

STEERING COMMITTEE

Prof. Mukul P Gupta, Director, MDI, Gurgaon
 Prof. Deepali Singh, ABV- IITM, Gwalior
 Prof. Nigel de Bussy, Head, School of Marketing, Curtin University, Australia
 Prof. Samir Chatterjee, Curtin Business School, Australia
 Prof. Kandy Dayaram, Curtin Business School, Australia
 Prof. Pingali Venugopal, XLRI Business School, Jamshedpur
 Prof. Sanjeev K Varshney, XLRI Business School, Jamshedpur
 Dr. Mahim Sagar, DMS, IIT Delhi, New Delhi

ORAGANISING TEAM

Dr. Mahim Sagar, Deptt. of Management Studies, I.I.T. Delhi
 Murali Krishna Medudula, Research Scholar, DMS, I.I.T. Delhi
 Deep Shree, Research Scholar, DMS, I.I.T. Delhi
 Archana Sharma, Research Scholar, DMS, I.I.T. Delhi
 Rojalin Pradhan, Research Scholar, DMS, I.I.T. Delhi.
 Anubhav Shukla, Project Associate, DMS, I.I.T. Delhi
 Surabhi Kapoor, Project Associate, DMS, I.I.T. Delhi

SESSION CHAIRS

Prof. Deepali Singh	Dr. Nitin Seth
Dr. P. Vigneswara Ilavarasan	Dr. Shuchi Sinha
Prof. Sanjeev Varshney	Dr. Dhananjay Bapat
Prof. Pingali Venugopal	Ms. Pooja Sehgal
Prof. Nigel De Bussy	Mr. Sandeep Karanwal
Prof. Sanjay Patro	Dr. Min Teah
Prof. Sunanda Sangwan	Prof. Sanjay Gupta
Mr. Satyajit Sen	Dr. Dheeraj Sharma
Prof. Ian Phau	Dr. Aanka Batta
Mr. Pranjal Sharma	Mr. Michael Baird
Dr. Ruchi Sharma	Dr. Saboohi Nasim
Mr. N.K. Dhiman	Dr. Varsha Singh
Mr. H.K. Gupta	
Dr. Michael Lwin	
Dr. Graham Ferguson	
Prof. D.K. Batra	

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ABOUT INDIAN INSTITUTE OF TECHNOLOGY DELHI (IITD)

The Indian Institutes of Technology (popularly known as IITs) are institutions of national importance established through an Act of Parliament for fostering excellence in education. There are fifteen IITs at present, located in Bhubaneswar, Chennai, Delhi, Gandhinagar, Guwahati, Hyderabad, Indore, Jodhpur, Kanpur, Kharagpur, Mandi, Mumbai, Patna, Ropar and Roorkee. Over the years IITs have created world class educational platforms dynamically sustained through internationally recognized research based on excellent infrastructural facilities. The faculty and alumni of IITs continue to make a huge impact in all sectors of society, both in India and abroad.

The Indian Institute Of Technology, Delhi (formerly College of Engineering and Technology Delhi established in 1961), is one of the premier technology and management institutes in India. Indian Institute of Technology Delhi, situated in Hauz Khas (South Delhi) has a sprawling campus in an area of 320 acres. Imaginatively laid out with picturesque landscape the campus has Academic Blocks, Residential Areas, Shopping Areas and, Playing Grounds with well connected and neatly laid out roads. Recently, IIT Delhi completed 50 years of its existence and the golden jubilee celebrations were held with lots of zeal.

The Institute has 13 departments, 11 multi-disciplinary centres and 2 Schools of Excellence conducting various programs including undergraduate (B.Tech, Dual Degree program and Integrated M.Tech), Post graduate (M.Tech, M.Sc, MS(Research), MBA, M.Des) and doctorate (Ph.D) programs. Eminent faculty, excellent academic infrastructure and Superior Pedagogy make the institute one of the best places in the country to learn and research.

The institute organises various conferences, conclaves and fests which celebrate technology, innovation and management. Some notable events are Rendezvous (The Cultural Festival), Tryst (The Technical Fest), Speranza (Annual Youth Festival), Literati (Annual Literati Festival) and Parivartan (DMS IIT Delhi's Annual Business Festival).

ABOUT DEPARTMENT OF MANAGEMENT STUDIES (DMS)

Post Graduate Management education began in IIT Delhi in 1976 with Prof. Sudhir Kakar as first Co-ordinator of the PG program in what was then the 'School of System and Management Studies'. Through gradual process of evolution, when Prof. Vinayshil Gautam was the Head in 1993, it acquired the statutory status of 'Department of Management Studies' under I.I.T. Delhi Act. The formal appellation of Master of Business Administration (MBA) for PG program in management came in 1997.

The Department currently runs a three MBA programs: two-year full-time MBA programmes with focus on 'Management Systems', a two-year full-time MBA programme with focus on 'Telecommunication Systems Management' under the aegis of Bharti School of Telecom Technology and Management and a three-year part-time MBA programme with focus on

‘Technology Management’. Apart from the specialised compulsory courses in the focus area, the students have choice for functional area specialization in Finance, Marketing, Information Systems, Strategy, Organisation Management, HR etc. The students in two-year full time MBA programme are admitted through a rigorous screening process including CAT (Common Admissions Test)*, Group discussion and Personal interview. This test is used by all the IITs & IISc for admissions to their management programme. Admission to MBA (Part-Time) programme is also done through a process of written test, group discussion and interview, organized in a customised mode.

ABOUT CURTIN UNIVERSITY

Curtin University is located in Perth, capital city of the fast-growing State of Western Australia. Curtin is among the top 500 in the Academic Ranking of World Universities. Curtin Business School (CBS) is one of the largest faculties of business in Australia, with more than 15,000 students studying in Perth or at one of a number of offshore campuses. The School of Marketing offers courses from Bachelor to PhD-level in Marketing, Advertising, Public Relations, and Tourism and Hospitality. The quality of the School’s research was recently ranked as world class in the Australian Government’s Excellence in Research for Australia initiative.

ABOUT XLRI BUSINESS SCHOOL

XLRI is a premier, private management institute in India founded in 1949 by Fr. Quinn Enright, S.J. in the Steel city of Jamshedpur, Jharkhand. Fr. Enright envisioned XLRI to be a partner in the developmental journey of independent India with a vision of "renewing the face of the earth". Over the last six decades, XLRI has helped shape responsible business leaders who serve organizations of repute across the globe. As an institution, XLRI continually strives to contribute its mite to the professional growth and management of innumerable organizations in the private and public sector across various industries.

ABOUT THE CONFERENCE: ICRM 2013

This conference is being organized by Department of Management Studies, I.I.T. Delhi, India, School of Marketing, Curtin University, Australia and XLRI Business School, Jamshedpur, India. The conference aims to bring together academicians, researchers and experts from all over the world to come together, interact and exchange views and to support professional development. Papers/ Case Studies that develop new ideas or theories, attempt to advance our understanding of real world phenomenon, and/or address any of the key research themes are encouraged. Papers may take an individual or organizational perspective. The research can be global in focus and application.

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CONFERENCE SCHEDULE**DAY 1 (21ST DEC. 2013)****TRACK 1: CONSUMER BEHAVIOUR, ETHICAL MARKETING****SESSION 1:-12:00 PM to 1:30 PM****Venue: Vishwakarma Bhawan Auditorium, Ground Floor, DMS, IIT Delhi**

Paper Code	Title	Author
ICRM-PS 1 / 1_15	Cultural Dimensions Driving Decision Making Styles: An Investigation in the Indian Context	Dr. Bikram Jit Singh Mann Dr. Sunpreet Kaur Sahni
ICRM-PS 1 / 1_23	Green Consumer Attitude and Factors influencing Green Purchase Intention - A Study in Jaipur city	Monika Dubey
ICRM-PS 1 / 1_40	Study of Factors Affecting Buying Decisions for Branded Casual Wear: An Exploratory Study on Youth of Bareilly District- India	Dr Manish Gupta
ICRM-PS 1 / 1_47	Cold Drink Consumption of Engineering and Management Students	Nishikant Bohra Dr. Latika Dhuria Smita Kaushik
ICRM-PS 1 / 1_27	Impact of Consumers' Need for Uniqueness Dimensions on Purchase Intentions of Luxury Brands	Dr. Ashish Pareek Preeti Tak
ICRM-PS 1 / 1_1	A Study of Children's Buying Behavior for Food Products in India	Shilpi Raj Dr. Rajkiran Prabhakar
ICRM-PS 1 / 1_3	A Research Study Assessing the Relationship among Zodiac Sign, Personality Traits, Fashion Innovativeness, Fashion Clothing Knowledge and Level of Fashion Involvement of Young Indian Female Consumers	Dr.Nitin S.Wani
ICRM-PS 1 / 1_54	Consumer's Need for Subtleness of Branding on Luxury Products	Dr. Graham Ferguson

DAY 1 (21ST DEC. 2013)**TRACK 1: CONSUMER BEHAVIOUR, ETHICAL MARKETING****SESSION 2:- 2:00 PM to 3:30 PM****Venue: Vishwakarma Bhawan Auditorium, Ground Floor, DMS, IIT Delhi**

Paper Code	Title	Author
ICRM-PS 2/ 1_11	Awareness, Adoption and Acceptance of E-Government Services in India.	Rajan Gupta Sunil K. Mutttoo Saibal K. Pal
ICRM-PS 2/ 1_30	Impulsive vs Compulsive Buying Behaviour of Consumers: In Context of Consumer Guilt	Divya Raj
ICRM-PS 2/ 1_8	Study of the OOH media in the Lucknow Market and its Impact on Media and Consumer Decisions	Abhishek Tiwari Dr. Arun Kumar Shukla
ICRM-PS 2/ 1_10	An Empirical Study of Internet Banking Acceptance in India: An Extended UTAUT Model	S. Saibaba

ICRM-PS 2/ 1_22	Formation, Participation and Problems of Purchasing Group in Ludhiana	Dr. Khushdeep Dharni Kanika
ICRM-PS 2/ 1_13	Consumer Buying Behaviors in Malls: Delhi & NCR	Dr. Sunil Kumar Yadav Nancy Rao
ICRM-PS 2/ 1_5	A study of consumer satisfaction, perception and attitude towards government public transport service with reference to road transport (PMPML) in Pune city	Prof. Preeti Sharma Dr. Kirti Dang

DAY 1 (21ST DEC. 2013)

TRACK 1: CONSUMER BEHAVIOUR, ETHICAL MARKETING

SESSION 3:-4:00 to 5:30 PM

Venue: Vishwakarma Bhawan Auditorium, Ground Floor, DMS, IIT Delhi

Paper Code	Title	Author
ICRM-PS 3 / 1_32	Inter-linkages between Lifestyle Orientation and Green Marketing: A Conceptual Framework	Dr Neena Sinha Sharad Gupta
ICRM-PS 3 / 1_14	Consumer Misbehaviour: Are We Equipped?	Dr. Mani Shreshtha Saurabh Kalra
ICRM-PS 3 / 1_16	Demographic Differences in Indian Consumers Green Purchase Attitude	Dr. Asad Rehman Mohd. Danish Kirmani
ICRM-PS 3 / 1_17	Effect of User Experiential Value on Brand Equity: An Interactive Device Perspective	Abhishek Mishra Prof. Satyabhushan Dash
ICRM-PS 3 / 1_18	Effects of Packaging Characteristics on Rural Consumer's Purchase Regarding Ready to Eat Foods in Haryana	Prof. Vinod Kumar Bishnoi Prof. Supriya Dhillon
ICRM-PS 3 / 1_19	Exploring the Dimensions of Service Marketing for Telecom Services: A Study of Rural Consumers in Bihar State	Amrita Pritam Dr. Narendra Sharma Devendra Sharma
ICRM-PS 3 / 1_20	Factors Affecting the Behaviour of Online Consumers	Jaimin Pandit Ankit Singh Rathore
ICRM-PS 3 / 12_3	Quality of Life Researches in Marketing: Cultural Variability, Paradigmatic and Methodological Course and Nomology Revealed	Sujit Raghunathrao Jagadale Prof. Debiprasad Mishra

DAY 1 (21ST DEC. 2013)

