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## International Journal on Marketing Management



**A STUDY ON CUSTOMER SATISFACTION TOWARDS AIRTEL WITH SPECIAL REFERENCE TO WARDHA [DISTRICT]  
BY PROF.ASHISH ANAND TAGADE, PROF.AMRUTA MAHALLE, MR.AKSHAY MOKASHI**

**ROLE OF SOCIAL MEDIA AS A TOOL FOR RETAIL MARKETING  
BY MR. PRAVIN M. KATARIYA, DR. S. R. CHAVAN and DR. SHAILESH KEDIYA**

**SERVICE QUALITY AND CUSTOMER SATISFACTION IN RETAIL STORES  
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**STUDY OF CUSTOMER RELETIONSHIP MANAGEMENT IN SBI LIFE INSURANCE  
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**AN EMPIRICAL STUDY TO EVALUATE THE NON ACADEMIC FACTORS AFFECTING THE PLACEMENTS OF STUDENTS IN PROFESSIONAL  
INSTITUTIONS IN INDIA**

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INTERNATIONAL BUSINESS AND POLITICAL ENVIRONMENT'**

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**AN EXPLETORY STUDY ON SALES FORCE RETENTION CHALLENGES AND OVERVIEWS OF REMEDIAL PRACTICES.**

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**A STUDY ON CONSUMER BEHAVIOR TOWARDS EMERGING ONLINE SHOPPING IN INDIA"  
BY PROF.RUPESH R. DAHAKE AND DR.A.K.J. MANSURI**

**Department of Business Management**

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# **A Study On Customer Satisfaction Towards Airtel With Special Reference to Wardha [District]**

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## **ABSTRACT:**

*The project entitled "a study on customer satisfaction towards Airtel in Wardha district" is carried out with an objective to determine the consumer preference and satisfaction. The primary objective of this study is to find out the consumer preference and satisfaction towards Airtel services & offers with special reference to Wardha. For distribution of questionnaire to the consumer random sampling method was used to select the customer and the survey was taken among those selected users. After collecting the data from the respondents it was analysed using simple percentage method for analysing the collected data.*

## **Introduction**

This paper focuses on customer perception toward Airtel in Wardha. This study provided us with data that how many people are aware with the services provided by Airtel and what they think about the services of Airtel. We took 100 samples by which we made analysis and represented that data by the way of chart. This research is based on both primary data and secondary data. Samples are randomly selected.

The present research aims at analysing the brand preference of respondents towards Airtel. The research also focuses on the perception of consumer towards Airtel, consumer awareness about Airtel and their buying behaviour various services provided by Airtel. Telecom giant Bharti Airtel is the flagship company of Bharti Enterprises. The businesses at Bharti Airtel have been structured into three individual strategic business units (SBU's)

1. Mobile services
2. Broadband and telephone services (B&T)
3. Enterprise services

Customer satisfaction refers to how satisfied customers are with the products or services they receive from a particular agency. The level of satisfaction is determined not only by the quality and type of customer experience but also by the customer's expectations. Customer satisfaction is one of the main objectives of any organization. Every organization tries to know the customer satisfaction about their products. So a study on customer satisfaction helps the organization as well as me to gain a vast knowledge over the real world tastes and preferences of customer

Whether the buyer is satisfied after purchase depends on the offers performance in relation to the buyer's expectations. In general satisfaction is a person's feelings of pleasure or disappointment resulting from comparing a products perceived performance in relation to his or her expectations

## Objectives

The main purpose and objective for this research is

- To find out whether people are satisfied with the services offered by Airtel.
- To recommend measures for improving the product and services offered by Airtel.
- To know whether they are aware with the services offered by Airtel.

## Research Methodology

In this research questionnaire is framed in such a way management wants to know how the customers are taking things that they had done to them and to find out the expectation of the customers thus it will impact in policy making of the firm in the current fiscal year.

The questionnaire designed had closed question to find the respondents actual feeling as well as their opinion rating about the satisfaction regarding the product. The methodology followed for conducting the study includes the specification of research design, sample design, questionnaire design, data collection and statistical tools used for analysing the collected data.

## RESEARCH DESIGN

### Descriptive research

This study is descriptive in nature where the data is collected through well structured questionnaire and from the information taken from the customers.

### **Sampling Design/Techniques:**

The sampling design used in this study is probability sampling. Sampling technique used is Simple Random sampling.

### **Population:**

Population for this research is set as costumers who are using AIRTEL

### **Sample size:**

The research was conducted in Wardha with 100 respondents.

### **Data Collection Methods:**

Collection of data includes both primary and secondary data. The researcher has collected both of the above data. The data collected constitutes both primary and secondary data.

### **Primary data:**

Primary data are collected through observation, direct communication with respondent, and finally by distributing questionnaire to the employees using Random sampling technique the employees are selected to fill the questionnaire.

### **Secondary Data**

Secondary data is collected from the official record to obtain information's

### **Statistical Tools Used**

The main statistical tools used for the collection and analyses of data in this

Project are:

- Questionnaire
- Bar Diagrams

## **ANALYSIS AND INTERPRETATION**

### **1. Table showing whether customers use INTERNET services**

	Percentage (%)
--	----------------

Using	65
Not using	35
Total	100

Chart showing whether they are using INTERNET services

**Interpretation:**

The table shows that 65% of the customers use internet remaining 35% don't use internet services

**2. Table showing opinion on INTERNET services**

	Percentage (%)
Satisfied	60
Not satisfied	40
Total	100

Chart showing opinion on INTERNET services

**Interpretation:**

The table shows that 60% of the customers are satisfied with internet services remaining 40% are not satisfied with internet

service.

**3. Table showing Maximum recharge per month**

	Percentage
10-100	12
100-200	34
200-300	16
300-400	18
400-500	10
Above 500	10
Total	100

**Chart showing Maximum recharge per month**

**Interpretation:**

The table shows that 34% use 10-100, 16% use 100-200, 16% use 200-300, 18% use 300-400, 10% use 400-500 and 10% use above 500

**4. Table showing up to date with current offers**

	Percentage (%)
Up to date	54
Not up to date	46
Total	100

**Interpretation:**

The table shows that 54 % are up to date with offers and the remaining 46% are not up to date

## **FINDINGS**

- ❖ Most people felt that AIRTEL signal is good
- ❖ More than half of the people are satisfied with the Internet services.
- ❖ Only very few people say that Internet speed is high
- ❖ A very large number of people get 100-200 recharge per month
- ❖ Most people were aware of the offers provided and many of them are using more than one offer, and most of them are satisfied with the offers.
- ❖ In the offers provided, most of them are using message offer in combination with other offer.

## **CONCLUSION**

In the conclude note of my research we are confident to say that the research gave us the opportunity to analyze various factors regarding customer satisfaction. After the completion of this research we came across the different aspects of this research . Also we have gained some new experience about the consumer research. While surveying we have met a large number people, with different perceptions, with different nature, and as a result of this we have learnt a lot of things like how to talk with the different people with different behavior.

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# **Role of Social Media as a Tool for Retail Marketing**

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## **Abstract:**

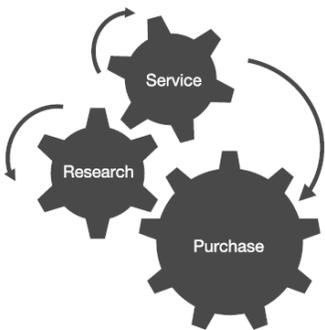
As we know, technological advances are becoming progressively intertwined with changes in retail. Internet has altered the way of communication and share, now it transforming how we work, play and shop. It is also offers a great opportunity of opening up new markets and speeding the globalization of retail marketing. Any Company or business must understand their customers and what their interests are for recognize what social media has to offer. It is the time for retail business to embrace social networks with a more practical and meaningful purpose than ever before. Innovation in technology, both inside the retail stores and in the hands of customers, is one of those external forces that impact the retail industry. The primary focus of this study is to assess role of social media in retail business and also future trends that are going to be characterized by technology creating stronger connections between customers and retailers. This paper also discuss how a retail use Social Media in a strategic such a way that customers feel comfortable with and they as a firm can utilize to increase both their profitability and competitiveness. This paper also shows some light on other aspects like the growth and benefits, role and relevance of social media in retail marketing, its strategies.

**Keywords:** Online Retail, Technology, Social Media, Competiveness, future trends

## Introduction:

The internet has now become the most common tool that consumers use to find information on products and services that they are considering buying. And hence, the tools and approaches for customer communication have changed greatly with the emergence of Internet, social media; therefore, businesses must become skilled at how to use social media in a way that is consistent with their business plan. This is especially true for companies striving to gain a competitive advantage

Besides opinions of friends and family, people use the internet as first source of information when making a major purchase decision. Whether they like it or not, people are holding conversations on the internet about the products and services they have used, sharing both good and bad experiences and feedbacks. Actually, almost two out of every three conversations online refers to a brand, product or service. These opinions have far more weight and value, and are considered more trustworthy, than any information provided by marketers. Indeed, word-of-mouth is considered to be the most trusted source of information. Therefore, Social Media largely affects customers' purchase decisions, because consumers usually seek other opinions and recommendations. Indeed, 78% of global consumers declare that they trust and believe other customers' recommendations for products and services more than any other medium (3). This is mainly due to the fact that consumers are seen as more objective than the companies' own marketing message.



A customer interacts with the retailer multiple times before, during and after the purchase. The interaction may happen across multiple channels. Therefore, it is important for the retailer to provide complete and consistent customer experience across these channels. Firstly, the customer analyses the information available, then based on the information gained & previous experience if any, customer takes the buying decision on the product and pays for it. After the purchase, Customer service will be a critical success factor for online retailers. The customer service and loyalty

programs are the key touch points that the retailer has with the customer. After sales customer service includes installation of an appliance or return and exchange of merchandise.

These days, for any more or less important purchase, it has almost become vital to learn about the brand, product or service, and compare it with the equivalent of competing brands before considering purchasing it. While potential consumer do so, they interact with friends, google the products, search on Twitter and read experiences of those who have used the brand, product or service earlier.

Before choosing a Social Media as a platform for Online Retailers, one must know what a perspective customer do during their time spent on social networks. Majorly four behavioral constants in the social world are at the heart of how people connect: they are viz. communicate, create, collaborate, consult. Mainly it is important to stay connected with the customers today to remain the top-of-the-mind recall when they shop. Customer service is important for online customers since it builds trust and comfort. When online customers have a positive experience with retail service, they convey this to their friends.

The retail industry is being driven by a new, dynamic, global transformation that further adds to the general competitive nature of the retail industry. This transformation has been set in motion by greater adoption of the Internet by the general public on a global scale which has forced retailers to develop ecommerce strategies and incorporate the multi-channel approach into their business models.

Social media marketing refers to the process of gaining website traffic or attention through social media sites. Social media marketing programs usually center on efforts to create content that attracts attention and encourages readers to share it with their social networks. A corporate message spreads from user to user and presumably resonates because it appears to come from a trusted, third-party source, as opposed to the brand or company itself. Hence, this form of marketing is driven by word-of-mouth, meaning it results in earned media rather than paid media. Social media has become a platform that is easily accessible to anyone with internet access. Increased communication for organizations fosters brand awareness and often, improved customer service. Additionally, social media serves as a relatively inexpensive platform for organizations to implement marketing campaigns.

