE IN DELIVERING CAMPAIGNS.

Email marketing technology has become much more advanced. With the complexity and advancement in tools and techniques, it has almost become a 24x7 process. Hence marketers are trying to outsource this business function to ESP (Email Service Providers). By outsourcing to ESPs and leveraging the scale offered by cloud computing marketers are able to get the best performance without the need for additional investments. Thus by outsourcing to ESPs, the campaigns are delivering optimum results and driving up the impact of email marketing.

TOP 3 FACTORS IMPACTING DELIVERABILITY

1-Frequency 2-Content of mailer 3-Sender Reputation

Marketers do a lot of things to make sure their campaign is a success. In email marketing, delivery of the message is a major concern. Therefore, we need to dive deep to understand the factors impacting the delivery of the marketing email. The frequency of volume was the major factor with 46% of India marketers. The possible reasons that frequency is impacting the deliverability could be attributed to using non opt-in lists, not adhering to basic fundamentals of email marketing and not adopting the right ESP for deliverability of campaigns (sandbox, safe listing, warming up of the IPs etc.)

MULTI-CHANNEL COMMUNICATIONS

Multichannel marketing is marketing using many different marketing channels to reach a customer. In this sense, a channel might be a retail store, a web site, a mail order catalogue, or direct personal communications by letter, email or text message. The objective of the companies doing the marketing is to make it easy for a consumer to buy from them in whatever way is most appropriate. To be effective multichannel marketing needs to be supported by good supply chain management systems, so that the details and prices of goods on offer are consistent across the different channels. It might also be supported by detailed analysis of the return on investment from each different channel, measured in terms of customer response and conversion of sales. Some companies target certain channels at different demographic segments of the market or at different socio-economic groups of consumers.

Multichannel marketing allows the retail merchant to reach its prospective or current customer in a channel of his/ her liking.

OBJECTIVE

The main objectives of this research is to develop a theoretical model to understand and interpret the use of the E-marketing by small business enterprises in India, explore and analyze the level and form of email marketing used by the Indian enterprises and its contribution to marketing performance as measured by financial and operational performance measures.

To achieve these objectives a series of hypotheses have been constructed to be tested during the research process.

- To understand sector wise study of Market
- To understand e-trend of India

- To know   facility given by various other companies to their target people
- To know Status of booming e-system in India
- To find out the consumers satisfaction towards the various advertisement.
- To Study role of   people in Internet and web-world
- To know role of cyber security in organisation.
- To Study of "Role of e-Marketing in Business"
- Major attractive e-Mail, which a customer looks for in a web before click to open.
- Factors that influence decision-making in e-mails.

GROWING & TRENDOF e-MARKET IN INDIA

E-marketing is a variety of internet strategies. It can be paid per click, e-mail marketing, inbound linking, linking to other websites and posting your website on search engines.

E-Marketing is the use of information and communication technology to present variety of offerings available in the market segment. It is virtual representation of physical market. It is a perfect market where there are world-wide buyers & sellers & have detailed information about market. It refers to trading on internet. Example: Airlin e-booking system.

Electronic market which is also recognized as internet marketing or digital marketing or web marketing is basically refers to marketing of product, services or ideas over internet. Electronic marketing makes use of numerous resources for the purpose of product promotion and yield substantial results for integrated marketing plans and strategies.

The horizon of digital marketing is very vast it includes e-mail and wireless media, which is another significant source of marketing. Internet marketing collects together creative and technical aspects of the internet, includes design, development, advertising and sales to increase a brand visibility. Internet marketing is in the fact is a potent combination of technology and marketing acumen. With an amazing million internet user only in India and a growth scope of digital marketing is very bright in India.

DATA COLLECTION

• **Primary data** has been used by me in the form of online research, Interactions, field work & Observation, which are the two basic methods of collecting primary data, which suffices all research objectives.

• **Secondary data** sources like online research &various internet sites such as indiabecho.com,myAdd.com,wikipedia& google.com have been used.