TRACK 2: CRM, Public Relation, Personal Selling, Cross Cultural, Neuro Marketing

SESSION 1:-12:00 PM to 1:30 PM

Venue: Exhibition Hall, Ground Floor, DMS, IIT Delhi

Paper Code	Title	Author
ICRM-PS 1 / 5_3	Female Portrayals in Advertising and its Impact on Marketing Communication - Evidences from India	Shyama Kumari Shradha Shivani
ICRM-PS 1 / 13_3	Role of the Salesperson in Sustaining the Buyer-Seller Relationship in a B2B Dyad	Dr. Punyaslok Dhall
ICRM-PS 1 / 4_6	CRM: An Emerging Trend in Banking Sector	DR. K.V.S.Prasad
ICRM-PS 1 / 4_18	Social Network Usage Across Cultures: A Study of Indian and African Ethnicities	Rahul Sharma Dr. Rajesh Verma
ICRM-PS 1 / 4_1	A Study of Customer Satisfaction, Commitment and Brand Involvement: Role of Facebook as Social Media	Dr. Sombala Ningthoujam Sandeep Chauhan Neha Mainra
ICRM-PS 1 / 4_2	Brand Engagement on Social Media: Challenges and Opportunities	Meenakshi Tomar Krishna K Pandey Devendra Punia Tarun Dhingra
ICRM-PS 1 / 6_7	Impact of Country of Origin on brand image	Deep Shree Babita Kumari Dr. Mahim Sagar
ICRM-PS 1 / 4_3	Corporate Social Responsibility: An Important Factor in Enhancing Corporate Image	Richa Joshi Dr. Rajan Yadav

DAY 1 (21ST DEC. 2013)

TRACK 2: CRM, Public Relation, Personal Selling, Cross Cultural, Neuro Marketing

SESSION 2:- 2:00 PM to 3:30 PM

Venue: Exhibition Hall, Ground Floor, DMS, IIT Delhi

Paper Code	Title	Author
ICRM-PS 2 / 4_4	Critical Factors Underpinning the Customer Service Quotient of Retail Business	Pratapa Vamsi Krishna
ICRM-PS 2 / 4_8	Exploring The Relational Impact of Service Quality on Customer Satisfaction	Manish Kumar Yadav Prof. Alok Kumar Rai
ICRM-PS 2 / 4_9	Impact of Communication in Developing Brands on Social Networking Sites	Dr Nitin Girdharwal
ICRM-PS 2 / 4_20	The Role of Social Media in Innovative Marketing (Selected Studies on Some Social Sites)	Prof. AVN Murty Dr Tapeshe Kiran Nidhi Goel
ICRM-PS 2 / 4_10	Impact of Usefulness, Ease of Use, Enjoyment, Attitude and Subjective Norms on Behavioural Intentions and Adoption of Virtual Communities: An Empirical Study	Punita Duhan Dr. Anurag Singh

ICRM-PS 2 / 2_6	A Framework of Study on Electroencephalographic (EEG) Response to Advertisements from Print, Television and Online Media - A Comparative Beta-Wave Study	Prof. Deepali Singh Ribhanshu Raj Ankur Ratwaya
ICRM-PS 2 / 13_1	8 Strategic Levers for Growth	Hemant Koshti
ICRM-PS 2 / 6_6	India - Diversity in Unity? A Semiotic Approach to Communications and Branding	Sumeet Anand

DAY 1 (21ST DEC. 2013)

TRACK 2: CRM, Public Relation, Personal Selling, Cross Cultural, Neuro Marketing

SESSION 3:-4:00 to 5:30 PM

Venue: Exhibition Hall, Ground Floor, DMS, IIT Delhi

Paper Code	Title	Author
ICRM-PS 3 / 4_5	CRM Practices in the Telecom Sector: A Comparative Analysis of Perceptions for the Consumers and Executives of Mobile Phone Service Providers in Punjab	Dr. Raghbir Singh Harjot Singh
ICRM-PS 3 / 5_4	Increasing the Effectiveness of Service Marketing by Advertising - A Study of Indian Commercial Banks	Priyanka Chaudhary
ICRM-PS 3 / 4_19	The Consequences Of Customer Loyalty: An Empirical Examination and Evaluation	Medha Srivastava Prof Alok Kumar Rai
ICRM-PS 3 / 6_3	From Conversations To Conversions: The Art of Storytelling in Business	Pooja Jain Yukti Ahuja
ICRM-PS 3 / 2_2	Introspection in Neuromarketing: Ethical Perspective	Simran Kaur Dr. B.B. Singla
ICRM-PS 3 / 2_4	Brand Equity Through Brain Equity - A Neuromarketing Perspective	DR. J. K. Sharma Prof. Deepali Singh Prof. K. K. Deepak
ICRM-PS 3 / 13_2	Drivers of Salesperson's Customer Orientation - A Work Value Perspective.	Ramendra Singh Rakesh Singh

DAY 1 (21ST DEC. 2013)

TRACK 3: Retailing, Sensory Marketing, Innovation, Promotion & Pricing Strategies, Miscellaneous

SESSION 1:-11:00AM to 1:00 PM

Venue: Room No. 205, 2nd Floor, DMS, IIT Delhi

Paper Code	Title	Author
ICRM-PS 1/ 8_25	Customer Perception Towards Private Label Brands: A Study at Big Bazar	Dr. Rahul Gupta
ICRM-PS 1/ 8_9	Exploring Gen-Y E-Shopping Satisfaction & Behavioral Intention on Gender Basis	Dr. Jasveen Kaur Chandandeep Kaur
ICRM-PS 1/	Critical Success Factors - A Study of Smes In India	Dr. Tanuja Kaushik

14_2		Dr.Kakoli Sen
ICRM-PS 1/ 15D_2	Pricing Policy for Imperfect Quality Items with Allowable Shortages under Permissible Delay in Payments	Dr. Mandeep Mittal Vinita Yadav Sushma Dhariwal
ICRM-PS 1/ 8_2	An Empirical Study on Measuring Service Quality in Public and Private Airlines in India	Dr.Neelotpaul Banerjee Ramendra Pratap Singh
ICRM-PS 1 / 8_5	Changing Consumer Shopping Habits	Dr. Hari Govind Mishra Prof. Piyush Kumar Sinha Surabhi Koul Sarabjot Singh

DAY 1 (21ST DEC. 2013)

TRACK 3: Retailing, Sensory Marketing, Innovation, Promotion & Pricing Strategies, Miscellaneous

SESSION 2:- 2:00 PM to 3:30 PM

Venue: Room No. 205, 2nd Floor, DMS, IIT Delhi

Paper Code	Title	Author
ICRM-PS 2/ 8_1	A Study of Consumer Buying Behaviour in Modern Retail Formats in Delhi	Dr. Shamsheer Singh
ICRM-PS 2/ 8_3	An Empirical Study on the Factor of Physical Ambiance Contributing to the Success of Organized Retail in Delhi	Vinit Kumar Shruti Balhara
ICRM-PS 2/ 14_5	Entrepreneur Grows Self to Sell Self- Formulae for Continual Marketing Success - Serial Entrepreneur Perspective	Prakash Ramesh Sharma Dr. Kunal Bhattacharya
ICRM-PS 2/ 8_6	Comparison of Customer's Perception of Quality, Degree of Satisfaction and Behavioral Intentions in Retail Outlets	Dr. Ajmer Singh Prof. Satish Kapoor
ICRM-PS 2/ 8_7	Consumer Information Search Behavior for Services: Review and Future Directions	Prof. Sanjay Medhavi Utkarsh
ICRM-PS 2/ 8_8	Evaluation of Retail Service Quality by using RSQS Model: A case study on Big Bazaar Hypermarkets in NCT of Delhi (India)	Dr. Rahela Farooqi Rashi Banerji
ICRM-PS 2/ 15C_1	Identifying the Major E-Governance Service Categories - An Exploratory Study within the National Capital Region of India	Arpan Kumar Kar Arpita Khare Pavitra Dhamija
ICRM-PS 2/ 15J_1	Consumer Awareness Index (CAI): an innovative tool for measuring consumer awareness	Rojalin Pradhan Arbuda Sharma

DAY 1 (21ST DEC. 2013)**TRACK 3: Retailing, Sensory Marketing, Innovation, Promotion & Pricing Strategies,
Miscellaneous****SESSION 3:-4:00 to 5:30 PM****Venue: Room No. 205, 2nd Floor, DMS, IIT Delhi**

Paper Code	Title	Author
ICRM-PS 3/ 8_14	Porter's Five Forces Model and its Applicability for FDI in Indian Retail Sector	Dr.Vijita Singh Aggarwal Shefali
ICRM-PS 3/ 15A_1	Opportunities and Challenges of Cloud Computing Adoption in Emerging Markets	Tajinder Singh Murali Krishna Medudula Dr. Mahim Sagar
ICRM-PS 3/ 8_21	Technological Profile of Retailers in India	Aradhana Gandhi Prof Ravi Shankar
ICRM-PS 3/ 8_10	Impact of Retailing on Human Resource Management Practices (A Study of Select Retailers)	Kavita Sharma
ICRM-PS 3/ 8_11	Mall Patronage Behavior- Study of the Dynamics of Mall & Shopper Attributes in Delhi, NCR	Suman Yadav Dr Sadaf Siraj Richa Arora
ICRM-PS 3/ 8_12	Marketing :A Dominant Factor in Strategy Formulation in Banking Industry- A Case Analysis	Manish Kumar Srivastava
ICRM-PS 3/ 8_15	Predictors to Customer Trust and Satisfaction with Mediating Analysis of Customer Trust in Indian Retail Banking.	Dr. Vibha Arora Dr. N. Ravichandran
ICRM-PS 3/ 8_16	Relationship between Retail Format Choice Decision Factors and Demographics of Urban Shoppers	Dr. Vikas Deep Shashi Kala

DAY 1 (21ST DEC. 2013)**TRACK 4: Market Research In Specific Industries, Marketing in Transition
Economics, Marketing Strategies****SESSION 1:-11:00AM to 1:00 PM****Venue: Room No. 204, 2nd Floor, DMS, IIT Delhi**

Paper Code	Title	Author
ICRM-PS 1/ 7_15	The Relationship Between Intellectual Capital and Brand Equity	Meenakshi Gupta Dr. Jaya Bhasin
ICRM-PS 1/ 10_2	A Critical Review of Market Structure of Indian Petro-Retail Sector	Rahul Sharma Dr. Arvind Kumar Jain Dr.Hiranmoy Roy
ICRM-PS 1/	A Conceptual Framework of Public-Private Partnerships	Lokesh Jasrai

10_1	for Rural Mobile Telecommunication Services	
ICRM-PS 1/ 3_1	Ability, Willingness and Information & Communication Technology: Means to Uplift Bottom of the Pyramid	Kumkum Bharti Dr. Vinay Sharma Dr. Rajat Agrawal
ICRM-PS 1/ 3_2	Dimensions of Internationalisation in Apparel and Clothing Industry	Sanjiv Mittal Soma Arora
ICRM-PS 1/ 3_3	Extending the Research in Marketing: Is integration of Operations and Marketing Possible for a Better Business?	V Muthu Krishna A Siddharth
ICRM-PS 1/ 7_2	The critical role of “flanking” for luxury brands	Prof. Ian Phau Dr. Min Teah Aaron Lim

DAY 1 (21ST DEC. 2013)

TRACK 4: Market Research In Specific Industries, Marketing in Transition

Economics, Marketing Strategies

SESSION 2:- 2:00 PM to 3:30 PM

Venue: Room No. 204, 2nd Floor, DMS, IIT Delhi

Paper Code	Title	Author
ICRM-PS 2/ 10_16	Relationship marketing through Online Services in Education Sector - An Analysis of Universities in Punjab (Punjab Technical University and Punjabi University)	Dr. Dyal Bhatnagar Pritpal Singh Bhullar
ICRM-PS 2/ 3_6	Sports Sponsorship Effectiveness: An Empirical Assessment in Context of Emerging Economies.	Dr. Anil Gupta Anish Yousaf Naik Ravinder Dogra
ICRM-PS 2/ 3_8	The Study of Heterogeneity in Evaluation of Customer Perception	Aditya Kumar Gupta Dr. Shailender Singh
ICRM-PS 2/ 3_7	The Application Of Multiple Regression Analysis In Evaluating The Effectiveness Of E-Service Quality Scale On Customer Satisfaction	Dr. Jasveen Kaur Baljit Kaur
ICRM-PS 2/ 7_13	Review of Marketing Mix Strategies for Bottom of Pyramid Consumers	Amanpreet Singh Dr. Lalit Mohan Kathuria
ICRM-PS 2/ 10_4	Affordable High Quality Healthcare Distant Dream or Reality: A Case of Narayana Hrudayalaya	Shivoham Singh Prof. Surendra Kumar Vyas Farzana Makkad
ICRM-PS 2/ 10_11	Examining Motivations and Constraints to Cricket Consumption on Twitter	Dr. Tripti Ghosh Sharma Preeti Tak Mithila S Kanugo
ICRM-PS 2/ 10_29	Key Issues Of Failures In Absorption & Adaptation Of Management Information System (With Major Spotlight On Public Sector)	Arindam Roy Ravi Krishna Medudula Singidi Abhshek Reddy