## Objectives of study:

- To assess the Impact of Social media and mobile technology on retail businesses as consumers
- To exploring the impact of a company's integration of social media on consumer behavior.
- To study the role of Retail executives concern over the potential technological impact on their businesses,

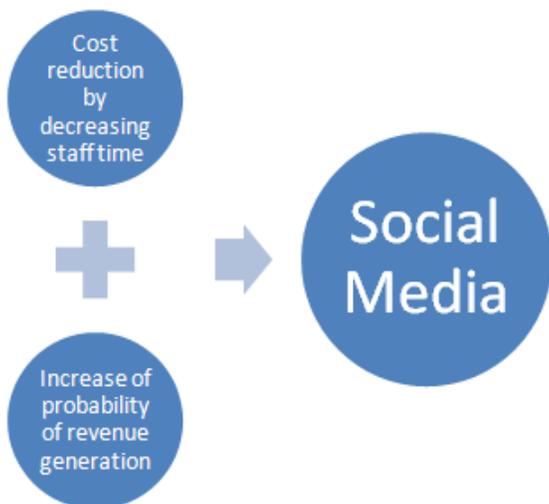
## Research Process

This exploratory research corresponds to the problem formulation & Statement section, where issues are high lightened in the company, in order to emphasize on a specific subject that can then be studied throughout the report.

This research has required the analysis of the notion of Social Media, its relation with Marketing. Through that exploratory research, the understanding of the business benefits of Social Media Marketing and the available Social Media channels to achieve these benefits were underlined as the main issues to be examined in the report.

## Literature Review:

Social media has changed the way we connect, share and shape relationships with people and communities around the world (1). The online world is moving rapidly, and brands and retailers have realized the importance of decoding the social networking scene and its users, while they decide how they will play their role and gain more presence in the market.



Social media assist companies to:

- Share their expertise and knowledge.
- Tap into the wisdom of their consumers.
- Enables customers helping customers.
- Engages prospects through customer evangelism.

Various other benefits of social media covers brand reach and awareness, consumer interaction through transactions, referrals and reputation management, more exposure to businesses, ever-increasing traffic/subscribers, Building new business partnerships, Rise in search engine rankings, spawning qualified

leads due to better lead generation efforts, more Selling, Reduction in marketing expenses etc..

One way of interacting on the net and sharing information is by joining online forums and participating in their discussions about business and related issues, to genuinely learn rather than only as an exercise in self promotion. Online Retail Marketing has to take into consideration the impact of Borderless Boundaries, many markets, many languages, Cross cultural issues, Information technology and connectivity.

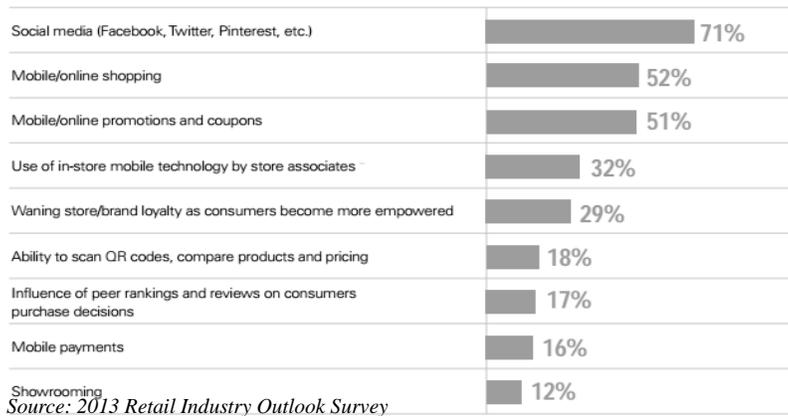
Today, we are in 21st century and people do not find time to come & interact with each other. Social media helps in connecting themselves with social networking sites through which now people can stay far and yet remain connected. Apart from this media like Facebook create a loyal connection between product and individual which leads to large advertising opportunities.

Similarly, other social media like Blogs create a platform to post comment on any event which needs to be publicized also can be utilized as a promotional technique for customer's adoption as well as for promotions. Now users are acquiring followers & subscribers and directing them to your social networking page. These media has a competitive edge over other popular public media like Television because there is a time gap between social event occurrence and the time it is being broadcasted. This research paper emphasizes on the strategies which can take this viral marketing mode beyond the normal social media at present. As a result it can also help in building your community strong enough to make your marketing effective & initiative buying.

To begin with, humans are social beings. Friends, family and social groups are essential parts of life, without this bonding people perish. However life has become more hectic and the average amount of time spent working and commuting has also escalated, social networks allow people to continue socializing throughout their busy day.

Facebook have enabled advertisers to interact with consumers as never before. And while the reach of these sites is undoubtedly impressive, their real impact goes far beyond mere numbers. What's more important for brands is the way in which Facebook and Twitter et al. have influenced and altered consumer behavior(10).

It is true that e-commerce sites and consumer Smartphone use might be more valuable in driving in-store traffic and sales than a social presence. Fact that current social media spending is largest among B2C services companies (8.9%) and lowest among B2B product companies (6.9%)(6). When it comes to projected spending, B2C-product companies are the most bullish, forecasting 13.2% share of their budgets going to social in the next year. Studies show that social commerce - the volume of goods sold through social media - could be worth as much as \$30 billion globally by 2015 with \$14 billion spent in the US and \$16 billion in the rest of the world.(7)



Source: 2013 Retail Industry Outlook Survey

Multiple responses allowed.

According to various Retail Executives, technology-related trends are having a significant impact on your business. The technology-related trends that are having a significant impact on their business can be summarized as , a leading 71% of retailers pointed to social media, with a majority also citing mobile/online shopping (52%) and mobile/online promotions and -coupons (51%)

as significant influences (6).

Today, shoppers are connected to retailers and brands than ever before by interacting on Facebook and Twitter, by sharing user-generated content, and even by creating videos and blog posts describing products. This creates a new opportunity for brands and retailers to leverage social media across the whole value chain. The challenge is determining the right time and approach to turn ongoing social media conversations into an improved shopping experience avoiding the clutter. In today's technology driven world, social networking sites have become an avenue where retailers can extend their marketing campaigns to a wider range of consumers.

Another contributing factor is the rising sales and penetration of smartphones and tablets worldwide that enable customers to stay connected to the Internet even outside of their homes or workplaces. Also, the impact of customer feedback has never been stronger: it reaches companies much faster and it spreads to a much broader audience with the advent of social media. The customer has never been so empowered in the history of retail.

For retail marketers, social networking has succeeded in connecting people on a global level, provides an incredible opportunity to speak to brand advocates directly and encourage them to pass on their messages. With millions of users, a platform such as Facebook can help fuel word-of-mouth marketing on the grandest of scales. A survey by IBM found that 61% of consumers become brand fans for discounts and 55% to make purchases (14).

It is found that if someone spend the time on the Internet for personal computers was considered into an hour then 27 percent of it would be spent on social networking, according to the survey held in US, UK and Australia in 2012 (16). In the US, 16 minutes out of every hour online is spent on social networking and forums, nine minutes on entertainment sites and five minutes shopping. This shows how internet has fundamentally changed how we share and create community.

Many CMO say it is difficult for them to figure out where to start. Marketers should bear this in mind when

trying to add social media into their planning. It is better to listen first and speak later, thus companies should spend some time assessing the ongoing conversation, what customers are already saying about their brands, products and shopping experiences (17). Then, companies should try to comprehend how they are regarded and what their role in customers' lives is. They should understand where the opportunity lies before participating in a meaningful way. Next, companies can now outline an approach to engage in the conversation. Finally, some companies or brands manage to create their own space for consumers or shoppers to come to and connect, creating a real loyalty-building experience.

Transparency is key requirement customer participation through social media communication. When consumers are able to see for themselves the value of their collaboration reflected on social media sites, they are more motivated to engage with the brand over time.

Social Media is a powerful vehicle for customer involvement in product development. For example, Vitamin Water, a Coca-Cola unit, used their Facebook fan base to create new flavors. Vitamin Water flavor "Connect" was developed by the company's Facebook fan base of over 2 million (15).

## **Findings:**

Social Media Marketing is in trend at present, but unlike other such instruments, it is not about advertising or self promotion alone, but incorporates communication and dialogue in its fold. Sharing of information, gathering knowledge and understanding are what make Social media marketing worthwhile and more successful.

Social media marketing sounds like a highly specialized, technical concept. In actual fact, it is based on sheer common sense, and once the basics become clear, it is found to be just like any other online marketing techniques used for making money. SMM works on the principle of information sharing especially in the realm of business, a two-way flow of facts to educate and get educated so that eventually, one's website manages to get into the sharing of business on the internet.

According to most of the survey, retaining existing customers and adding new ones will be key drivers of revenue growth over the next one-to-three years. And while increasing customer loyalty and the share of a customer's wallet can give revenue a boost, 29 percent also predict that improving economic conditions will bolster revenue growth (9).

Social media marketing has found its way in the U.S. retail industry by working out the concept of social networks. Through the use of Facebook, Twitter, Google Buzz and the latest Foursquare, retailers get followers and also value for their products and services. Facebook with 500 million monthly unique visitors and 64 percent increase since 2009 is the number one social network that companies use to attract new customers (6). Twitter follows with 105 million registered users, while Google Buzz and Foursquare are the newcomers in the exciting world of social networking.

Modern organizations, but also smaller businesses that are both willing and able to learn the ropes of new services are also able to anticipate new market trends in order to take advantage of altering market realities. Besides, firms use corporate blogs to communicate their message to consumers and keep them informed in real-time about any corporate development that affects business operations in a positive or negative way. In doing so, they establish their presence in the blogosphere rather emphatically.

The future of the retail industry seems rather positive in relation to social media. In the competitive business environment of today, there are three basic facts: digital advertising is increasing; social media marketing is increasingly leveraged; and virtual world is becoming mainstream (4). At the same time, there is the prominent example of Starbucks that has developed a global chain with the use of social media. Engaging nearly 8 million followers on Facebook and nearly 1 million followers on Twitter, Starbucks answers questions, reads customer feedback, has open communication with its customers and expands its customer base without the help of traditional advertising.

Social Media is a powerful and highly effective tool for internet marketing, with assured success, as one never hears of a failure in this field. SMM uses the internet as its medium of communication, reaching out to others, receiving and providing inputs, and soon a chain starts. The information one gathers about another business, would be passed on to another as part of sharing, and similarly one's own business would get talked about by others and reach many indirectly. The end result is that a person's business web page becomes known to others, as well as, part of the information sharing procedure.

The more a company engages their customers in developing new products, the more ownership and a sense of belonging it will create with its customers. Social networking has proven to be a fertile environment for brand-and-customer collaboration.

**“Likes” are not Sales:** Some companies become obsessed with collecting “Likes” on their social networking sites. The problem is that less than 2 percent of all those likes imply some kind of active conversation. Without meaningful engagement with the audience, a like is meaningless.

In this respect, content is everything. As we mentioned above, in order to create high quality content that will create customer engagement, companies need to listen to what customers are already talking about, their worries and aspirations. Actionable insights will derive from this meaningful context, not from the senseless accumulation of “Likes”.

**Complaints going viral:** Although social media holds an enormous potential for companies and their brands, it is may also become a weapon of mass destruction. Social media can quickly turn an irritated audience into a toxic one.

Nowadays, one angry customer can damage an entire company's image by posting their protest video on YouTube or creating a harmful trending topic in Twitter. Complaints go viral and every company's reputation is being constantly tested.