CONCLUSION & FINDINGS

Email is the use of information and communication technology to present variety of offerings available in the market segment. It is virtual representation of physical market. It is a perfect market where there are world-wide buyers & sellers & have detailed information about market. It refers to trading on internet. Example: IRCTC, Airline e-booking system.The horizon of digital marketing is very vast it includes e-mail and wireless media, which is another significant source of marketing. Internet marketing collects together creative and technical aspects of the internet, includes design, development, advertising and sales to increase a brand visibility. Internet marketing is in the fact is a potent combination of technology and marketing acumen. With an amazing figure of million internet user only in India and a growth rate of 70%, the scope of digital marketing is very bright in India.

- Internet the most favorite brand of the consumer.
- 48% Indian average consumers check their e-mails within 2-3 days.
- 24% consumers are opens attractive e-mail.
- 58% Indian people are using internet as well as registered with various mail id and they spend according to their time.
- 26% of people like advertisement most.
- Mostly people use the mobile phones for talking, SMS and for using the internet function for checking e-mails and social networking sites.

- Almost all people are aware about the GPRS, e-mail service but least students are more aware about the internet.

- Most favorite brand among the college students is gmail.com, yahoo and the least favorite brand is Facebook, Whatsapp, Twitter, Hike etc.n

- Appearance, Price, Brand Image and advertisement are the important factors for the consumers while purchasing.

- Mostly consumers attract due to effective e-based mail.

- Mostly consumer sees advertisement on television but only e-mail provides all details online.

- Containts, Colour, attractive and details about product effect the buying perception

- E-mail is the easy way to reach the maximum people in a minimum time.

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- Nisha Chanana & Sangeeta Goele International Research Journal "FUTURE OF E-COMMERCE IN INDIA" (ISSN) (Page 2 -4)
- G.K. Gangeshwer in his paper "E-Commerce or Internet Marketing: A Business Review from Indian Context"(Page 189)

AN EMPIRICAL STUDY TO EVALUATE THE NON ACADEMIC FACTORS AFFECTING THE PLACEMENTS OF STUDENTS IN PROFESSIONAL INSTITUTIONS IN INDIA

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ABSTRACT

The professional education Institutions in India have for long been perceived as the foundation of obtaining better paying jobs and enhanced employability, by the students entering these institutions. The institutes, on their part have been continuously devising ways and means to satisfy this need of their students. The Institutions which have been successful in obtaining placement for their students have registered enormous growth and have been able to sustain the growth too. There are many Institutions which have failed on this account and have either put up the shutters or are on a path of closure. This phenomenon is predominantly prevalent in virtually all Tier-II and Tier-III cities of the country. A host of factors have also been examined in terms of their influence on placements obtained by the institutions. This study examines those non-academic factors which may have substantial impact on the placements obtained by the students of the professional Institutions.

KEYWORDS

Institution Placements, Admission Criteria, Alumni Relations.

INTRODUCTION

The professional education Institutions in India have for long been perceived as the foundation of obtaining better paying jobs and enhanced employability, by the students entering these institutions. The institutes, on their part have been continuously devising ways and means to satisfy this need of their students. The Institutions which have been successful in obtaining placement for their students have registered enormous growth and have been able to sustain the growth too. There are many Institutions which have failed on this account and have either put up the shutters or are on a path of closure. This phenomenon is predominantly prevalent in virtually all Tier-II and Tier-III cities of the country. A host of factors have also been examined in terms of their influence on placements obtained by the institutions. This study examines those non-academic factors which may have substantial impact on the placements obtained by the students of the professional Institutions.

STATEMENT OF THE PROBLEM

The increasing globalization of the marketplace combined with an ever increasing shortage of skilled staff and advances in technology have resulted in large scale changes to recruitment practices throughout the world. The Corporations are increasingly depending on the recruitment done on campus of educational institutions for supply of workforce. The companies are searching for candidates in the Institutions, but more important question is how these companies search the Institution which they will visit for getting the talent that they need. In most organizations, the Campus recruitment function is either assigned to various people in HR or is comprised of a dedicated group within HR. The prominent reason for approaching an Institution for campus recruitment is the reputation built upon by the institution by way of its academic excellence. Institutions of repute may not have the requisite number of candidates or may not be suitable for the requirements of the company. This leads to search of other institutions by the companies. Non academic factors become crucial for this purpose that companies are in the look-out for new campuses to recruit talent. This study aims to evaluate those non academic factors which influence the participation of companies in their campus recruitment process.