DAY 1 (21ST DEC. 2013)
TRACK 4: Market Research In Specific Industries, Marketing in Transition
Economics, Marketing Strategies
SESSION 3:-4:00 to 5:30 PM**Venue: Room No. 204, 2nd Floor, DMS, IIT Delhi**

Paper Code	Title	Author
ICRM-PS 3/ 3_5	Self-Image Enhancement among Youth through the use of Branded Fashion Accessories: a Qualitative Study	Anitha Acharya
ICRM-PS 3/ 3_9	Word Of Mouth Communication - A Futuristic Marketing Concept	Garima Sharma
ICRM-PS 3/ 3_10	Acceptance of Mobile Advertising among Smartphone Users in India: An Empirical Investigation	Boby Chaitanya Villari Pradeep Kumar Hota Piyush Kumar
ICRM-PS 3/ 3_11	Country of Origin' Effect and Consumer Decision Making in today's Market	Aby Abraham Prof. Sanjay Patro
ICRM-PS 3/ 3_4	Inclusive Marketing: A New Insight in the Rural Market (Select Case Studies from India)	Nitin Kumar Sinha Adya Shakti
ICRM-PS 3/ 7_1	A Study of Marketing strategy for Public and Private Sector Mutual funds in India	Dr. Vinay Kandpal Prof P C Kavidayal
ICRM-PS 3/ 7_3	Changing Playfield: Strategic Tactics of Micromax	Mansi Arora Madan
ICRM-PS 3/ 7_4	Creating a Benchmark and Sustaining the Bull Run: A Case Study of Punjab Maharashtra Co-operative Bank	Dr. Jyotinder Kaur Chaddah
ICRM-PS 3/ 10_28	An Identification Of Significant Destination Attributes Of India As A Tourist Destination	Alok Acharya

DAY 2 (22ND DEC. 2013)**TRACK 1: CONSUMER BEHAVIOUR, ETHICAL MARKETING****SESSION 1. 9:30 A.M. to 11.00 A.M.****Venue: Vishwakarma Bhawan Auditorium, Ground Floor, DMS, IIT Delhi**

Paper Code	Title	Author
ICRM-PS 4/ 1_50	A Pragmatic Swot Up on the Concepts Swaying the Consumer Behaviour in Online Shopping Environment	Megha Munjal Sharma Manisha Kapoor Sania Tandon
ICRM-PS 4/ 1_25	How Social Media Word-of-Mouth Influences Consumer Decision Making: a Conceptual Framework based on Literature Review	Angshuman Ghosh Prof. Sanjeev Varshney Prof. Pingali Venugopal
ICRM-PS 4/ 1_26	Husband - Wife Influence in Purchase of Consumer Electronic Products	Shalini Srivastava
ICRM-PS 4/ 1_28	Impact of Socio-Economic Variables on Teenagers' Influence in Family Buying Decisions	Vakil Singh Prof. Sanjeev Kumar
ICRM-PS 4/ 1_29	Impact of Teens' Brand Consideration Set on Family Purchase Decision Making: A Multivariate Analysis	Dipak Saha
ICRM-PS 4/ 1_31	Influence of E-tailing on Buying Decision Process: A Study of Selected Students at Jaipur City	Dr. Pawan Kumar Patodiya Prity Birla Surbhi Mathur
ICRM-PS 4/ 1_21	Factors Influencing Prescribing Behaviour of Physicians in India	Shamindra Nath Sanyal Saroj Kumar Datta Asok Kumar Banerjee

DAY 2 (22ND DEC. 2013)**TRACK 1: CONSUMER BEHAVIOUR, ETHICAL MARKETING****SESSION 2:- 11.30AM to 1.00 PM****Venue: Vishwakarma Bhawan Auditorium, Ground Floor, DMS, IIT Delhi**

Paper Code	Title	Author
ICRM-PS 5/ 12_1	Business Ethics and their role in FMCG sector in India: A Theoretical and Empirical Analysis	Vijay Kumar Naman Taneja Himani Sharma Mayank Raj Kathuria Paridhi Mathur
ICRM-PS 5/	Leveraging factors for green product purchase and	Aindrila Biswas

1_33	Willingness to Pay Across Different Product Categories: A Survey in India	Prof. Mousmi Roy
ICRM-PS 5/ 1_34	Motivation Behind Processed Food Consumption Amongst Indian Families	Sneha Desai Farrah Zeba Shaheen Musarrat Manish Gupta
ICRM-PS 5/ 1_36	Priority of Low- Income Consumer Behaviour in Visiting Market Places	Dr. Abraham Konda Dr. M. Rajasekhar
ICRM-PS 5 / 1_37	Sales Promotions and Consumer Based Brand Equity of Brands	Dr. Siby Zacharias
ICRM-PS 5/ 1_38	Shopping Momentum Effect- Is it a Universal Phenomenon?	Subrat Sarangi Prof. Sanjeev Varshney
ICRM-PS 5/ 1_39	Shopping Styles of Poor for Fast Moving Consumer Goods: An Exploratory Research	Arvind Kumar Dr. H. K. Dangi Dr. Anupama Vohra
ICRM-PS 5/ 1_24	Green Marketing and its effect on a young consumer's behaviour	Sayantan Ray Payal Dande

DAY 2 (22ND DEC. 2013)

TRACK 1: CONSUMER BEHAVIOUR, ETHICAL MARKETING

SESSION 3:-2:00 P.M. to 3:30 PM

Venue: Vishwakarma Bhawan Auditorium, Ground Floor, DMS, IIT Delhi

Paper Code	Title	Author
ICRM-PS 6/ 1_35	Operationalizing Customer Value Management as a Competitive Advantage	Pankaj Nayan Choubey Shomick Roy Vinod Mukundan Sidheshwar Kumar
ICRM-PS 6/ 1_41	Technology Based Banking Penetration and Services: Understanding the Awareness and Usage Issues of the Marginalized Consumers.	Dr. Shweta Anand Deepika Saxena
ICRM-PS 6/ 1_7	Consumer Behavior Towards Awareness And Adoption Of Electric- Rickshaws: A Case Study Of Delhi	Vishal Kumar Laheri Hamendra Dangi Anupama Vohra
ICRM-PS 6/ 1_42	The Study of Base Line Factor for Service Satisfaction of Life Insurance Consumer in the State of Manipur	Haolenlal Gangte Dr. Geetika S.Johry
ICRM-PS 6/ 1_6	A Study of the Online Shopping Behaviour of Youth Population with Special Reference to Delhi/NCR	Dr.Lokinder Kumar Tyagi Elisha Arora Dr. Vikas Nath

ICRM-PS 6/ 1_44	Understanding Factors Affecting Online Shopping Behavior of Young Consumers	Dr. Kamaljit Sodhi Dr. Raj Karan Gupta
ICRM-PS 6/ 1_45	Used Durables & Online Buying: An Attitudinal Study of Indian Youth	Dr. Surjit Kumar Kar Monalisa Bhoi
ICRM-PS 6/ 1_46	Will Convenience OverShadow 'Love and Care'?	Lakshmi Shankar Iyer Shankar Iyer

DAY 2 (22ND DEC. 2013)

TRACK 1: CONSUMER BEHAVIOUR, ETHICAL MARKETING

SESSION 4. 4:00 P.M. to 5:30 PM

Venue: Vishwakarma Bhawan Auditorium, Ground Floor, DMS, IIT Delhi

Paper Code	Title	Author
ICRM-PS 7/ 1_49	Study of Consumer Attitude towards Eco-Friendly Consumer Durables	Dr. Lokesh Jindal Mohit Sudan
ICRM-PS 7/ 1_48	A Study on Emerging Value Proposition of Major Mobile Service Providers in an Intensive Competitive Environment in Bangalore City	Shaji Kurian Abhijeet Suman
ICRM-PS 7/ 1_51	Teenagers Attitude Towards Rash Driving: Understanding the Determinants Through Application of Theory of Reasoned Action	Prof. Sanjeev Varshney Ashish Kumar Sharma
ICRM-PS 7/ 1_52	Factors Shaping the Online Shopping Perception and Behaviour of Indian Consumers	Dr Sunita Rani Dr. Sanjeev Kumar
ICRM-PS 7/ 1_53	Analyzing Consumer Behaviour Towards Service Quality of Indian Electronic Gadget Firms	Niraj Kumar Ajay Pal Singh Reshmi Manna
ICRM-PS 7/ 12_2	Ethical Marketing & Consumer Protection: A Conceptual Framework	Akriti Mittal Arun Kumar Agariya
ICRM-PS 7/ 12_4	An Empirical Study on the Sale of Spurious Products in Indian Rural Market	Shweta Chaudhary Ankita Srivastava

DAY 2 (22ND DEC. 2013)

TRACK 2: CRM, Public Relation, Personal Selling, Cross Cultural, Neuro Marketing

SESSION 1. 9:30 A.M. to 11.00 A.M.

Venue: Exhibition Hall, Ground Floor, DMS, IIT Delhi

Paper Code	Title	Author
ICRM-PS 4/ 2_3	PRM Scale: An Innovative Tool for Indian Automobile Sector	Anuja Agarwal Prof. Deepali Singh
ICRM-PS 4/ 4_7	E- Banking Strategies in India- CRM in Action	Dr Asif Ali Syed Md. Asadul Haque
ICRM-PS 4/ 6_4	Consumers Perception towards Sweatshops in the Luxury Branded Apparel Context	Prof. Ian Phau Min Teah Joe Soo Chauh
ICRM-PS 4/ 6_5	Brand Extensions for Watch Brands Low in Prototypicality: An Examination of Information Processing Modes	Michael Baird Prof. Ian Phau
ICRM-PS 4/ 4_12	Is Corporate Social Responsibility Marketing Aligned with the Performance of Indian Banks	Mobin Fatma Dr. Zillur Rahman
ICRM-PS 4/ 4_11	Impact of Social Media Based Brand Communities on Brand Loyalty: An Evidence from Online Insurance Comparison Aggregators Using Structural Equation Modeling Approach	Dr Ashutosh Nigam
ICRM-PS 4/ 6_1	Changing Rules of Branding & Impact of Social Media	Sachin Verma
ICRM-PS 4/ 4_13	Modeling Relationship between Travel Website Features and Purchase Intentions to Test the Online Customer Engagement in Social Media Environment	Dr. Anubha Dr. Ajay Jain

DAY 2 (22ND DEC. 2013)

TRACK 2: CRM, Public Relation, Personal Selling, Cross Cultural, Neuro Marketing

SESSION 2:- 11.30AM to 1.00 PM

Venue: Exhibition Hall, Ground Floor, DMS, IIT Delhi

Paper Code	Title	Author
ICRM-PS 5/ 5_6	Measuring the Influence of Fear Appeal on Behavioural Intentions: A Case of AIDS Prevention in Uttarakhand	Yatish Joshi Arun Kumar Kaushik Dr. Zillur Rahman
ICRM-PS 5/ 5_1	Causality Relationship Between Advertising Expenditure and Sales: A Study of Indian Service Sector	Sneha Sharma Dr Deepak Kapur
ICRM-PS 5/ 4_14	Demographic Profile of Internet Using Population of India	Bharti Varshney Prashant Kumar Vivek Sapre