**Maximizing shopping experience with social media:** Social Media provides the precise tools to accomplish exactly this: bringing the spirit of the offline world closer to customers' lives. No matter the size of your business, a Smartphone with a decent camera (or an iPod) and the discipline to post regularly on social networks can improve your relationship with customers a great deal.

To reach to the large crowd source, many marketers plan to increase their social media spending over the next 3 years, the majority of whom expect to hike their spending by upwards of 25%. Through study we find, Facebook is easily the most attractive option, while fewer preferring YouTube (22%), Twitter (19%) and LinkedIn (14%) (11). The study also finds that a large portion of Facebook ad dollars are being spent on content promotion, and that a majority of brands are using Facebook ads to boost the reach of select posts

CMOs are clearly having a harder time measure the impact of their social efforts than of their overall marketing spending. While CMOs clearly have a better quantitative grasp of overall marketing spending than just their social efforts, it should be noted that the proportion who claim to quantitatively prove the impact of their marketing spend is also quite low.

Despite of the real ROI of social media is doubtful, due to probably continued difficulties in social media integration and ROI measurement, on year on year basis CMO of big concerns admits that Social Media occupies up to 10% of marketing budgets (8). But now CMOs continue to plan for more social media spending; they are plan to adding an average of 7.4% of their budgets to spending on Social Medias over the next 12 months.

Success of Social Media strategies cannot really be concluded yet. Time is bringing new opportunities every day in the Social Media universe. Each channel is evolving regularly, offering more and more valuable marketing features for businesses. Also, new Social Media channels are being launched every month, offering new business possibilities and new areas of marketing research.

## **Conclusion & Suggestions:**

Retail markets have very much impacted at the global level by the Social Media. The sustainability of current Retail Business Industry has impacted by the information technology with high value returns to the business at low cost. The retail industry is increasingly looking for ways to effectively gain access to social media. But some retailers seem confused by the online world of social media, others are seems comfortable in understanding the effective navigation in social networks can lead to successful brand building, growth of customer base and dispersion of new markets. Besides, the more consumers are embracing the Internet, the more businesses are embracing social networking as means to attract and retain their customers.

Social media is becoming is a powerful strategy in retail marketing to promote a business in a cost-effective way. Having very low barriers of entry, it allows any firm to take advantage of its huge potential and use a web platform as a means to turn a website into a profitable and successful business. The ways and ethics of doing retail business is changing with more importance given to connectivity and responding to the customers. The world is now becoming more common place with the popularity created at larger forums of connections and the impacts of media making the brands more worldwide and acceptable.

Now it is demand of time that the broader focus is on the use of Social Media should be playing as an enabler across all functions of the retail business, having typically made its presence felt originally in the marketing function. So, looking at the broader business enablement piece is particularly relevant for those CMOs currently tasked with rapidly 'digitising' businesses that have been later to the game than others.

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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.

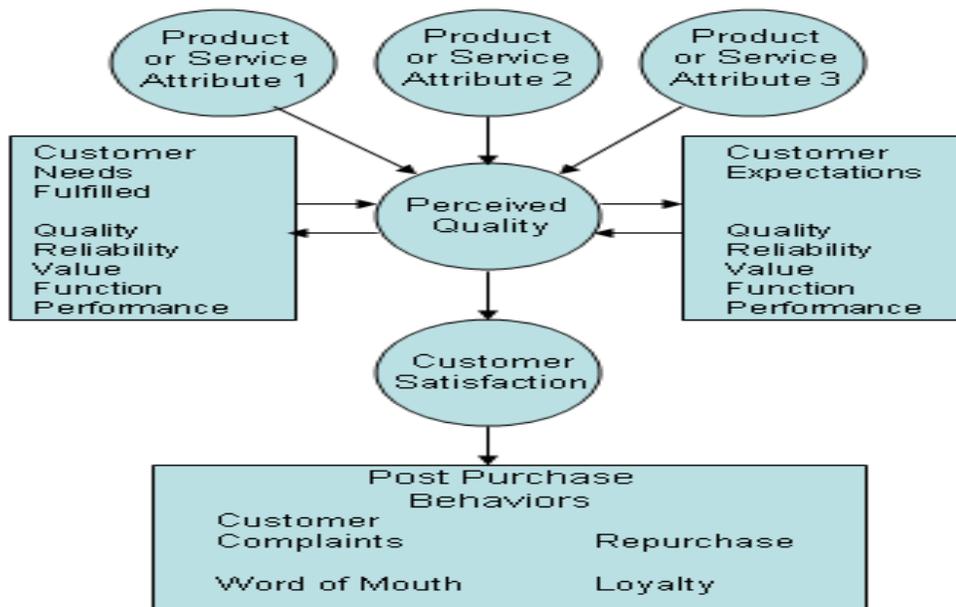
**Service quality:** Service quality is a concept that has aroused considerable interest and debate in the research literature because of the difficulties in both defining it and measuring it with no overall consensus emerging on either. There are a number of different definitions as to what is meant 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

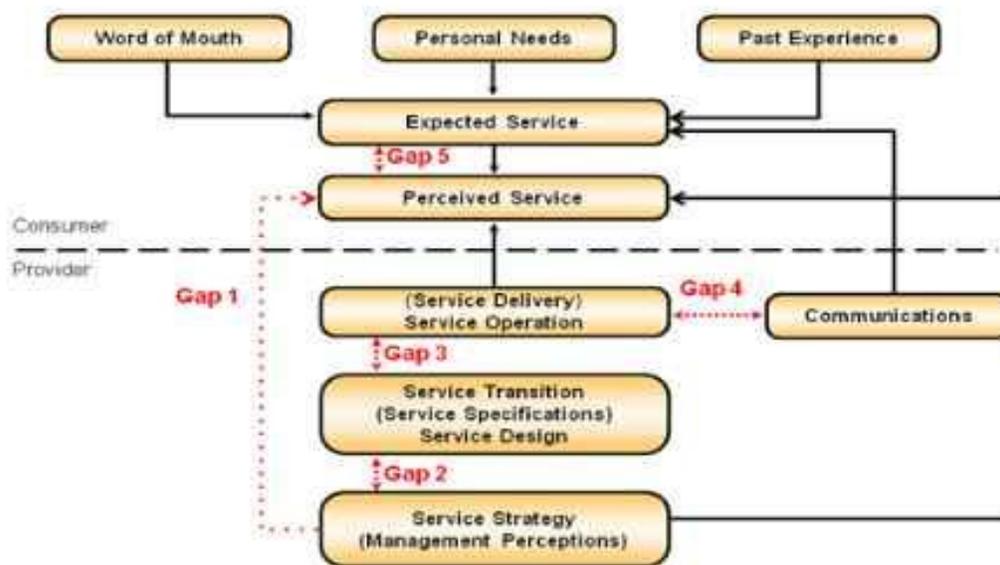


**SERVQUAL model:-**SERVQUAL is one of the tools used in measuring the quality of services. According to Buttle (1996), SERVQUAL is for the measuring and managing the quality of service. Asubonteng et al (1996) also intimate that the model is used to measure the quality of services from the customer's 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](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.

<b>Name of store</b>	<b>R-square value (%)</b>	<b>ANOVA (F)</b>
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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# SALE AND MARKETING STRATEGY OF FMCG PRODUCT

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## ABSTRACT

Marketing is a very creative, challenging and exciting subject. Its meaning has been changed from time to time and new dimensions have been included in it. These dimensions are good, services, experiences, events, persons, Places properties, organization, information and ideas. Simply its meant that from exchange of goods and service to sale of idea are included in marketing product and service are platform for delivering some idea benefit. In other word marketing is a comprehensive term and it's included all research and asset up activity necessary to direct facilitate the flow of goods, services and ideas from producer to consumer in the process of distribution. Marketing of consumer goods are the important function of marketing. Every business firm use same tactic for a marketing of consumer product what they use for other product. This paper include the marketing strategies of FMCG product it include promotional activity as well as four "ps" of marketing.

**Keywords:** Promotional mix, Marketing, core concept

### Objectives:

- ❖ To know the preference of customer about FMCG product.
- ❖ To study the customer buying habit and behavior in respect of FMCG product.
- ❖ To examine opinion of customer about FMCG product.

### What is Goods?

“Anything that is capable of satisfying customer need and wants” the product is a bundle of satisfaction that a customer buys. It represents the solution of customer problems. All FMCG products also come under the categories of consumer goods.

The term FMCG (fast moving consumer goods) although popular and frequently used does not have a standard definition and is generally used in

India to refer to product every day use. Conceptually, however, the term refers to relatively fast moving items that are used directly by the consumer. Thus, a significant gap exists between the general use and the conceptual meaning of the term FMCG.

### **Importance of Marketing**

Marketing is a potential force that commands high significance for the society as a whole. The main object of production, now a day is distribution of goods and service through marketing and to make as much profit as possible. According to Philip Kotler-“marketing, is analyzing, organizing, planning and controlling of the firm customer impinging

resources, policies, activities with a view to satisfying the needs and wants of chosen customer groups at a profit.”William J. Stanton mentions that “marketing is a total system of interacting business activities designed to plan, price promote and distribute wants satisfying products and services to present and potential customers.”

### **Delivery of standard of living:-**

The main objective of marketing is to provide goods and services to the people in the society according to their needs and taste at reasonable price. It is to satisfy the wants of people that new inventions are made

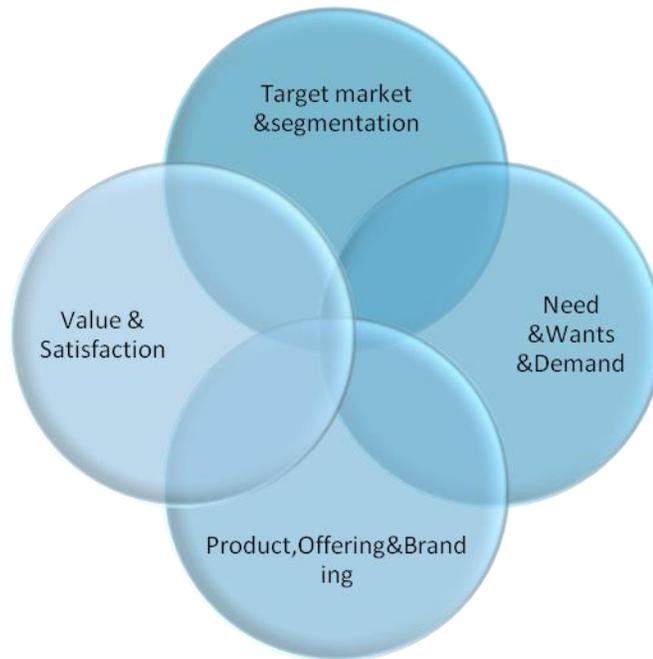
### **Provides Employment:-**

According to an estimate 40 percent of the labor force in developed economies U.S.A., Japan, Germany, etc.

### **Decreases in distribution cost:-**

Marketing aims at reducing the cost of distribution as far as possible so that commodities might be within the reach of maximum number of consumers.

## **CORE CONCEPT OF MARKETING**



- ❖ Target market and segmentation
- ❖ Need, Want and Demands
- ❖ Product, offering and branding
- ❖ Value and satisfaction

### **Target market and segmentation:**

For all product type and market different group of customer will be different requirement. The market for any product can be split into individual segment, where each segment describe a number of customer with similar requirement, taste, characteristics, interest, life style , responses to the marketing mix.