OBJECTIVES OF THE STUDY

1. To identify the non-academic factors that influences the Recruiters' choice of Institution for Campus recruitment.

2. To evaluate the impact of non-academic factors in the choice of Institutions for Campus recruitment.

3. To identify the degree of impact of each of the factors which play a role in the choice of Institutions for **Campus recruitment**

LITERATURE REVIEW

Upon extensive search of various sources including academic journals and journal databases namely, Ebesco and JStore, as well as some open access journals database including oxford, OAJSE, DOAJ, no studies were found to be relevant to the present subject of study. Entering key words of the study also did not provide any related literature. This indicates that the subject of study is either not studied adequately or the Non-academic factors may not have been included in any of the past studies. Although this was disappointing from the perspective of the study, but it also prompts towards the novelty of the research. This study thus assumes even more significance due to novelty and absence of substantial research on the topic being studies. The Researcher thus proceeded to build the conceptual framework based on commonly accepted principles.

RESEARCH METHODOLOGY

The various elements of research methodology adopted for the study are as follows:

UNITS OF STUDY

The study included the five units for the purpose of study they comprise of namely Institute Placements (IP) with Admission Criteria (AC), Alumni Relations (AR), Institute Reputation (IR) and Web Presence (WP). Each of the units has been identified on the basis of the pilot study which comprised of the unstructured interviews conducted for the purpose of the study. Interviews were conducted in which the participants were HR Executives, Placement Officers as well as Departmental heads of the Institutions. No factor analysis was done to arrive at these factors. The Interview Script was analyzed and four prominent factors were identified on the basis of subjective judgment. Phenomenological basis was also used to identify the themes of the interviews to arrive at the factors.

SAMPLING & RESEARCH DATABASE DESIGN

Simple Random Sampling was used for the study. A data base of the companies which participate in the Campus Placements of the Institutions was compiled for the purpose of the study. The data base mainly comprised of companies visiting Management and Engineering Institutions in India. A total of 150 Companies were shortlisted for the study out of a total data of 203 Companies. The Criteria applied to the company was based on the availability of the contact details and those which evinced response to the introductory mail sent for the purpose of the study. At the second level, the sample was designed to include industries across domains, so that a wider coverage of all the sectors can be included. The respondents in the study were mostly HR executives who are engaged in the Campus placement drives of their respective companies.

Out of 150 respondents, 133 responses were considered for analysis and the rest of the responses which were either incomplete or were 'outliners' were removed for the aggregate respondents.

MEASUREMENT DESIGN

Nominal, ordinal, interval and ratio scales were used in the questionnaire for data collection. For the purpose of computing the correlation coefficients, the study used the model of the form:

IP *(Outcome)* = α + AC *(predictor)* + AR *(predictor)* + IR *(predictor)* +WP *(predictor)*

Where IP = Institution Placements

AC = Admission Criteria

AR = Alumni Relations

IR = Institute Reputation

WP = Web Presence

α = Extraneous factors

DATA COLLECTION PROCEDURE

The responses were collected by using a specially designed questionnaire for the study. The questionnaire was tested for the validity and reliability through a pilot study. A total of 12 items were included in the study using the Likert's 5 point scale. When the questionnaire at issue is reliable, people completely identical - at least with regard to their pleasure in writing - should get the same score, and people completely different a completely different score (Field, 2009). Your ability to answer your research question is only as good as the instrument you develop (Miller, 2006). Generally, a questionnaire with α of 0.8 is considered reliable (Field, 2009). Hence, the questionnaire was found reliable, since the α was 0.83 (see Table 1(B)). Table 1 (A): **Case Processing Summary**

Table 1 (A): Case Processing Summary

		N	%
Cases	Valid	12	100.0
	Excluded[a]	0	.0
	Total	12	100.0

a. Listwise deletion based on all variables in the procedure.

Table 1(B): Reliability Statistics

Cronbach's Alpha	No. of Items
.833	12

a. Listwise deletion based on all variables in the procedure.