		Prof. Sanjeev Varshney
ICRM-PS 5/4_15	Social Media Analytics: An Effective Tool to Customer Relationship Management	Prarthna Agarwal Goel Kavita D.Chiplukar
ICRM-PS 5/4_16	Social Media Marketing	Chandrika Gupta Itisha Jain Ritu Seharawat
ICRM-PS 5/4_17	Social Media Usage and Online Purchase Intentions: Impact of Select Antecedents	Dr. Garima Gupta
ICRM-PS 5/4_21	"Tweet" To Sales - Managing The "C" Generation in the Indian Retail Industry	Prof.Priyanka.P.V
ICRM-PS 5/13_4	The Future in B2b is Personal Selling	Chandrasekar Iyer

DAY 2 (22ND DEC. 2013)

TRACK 2: CRM, Public Relation, Personal Selling, Cross Cultural, Neuro Marketing

SESSION 3:-2:00 P.M. to 3:30 PM

Venue: Exhibition Hall, Ground Floor, DMS, IIT Delhi

Paper Code	Title	Author
ICRM-PS 6/4_22	Understanding Customer Participation in Loyalty Programs of Lifestyle Retailers and its Impact on Store Loyalty	Mujibur Rahman Dr. Saumya Singh
ICRM-PS 6/4_24	Analytical Study of Social Media Marketing Tendencies of MSMEs in India	Dr. Parul Saxena
ICRM-PS 6/4_25	Adoption of Construction and Demolition Waste Management in Northern India: A Case of Social Marketing	Dr. Namita Rajput Nitish Bagdi
ICRM-PS 6/4_26	Using Social Media and Social Currency to Attract, Engage & Retain Customer and Create Brand Equity	Dr. A. Ramesh Vaibhav Shrivastava Atul Kumar
ICRM-PS 6/4_28	Case Study on Corporate Social Responsibility in leading fast food Chain: An ethical overview	Ridhish Rajvanshi Sudipta Banerjee
ICRM-PS 6/5_2	Exploring Existential Guilt Appeals in Luxury Brands	Ian Phau Michael Lwin
ICRM-PS 6/5_5	Maruti Suzuki- A Case Study on Labour Unrest and Violence	Mala Modi Dr. Vandana Panwar

DAY 2 (22ND DEC. 2013)

TRACK 2: CRM, Public Relation, Personal Selling, Cross Cultural, Neuro Marketing

SESSION 4. 4:00 P.M. to 5:30 PM

Venue: Exhibition Hall, Ground Floor, DMS IIT Delhi

Paper Code	Title	Author
ICRM-PS 7/ 5_7	Measuring the Relationship Between the Determinants and the Attitude of Women Consumers' towards TV Advertising.	Dr.Bikramjit singh Hundal Harminder Jit Kaur
ICRM-PS 7/ 5_9	Receiprocal Relationship Between Advertisement Attitude and Brand Attitude, and the Effect on Purchase Intention - A Case Study of Ready-to-Eat Product	Dr.P. Ganesan M. Sridhar Saranaya Priyadharsani
ICRM-PS 7/ 5_10	Television Advertisements and Youth Buying Behavior: A Study on Advertisements of Laptops	Amith Raj Naval M Anurag R B
ICRM-PS 7/ 5_11	To Study the Consumer Buying Behaviour For Non-Durables:"Influence of Sources of Information"	Dr.Richa Tyagi Dr. Renu Arora
ICRM-PS 7/ 5_12	TV Ads Vs Banner Ads: What Captures the Consumers' Minds better to Buy a Product ?	Reeva Paul Ashish Kumar Hitesh Pruthi
ICRM-PS 7/ 5_13	Concept and Effectiveness Measures of Integrated Marketing Communication	Kavita, Savita
ICRM-PS 7/ 6_2	Cross-Cultural Elements in Advertising and Relationship with Effective Branding: A Study on Indian Consumers	Sandeep Kumar Mohanty Dr. Sangeeta Sahney

DAY 2 (22ND DEC. 2013)

TRACK 3: Retailing, Sensory Marketing, Innovation, Promotion & Pricing Strategies, Miscellaneous

SESSION 1. 9:30 A.M. to 11.00 A.M.

Venue: Room No. 205, 2nd Floor, DMS, IIT Delhi

Paper Code	Title	Author
ICRM-PS 4/ 8_17	Retail Market Environment : How Samsung emerged as one of the Top Brand in Smartphone Industry	Harleen Kaur Mandeep Singh Matta
ICRM-PS 4/ 8_18	Retail Sector In India: Present Scenario, Emerging Opportunities and Challenges	Prof. Kalpana Singh
ICRM-PS 4/ 8_19	Samriddhii: Restructured and Innovative Model of Vegetables Supply Chain in Bihar	Mahender Manoj Kumar Chaudhary
ICRM-PS 4/ 8_13	Matching Customers' Perception and Expectations Towards Quality Endeavours of Selected Multi-	Dr. Siddharatha S Bhardwaj

	Specialty Private Hospitals of India	Dr. Mamta Rani
ICRM-PS 4/ 8_23	Understanding Food Shopping Behaviour of Children in Retail Stores- A Logit Approach	Dr. Pavleen Kaur Jyoti Vohra
ICRM-PS 4/ 8_27	Effect of Consumer Behaviour on Retail Market Evolution in Urban India: A Study of Various Factors Effecting Consumer Preference for Retail Store	Keshav Kumar Gagandeep Kaur Bhatia Sneha Sharma
ICRM-PS 4/ 14_10	Strategies for Sustainable Development of Agribusiness in India: A Theoretical Framework	Priyanka Srivastava Bindu Agrawal

DAY 2 (22ND DEC. 2013)

TRACK 3: Retailing, Sensory Marketing, Innovation, Promotion & Pricing Strategies, Miscellaneous

SESSION 2:- 11.30AM to 1.00 PM

Venue: Room No. 205, 2nd Floor, DMS, IIT Delhi

Paper Code	Title	Author
ICRM-PS 5/ 9_1	Developments in The Field of Experiential Marketing: New Opportunities for Tourism Marketing	Janardan Krishna Yadav Omkumar Krishnan
ICRM-PS 5/ 9_3	Impact of External Stimuli on Dimensions of Mood State	Avishek Ray Arjun Gupta Hitesh Gupta Mehak Khunger Radhika Singla Sagrika Sharan Prof. Sanjeev Varshney
ICRM-PS 5/ 9_5	Scent-Sational: Olfactory Driven Purchase Decision	Dr. Tanusree Dutta Nitesh Bhatia Dr. Sameer Kumar
ICRM-PS 5/ 9_6	Selling the Experience, Strategy of Millennium Marketers: Experiential Marketing	Dr Namita Rajput Simple Arora
ICRM-PS 5/ 11_1	Capturing Rural Market by Effective Promotional and Pricing Strategies	Ananti Gupta Amit Verma Anjani Kumar
ICRM-PS 5/ 9_4	Influence of Experiential Marketing on Customer Purchase Intention: A Study of Passenger Car Market	Imran Khan Dr. Zillur Rahman
ICRM-PS 5/ 11_2	Misleading Pricing Strategies and Offers: An Unethical Approach towards Consumerism - An Empirical Study	Dr. Pushpkant Shakdwipee Shivoham Singh Farzana Makkad

DAY 2 (22ND DEC. 2013)**TRACK 3: Retailing, Sensory Marketing, Innovation, Promotion & Pricing Strategies, Miscellaneous****SESSION 3:-2:00 P.M. to 3:30 PM****Venue: Room No. 205, 2nd Floor, DMS, IIT Delhi**

Paper Code	Title	Author
ICRM-PS 6/11_3	Pricing Strategies in Retail sector	Priya Satsangi Y. Satguru Roshan
ICRM-PS 6/11_4	Promotional Schemes as a Marketing Strategy in Retail Sector and its Effect on Consumer Behaviour	Shubhra Gupta
ICRM-PS 6/15B_1	A Study on Indian Consumer Attitude towards the Environment and Green Products: Some Insights from Developing Country	Poornima Mishra Dr. Manmohan Yadav Dr. Shekhar Misra
ICRM-PS 6/15E_1	Empowered Cross-Tabulation: From 'Know How' to 'Know Why'	Dr. Sameer S Phanse
ICRM-PS 6/15F_1	Priorities and Perceptions of Parents of Disabled Children and need for Better Support System from Various Organisations	Poonam Aswani
ICRM-PS 6/15G_1	Strategic Study on Reference Group Susceptibility Influence among Rural Consumers - A Study with reference to Wayanad District in Kerala	Prof. Harisundar.G. Ram Praveen Raj.D

DAY 2 (22ND DEC. 2013)**TRACK 3: Retailing, Sensory Marketing, Innovation, Promotion & Pricing Strategies, Miscellaneous****SESSION 4. 4:00 P.M. to 5:30 PM****Venue: Room No. 205, 2nd Floor, DMS, IIT Delhi**

Paper Code	Title	Author
ICRM-PS 7/8_28	Antecedents of Customers Perceptions on Retail Format Choice and Brand Loyalty Decisions in Apparel Retailing	Sudha Vemaraju
ICRM-PS 7/15H_1	Relationship Between Service Quality , Customer Satisfaction and Customer Loyalty in Insurance Sector	Dr. Vandana Panwar
ICRM-PS 7/15I_1	Reaching The Subaltern - A Study Based On The Money Markets In Tamilnadu	R.V.S. Muralidhar Dr. Bejoy J. Thomas
ICRM-PS 7/	Conceptualising the Entrepreneurial Behaviour	Robert Davis

14_1	of Small and Medium-Sized Enterprises (SMEs) in Laos	Ravi Bhat Kalakate Xaythanith
ICRM-PS 7/ 14_4	Development of Sustainable Marketing Model for Self Help Groups in Kerala-an Analytical Hierarchical Approach	Salwa. C. H. T Radha Ramanan
ICRM-PS 7/ 14_7	Innovation, Entrepreneurship and Small Business Marketing-"New dimensions New challenges"	Lata Batra
ICRM-PS 7/ 14_8	Marketing Management: The Achilles Heel of the Small and Medium Tourism Enterprises of Rajasthan	Dr. Deepika Upadhyaya Jagpreet Gandhi
ICRM-PS 7/ 14_9	Social entrepreneurship: Growth Driver of the Modern Economy	Yogesh Singh Dr Ashish Bajpai

DAY 2 (22ND DEC. 2013)

TRACK 4: Market Research In Specific Industries, Marketing in Transition

Economics, Marketing Strategies

SESSION 1. 9:30 A.M. to 11.00 A.M.

Venue: Room No. 204, 2nd Floor, DMS, IIT Delhi

Paper Code	Title	Author
ICRM-PS 4/ 7_16	Where Sky is the Play Ground	Sujit Sengupta Sonia Takkar
ICRM-PS 4/ 7_5	Does the Visibility of the Corporate Brand Drive Shareholder Value of a Firm?	Bikram Jit Singh Mann Mandeep Kaur Ghuman
ICRM-PS 4/ 7_6	Empirical Analysis of Transfer of Brand Loyalty in Brand Extensions	Sakhhi Chhabra Jaydeep Mukherjee
ICRM-PS 4/ 7_8	Leveraging Brand Equity by Strategically Sequencing Major and Minor Innovations	Subimal Chatterjee Timothy B. Heath Suman Basuroy
ICRM-PS 4/ 7_9	Marketing Strategies of Specialty Chemicals: An Emerging Marketing Perspective	Prof. Poonam Chauhan Abhijit Surve
ICRM-PS 4/ 7_10	Monetization Strategy for Mobile Social Media in India - A Mobile Operator Perspective	Sohag Sarkar
ICRM-PS 4/ 10_6	An Investigation into Service Quality, Service Distribution and Customer Satisfaction : A Case Study of AIRTEL	Dr. Satyendra Kumar Sharma Nirankush Dutta Prof. Anil Bhat

DAY 2 (22ND DEC. 2013)**TRACK 4: Market Research In Specific Industries, Marketing in Transition****Economics, Marketing Strategies****SESSION 2:- 11.30AM to 1.00 PM****Venue: Room No. 204, 2nd Floor, DMS, IIT Delhi**