Market consists of customer with similar needs. For example- consider the wide variety of market that exist to meet the following needs.

- ❖ Eat, Drink, Exercise, Travel, Socialize, Educate

### **Need and wants:**

The process of marketing helps individuals and group in obtaining what they need and want. Thus the primary reason or motivation for people to engage in the process of marketing is to satisfy some of their needs and wants. In other words, the focus of the marketing process is on satisfaction of the needs and wants of individual and organization.

### **Create a market offering:**

On the part of the market, the effort involves creation of a market offering. Market offering refer to complete offer for a product or service, having given features like size, quality, taste, etc.

**Customer value:**

The process of marketing facilitates exchange of product and services between the buyer and the sellers. The buyers, however, make buy decisions on their perceptions of value of the product or service in satisfying their need, in relation to it cost. A product will be purchased only if it is perceived to be giving greatest benefit or value of the money.

**Exchange mechanism:**

The process of marketing works through the exchange mechanism. The individual(buyer and seller) obtain what they need and want through the process of exchange. In other words, the process of marketing involves exchange of product and services for money.

**MARKETING MIX**

Mccarthy classified these tools into four broad groups that he called the four ps of marketing- product, price, place, promotion.

Marketing mix decision must be made for influencing the trade channel as well as the final consumers. The company preparing an offering mix of product, services and price and utilizing promotion mix of sale promotion, advertising,

sale force, public relation, direct mail, telemarketing and internet to reach the trade channel and the target customers.

## **Promotion mix**

The term marketing mix became popularized after Niel H. Borden published his 1964 articles, the concept of marketing mix.

Promotion is one of the four elements of marketing mix (product, price, place, promotion). It is the communication link between sellers and buyers for the purpose of influencing, informing, persuading a potential buyer purchasing decision.

Purpose of promotion:

- To influence and persuade consumers to toward the products.
- To alter the demand curve from the existing position, location wise and shape-wise.

### **Advertising:**

Any paid presentation and promotion of ideas, goods or services by an identified sponsor. Example: print ads, radio, television, billboard, direct mail, brochures and catalogs, signs, in-stores display.

### **Personal selling:**

A process of helping and persuading one or more prospects to purchase a goods or services or to act on any idea through the use of an oral presentation.

Example- sale presentation, sales meeting, sales meetings, sales training and incentives program for intermediary salespeople, samples and telemarketing.

### **Sale promotion:**

Media and non-media marketing communication are employed for a pre-determined, limited time to increase consumer demand or improve product availability.

Example- coupons, sweepstakes, contest, product samples, trade show, discount, trade off.

### **Public relation:**

Public relation is a broad set of communication effort use to create and maintain favorable relation between an organization and its publics.

Public relation can be used to help combat the negative effort of a crisis or unpleasant situations.

### **Publicity:**

Publicity is a non personal form of promotion that is design to build a positive attitude toward the company. The retailer does not pay for this type of promotion and frequently has no control the over the end message.

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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 grappling 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 wherre 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 Mynta.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 & BRAND 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 PREFERRED 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 PLAYS 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 & TREND OF 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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# STUDY OF CUSTOMER RELATIONSHIP MANAGEMENT IN SBI LIFE INSURANCE

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## ABSTRACT

**INTRODUCTION:** The purpose of the study of this topic is to provide comprehensive knowledge and awareness about the customer relationship management of SBI life insurance. Through this I will study over market share of SBI life and it's customer satisfaction level. CRM is a company-wide business strategy designed to reduce cost and increase profitability by solidifying customer loyalty. SBI Life's getting ahead of competition and future-proofing their success with a new CRM solution.

### OBJECTIVE:

- This study aims at evaluating the importance of Customer Relationship Management in Life Insurance Companies.
- To know the market share of SBI LIFE.
- To suggest improvement in SBI CRM system.
- To Study the customer satisfaction level of SBI LIFE insurance.
- To know how they are maintaining relationship with its customer.

**RESEARCH METHODOLOGY:** For this project I have collected various sources.

### Data Collection

Primary Data : - From Investors

Secondary Data : - bank brochures, newspapers, magazines and other books, website.

Tools of Research: Pre- structured questionnaire, interview of respondents and the observation of individual will takes into consideration during the research.

**KEY WORDS:** Customer Relationship Management, Insurance.

## INTRODUCTION

The purpose of the study of this topic is to provide comprehensive knowledge and awareness about the customer relationship management of SBI life insurance. Through this I will study over market share of SBI life and it's customer satisfaction level.

CRM is a company-wide business strategy designed to reduce cost and increase profitability by solidifying customer loyalty. SBI Life's getting ahead of competition and future-proofing their success with a new CRM solution.

### Life Insurance Companies In India History & Future

#### History Of Life Insurance Companies Till Life Insurance Corporation Established

In India, insurance has a deep-rooted history. It finds mention in the writings of Manu (Manusmriti), Yagnavalkya (Dharmasastra) and Kautilya (Arthashastra). The writings talk in terms of pooling of resources that could be re-distributed in times of calamities such as fire, floods, epidemics and famine. This was probably a pre-cursor to modern day insurance. Ancient Indian history has preserved the earliest traces of insurance in the form of marine trade loans and carriers' contracts. Insurance in India has evolved over time heavily drawing from other countries, England in particular.

#### Review Of Literature

Girish Kumar and Eldhose (2008), published in Insurance Chronicle ICFAI Monthly Magazine August 2008 in their paper titled "Customer Perception on Life Insurance Services: A Comparative Study of Public and Private Sectors", well explained the importance of quality services and its significance in raising customer satisfaction level. A comparative study of public and private sectors help in understanding the customer perception, satisfaction and awareness on various life insurance services.

Jayakar (2003) in his study emphasized that new products innovation; distribution and better use of technology are helping the new private life insurers to take market share away from LIC, a only company before liberalization of insurance industry. With the privatization of insurance sector and with the entrance and cut throat competition with the private sectors gaining an ever increasing edge over the public sector

#### Company profile

SBI Life Insurance Co. Ltd	
	
<u>Type</u>	Joint Venture
Industry	Insurance
Founded	March 2001 <sup>[1]</sup>
Headquarters	<u>Mumbai</u> , India
Key people	Mr.ArijitBasu, MD & CEO
Products	<u>Life insurance</u> Pensions
Owner	<u>SBI, BNP Paribas</u>
Number of employees	7,334 on-roll employees and 96,000 agents
Website	<u>Sbi Life</u>

### OBJECTIVE OF STUDY

- ▶ This study aims at evaluating the importance of Customer Relationship Management in Life Insurance Companies.
- ▶ To know the market share of SBI LIFE.
- ▶ To Study the customer satisfaction level of SBI LIFE insurance.
- ▶ To know how they are maintaining relationship with its customer

### SCOPE OF STUDY

- ▶ The study helps the company in knowing consumer perception and customer's response.
- ▶ It is assumed that it offers better satisfaction to customers.

## HYPOTHESIS OF STUDY

H1 : Customers are satisfied with the services of SBI life insurance

## LIMITATION OF STUDY

- ▶ The purpose of study is academic only.
- ▶ The project will be done for 45 Day only.
- ▶ Primary data may be bias/Sample error could be possible in the given research/project.
- ▶ There may be bias in between researcher and expert for selecting sampling techniques and samples.

## RESEACH METHODOLOGY.

### **Data Collection**

The collection of data consists of both primary data and secondary data.

### Sample Design

Research Universe :- Wardha Region

Sample :- 50 Respondents

Sampling Techniques: - Convenience Sampling Technique

### Analysis of Data

Analysis of the data will be done on the basis of various statistical techniques. The interpretation will be based on the analysis. Tables, graphs, figures and other statistical data also will be made use of.

### Tools of Research

Pre- structured questionnaire, interview of respondents and the observation of individual will takes intoconsideration during the research. statistical techniques use by Correlation method .

### Data Analysis & Interpretations

### Demographic Profile Of The Respondents

Socioeconomic factors such as age, income, occupation and gender are some of the important determinant in the decision of life insurance. The study is conducted with reference to the customers of Wardha district,

Maharashtra. The demographic profile of the respondents is analyzed on the basis of age, yearly income, gender and occupation. The distribution of sample respondents is shown in table no. 1 and it is quite evident from the table that a majority of the respondents (66%) fall in the age band of 45-55 years. Out of 50 sample drawn, 34 (68%) are male and it depicts the domination of male in the life insurance sector. Occupation-wise, around 32% respondents are govt. Employee followed by agriculture, private, other occupied respondents with 34%, 28% and 6% respectively.

**TABLE 1**

**DEMOGRAPHIC DETAILS OF THE RESPONDENTS**

**(IN PERCENTAGE)**

Basis	Respondents	Percentage
	<b>Age</b>	
25 to 35	4	8
35 to 45	11	22
45 to 55	33	66
55 above	2	4
Total	50	100
	<b>Yearly Income</b>	
Below 1 Lac	5	10
1 to 2 Lac	7	14
2 to 3 Lac	25	50
3 to 4 Lac	13	26
	<b>Occupation</b>	

Govt. Class employee	16	32
Agriculture	17	34
Private /Professionals	14	28
Other	3	6
Total	50	100
Gender		
Male	34	68
Female	16	32
Total	50	100

TABLE 2

CALCULATION OF COEFFICIENT CORRELATION BETWEEN AGE OF RESPONDENTS & LIFE INSURANCE INVESTMENT DECISION

Age	x	$Dx=(x-45)$	$Dx^2$	y	$Dy(y-12.5)$	$Dy^2$	$Dxxdy$
25 to 35	30	-15	225	4	-8.5	72.25	127.5
35 to 45	40	-5	25	11	-1.5	2.25	7.5

45 to 55	50	5	25	33	20.5	420.25	102.5
55 above	60	15	225	2	-10.5	110.25	-157.5
Total	180/4=45	0	500	50/4=12.5	0	605	80

Here, the value of correlation (r)

$$\text{Correlation (r)} = 80 / 550 = 0.145$$

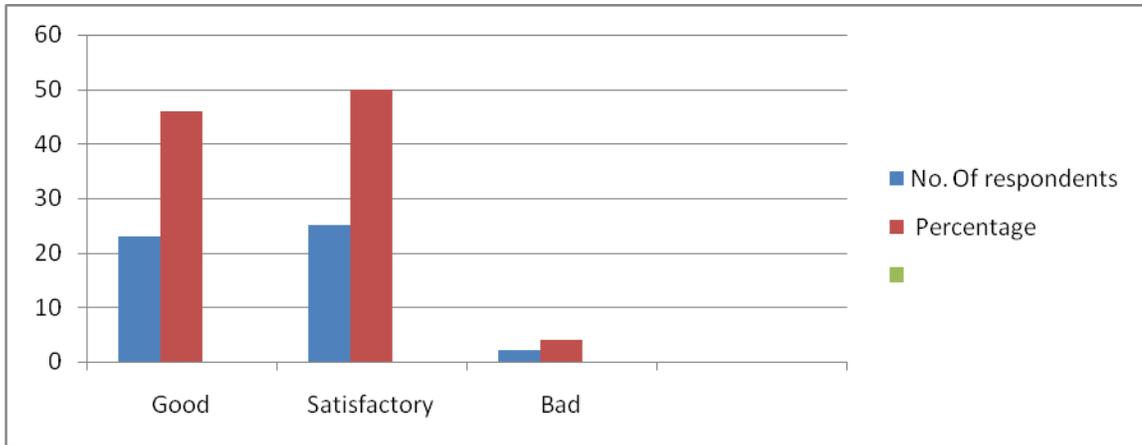
Since the calculated value of r is positive, it is concluded that there is a significant relationship between age and customer insurance investment decision. Hence age affects the customer life policy buying decision.