Table 4: Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.536	.257		5.976	.000
	AC	.041	.056	.058	.735	.463
	AR	.482	.062	.612	7.715	.000
	IR	.382	.087	.301	4.397	.000
	WP	.034	.057	.040	.587	.558

a. Dependent Variable: IP(Institution Placements)

INTERPRETATION OF THE FINDINGS

Table 2 displays the Regression Model Summary, where R i.e. the multiple correlation coefficients which has the highest or maximum value of 1 has the value of *0.773* which is indicates the strong relations when all variables are associated together. The R Square is *0.597* i.e. *59.7* percent which means that *59.7* percent of the variance in Institution placement can be predicted by the combination of the four predictive variables and 40.3 percent of the variance can be explained by other factors, which are extraneous to the study. The Table 3 of ANOVA states that the model is a good fit model since the significance level is much less than *0.05*. Table 4 demonstrates the Regression Coefficients and reveals the vital information, which states that when the value of all the predictive variables is zero then the variable of Institution placement is equal to *1.536*. From table 04, we can understand the increase in units of the outcome variables by one unit increase in each of the predictive variable. So, when there is an increase in the Admission Criteria variable by one unit, the variable of Institution placement shall increase by *0.041* units. When the variable of Alumni Relations increases by one unit, the variable of Institution placement shall increase by *0.482* units. When the variable of Institute Reputation increase by one unit, the variable of Institution placement shall increase by *0.482* units and when the variable of Web Presence increase by one unit, the variable of Institution placement shall increase by *0.034* units. Thus, from the table of regression of coefficients, the effect of each predictive variable on the outcome variable can be determined.

DISCUSSION

The study aimed to identify the non-academic factors which influence the company's choice of institution for Campus recruitment. The factors that were identified include Admission Criteria (AC), Alumni Relations (AR), Institute Reputation (IR) and Web Presence (WP). These terms need to be explained as this juncture, more so when there is no defined literature on the subject. The first factor Admission Criteria includes the process through which the students are enrolled in a particular course. This comprises of the choice of selection tests namely IIT-JEE, GATE, MAT, CAT, XAT and the likes. This factor gains significance from the fact that the reliability and difficulty levels of each of the tests differ which can be a good measure to evaluate the level of student entering any institution. The second factor 'Alumni Relations' plays a role in the campus recruitment, because companies trust the references given by their own employees and thus the Alumni relations are a good source of finding Institutions for Campus recruitments. The Third factor 'Institute Reputation' comprises of many sub themes including the Positive or negative opinion as may be prevailing at specific times, the Word of Mouth, Past record of the Institution and External Relations of the Institution all forming the 'Institute Reputation'. The final factor 'Web Presence' deals with the amount of knowledge the institutes search will yield to the companies while searching them on the Internet. The discussion forums, Blogs and Social Networks contain vast amount of knowledge on the Institutes past and present, this vital source if information play a crucial role in the choice of Institution for campus recruitments.

At the next level we discuss the significance of each of these factors and the extent of their impact on the Campus recruitments, form the results it is evident that the Alumni Relations has yielded the highest impact (Coefficient = 0.482) this indicates that the Institutes need to increase their efforts for building Alumni relations to improve their campus placements. The next factor with a very high impact (Coefficient = 0.382) is that of Institute reputation, this construct has already been described above in the first Para. The other two factors although important but have shown weaker impact when compared to the two factors discussed here. The last two factors Admission Criteria (Coefficient = 0.041) and Web Presence (Coefficient = 0.034) have been found to be weaker as compared to the other two factors.

CONCLUSION

The purpose of this paper was to determine the impact of factors identified through empirical evidence gathered by the research on Campus recruitment in the professional Institutions. The research was able to identify the factors and subsequently was tested through statistical analysis using SPSS ver. 20. 133 respondents were engaged in the research and evidence proved that two main factors Alumni relations and Institute reputation play a major role in enhancing the campus recruitments. An empirical analysis using Co-relation & regression analysis was conducted to determine what factors will be most important when selecting an institution.

The implications that emerge out of this research will be that the Institution needs to strategize themselves on the four factors in order to be successful in attracting Corporate to their campus recruitment drives. The Institute administration must divert more and more resources towards structure the identified factors in order to achieve their Placements objectives.

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