Paper Code	Title	Author
ICRM-PS 5/ 10_17	Study Of Participative Communication Between Doctors And Patients, And its Relation with Satisfaction Level Of Patients as Consumers	Sanjay Jerath Prashant Chhajer Dr. Mrinalini Pandey
ICRM-PS 5/ 7_12	Performance of Rechristened Banking : A Case Study of Axis Bank	Divya Chaudhary
ICRM-PS 5/ 10_7	Analyzing Customers' Perceived Service Quality in Indian Private Healthcare Sector: Patients Perspective	Rama Koteswara Rao Kondasani Rajeev Kumar Panda
ICRM-PS 5/ 10_9	Assessment of Service Quality in Indian Healthcare Industry- A Profit Optimization Perspective	Shivam Gaur Dr. Gagan Katiyar
ICRM-PS 5/ 7_14	Rural Marketing by FMCG Companies in India	Shampy Kamboj
ICRM-PS 5/ 10_10	Effects of Subjective Norm on Self Care Technology Adoption by Consumers in a Healthcare Context	Lakshmi.R Prof. Ganesan.P Dr.Mohan.V Dr. Balasubramaniam.M
ICRM-PS 5/ 10_12	Health Information Seeking among Low-Income Pregnant Women : A Study in Indian Context	Dr.Ashavaree Das Dr.Kirti Sharma

DAY 2 (22ND DEC. 2013)**TRACK 4: Market Research In Specific Industries, Marketing in Transition****Economics, Marketing Strategies****SESSION 3:-2:00 P.M. to 3:30 PM****Venue: Room No. 204, 2nd Floor, DMS, IIT Delhi**

Paper Code	Title	Author
ICRM-PS 6/ 7_7	Examining Linkage amongst Customer Experience, Brand Image and Brand Loyalty in Context to Bharat Sanchar Nigam Limited	B K Suthar Prof. T.Latha Chakravarthi Dr. Shamal Pradhan
ICRM-PS 6/ 7_11	Patient Centricity - Is it Need of the Hour or Marketing Buzz	Dr.Supriti Agrawal
ICRM-PS 6/ 10_13	Internet Marketing in New Era of Globalization: A Literature Review	Anshu Rani

ICRM-PS 6/ 10_14	Marketing Research for Indian Tourism via Indian Railways and I.R.C.T.C.	Parag Rajeev Samant Gaurav Singh Bisen Prakhar Bhargava
ICRM-PS 6/ 10_15	Modelling the Nested Markets' Prices During Festival Season -A Study on Pricing Effect at the Time of Onam Festival in Kerala	Dr. P. Baba Gnanakumar Jenin C Guruprasad J
ICRM-PS 6/ 10_18	Studying Consumer Perceptions of Foreign Mid Segment Four Wheelers Cars in India: Using Multi-Dimensional Scaling Technique	Amith Raj Naval M Shahbaz Md
ICRM-PS 6/ 10_19	Sustainable Marketing Approach of A Rural School: A Case Study	Neha Kaur
ICRM-PS 6/ 7_17	How a Brand is Built: A Case Study in Fair and Handsome Fairness Cream	Dr. Hari K Gupta Tushar Pandey
ICRM-PS 6/ 10_29	Role of Internal Communication in Organisational Change: An Exploratory Study	Vinaya Prakash Singh

DAY 2 (22ND DEC. 2013)**TRACK 4: Market Research In Specific Industries, Marketing in Transition****Economics, Marketing Strategies****SESSION 4. 4:00 P.M. to 5:30 PM****Venue: Room No. 204, 2nd Floor, DMS, IIT Delhi**

Paper Code	Title	Author
ICRM-PS 7/ 10_8	Analytic Driven Marketing Research for TELCOS	Mamta Swaroop
ICRM-PS 7/ 3_12	Opportunities and Challenges for Retail Banking: An Exploratory Study Based on Employees Perception	Dhananjay Bapat
ICRM-PS 7/ 10_20	Telecommunication in Power Sector	Sumit Choudhary Anoop Saxena
ICRM-PS 7/ 10_21	The Marketing Mix Elements for Social Cause: A Rational Approach to Derive the New 4Ps	Mrinmoy Bhattacharjee Shamim Akhtar
ICRM-PS 7/ 10_22	Validating a Service Quality Instrument in Cellular Mobile Telephony	Dr. Samridhi Tanwar Dr Neeraj Kaushik Akash Agarwal
ICRM-PS 7/ 10_23	Value Creation of Service Dominant Logic in Health Care Industry – A Reflection	Yogita Sharma Priyanka Srivastava
ICRM-PS 7/ 10_24	Factors Affecting Absorption and Adoption of NFON in India	Bijoyananda Mishra Prof Ravi Shankar Dr. Mahim Sagar

ICRM-PS 7/ 10_25	Total Quality Management in School Education: Opportunities and Challenges	Vineet Joshi Nitin Seth
ICRM-PS 7/ 10_26	Solar Photovoltaic Market Dynamics in India- Issues, Challenges and Prospects	Dr. Shikha Jain Prof. Mansi Khadke Prof. Kirti Sharma
ICRM-PS 7/ 10_27	Spectrum Pricing Index	Ravi Prakash Gandhi Dr. Mahim Sagar

DAY 1 (21ST DEC. 2013)**TRACK 1: CONSUMER BEHAVIOUR, ETHICAL MARKETING****SESSION 1:-12:00 PM to 1:30 PM****Venue: Vishwakarma Bhawan Auditorium, Ground Floor, DMS, IIT Delhi****ICRM-PS 1 / 1_15: Cultural Dimensions Driving Decision Making Styles: An Investigation in the Indian Context****Author(s): Dr. Bikram Jit Singh Mann and Dr. Sunpreet Kaur Sahni**

Culture can be summated as concoction of social heritage and traditions, is apparent in all facets of an individuals' existence. The objective of the present research is to identify the dominant Hofstede's cultural dimensions driving each decision making style proposed by Sproles & Kendall in the Indian context. The scope of the study will comprise of how a particular consumer's degree of orientation towards different decision making styles would be unique. A structured instrument was framed which was administered to 532 respondents, from the major cities of Punjab, namely Ludhiana and Amritsar, where consumers have high purchasing power. Eight regression models have been run, separately, with the weighted average score of a particular decision making style being taken as the dependent variable in each of the models and the weighted average scores of the five cultural dimensions are taken as independent variables in all the models. In the first model, uncertainty avoidance and long term orientation are significant and hence influence the quality conscious decision making style, whereas, individualism/collectivism, power distance and masculinity/femininity are significant in the second model, thus influencing the brand conscious decision making style. In the third one, individualism/collectivism, power distance and masculinity/femininity significantly influence the innovative conscious decision making style. Further, the result of the fourth model discloses that recreation-conscious decision making style is significantly influenced by individualism/collectivism, power distance and masculinity/femininity. The fifth model confirms that the cultural dimensions of power distance, long-term orientation and masculinity/femininity significantly influence the price conscious decision making style. In the sixth model, impulsive-buying decision making style is influenced by individualism/collectivism, power distance, uncertainty avoidance and masculinity/femininity. The outcome of the seventh model depicts that individualism/collectivism, power distance and masculinity/ femininity significantly influence confused by over-choice decision making style. The eighth model presents that except the cultural dimension of individualism/collectivism, the other four dimensions pertaining to power distance, uncertainty avoidance, long-term orientation and masculinity/femininity are statistically significant and hence influence the brand-loyal decision making style. A major proposition of the finding is that by considering the cultural dimension driving the dominant decision making style in a particular product category and in a particular purchase situation will give a better understanding of the Indian consumers further facilitating the marketers in designing and positioning their products through appropriate marketing and communication strategy.

Keywords: Culture, Cultural dimensions, Decision Making Styles, India

ICRM-PS 1 / 1_23: Green Consumer Attitude and Factors influencing Green Consumer intention - A Study in Jaipur city

Author(s): Monika Dubey

Purpose - Global warming, environmental pollution, health hazards are buzz word in today's business environment. On the outset of 21st century consumers of India are also becoming aware of the environmental issues, and they have realized that their purchase behaviour will have impact on environment but consumer perception, the attitude and behaviour towards green product is still ambiguous.

Further, inadequate information related to green purchase intention of consumers is a challenge to both local and international marketers in developing marketing strategies of green products. Thus, understanding consumer behavior towards green products is very imperative as the concept is still in its nascent stage. Acknowledging this limitation, this paper thus aimed to investigate the influence of consumer attitude on green purchase intention and explores the factors affecting consumer attitude towards green product and the main factors that influence customers green purchase intention.

Design- The current study investigates on green products in general with no focus on specific types of green product. Data collection through questionnaires was obtained from 100 consumers of Kota city of Rajasthan, and this was done by way of stratified random sampling approach.

Findings- The findings of this study signify that. price, impact on environment, impact on health, lack of style and aesthetics in product, green washing framed the attitude of consumers. Whereas, social influence played prominent role in influencing green purchase intention of consumer. Analysis showed that a significant relationship exists between consumer green attitude and green purchase intention.

Implication- The paper calls for an increased awareness of the green purchasing intention and factors affecting it to utilize proactive green marketing by the marketers. Supportive comparative and empirical support from the future researches from other regions will be helpful to the market practitioners and researchers to understand the buying intention of customers and apply the green marketing strategy not only for customer satisfaction but for winning the ongoing competition.

Keywords: Green purchase intention, consumer attitude, social influence

ICRM-PS 1 / 1_40: Study of factors affecting buying decisions for branded casual wear: an exploratory study on youth of Bareilly District- India

Author(s): Dr Manish Gupta

Present paper is an attempt to understand whether youth are attracted towards branded casual wear or they prefer non branded apparels and also how brand preference towards casual clothing varies across demographic and other variables. This paper investigates the various factors of brand preference towards casual wear, and additionally it also throws some light on the behavioural aspects of the consumers such as pattern of purchase and purchase frequency. It also explores into the influential factors that lead to the purchase of a particular brand namely; Brand Name, Product Quality, Design, Store Environment, Price and Promotion. This study also tests if there is any significant difference between the degree of brand preference and the level of agreement with the social status that brands depict. In this paper, respondents were selected randomly; a questionnaire survey was employed as the tool to collect primary data and the research instrument was administered to 250 students. The data was analyzed and interpreted with the help of SPSS software, hypothesis framed for the research work have been tested with the help of chi square test to measure the variance and to accept or reject the null hypothesis. This study made a methodical effort in studying factors affecting buying decisions for branded casual wear by analyzing the factors of brand preference, pattern and frequency of purchase of branded casual wear, studying the effect of demographic variables on specific brand choice, and analyzing the relationship between monthly

income of respondents and their expenditure on branded casual wear. The study reveals that demographic variables have a significant impact on brand preference and purchase pattern. It also provides a powerful tool for marketers of casual wear for strategy determination in the areas of marketing, brand positioning, pricing policy, and distribution.

Keywords: Brand, decision making, Casual wear, Demographics

ICRM-PS 1/1_47: Cold Drink Consumption of Engineering and Management Students

Author(s): Nishikant Bohra, Dr. Latika Dhuria and Smita Kaushik

People consume caffeine for emotional, rational and social reasons. Innocence by association is what a caffeinated drink is doing when they say that 'Darr ke aagee Jeet hai.' This simple association with the fear of insecurities associated with peer pressure to look cool and masculine is helped by consuming these caffeinated drinks. We observed that engineering students carry more often a single type of green bottle in their hands during the lunch break. So, we tried to evaluate this observation further by knowing the difference in this consumption pattern of engineering and management students. We wanted to evaluate correlations between the streams of education they are pursuing with their most preferred beverage. The objective of this study was not only to determine the relation between the preferences according to the stream of education but also to determine the reasons for this preference in the students of Jaipur.

Methods: Respondents were 256 students all in the age group of 18-25, comprising of 154 engineering and 102 management students. They were surveyed about their most preferred beverage during the lunch break and reason for this preference through a questionnaire. This is hypothesized that energy drink consumption is associated with the normative and performative functions. It is normative as part of growing up in the group. It may be performative as it may reflect the gender and social identity. The statistics was compiled and evaluated using a SPSS data set analysis with a null and alternate hypothesis stating:

H0= There is no difference in the cold drink consumption and education.

H1= There is a difference in the cold drink consumption and education.

Results: There is a statistically significant difference in the consumption pattern of engineering and management students. Null hypothesis was rejected, as there was statistically significant difference observed in the beverage consumption and education. Most preferred beverage of engineering students was found to be a caffeinated energy drink with masculinity association. This difference between engineering students and management students was confirmed in 'F' test, significant at < 0.001 by regression ANOVA.