TABLE 3

Feel about the service offered by SBI life insurance ltd.

<b>Responses</b>	<b>No. Of respondents</b>	<b>Percentage</b>
Good	23	46
Satisfactory	25	50
Bad	2	4
Total	50	100

GRAPH 3



INTERPRETATION:

It is revealed from the table no. 3 and graph no. 3 , that a majority (50%)of the respondents look for satisfactory in a company for insurance. 46% respondents look for a good service and 4% looks for bad service . Hence it can be inferred that satisfactory is very important factor, which a majority of customers looks before buying policy from sbi life insurance comp

FINDINGS

- 1) A large no. Of the respondents (38%) said that they look for saving and investment in a company for insurance, followed by 24% respondents look for a quick service and 22% looks for multiple service . Remaining 16% respondents looks for tax saving in a company for insurance.
- 2) a majority (50%)of the respondents look for satisfactory in a company for insurance. 46% respondents look for a good service and 4% looks for bad service . Hence it can be inferred that satisfactory is very important factor, which a majority of customers looks before buying policy from an SBI life insurance company.
- 3) It is revealed from the table no. 6 and graph no. 4, that a majority (74%)of the mode of insurance premium paid in cash. 24% respondents cheque and 2%in bank. Hence it can be inferred that cash is very important factor, which a majority of customers looks before buying policy from SBI Life Insurance Company.

SUGGESTIONS

- 1) In present competitive world, customer satisfaction has become an important aspect to retain the customers, not only to grow but also to survive. Customer service is the critical success factor and private insurers through their best services would be able to reposition and differentiate itself from SBI life insurance.
- 2) SBI Life insurance companies should come up with innovative tailor-made products with high risk cover, more return and low insurance premium to attract more number of customers.
- 3) Insurance companies should devise policies which provide effective risk coverage rather than focusing on the tax benefits and also encourages them for long term investment in insurance.
- 4) It is very clear from the analysis of the data and the statistical analysis that follows that the CRM practices of life insurance companies have seen a dramatic change over the past few years. Most of the insurance companies have very transparent and effective CRM models.

## CONCLUSION

SBI life insurance is an important form of insurance and essential for every individual. SBI Life insurance penetration in India is very low as compare to developed nation where almost all the lives are covered and stage of saturation has been reached. Customers are the real pillar of the success of life insurance business and thus its important for insurers to keep their policyholders satisfied and retained as long as possible and also get new business out of it by offering need based innovative products. There are many factors which affect customers investment decision in life insurance and from the study it has been concluded that demographic factors of the people play a major and pivotal role in deciding the purchase of life insurance policies.

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# **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 'outliers' 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:

$$IP (Outcome) = \alpha + AC (predictor) + AR (predictor) + IR (predictor) + WP (predictor)$$

Where IP = Institution Placements

AC = Admission Criteria

AR = Alumni Relations

IR = Institute Reputation

WP = Web Presence

$\alpha$  = 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  $\alpha$  of 0.8 is considered reliable (Field, 2009). Hence, the questionnaire was found reliable, since the  $\alpha$  was 0.83 (see Table 1(B)). Table 1 (A): **Case Processing Summary**

Table 1 (A): Case Processing Summary

	N	%
Valid	12	100.0
Cases Excluded <sup>a</sup>	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<sup>a</sup>

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	
	B	Std. Error	Beta			
1	(Constant)	1.536	.257	.058	5.976	.000
	AC	.041	.056	.612	.735	.463
	AR	.482	.062	.301	7.715	.000
	IR	.382	.087	.040	4.397	.000
	WP	.034	.057		.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 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 of 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, from 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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# INTERNATIONAL BUSINESS AND POLITICAL ENVIRONMENT'

MR. SACHIN B. KUBADE

## ABSTRACT:

Political environment wields considerable influence on international business. Political occurs because of changing opinion of political leadership, civil disorder or external relation between the host country and the foreign investors home country. These risks can be overcome by mutual negotiations between the concerned parties. A company which intends or is in international business encounters three different sets of external environment- viz domestic, foreign and global business environment. It has to adjust their usual method of carrying on businesses. It is because of foreign condition often dictates a more viable method and because the operating modes used for international business differ more or less from those used in domestic field.

**Key words:** Political risk, Totalitarianism

## Introduction

International business has been in prominent role for centuries together. IB means carrying on business activities beyond boundary. Its role has assumed the significance both at macro economic and micro economic level and become indispensable for any country. IB include not only international trade of goods and services but also foreign investment and particularly foreign direct investment. No country- developed or developing can produce of its need. In a developing country the number of products are often limited as a result of which its imports are in large range. Hence it tries to expand its export to earn valuable foreign exchange that in turn could be used to meet import needs. At present advances in information, communication and transportation in economics as well as managerial and organization method, facilitate the internationalization of many firms.

## International Business

International business means a business that engage in international economic activities and or the action doing business abroad.

Another definition reads as International business is a process on focusing on the resources of the globe and objectives of the organization are on global business opportunities and threat in order to produce, buy or sell or exchange of goods and services world wide.

Domestic firms actively compete or collaborate with foreign entrants i.e. multinational enterprises.

Many previously national market are now globalize. International business has become massive in scale and has come to exercise a major influence over economic, social, political and technological development throughout world.

### **Why International business?**

A business is progressively becoming International global as necessitated/ facilitated competitive business environment in many cases is global. A given has to compete besides domestic firms, with product manufacture in India by foreign firms and imports.

Liberalization policy- a firm has an opportunity to improve its strength and scope of business by global sourcing by finance, HRD, material, technology etc.

Globalization- has facilitated optimization of operations and market on one how and improvement in competitiveness on the other.

### **Definition:**

The political environment in international business consists of a set of political factors and government activities in a foreign market that can either facilitate or hinder a business' ability to conduct business activities in the foreign market. There is often a high degree of uncertainty when conducting business in a foreign country and this risk is often referred to as political risk or sovereign risk.

### **Levels of environment**

There are broadly two types of environment, the internal environment( i.e organizational) factors internal to the firm and external environment ie factors external to firms having bearing on it.

Business environment can well be at following three levels.

- **Internal environment**
- **Micro environment**
- **Macro environment**

A countries political system influences as to how is conducted domestically and international. An important challenge of political system is to bring together people of different ethnic and other background and to allow them to work together to govern themselves. Manager find it difficult to understand the political environment in a country where there are many different ideologies even within the political parties themselves.

## **1) Basic political ideologies:**

A political ideologies is a body of constructs and the aims that constitute a sociopolitical programme. The modern societies are pluralistic politically that means there are different ideologies because there is no one ideology that everyone accepts.

**There are broadly two primary political systems:**

### **1) Democracy**

### **2) Totalitarianism**

#### **Democracy**

It is a political system in which citizen elect representative to govern the country on their behalf. Generally the political party with majority of votes win and forms a government. At present United States has the longest experience of running the democracy. Since its inception and India has population the largest democracy.

#### **Totalitarianism**

In this state a single party, individual or group of individual monopolize political power and neither recognizes nor permit opposition. Only a few individual participate in decision making. Democracy is at one end of the political system while Totalitarianism is at opposite other end.

Totalitarianism also known as authoritarianism, is of four major types:

#### **a)communist totalitarianism:**

centers on the communist party. This system until the late 1980s was in operation throughout central and eastern Europe and the former Soviet Union. It is currently in China, Cuba, North Korea etc.

#### **b)Theocratic totalitarianism:**

refers to the monopoly of the political party power in the hands of one religious group. Iran and Saudi Arabia are leading example.

#### **c)Tribal totalitarianism:**

refers to the tribe and ethnic group monopolizes political power and oppresses other tribes or ethnic group.

#### **d)Right wing totalitarianism:**

Is featured by its big hatred of communism. One party typically supported by military restricts political freedom emphasizing that such freedom would lead to communism. This was in prevalence in postwar period in South Africa, Philippines etc.

#### **Political risks**

**Political** risk is when international companies fear that the political climate in a foreign country will change with which their operating position will deteriorate. Political risk can occur in democratic as well as in totalitarian regimes but more so in the later ones. Political risk is a risk that emerges because of political instability which can be indicated from social unrest, policies of the host government, corruption in administration etc.

Social unrest is the outcomes of the clashes between social/community group for example white and black conflict in USA. Recent experience of Enron Corporation to India had adverse effect on International business.

#### **Types of political risk:**

Always there is a comparison between Macro and Micro political risks.

#### **Macro Political risks:**

is an expropriation, the seizure of privately owned assets, for ex: a farm or a factory by government with little or no compensation to the owner.

Another type of macro risk is by nationalization. The macro political risk can be in the form of political boycotts. It comes about because of indigenization laws which bind international business to accept participation by local citizen.

#### **Micro political risk:**

its political actions are for specific foreign investment, they are known as micro political risk. It includes industry regulation, taxes, kidnapping and terrorist threats.

India's decision in 1975 to reduce foreign equity to 40 percent and Peru's decision to nationalize its copper mines are examples of micro political risks.

#### **Political risk may arise for the following reasons:**

- Changing opinions of the political force or election would result in adverse operating regulations such as limits on remittances or discriminatory taxes.
- Civil disorder can emerge in various forms due to for ex: human rights vibrations, electronic crisis, inadequate police control , property damage , food procurement difficulties.
- External regulations: animosity between the host country and foreign investors home country may result in work stoppage protests, the forced divestment of operation and loss of suppliers and market.

### **Political risk and International business:**

International business firms face political risk caused by government action such as confiscation, expropriation, nationalization, domestication.

- a) Confiscation:** refers to the process of nationalization of a property without compensation.
- b) Expropriation:** refers to the process of nationalization of a property with compensation.
- c) Nationalization:** can be the process of shifting the ownership of a private property from private individuals or institutions to the government.
- d) Domestication:** in which foreign business firms relinquish control and ownership in favors of domestic investor either partly or fully.

### **The effects of Political Environment on Business Organization:**

#### **Changes in Regulation:**

Governments could change their rules and regulations, and this could have an effect on a business. For instance, after the accounting scandals of the early twenty-first century, the United States Securities and Exchange Commission became more focused on corporate compliance and the government introduced the Sarbanes-Oxley compliance regulations of 2002. This was a response to the social environment that called for such change to make public companies more accountable.

#### **Political Stability:**

Particularly for businesses that operate internationally, a lack of political stability in any country has an effect on its operations. A hostile takeover could overthrow a government, for instance. This could lead to rioting and looting and general disorder in the environment. All this disrupts the operations of a business. Such

disruptions have occurred in Sri Lanka, which went through a protracted civil war, and in Egypt and Syria, which have been subject to disturbances as people agitate for certain rights.

### **Mitigation of Risk:**

One way to manage political risk is to buy political risk insurance. Organizations that have international operations use this type of insurance to mitigate their risk exposure as a result of political instability. There are indices that provide an idea of the risk exposure an organization has in certain countries. For instance, an index of economic freedom ranks countries based on how political interference impacts business decisions in each country.