ICRM-PS 1/1_27 Impact of Consumers' Need for Uniqueness Dimensions on Purchase Intentions of Luxury Brands

Author(s): Dr. Ashish Pareek and Preeti Tak

Consumer buying behavior is one of the most challenging concepts of marketing. The Indian consumers buying behavior has witnessed a major transformation over the past decade. There has been a relentless surge in consumer buying power. The increased purchasing power has acted as catalyst for the growth of luxury brands. A few years ago spotting luxury products in India was a rare sight but in the last five years major luxury brands are chasing the affluent Indian consumers. There has been a plethora of luxury options available to consumer is mind – boggling in its enormity. The concept of luxury has been present in various forms and at various levels since the beginning of the civilization. Indian consumers are

attracted to acquire luxury brands and purchasing these brands has been a prestige symbol. The luxury brands are an effective tool to communicate one's uniqueness and individuality in social circles. Consumers' need for uniqueness is defined as the attribute of expressing one's differentness from others by means of acquiring, utilizing and disposing material goods for developing and enhancing one's self-image and social-image. The paper aims to examine the relationship between the aforementioned dimensions of consumers need for uniqueness and purchase intentions of the consumers for luxury brands. To test the hypothesis, the study uses a structured questionnaire. Correlation and regression analysis has been employed to analyze the data. The research indicates that luxury purchase intentions are positively influenced by consumers need for uniqueness dimensions.

Keywords: Luxury brands, uniqueness, purchase intentions

ICRM-PS 1/1_1: A study of Children's Buying Behavior for Food Products in India

Author(s): Shilpi Raj and Dr. Rajkiran Prabhakar

Today children are a large thriving consumer market. The purpose of the study is to review the available literature and assess how children act as consumers. Focusing on the food choices made by the children this study reveals the developmental sequence characterizing the growth of consumer knowledge, skills, and values as children mature throughout childhood and adolescence. Children place higher level of trust in interpersonal information sources, especially in their parents who are perceived as the most credible information source with respect to their learning about new food products. The food choices made by children seemed to involve cognitive self-regulation where conflicting values for food choices were integrated and brought into alignment with desired consequences. Children's perceptions of the value of their parents' efforts to use television advertisements make a positive contribution to their consumer socialisation. Based on the evidence reviewed, implications are drawn for future research in the field of children's consumer behavior.

Keywords: Children, Consumer Behavior, Food choice, Consumer socialization.

ICRM-PS 1 / 1_3: A Research Study Assessing the relationship among sun sign, personality traits, fashion innovativeness and Level of Fashion Involvement of Young Indian Female Consumers

Author(s): Dr.Nitin S.Wani

This article reports a study of young Indian females to determine their level of fashion involvement and identifying variables most significant to fashion involvement. This study also tried to examine a relationship between zodiac sign of a young female and her fashion involvement. The data was obtained from young females in Mumbai using a self-administered questionnaire. The results indicated a statistically significant relationship between young female's personality traits, fashion innovativeness, fashion clothing knowledge and her fashion involvement. The study did not find a statistically significant relationship between young female's zodiac sign and her level of fashion involvement.

Keywords: Young females, Fashion Involvement, zodiac sign, personality traits

ICRM-PS 1/1_54: Consumer's Need for Subtleness of Branding on Luxury Products**Author(s): Dr. Graham Ferguson**

This paper conceptualises that consumers who prefer to derive personal rather than social benefits from luxury consumption have a greater need for subtleness in branding (NfSub). Most of the current research on luxury consumption argues that consumers consume luxury goods in order to signal their identity and status to others (Berger and Ward 2010; Tsai 2005). However an increasing number of researchers have highlighted intrinsic or personally oriented reasons for consuming luxury products (Amatulli and Guido 2012; Kapferer and Bastien 2009; O'Cass and McEwen 2004; Truong 2010; Tsai 2005; Vigneron and Johnson 1999; Wiedmann, Hennigs, and Siebels 2009). Similarly the level of brand markings on luxury products has begun to be explored in the context of social signals (Berger and Ward 2010; Han, Nunes, and Drèze 2010) but not for consumers who are predominantly personally oriented in their luxury consumption decisions. Therefore the current paper conceptualises NfSub and proposes a study to develop a scale to measure NfSub.

The idea that consumers derive personal value from the consumption of luxury goods is not new - just underemphasised. Researchers identify that consumers derive not just social but also individual (emotional) and functional benefits from luxury consumption (e.g. Wiedmann et al. 2009). Individual benefits are usually conceptualised as hedonic or emotional benefits (Hagtvedt and Patrick 2009; Vigneron and Johnson 1999) and functional benefits are consistently emphasised as important contributors to personal value (for example, the role-relaxed consumer in Clark, Zboja, and Goldsmith 2007). This is not intended to de-emphasise the role of social value in luxury consumption decisions. Bearden and Etzel (1982) stated that decisions about 'public' luxury goods are more likely to be influenced by reference groups and the role of social signals has been reiterated in much of the subsequent research (Wiedmann et al. 2009).

The link between social signals and brand prominence are beginning to be explored. For example Han et al (2010) explored the role of brand prominence as a signal of status and found that consumers with less need for status and more wealth tended to prefer subtle signals. As well, Berger & Ward (2010) found that consumers with high cultural capital tended to like subtle signals that could only be interpreted by other consumers with high cultural capital. But the current study does not focus on subtleness intended to attract or repel others: it focuses on the NfSub required to maximise the personally oriented value derived from consumption of a luxury product.

The current study is focused on those luxury consumption decisions when a consumer is predominantly seeking to achieve personally oriented outcomes. We argue that consumers making personally oriented consumption decisions have a greater need for subtleness in branding in order to maximise the personal value they derive. Therefore this study seeks to conceptualise, and develop a scale to measure NfSub for these situations. Subtleness indicates that something is so slight as to be difficult for others to detect or understand. This is the intention of consumers who are making consumption decisions intended to maximise personal value.

Truong (2010) extended the scope of personal orientation by arguing that while consumers will predominantly focus on personal value in some situations and social in others, individuals tend to pursue one more purposefully than the other. Similarly Tsai (2005) conceptualised that personal orientation was due to the consumer construing themselves as 'independent' from others. Both of these arguments indicate that personal orientation is a stable trait for some consumers. The idea that individual consumer traits influence consumption decisions is not new. Research on luxury consumption has included individual traits such as 'desire to conform' (Goldsmith, Clark, and Lafferty 2005), 'need for uniqueness' (Tian, Bearden, and Hunter 2001), susceptibility to influence (Bearden, Netemeyer, and Teel 1989), and self-monitoring (Lennox and Wolfe 1984). These constructs are considered inherent needs of the individual and therefore have stable effects on consumption decisions. We argue the same for personal

orientation and therefore for need for subtlety (NfSub): that consumers who are predominantly personally oriented have an inherent need for subtleness.

Approach: The study will develop and validate a multi-item self-report scale to measure need for subtleness. The current paper seeks to develop the concept in more detail and differentiate it from competing concepts that have already been developed to explore subtlety in brand prominence. Conceptual development will include identification of the multiple dimensions of the concept and the unique aspects of NfSub.

Value: Identification of the theoretical concept adds to the theory of luxury consumption and to the conceptualisation of how consumers choose luxury branded products. It specifically identifies and develops a theory to explain NfSub for consumers preferring personal rather than social value. Conceptualisation of the construct may also spur additional research into the phenomena and development of the scale will enable researchers to test this construct in their empirical research.

Luxury brand owners already create products that are prominently branded and those that are subtly branded. It is generally accepted that this is to enable consumers to signal membership to attractive reference groups and to signal difference from unattractive reference groups (Berger and Ward 2010; Han et al. 2010). But there is a growing body of discussion that indicates that consumers of luxury goods do so not for signalling or status related reasons but rather to satisfy internal or personal motives (Amatulli and Guido 2012; Truong 2010; Tsai 2005; Vigneron and Johnson 1999). The current paper extends these theories by conceptualising NfSub and potentially influencing practical marketing decisions about the branding of luxury products.

Keywords: Consumer Need, Consumption

DAY 1 (21ST DEC. 2013)

TRACK 1: CONSUMER BEHAVIOUR, ETHICAL MARKETING

SESSION 2:- 2:30 PM to 4:00 PM

Venue: Vishwakarma Bhawan Auditorium, Ground Floor, DMS, IIT Delhi

ICRM-PS 2/1_11: Awareness, Adoption and Acceptance of e-Government Services in India

Author(s): Rajan Gupta, Sunil K. Muttou and Saibal K. Pal

E-Government Services includes the usage of Technology in various transactions within Government departments and with citizens & corporate houses for effective and efficient utilization of the resources. The major purpose of e-Governance is to provide SMART government i.e. Simple, Moral, Accountable, Responsive and Transparent Government. Good e-Governance structure in any country brings the citizens and government together. Also the business houses are made to work in a healthier environment. So if the e-Government Services of the country improves, it makes citizen centric activities to become smoother and business houses can get a more efficient support from government to get actively involved in the development of their area and industry.

This study focuses on the awareness, adoption and acceptance of various e-government services in India by its citizens and corporate houses. Awareness refers to the knowledge of various e-government services being offered by Indian Government. Awareness is directly related to the effective promotion of their services by the Government. Unless users are fully aware of the services, government can't derive maximum benefit from them. And unless full features are not presented the users can't adopt them in the general usage. How these practices are accepted for their usage and what improvement can government bring in to get the most efficient usage of these services will be important for the development of country on e-Government development index.

The findings from the study suggest that Government have weak promotional strategies of their services to attract more and more citizens to use them. Most of the citizens were not aware of the various e-Governance services provided by Indian Government in various departments. The tests reveal that awareness level is low amongst the citizens but not that low in corporate houses. Also users are finding it hard to adopt themselves to use the various services under e-Governance as very less manuals or tutorials are available to make them understand the right way of usage of the services.

Keywords: Electronic Governance; Consumer Awareness; e-Governance Services

ICRM-PS 2/1_30: Impulsive vs Compulsive Buying Behaviour of Consumers: In Context of Consumer Guilt

Author(s): Divya Raj

There are many contexts in which consumers give in to impulse buying. Cases abound too of consumer compulsion. Especially in relation to what are termed as unhealthy choices such as chocolates, junk foods, sweetened drinks, etc.

Post indulgence, it is also common that consumers face a sense of personal guilt for giving in to these cravings. This paper tries to understand the pain points in product categories that cause guilt, identify the impulse triggers that lead to indulgence and see whether controlling the pain points will lead to guilt free impulses.

Research methodology: The research was carried out by conducting informal interviews with respondents.

Keywords: Guilt, Impulse, Consumer.

ICRM-PS 2/ 1_8: Study of the OOH media in the Lucknow market and its impact on Media and Consumer Decisions

Author(s): Abhishek Tiwari and Dr. Arun Kumar Shukla

The study was undertaken to analyze the impact of OOH media in Lucknow market and its impact on Media and Consumer decisions. And also to find out the major factors that influence in brand recall. In this era where a person is bombarded with thousands of advertisements a day, it is extremely difficult to recall a brand/product from an advertisement witnessed unless the advertisement is innovative and presented effectively. The survey gave an insight on the effectiveness of OOH media in Lucknow market and to understand the role of creativity in brand recall and also to understand whether OOH media can positively impact brand attitudes and ultimate purchase behaviour.

The methodology adopted for this study was primary research survey. A questionnaire was given to customers at various locations in Lucknow where the density of OOH advertisements were high. The respondents were given cues to recall brands/products from their locality; their aided and unaided brand recall was recorded. These cues were basically novelty attributes of a billboard advertisement which were analyzed to measure awareness in terms of recall and recognition of brands/products by customers, cross tab, correlation coefficient, factor analysis and also hypothesis has been done for this study to analyze various qualitative and branding. Based on the responses AIDA model and Advertisement decay model were constructed.

Key findings indicated that high amount of attention is paid to OOH media and this media has a positive influence in the population's purchase decision process. Characteristic attributes along with trans-literate attributes grab instant attention and have a positive impact on brand recall. Other findings include that creativity and innovation is very important as they increase the awareness, generate interest and desire to try the product. Recall between high involvement and low involvement products have a significant difference.

Keywords: Brand recall, Low involvement and high involvement brands, Creativity, innovation, Usefulness, Brand attitude and Effectiveness

ICRM-PS 2/ 1_10: An Empirical Study of Internet Banking Acceptance in India: An Extended UTAUT Model

Author(s): S. Saibaba

With the help of Internet banking, banks could provide better services to their customers. For the bank customers, Internet banking offers the convenience of performing their banking transactions from anywhere and anytime, without the need for visiting their bank branches. Although, the Internet penetration has been growing faster in the developing countries like India, the usage rate of Internet banking has been slower than developed nations. This paper aims to empirically examine the factors that influence the adoption of Internet banking services in India, by extending the UTAUT model. An Internet banking acceptance research model was developed and evaluated whether the identified factors viz. Performance Expectancy, Effort Expectancy, Social Influence, Facilitating Conditions, Trust, Attitude, Awareness and Banks' Reputation are significantly influencing the bank customers' intentions to adopt Internet banking services. Further, this study also examined the moderating effects of variables such as

gender, age, income and the Internet related behaviour on the adoption of Internet banking. The results allow banks' decision makers in India to develop strategies that can increase the adoption of Internet banking services by the bank customers. Finally, this study makes a significant contribution to the literature on the Internet banking in the context of developing economies in general and for India in particular.

Keywords: Internet banking, UTAUT, Awareness, Bank's reputation, Technology acceptance

ICRM-PS 2/1_22: Formation, Participation and Problems of Purchasing Group in Ludhiana

Author(s): Dr. Khushdeep Dharni and Kanika

A Purchasing Group consists of two or more independent organizations/individuals that join together either formally or informally, or through an independent third party for the purpose of combining their individual requirements for purchased materials, services and capital goods to leverage more value-added pricing, service and technology from their external suppliers than could be obtained if each firm purchased goods and services on an independent basis (Anonymous, 2003). Initially started by the business organization, the trend of group purchasing has trickled down to individuals as well. The fundamental purpose of a purchasing group is to allow its members to join together to leverage their purchasing strength in order to purchase goods and services at lower prices, which in turn should enable them to lower their costs (Bloch, 2008). Also, a purchasing group can help in reducing various risks such as functional risk, financial risk, physical risk, and physical risk. Present study is aimed at studying the process of formation and working of purchasing group and associated problems and to explore the factors affecting individual's participation in group purchasing. Two Purchasing groups in Ludhiana consisting of individual consumers were selected based on the willingness to participate in the study and provision of data. For studying the formation and working of the group, personal unstructured interviews, of the key persons involved in formation and working of the purchasing group, were carried out. Using case study approach the formation and the participation process in two selected purchasing groups, i.e., the Health Insurance and the Property Purchasing groups, was studied. For exploring the factors affecting the participation of individuals in the purchasing group, a pre-structured non-disguised questionnaire was administered to 50 individuals who had been a participant of the Purchasing groups and 50 individuals who had not participated (but had the opportunity/option to participate). Lists of individuals (participants and non-participants) was prepared and the respondents from both the categories were selected using simple random sampling. Processes of formation, working and associated problems have been discussed in this paper. Cooperation among group members, voluntary participation, and trust in leadership were identified as the major critical success factors. Major reasons identified for non-participation were non-feasibility of customization and lack of trust in leadership. Purchasing groups consisting of end-users are a recent phenomenon. Increased awareness, Information technology and willingness to co-operate can provide impetus to growth of this phenomenon in future.

Keywords: Purchasing Groups, Formation, Participation, Problems, Ludhiana

ICRM-PS 2/1_13: Consumer buying behaviors in Malls: Delhi & NCR

Author(s): Dr. Sunil Kumar Yadav and Nancy Rao

The objective of this study is to explore strategy and policy of Indian malls, which influence the purchase decision of shoppers. Earlier Consumer's usually wait outside the shop, ask for what they want, and cannot pick or check a product from the shelf, but today in mall what shopper's want, check or see pick a products from himself for billing. Recently malls used all factors, which are providing more satisfaction

to his customers. On the basis of those factors researchers identify 16 attributes, which affect the behaviour of consumers, accordingly questionnaire developed and distributed inside the three malls (The Great India Palace, Select City walk, and Ansal Plaza) at Delhi & NCR regions among 150 respondents 87, were male and 63, female. Out of 16 attributes, six factors (escalation dimension, attraction, eye catching, strategies, promotional dimension, and competitions) are major role for attracting the customers to shopping in Malls.

Keywords: Discount, Multi-Brand, Comfortable, Attraction

ICRM-PS 2/1_5: A study of consumer satisfaction, perception and attitude towards government public transport service with reference to road transport (PMPML) in Pune city

Author(s): Prof. Preeti Sharma and Dr. Kirti Dang

Increasing population generates increase in good public transportation in travel demand. Pune is one of the city which is growing with great pace in all aspects from education to industries. PMPML is one of the major Public transportation operating in this highly populated growing city. In the current scenario of globalization, public transportation services (PTS) need to introspect sensitivity towards the quality of services offered.

In this context, this study focuses on traveler's satisfaction, perception and attitude with service quality attributes. Investigation is done by using self rate questionnaire to study overall customer satisfaction and factors that influence public road transportation in Pune city. Public transportation services are vital for civic life.

An overall aim is to gain a better understanding of overall customer satisfaction in Pune for PMPML public bus transport. More specifically, it is important to investigate which service quality attributes of PMPML bus transport services have the most influence on customer satisfaction in Pune. A second aim is thus to investigate the structure of service quality PMPML public bus transport in Pune in order to make priority on quality improvements in the future.

Additionally, it also attempts to determine the most preferred mode of public transport.

Keywords: Public transportation, customer satisfaction, PMPML, service quality

DAY 1 (21ST DEC. 2013)**TRACK 1: CONSUMER BEHAVIOUR, ETHICAL MARKETING****SESSION 3:- 4:30 PM to 6:00 PM****Venue: Vishwakarma Bhawan Auditorium, Ground Floor, DMS, IIT Delhi****ICRM-PS 3 / 1_32: Inter-linkages between Lifestyle Orientation and Green Marketing: A Conceptual Framework****Author(s): Dr Neena Sinha and Sharad Gupta**

Purpose – The purpose of this paper is to conceptualize, discuss and evaluate the linkage between Lifestyle orientation and Green Marketing and some applications of the linkage in practice.

Design/Methodology/Approach – A conceptual framework is grounded in the literatures of marketing practices and refined by reference to empirical studies.

Findings – There is scope, limited at present but promising in longer term, for taking Green Marketing one step further where factors influencing consumer behavior are incorporated in different elements of Marketing Mix so that it is effective towards the sustainable consumption.

Implications – The article is a nascent attempt towards analyzing linkage of Consumer Behavior factors (only lifestyle is considered in this paper with Green Marketing. It has practical implications for developing approaches to effective implementation of Green Marketing Strategies after due consideration of Consumer Lifestyle.

Future Scope – Other factors of consumer behavior like reference groups, other elements of Green Marketing Mix and their inter-linkages can be studied for future research. Further research needs to be backed up by the diverse data from demographics across the globe.

Keywords: Lifestyle, Green Marketing, Buyer Behavior

ICRM-PS 3 / 1_14: Consumer Misbehaviour: Are We Equipped?**Author(s): Dr Mani Shreshtha and Saurabh Kalra**

With opening up of Indian retail industry to foreign players, retail majors have now an opportunity to enter into a market that beholds an enormous scope due to its ever increasing spending power and expanding middle class. Every opportunity comes with a cost, so as this one. Apart from start up bottlenecks and increased competition, now the retailers have to prepare themselves to handle the newer hurdles that are posed by one of the most important stakeholder group i.e. customers. Although marketing philosophy supports that customer is always right, but recent trends about non-conformant behaviour of customers are pointing otherwise. A customers' failure to adhere to the specified norms in a transaction situation is considered as dysfunctional customer behaviour or in more simplistic term consumer misbehaviour. Misbehaviour by consumers is having both financial and social relevance for the retailers. It affects employees and other customers in terms of their experience out of total exchange situation. This paper attempts to explore the presence of consumer misbehaviour across retail sector. It also confirms the existence of policies to handle any such behaviour and process followed by the retailers. The study has been conducted in Delhi-NCR on 15 retailers dealing in fast moving consumer goods, consumer durables, and fashion retail including apparel and accessories. For collecting information both questionnaire and interview methods have been used. The results of the study indicate that there is dearth of proper policies at the retailer end, especially for non financial misbehaviour. Also, misbehaviour varies with the gender of customer and type of merchandize offered at the store. The paper

is having relevance for all the retailers interested in reducing their shrinkage and increasing the overall service experience for the consumers.

Keywords: Consumer Misbehaviour, Service Encounter, Retail Sector, Service Experience

ICRM-PS 3/1_16: Demographic Differences in Indian Consumers Green Purchase Attitude

Author(s): Dr. Asad Rehman and Mohd. Danish Kirmani

The research was undertaken to study the influence of demographics, especially, gender, age, education and income on the green purchase decisions of the Indian consumers. The structure close- ended questionnaire was distributed to online consumers through facebook and gmail. The analysis was carried out on 143 valid responses. ANOVA and t- test were used to analyze the data. The results of the study have shown that the education and income significantly influence the Indian consumers' green purchase attitude while age and gender do not significant influence the green purchase attitude of the Indian consumers. This paper provides useful insights to green marketers for designing strategies for the Indian consumers for different genders, different age groups having different educational qualification and belonging to different occupations and different income groups. Further, this paper can be used as a base by the future researchers for exploring the concept of green marketing in India more extensively.

ICRM-PS 3 / 1_17: Effect of User Experiential Value on Brand Equity: An interactive device perspective

Author(s): Abhishek Mishra and Prof. Satyabhushan Dash

With every product we buy there is an experience associated with it. The better the experiences, the better a user feels good about her decision to buy and use the product. And the feelings don't stay with the product. They are indeed transferred as brand associations and imagery with the brand of the product, defined as brand equity in the marketing literature. Positive brand equity is critical for the success of a brand as it creates repeat transaction of the user with the manufacturer. It is in this context that this study attempts to understand the relation between different components of user experience and brand equity. Usability, Social Value and Pleasure in Use have been taken as components of User Experience while Association, Perceived Value, Trust and Loyalty are elements of Brand Equity. All the relationships between different constructs of experience and brand equity were found significant. We also found significant evidence for hierarchical formation of both user experience and brand equity. The study contributes to the literature of brand experience and how it's critical for brand equity for the consumer. For marketers, we establish how important it is for them to provide positive user experiences for their brand to be successful. A proper mix of usability and social value to the consumer will go every length to convince her to stay with the brand.

Keywords: Brand Equity, User Experience, Usability, Pleasure, Social Value, Brand Association, Perceived Quality, Value, Trust, Loyalty

ICRM-PS 3/1_18: Effects of Packaging Characteristics on Rural Consumer's Purchase Regarding Ready to Eat Foods in Haryana

Author(s): Prof. Vinod Kumar Bishnoi and Prof. Supriya Dhillon

Packaging is an important tool in marketing which apart from protecting the product plays a significant role in communicating with the customers. It is alternately defined as a socio-scientific, discipline which operates in a society to ensure delivery of goods to the ultimate consumer of proper packaging plays a crucial role in increasing the shelf life and thereby the brand preference. Food products specifically require special care and protection from light and oxygen to prevent oxidation and spoilage during storage. Innovations in packaging have become the order of the day and are used as a strategic tool to launch, re-launch, reposition and increase demand for its products and services. This paper makes an attempt to study the relationship between a good packaging program and customers' attraction on purchasing goods specifically ready to eat foods in rural areas of Haryana.

The present study uses a questionnaire to gather customers' opinion on how packaging could impact customer's attraction on purchasing a ready to eat food product. The questionnaire consists of 16 questions pertaining to the packaging dimensions and 5 pertaining to their personal information. All the questions concerned in the study can be categorized into two important fields of visual and informative. The visualization part includes size, graphic, design, colour, material and brand. The other items include technology, brand, standard sign, and information of the content. In the survey the questionnaire was administered in the rural areas of District Bhiwani (Haryana). Convenience sampling was followed and the sample size was 110. SPSS software was used to perform computations.

The empirical study tried to find the most relevant factors held importantly by the rural customers while making a purchase. The responses were subject to factor analysis and based on the criterion of eigen values the factors shortlisted explained 66 percent variance. The factors thus extracted were subject to varimax rotation and the resultant six significant factors along with the relevant dimension were labeled accordingly. The six factors were then subject to regression analysis treating them as independent variables and packaging influencing purchase intention as dependent variable in order to ascertain the significant characteristics affecting consumers' decision of buying ready to eat foods.