### **Impact on the Economy:**

The political environment in a country affects its economic environment. The economic environment, in turn, affects the performance of a business organization. In the United States, for instance, there are significant differences in Democratic and Republican policies. This has implications for factors such as taxes and government spending, which in turn affect the country's economy. A higher level of government spending tends to stimulate the economy,

### **CONCLUSION:**

Environment provides opportunities to business and sometimes poses challenges. International business companies formulate business strategies to exploit the opportunities offered by the environment. Thus the difference in business environment that makes international business than domestic business.

### **SUGGESTION:**

The business environment is a major determinant of business strategy. When the business environment of different countries are not similar, an international company will have to design different strategies to suit the environment of these market.

In simple words, to be successful in a foreign market a company should establish a strong insider position based on the marketing environment.

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# AN EXPLETORY STUDY ON SALES FORCE RETENTION CHALLENGES AND OVERVIEWS OF REMEDIAL PRACTICES.

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## ABSTRACT

In today's world organization facing multiply challenges ranges from productivity management to customer relationship management. Dynamic market scenario for organization to adopt them self in order to sustain and grow at marketplace. Revenue generation and functional strategy share important relationship in determining profitability of organization. While competitors using same sort of technology and production practices it is very difficult for organization to project there product as a differentiated bundled of benefits. Organizational competencies and strength are important factors in while tackling compotators one of the important factor which plays vital role and add strength to the organizational competency is a sales force. Sales force is not only group of sale people working together to archive organizational goal but it is a strategic tool which generate revenue for the growth and development of an organization. Paper implicates adverse impact of sales force turnover on the efficiency of organization and suggest remedies which can help to counter high employee attrition rates and concludes with remarks for financial fusible alternatives for creation and retention of high performance sales force .

**Key words: - Sales force retention, Importance of Sales force, Sales force Motivation**

## Introduction

In this review paper we study about the various HR practices that help employee retention and foster employee commitment in the organization. Today employee retention is the top priority of organizations due to increasing competition. It is an efficient and productive advance towards the employee management who are considered to be 'greatest assets' to the company.

, because they feel that advancement opportunities are limited and that the salaries/wages offered are not competitive enough. Others find the remoteness of small communities to be unappealing and believe the quality of life to be better in cities. While there are a whole host of factors that you as an employer cannot control, there are a number of variables that you can strongly influence. How you relate to and deal with your employee's everyday can shape their attitudes – for good or bad. Just as the efforts of employees are critical to the success of

small businesses, the leadership of employers is essential to the development of successful employees. Through a little give and take, employers can create win-win situations wherein employees are satisfied and employers reap greater success. Happy employees are more productive than their disgruntled or resentful counterparts.

“Employee recruitment and retention has emerged as one of the primary challenges facing Employers today. More so than ever before, employers need to develop and implement effective human resource strategies to find and keep the employees they need to compete in the global marketplace.”<sup>1</sup>

### **Why employee retention?**

Hiring an employee is only a first step. Building awareness of the importance of employee retention is essential. The costs associated with employee turnover can include lost customers and business as well as damaged morale. In addition, there are costs incurred in screening, verifying credentials and references, interviewing, hiring and training a new employee.

### **Sales Force Retention**

Sales force retention is an important task for an organization in order to achieve the organizational objectives.

### **Techniques used for Sales Force Retention in Organization**

**Motivation:** - The motivation and support of your sales team is a key factor in achieving your sales and business objectives.

Individuals are motivated by a variety of different things. It can be difficult for managers to create an environment that works for everyone. You have to take into account individual personalities. Most people are usually motivated by the two strongest human emotions

- reward
- Award
- Incentives
- Allowances
- Fair compensation
- **Employee ownership, decision-making and flexibility**

Share the vision, mission and strategies of the business with employees

Include employees in decision-making

Allow employees to have significant autonomy and control over work

- **A motivating, supportive and trusting environment**

Ensure that supervisors act as coaches and are supportive

Use teams, quality circles and other feedback loops where possible

Recognize and reward employee contribution

- **A healthy, safe and comfortable workplace**

Provide a safe and healthy workplace

Provide people-friendly facilities

Provide a clean, comfortable environment

- **Work and personal life in balance**

Allow flexible hours and vacations

Consider alternative working arrangements (e.g. part-time, modified workweeks)

Allow employees some discretion over timing of overtime

- **Regular and open communication**

Continually share information and knowledge with all employees

Consider regular employee meetings or a bulletin board to up-date employees Encourage regular feedback between employees and managers.

### **Reasons which affected the Sales Force Retention in Organization**

In a recent survey of “outstanding” employees, survey respondents cited their top four reasons for resigning. As the table on the following page shows, issues such as “feeling unappreciated”

or “feeling bored or unchallenged” are common reasons for quitting a job. Unreasonable working hours, unpleasant working conditions, and undesirable work schedules (i.e. shift work) were other common reasons cited by employees. 4

- Loss of faith in Management 74%
- Feeling Unappreciated 67%
- Feeling Bored or Unchallenged 54%
- A Highly Politicized Workplace 50%
- A More Lucrative Compensation Package 50%
- Feeling Used or “Exploited” 41%
- Concern about the Future of the Firm 38%
- Departure/Retirement of a Close Colleague 30%
- A More Flexible Benefits Package 25%

## **Factors Affecting to Sales Force Retention**

Organizations make enormous efforts to attract handfuls of employees and sustain them in the organization. In today's business scenario only high salary and designation is not significant for employees to retain them in the organization, but others factors also play important role in their retention. The intent of this research is to how the organizations retain the talented employees in the organization focusing on the factors i.e. career development, leave policy, leadership style, work environment, remuneration & rewards, Organization Justice, and performance appraisal, and this research also helpful to know the deterrent that why employees leave the organization.

### **1. EMPLOYEE PERSONAL VALUE MATCH WITH JOB**

The concept of employee value match with job means jobs matching with employees in term of skill, knowledge, qualifications, ability and others characteristics of employees which match and suitable for the job.

### **2. COMPENSATION**

Compensation plays significant role in attracting and retaining good employees specially those employees whose gives outstanding performance or unique skill which is indispensable to the organization because company invest more amounts on their training and orientation.

### **3. REWARDS**

In business environment rewards are offered in several forms e.g. recognition, cash bonuses, awards, free trips and free merchandise etc. However reward is the thing which offers by the organization in any form in response of employee's contribution, to become employees motivated for doing well with positive behavior in future. Rewards are very important Factors Affecting Employees Retentions .

### **4. TRAINING AND CAREER DEVELOPMENT**

Investment on employee Training and career development is considered important factor in employee retention. Organization has the incentive to make investment in form of training & development only on those workers, from whom organization expect to return and give output on its investment organizations are intensification development for talented employees, through proficiency analysis, input on employee interests, need development and multisource appraisal of capabilities and formulate plans for action.

## **5. CAREER ADVANCEMENT OPPORTUNITIES**

Employees career advancement is a phenomenon which is formalized, organized and it is planned effort to accomplish the balance between requirement of organization workforce and individual career needs. The rapidly rising awareness makes it evidence that employees can give leading edge to the organization in market place.

## **6. SUPERVISOR SUPPORT**

The leadership style consider affective factor in employee retention. The relationship between supervisor and worker play pivotal role in employee turnover intention. The organization “human face” is supervisors. If supervisor support, open communication and have good relationship with employees, the employees turnover intention are likely less and more engaged with organization

## **7. WORK ENVIRONMENT**

Work environment is considered one of the most important factors in employee’s retention.

## **8. FAMILY SUPPORT AND FLEX TIME WORK CULTURE**

Family support effects at workplace and concluded the statistical importance of relationship between work family support and employee retention, the recently recognize that existence of family support within the organization reduce the turnover intention and help the retention of talented employees in the organization. Factors Affecting Employees Retentions.

## **9. ORGANIZATIONAL JUSTICE**

Organizational justice means the just & ethical employee treatment within the organization define the organizational justice that it is term refer to the treatment of employees by the organizations in just and fair manner.

## **10. IRREGULAR FOOD AND WATER `**

### **Remedies to enhance the Sales Force Retention in organization**

**1. Training-** Formal or informal, in-house seminars, external courses, one-on-onesessions, instructor-facilitated group instruction, web-based individual tutorials,post-secondary offerings—there is no shortage of options.

**2. Buddy system -** New hire partnered with an experienced worker.

3. **Feedback** - Formal, informal, consistent, constructive, individual and group, just-in-time, all the time.
4. **Job enrichment** - Add new challenges and opportunities to the current job, include consultation with the employee (offered, not imposed!).
5. **Lateral moves** - Employee moves to a new position at same level of responsibility.
6. **Promotion** - Employee moves vertically, to a position of greater responsibility.
7. **Relocation** - Employee moves to a new facility or community.
8. **Cross-training** Employee works in other positions or in other work areas for a period of time.
9. **Rotate jobs or assignments** - Some jobs or responsibilities rotate among workers.
10. **Coaching** - Supervisors, co-workers or external coaches assist employee with performance improvement.
11. **Mentoring** - Role models help employees to understand organizations values and goals and to explore organizational, career or personal transitions.
12. **Committee work** - Employee serves on or leads committees.
13. **Special projects** - Employee takes on new challenges.
14. **Teamwork** - Employee serves on or leads cross-functional or cross divisional teams.
15. **Resource support** - Employee receives a range of supports for learning and working, including job aids, written documentation, employee handbooks, operating manuals or software tools for independent learning.
16. **Learning plans** - Employee develops an annual individualized learning plan with the employer, describing their goals and accountabilities.
17. **Career ladders** - Employer plans and communicates alternate paths to advancement.

**18. Tuition reimbursement** - Employer provides funds for employees to take approved training to encourage learning.

**19. Professional connections** - Employer pays professional dues or supports attendance at industry conferences, with a requirement to report back on what was learned.

**20. Certify** - Employee earns 'credits' and works towards internal certification in work units or skill sets.

**21. Celebrate** - Employer recognizes, rewards, and communicates employees' achievements in newsletters, annual award banquets.

**22. Walk the talk** - Employer demonstrates and communicates the value of continuing learning at all times, by all means, for all employees.

## **CONCLUSION:**

Sales force has strategic importance for the growth and sustainability of organization sales force capabilities and competencies determine the success of existing as well as newly launched products. Implementation of sales programs and their success also dependant on sales forces efficiency, sales force is revenue generating machinery for organization. Retention of sales force is critical job but ability of organization to retain the sales force assures the less probability of sudden fall in performance of organization.

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# **“A STUDY ON CONSUMER BEHAVIOR TOWARDS EMERGING ONLINE SHOPPING IN INDIA”**

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## **ABSTRACT**

The e-Commerce market in India has relished extraordinary growth of almost 50% in the last five years. Although the style of e-Commerce has been making rounds in India for 15 years, the appropriate ecosystem has now started to fall in place. The considerable rise in the number of internet users, growing acceptability of online payments, the proliferation of internet-enabled devices and favorable demographics are the key factors driving the growth story of e-Commerce in the country. This paper will have focused on how ecommerce growing in India, how it makes impact of Indian consumer behavior and also focus on recent trends in ecommerce industry in India.

## **INTRODUCTION:**

Today we all are witnessing technological advancement in all over the world. Every day there are a lot of changes happening in our personal life due to technology advancement. It is now proved that technology is affecting on the world in both positive and negative manner. Technology is changing the life of human being rapidly. If we go five to ten years back way our shopping was different. In old days we used to go market by vehicles ,walking or car etc. with family. We purchase all kind of stuff once in month because that time shopping depend on monthly salary for salaried class.

Even product or services was limited in market so that time we don't have so much choices and payment option was also limited mostly cash purchase.

But now due to new technology entire shopping market has changed. Now a days online shopping most popular word we are hearing everywhere because of its popularity & simplicity. convenience and affordability etc. Today most of the consumer are preferring online shopping. Online Shopping has been a emergent marvel in all four angles of the world. Electronic shopping is defined as a computer activity/exchange performed by a consumer via a computer based interface, where the consumer's computer is connected to, and can interact with a retailer's digital storefront to purchase the products or services over the internet.

In online shopping in one mouse click via internet customer can access thousands of products or services in one fraction of second with different variety, price and other products or services related information.

Due to development of internet technology and expansion of internet in all over India and other part of the world and the change in buying behavior among the customers, the surge of online shopping has become a fashionable way for customers and/or companies to trade over the Internet through online portal like flipkart, snapdeal, ebay, amazon etc. Today most of the companies want to identify the factors that stimulus buying behaviour towards online shopping. Now days many companies conducting various survey regarding buying behaviour of customer, through this they want to know what are the factor influencing the customer while buying any product or services or how customer are taking decision of shopping? They also want to know why don't some customers prefer online shopping. There have been intensive studies of online shopping attitudes and behaviour in recent years. Day by day online shopping become a biggest virtual market in the world. The present study has been initiated with the objective to study the impact of socio-cultural factors, economic factors, geographical factors, reference group & so on buying behaviour towards online shopping.

There are many Research indicates that the change in buying behaviour towards online shopping is positive due to reasons like convenience, time saving, varied choice and availability, 24x7 availability, global product etc. Internet users in India have gone up from 50 million in 2007 to 300 million in 2014. In 2014, smartphone shipments doubled to 80 mn from a year-ago period. Overall, in India online shopping penetration is being articulated about in the locality of 80 million buyer universe. Morgan Stanley expects the size of the Indian internet market to rise from \$14bn GMV in 2013 to \$137 bn by 2020 and market capitalisation of these internet businesses could touch \$160-200 bn from the \$4 bn at present. The increasing attentiveness towards use of internet, satisfactory results in online shopping, rise in standard of living due to dual spousal income, occupation, influence of family, friends and attractive promotional offers etc. are going to effect the purchase decisions the most. In this way the family setup has been now shifted towards more democratic in nature than the authoritative hierarchical in past. In the online shopping there are certain issue need to be addresses by the marketer is very important because many customer facing a lot of problem from online shopping for example quality of products or services, online fraud, location problem, website related issues, distribution of products etc.

## STATEMENT OF THE PROBLEMS: -

Now a days online shopping is more popular among us specially this kind of shopping more popular in big city as well as small city also. Due to expansion of internet, awareness of internet is major reason behind the high growth of online shopping in India. The impact of online shopping is in every corner of the world. Behavior of online shopping quite different as compare to the traditional market buying behavior process. These kind of issues are needed is to be study. Society is attached with the buying pattern of people. He emerging online shopping is also a threat to traditional shopping. The impact of the same are must be assessed on overall economy.

## SIGNIFICANCE OF STUDY: -

Internet Users in India will cross 300 million mark by December 2014 according to 'Internet in India 2014' report jointly published by the Internet and Mobile Association of India (IAMAI) and IMRB International. The year on year growth rate registered stands at impressive 32 percent.

( <http://trak.in/tags/business/2014/11/19/india-300m-internet-users-2014/>)

This means there huge growth in online shopping in India due increase in user of internet every year. In few years back online shopping was limited only in urban areas of the country but now expansion of internet in rural area cause huge growth of online shopping in rural area also In India 70% population lived in rural area so there is billion rupees market for online shopping in India. There is big scope for online shopping companies to expand their delivery services in rural area. Even some research suggest people from rural area are now preferring online shopping rather than traditional shopping.

There is a need to study consumer behavior of rural consumer and urban consumer towards online shopping, what kind of item they want purchase from online portals what factor attract them to purchase online products or services and what kind problem there are facing while purchasing products form online portals. These some issues need to be study.

## OBJECTIVE OF THE STUDY: -

1. To study the impact of Socio-Cultural factors on online buying behavior.
2. To study the Perception of Indian Consumers towards online shopping.
3. To evaluate the ability of online shopping sites to attract and retain customers in Indian Environment.

## REVIEW OF LITERATURE

1. Our analysis shows that online consumer behavior is still fragmented. For example, researchers such as **Goldsmith (2000)** and **Limayemetal. (2000)** found that personal innovativeness is a key personality trait that explains consumer online purchase intention.
2. Chau et al (2000) examined the effects of presentation mode, search engines, and navigation structure of product items on the adoption of Internet shopping. **Jarvenpaa et al (2000)** concluded that trust in an Internet

store is a salient determinant of online shopping. Finally, **Lee (1999)** focused on online repurchase and contended that consumer trust and consumer satisfaction were the key antecedents of continued purchase.

3. Online shopping has taken off as an increasing number of consumers purchase increasingly diversified products on the Internet. Given that how to attract and retain consumers is critical to the success of online retailers, research on the antecedents of consumer acceptance of online shopping has attracted widespread attention.
4. There has yet to be a holistic view of online shopping acceptance from the perspective of consumers. In this research, we conducted an extensive survey of extant related studies and synthesized their findings into a reference model called OSAM (Online Shopping Acceptance Model) to explain consumer acceptance of online shopping. Our literature survey reveals that a myriad of factors have been examined in the context of online shopping and mixed results on those factors have been reported. The proposed model helps reconcile conflicting findings, discover recent trends in this line of research, and shed light on future research directions. **(Lina Zhou, Liwei Dai & Dongsong Zhang 2007)**
5. People have dubious attitude towards e-marketing of product & services mainly due to security concern related to privacy of personal information. Personal information privacy should be given preference by the companies involved in online marketing of product & services. The other major concern among people includes authenticity of product & services offered online. Companies involved in online trading should focus on building their brand awareness among people so that trust-worthy relationship can be developed between producers & consumers. On-time delivery of products purchased through online shopping will prove to be quite beneficial in a long run. Significant price-cuts should be offered to customers as there are relatively no/lesser intermediaries involved as far as e-marketing is concerned. **(Dr. Sanjay Hooda & Mr. Sandeep Aggarwal 2014)**
6. The Internet has a significant impact on every aspect of life including Shopping habits. Shopping on the Internet, due to its being a synthesis of marketing practices and technology management principles has become an issue gaining importance for marketers and academics. **(Elif Eroğlu 2014)**
7. We live in a digital age and thus need to keep up with new trends in the social media. The Internet has become the first medium in history to allow for complex interaction between networks of people via Facebook and YouTube, amongst many more. In a constantly changing society where citizens are more proactive and have better access to information, and where new norms are created over time, many challenges evolve that we need to keep up with for understanding our citizens. **(Mrs. Pallavi Kumari 2013)**

## RESEARCH METHODOLOGY

1. **Desk Research:** a detailed review of relevant literature for the online shopping was conducted at this stage.
2. **Collection and analysis of information:** - all data and information gathered through secondary data was collected and analyzed for the purpose of developing the research paper.

## **The Growth Story of E-Commerce in India**

Started in India in the year with the introduction of B2B portals in 1996, now E-Commerce is all set to become one of the successful medium for business transactions.

**Between 2000 and 2005:** The first wave of E-Commerce in India was characterized by a small online shopping user base, low internet penetration, slow internet speed, low consumer acceptance of online shopping and inadequate logistics infrastructure. Thereafter, the IT downturn in 2000 led to the collapse of more than 1,000 E-Commerce businesses in India. Following this, there was muted activity in the space in India between 2000 and 2005.

**Between 2005 and 2010:** There were basically two major transitions that took place that aided in the build of E-Commerce story in India. They were:

- **Online Travel:** The entry of Low Cost Carriers (LCCs) in the Indian aviation sector in 2005 marked the beginning of the second wave of e-Commerce in India. The decision of LCCs to sell their tickets online and through third parties enabled the development of Online Travel Agents (OTAs). They developed their own websites and partnered with OTAs to distribute their tickets online. The Indian Railways had already implemented the e-ticket booking initiative by the time LCCs started their online ticket booking schemes.
- **Online Retail:** The growth of online retail was partly driven by changing urban consumer lifestyle and the need for convenience of shopping at home. This segment developed in the second wave in 2007 with the launch of multiple online retail websites. New businesses were driven by entrepreneurs who looked to differentiate themselves by enhancing customer experience and establishing a strong market presence.

**2010 onwards:**

**Group buying:** Starting in 2010, the group buying and daily deals models became a sought after space for entrepreneurs in India, emulating the global trend. Group-buying sites have seen a significant rise in the number of unique visitors and membership.

**Social Commerce:** It is a key avenue for E-Commerce players to reach out to target customers. Companies have started establishing their presence in the social media space for branding activities, connecting with customers for feedback and advertising new product launches.

**Present Scenario:** India's E-Commerce market grew at a staggering 88% in 2013 to \$16 billion, riding on booming online retail trends and defying slower economic growth and spiraling inflation, according to a survey by industry body ASSCHOM.

India's E-Commerce market was about \$2.5 billion in 2009, it went up to \$6.3 billion in 2011 and to \$16 billion in 2013 and is expected to grow huge \$56 billion by 2023 that would be 6.5% of the total retail market.

**E-Commerce Driving Factors:** E-Commerce has led to:

- Reduced search and transaction cost
- Reduced process lead-time and faster time to market
- Increased customer service
- Improved convenience and shopping experience
- Increased information transparency
- Knowledge generation
- Novel products and services

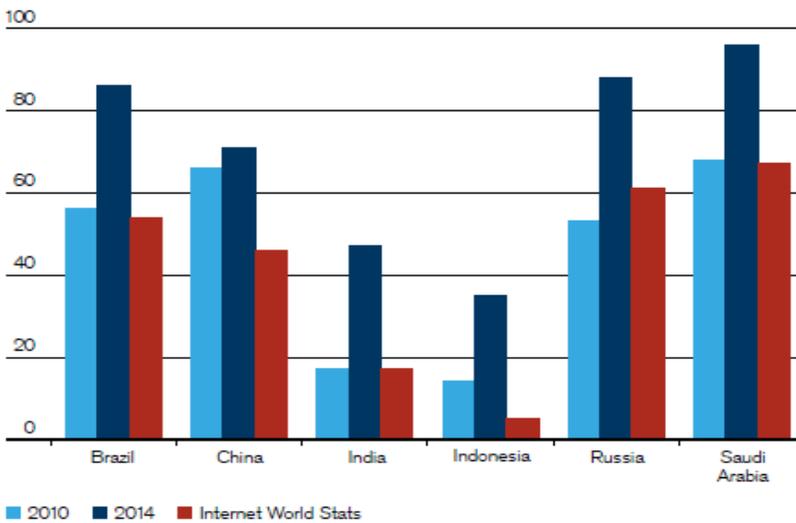
## Top 10 Ecommerce as per ASSCHOM

1. Flipkart
2. eBay India
3. Snapdeal
4. Amazon India
5. Myntra
6. Shopclues
7. Dominos
8. freecharge
9. Jabong
10. Tradus

## INDIAN STATASTICS ON E-commerce: -

### Internet access increasing across the range of our countries, but especially in Indonesia and India

Source: Credit Suisse Emerging Consumer Survey

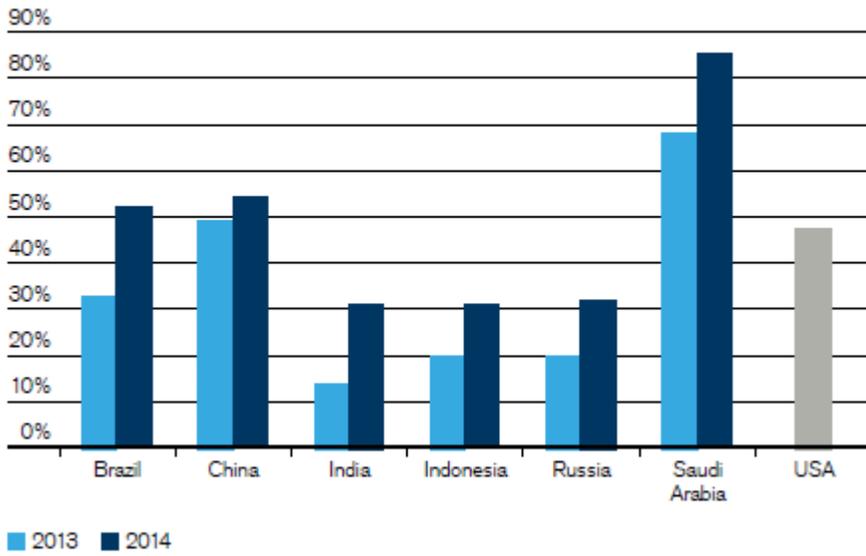


## Mobile internet taking over from fixed line

Companies aiming to benefit from the growth of internet usage across emerging countries should have a well-developed mobile strategy. The reason for this is that internet usage across developing countries is increasingly led by mobile phone access rather than fixed line-based internet. For example, around 67% of internet usage in India is through smartphones rather than through fixed line access.

## % of respondents using smartphones to access the internet

Source: Credit Suisse Emerging Consumer Survey, eMarketer, iResearch



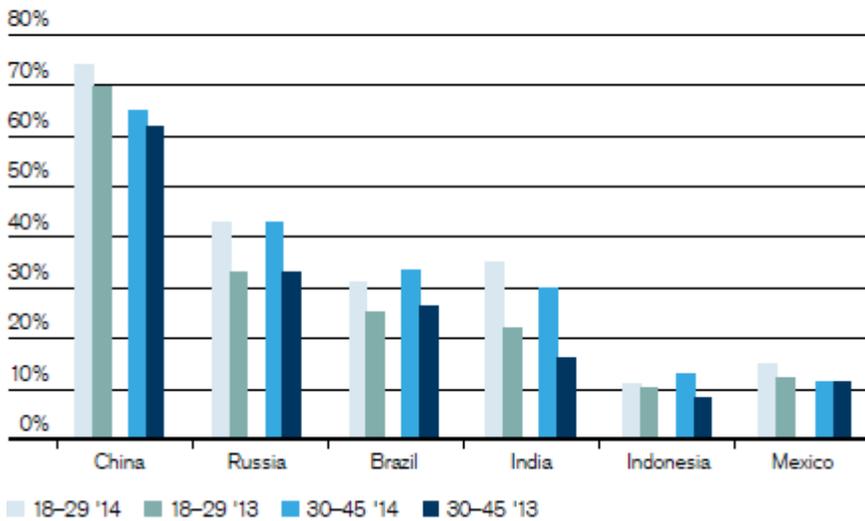
Smartphone-related internet access is also higher than fixed-line access in China, where 56% of respondents now have internet access through smartphones compared to 51% in our previous survey. Year-over-year, we find that smartphone penetration is rising across the countries in our survey and quickly converging to developed nation levels. Importantly though, we also find that smartphone penetration across rural areas is increasing rapidly. This is particularly relevant, given that the so-called last mile of fixed-line networks across rural areas in emerging countries is typically underdeveloped, which in the absence of smartphone-based internet access, would limit the immediate growth opportunity in e-Commerce.

### e-Commerce growing quickly across all countries, led by young people: -

More widespread internet usage and increasing spending power are factors that are driving the trend toward e-Commerce, in our view. e-Commerce is most accepted in China, with 65% of respondents claiming to have made a purchase online during the past six months. This compares to less than 40% for the other countries (Figure 6). However, momentum in relation to the share of online shoppers across the other countries is stronger. For example, 32% of internet users in India now shop online, which compares to just 14% in 2011. Online shopping is dominated by younger people. The survey shows that more than 70% of internet users in China that are younger than 30 years shop online (Figure 7). This is a much higher percentage than we find in other countries; however, as far as growth momentum is concerned, we note that countries such as India have started to accelerate, with the share of younger people shopping online almost doubling compared to 2013.

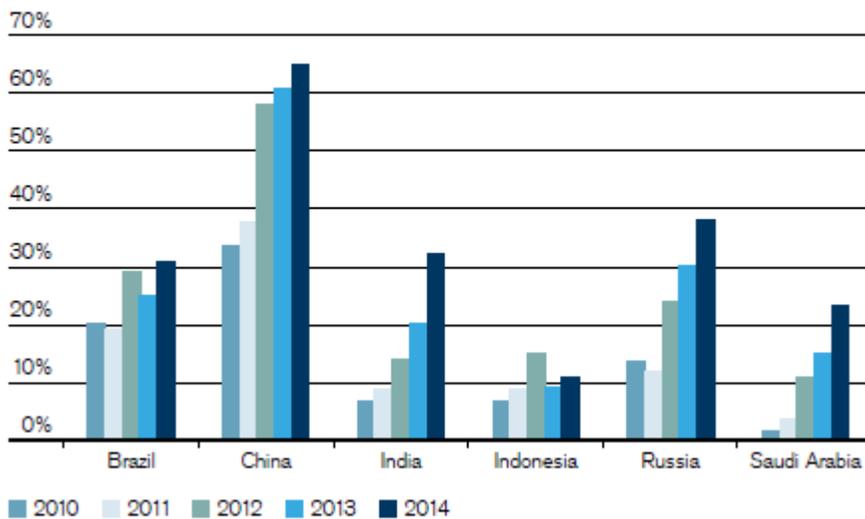
## Share of younger respondents shopping online increasingly rapidly, especially in India

Source: Credit Suisse Emerging Consumer Survey



## % of respondents who have used the internet for online shopping

Source: Credit Suisse Emerging Consumer Survey



### Potential of e-Commerce market:-

To judge the potential magnitude, we have run some scenarios for the share of online retail spending across our nine developing countries.

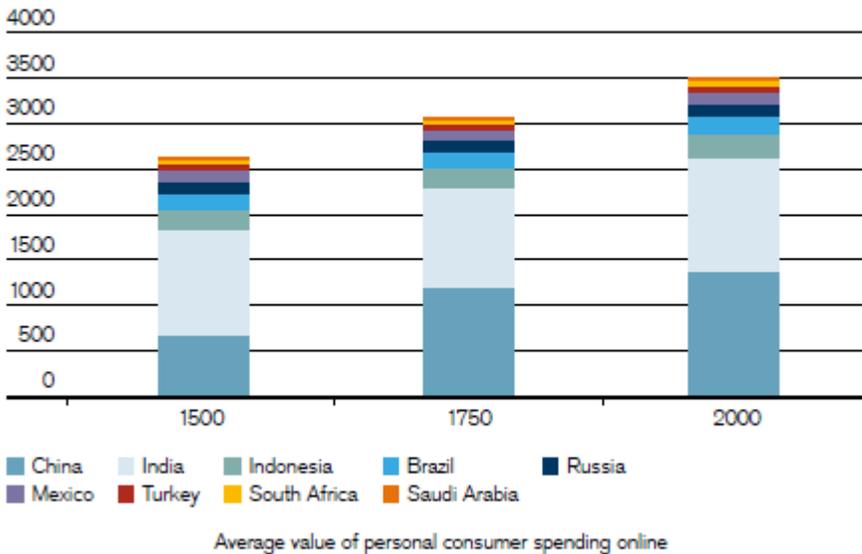
- Conservative estimate: For the UK and USA we find that around 10% of current total retail sales is done online. A similar ratio for our countries would imply annual turnover of approximately USD 400 billion. We believe that this scenario is actually quite conservative, given that China is already at around 10%, whereas it also does not incorporate the potential for e-Commerce to be bigger across emerging economies owing to the absence of a formalized retail sector.
- Optimistic scenario: Another, more optimistic, scenario is one that compares the penetration of online buyers and their spending levels in emerging countries to levels experienced across developed countries.

Currently, buyers across Western Europe, Japan and North America spend more than USD 1,700 per year online, with UK

consumers spending almost USD 3,900. The average for developing economies, on the other hand, is less than USD 800 (Figure 16). At the same time, we find that the share of online buyers across the developed world averages around 50%, whereas this share is substantially less than 20% for most emerging economies. If we assume that online penetration in the nine countries of our survey converges to the 50% average for developed countries, and that in the long term, average spending increases to developed country averages, we calculate that the total e-Commerce market may reach annual turnover of USD 2.6–3.5 trillion. This would represent a seven to nine-fold increase over the current online market in our surveyed countries. .

## Potential e-Commerce market (USD billion)

Source: Credit Suisse Emerging Consumer Survey



## UPCOMING TREND

1. **Internet Penetration:** With an exponential increase in internet usage, there's an increasing PC and broadband penetration, coupled with the declining prices of PCs. Tablets and smartphones have given a new meaning to connectivity and user experience. The adoption of 3G and upcoming 4G technology, along with the declining prices of smartphones, is expected to result in an additional increase in internet usage in the country. Improvements on the payment front have brought about the increasing use of plastic money by Indian consumers. Payment gateways have now been made more secure through multiple levels of authentication via one-time passwords (OTPs). This has helped strengthen users' confidence in carrying out online transactions.
2. **M-Commerce:** India has more than 900 million mobile users, of which around 300 million use data services. This is expected to grow to 1200 million by 2015. Also, more than 100 million mobile users are expected to use 3G and 4G connectivity in the coming few years. Of the total 90 million mobile users, only 27 million are active on the internet. Moreover, only 4 per cent of the active mobile internet users buy products through mobiles. However, mobile shopping is on an upward trend and is expected to increase five-fold to 20 percent in the medium term.

3. **FDI in E-Commerce sector:** Presently the Indian Government has allowed 100 per cent FDI in B2B e-commerce, while business-to-consumer (B2C) is prohibited. In addition to that there's a compulsory 30 percent local sourcing norms for foreign players.

Companies like Amazon, eBay, and Tesco are coaxing and holding meetings with the DIPP to invest in an emerging market India. They have even been investing some of the local start-ups here like Amazon entered India via Junglee.com.

The news that Department of Industrial Policy and Promotion (DIPP) has started consultations with stakeholders on allowing foreign direct investment in retail e-commerce before the end of this financial year, has nonetheless raised our expectations of expansion of Indian E-Commerce industry.

## **Conclusion**

At end we can say E-commerce future in India is very bright because of so many factors like demographic, Economic, Social etc. we have witness lot of technological changes happing in India like 3G internet now gone there will be 4G internet on the way this will definitely boost the ecommerce business India.

Indian government will come up with some regulation for this Ecommerce industry for safety of Indian consumer and proper business practices in India.

E-Commerce players are banking on the Indian internet growth story. The fact that an average online user is spending more time online gives these players the opportunity to draw more users to their websites through innovative marketing strategies such as those revolving around social media.

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