Keywords: Packaging, Ready to eat.

ICRM-PS 3 / 1_19: Exploring the Dimensions of Service Marketing for Telecom Services: A Study of Rural Consumers in Bihar State

Author(s): Amrita Pritam, Dr. Narendra Sharma and Devendra Sharma

Purpose: The paper examines different marketing strategies which are being adopted by marketers in order to promote the telecommunication services in terms of 7 Ps of service marketing i.e. product, price, place, promotion, people process, physical evidence. The rural market is growing at the rate of 10-14% whereas urban demand is either static or contracting. Marketing strategy to penetrate the rural segment is somewhat different from that of urban segment. In this context, the paper attempts to find out the various dimensions within the 7 P's of service marketing which the rural consumers value for telecom services.

Methodology: A survey research design was adopted and the study was conducted in villages of two districts of Bihar state. A total of randomly selected 510 rural consumers above the age of 18 who are using telecom services formed the sample of the study. Five point Likert-type structured questionnaires were used for data collection. Exploratory factor analysis was applied on the collected data so as to bring out the various dimensions related to rural marketing for telecom players.

Findings: The results suggested that managers were required to go beyond traditional approaches of serving the rural consumer. However, the study also indicated that the rural consumers were behaving in a way which is similar to that of small towns. Statistical analysis suggested that the proper strategy for each and every Ps of services marketing must be treated uniquely among the rural consumers which might bring success to the companies.

Managerial implication: This study will help out telecom service provider to better choose their marketing strategies based on 7Ps of service marketing mix and a definite need to integrate and combine them uniquely to match the needs of the rural community.

Conclusion: 7Ps service marketing strategy has been proved to be effective in the rural areas in promoting telecom services, despite the changes in business and marketing practices as a result of globalization, technological advances and deregulation.

Keywords: Rural Marketing, 7 Ps of service marketing, marketing strategy, telecom service

ICRM-PS 3 / 1_20: Factors Affecting the Customer's Behavior in Online Shopping

Author(s): Jaimin Pandit and Ankit Singh Rathore

Consumer is the central point in any field of the business and that is why it is necessary to study what consumer perceives and behaves to certain products. Due to developed Internet Technology, e-commerce is very much developing nowadays. But there are various beliefs and other factors prevalent in the market which influences the behavior of online consumers. The main aim of this study is to analyze those factors and carry out conclusion of the most influencing factor by suitable statistical tool. The study has been done by taking survey of 60 respondents. Survey includes the factors on the scale of 1 to 5 which shows the experiences and beliefs of the respondents. The statistical tool which has been used for analyzing the ordinal scale is Friedman's Test. The most influencing factor which encourages the online shopping for the consumer is the Cash on delivery. Consumer may get security of payment through this factor and that might be the reason for most influencing factor. So this study helps the marketer to manage the value proposition for the online consumer.

Keywords: Consumer buying behavior, Online Shopping, E-commerce, Decision Making Process

ICRM-PS 3 / 12_3: Quality of Life Researches in Marketing: Cultural Variability, Paradigmatic and Methodological Course, and Nomology revealed

Author(s): Sujit Raghunathrao Jagadale and Prof. Debiprasad Mishra

Marketing as a process can be dynamically conceived as the co-creation of 'existential values' for the various stakeholders involved. Marketing is a science of positive social change. Improving Quality of Life (QoL) of the stakeholders is a remarkable business opportunity. Scholars, all over, have been researching QoL from the marketing perspective enduringly. We review the extant Quality of Life literature (QoL) in marketing to understand its status across implied dimensions of paradigm and methodology, cultural variability and nomology. We aim to build a holistic understanding of the QoL concept and research as it is applied in the field of marketing. The objective of this research is to classify the literature on the basis of Methodological and paradigmatic course using operation research paradigm forwarded by Meredith et al. (1989) and built on Burrell and Morgan (1979)

Cultural variability dimension of Individualism and collectivism (Hofstede, 1980)

To propose the nomological network; the antecedents and consequences of the concept QoL

The researches included in the study are identified through two way processes. Top tier marketing journals are shortlisted and the studies in QoL are located using the advanced search options in popular databases like Pro-Quest, J-Stor and EBSCO. References provided in the research studies are browsed through to further locate the QoL studies in marketing. These research papers are thoroughly studied to understand the paradigmatic and methodological orientations and cultural variability. The major constructs in these studies are identified and, using the concept mapping tool, nomological network established, for the same.

QoL researches in marketing are equally poised vis-à-vis positivist and interpretive paradigms, nonetheless modeling dominates the research. Methodologically, quantitative research is more emphasized by QoL researchers in marketing. The need to have multiple research designs is very evident. The qualitative studies with the strong designs and methods like ethnography are conspicuously missing. A longitudinal dimension of QoL in marketing is yet an unexplored space. QoL studies in marketing are quite biased towards studying the objects from the developed nations. Nations from emerging markets do not figure in these studies barring some collectivist societies of Asia. 'Family' as a level of analysis is one promising area for the future researchers. QoL has been probed in marketing along with many 'macro' antecedents like technology, marketing systems, health and tourism. QoL, as an important antecedent is hitherto an uncharted hole. We also attempt to raise certain critical issues; the result of this should be of use in extending research to as yet unexplored spaces. The directions for the future research are provided. This attempt of introspective reflection has unraveled the status of QoL research in marketing. This has also reflected on the fact that QoL research in marketing has rendered the marketing discourse more humane value.

Keywords: Quality of Life, Paradigms, Methodology, Variability, Nomology, Marketing

DAY 1 (21ST DEC. 2013)

TRACK 2: CRM, Public Relation, Personal Selling, Cross Cultural, Neuro Marketing

SESSION 1:-12:00 PM to 1:30 PM

Venue: Exhibition Hall, Ground Floor, DMS, IIT Delhi

ICRM-PS 1 / 5_3: Female Portrayals in Advertising and its Impact on Marketing Communication - Evidences from India

Author(s): Shyama Kumari and Shradha Shivani

Researchers in different parts of the world have shown great concern on gender stereotyping in advertising, however, very few studies have analyzed the effect of such message strategy on consumers, more so in case of India. As per the census data, there is an increase in the literacy rate, education status and work participation rate of women in India; therefore it is imperative to assess the consumer responses towards the appropriateness of such message strategy. A structured questionnaire was administered to 450 respondents comprising male and female in the age group of 20 – 50 years in Delhi region. Consumer responses were evaluated to understand the effect of female portrayals in advertising on the dimensions of: preference for advertisement, attitude towards the advertisement (with respect to ad liking and believability of ad), attitude towards the brand (with respect to brand liking, brand recall, brand recognition, brand image) and purchase intention. Demographic factors were also evaluated to assess the impact of female portrayals on consumer evaluations. The study also investigates consumer responses to explore the inter-relationships between ad preferences, their attitude towards the ad as well as the brand and intention to buy in the context of female portrayals in advertisements. Several hypotheses were developed and tested in this study. Analysis of variance (ANOVA), T- test, correlation and regression were employed to test the hypotheses. Findings of the study indicate that portrayal of female in advertisement is associated with ad liking, believability of ad, brand liking, brand recognition, brand recall and brand image and has lesser impact on intention to buy. The study also reports new findings on female portrayal and communication impact. Implications for marketing practitioners have also been discussed in the paper.

Keywords: Gender, Stereotyping, Advertising, Communication Impact, India

ICRM-PS 1 / 13_3: Role of the Salesperson in Sustaining the Buyer-Seller Relationship in a B2B Dyad

Author(s): Dr. Punyaslok Dhall

Abstract

Marketing emphasizes long term sustainable relationship, which should exist between organization and its customers. With increased competition and globalization and high cost of new customer acquisition the buyer-seller relationship is strengthened post transaction. This is more important in the context of business to business environment. However, it is becoming increasingly difficult to identify and improve strategically relevant factors, to build and maintain mutually satisfying relationship leading to competitive advantage.

This research paper attempts to expand the current understanding of buyer-seller long-term relationship by conceptualizing a model which incorporates antecedent factors of relationship dimensions of buyers and sellers in Small and Medium Enterprises (SME) in emerging economy (India). The comprehensive

model is based on the previous studies done in the areas of relationship marketing, customer relationship management, supply chain management etc. The study explores the major antecedent factors of buyer-seller relationship sustainability, with vendor's salesperson in focus, in the context of SMEs and the model is tested in Indian environment so that the results can contribute to the advancement of knowledge in this area and also can be meaningfully utilized by practicing managers.

The result highlights the importance of inter-personal trust, framed as trust in the salesperson, in sustaining long term relationship in SME sector. It was observed that greater trust in salesperson is associated with higher relationship sustainability. As expected, expertise ($\beta=0.384$), likeability ($\beta=0.115$) and similarity ($\beta=0.217$) of salesperson did have significant effect on trust in the salesperson. Selling to business buyers requires considerable understanding of buyer's business and the salespersons need be thorough with his/her company products and the competitor's offerings along with the substitutes available. This is evident from the study result where buyers place maximum importance to the expertise of the salesperson. In our study out of three constructs affecting trust in the salesperson likeability contributes the least ($\beta=0.115$), which can be interpreted as even though likeability is a necessary condition to develop trust, it might not be the sufficient condition for long term relationship sustainability with the firm.

Therefore, role of salesperson's trustworthiness and his/her affective characteristics in building sustainable long-term relationship is quite significant.

Keywords: Trust in salesperson, relationship sustainability, likeability, expertise, similarity

ICRM-PS 1/4_6: CRM: An Emerging Trend in Banking Sector

Author(s): DR. K.V.S.Prasad

Customer Relationship Management (CRM) has been as important to the banking industry at the start of the 21st century as it has been to any other industry. It is a comprehensive approach for creating, maintaining and expanding relationship with the customers. The CRM approach adopted by banks focuses on maximizing the value for the customer and the bank. The banks are concentrating more on retaining the existing customers rather than going for new customers. This would not only ensure better customer relations but also loyalty among them, which is very critical and important in today's competitive world. To meet the customer needs and to beat the competition, they must deliver superior quality service. There is intense competition among the public, private and foreign sector banks and they all are taking steps to attract and retain the customers.

Particularly in banking sector, the role of CRM is very important in leading the bank either towards high level or increased volume of profit. Therefore there is a need of the study about CRM developments. The author may attempt to get promotion of banking sector through this sideline of practices. Impact and problem of CRM on banking sector may be studied at this crucial time. The present study aims primarily to understand the contribution of CRM in banking sector and how customers' satisfaction ensured through the banking services. The study also focuses on the origin and developments of CRM in banking sector and how it will solve the purpose of improving the marketing productivity, and enhance mutual value for the parties involved in the relationship.

This study is based on the secondary data which is collected from the various research papers, journals, magazines, periodicals, newspapers and internet etc. The study concludes that CRM promotes customers awareness, it should be implemented in banking sector and help to customers. It is also concluded that CRM creates all round friendly environment; CRM attracts new customers and helps to build customer loyalty. The study also reveals the positive attitude of the customers towards CRM in Banking Sector.

Keywords: CRM, Banking Sector, Customers, Benefits, Techniques.

ICRM-PS 1/4_18: Social Network Usage Across Cultures: A Study of Indian and African Ethnicities

Author(s): Rahul Sharma and Dr. Rajesh Verma

Social networking is an integral part of Internet usage. Increased connectivity and smartphone usage has led to an increase of use of social media everywhere across the globe primarily led by social networking sites like Facebook, Twitter, and LinkedIn etc. It is practically impossible to think of an inclusive marketing strategy in the absence of social networking as one of the key ingredients. But depending on geographical region or country, there are big differences in how and why people use social networking sites, so for global marketers it is important to determine how people from different countries & culture interact with social networks and what is their motivation in doing so.

The growth of social networking across geographic and cultural background, coupled with increased use by marketers, raises questions about beliefs, attitudes and motives of users to get engaged with social networking sites. The beliefs, attitudes and motives mediate the usage pattern making it imperative to understand the effect of cultural differences on usage pattern. This study is intended to explore beliefs, attitudes & user motivation across two ethnicities (Indian and African) to engage in online social networking sites. The study inspects how cultural perspectives shape the motivation for using online social communication technology. An empirical study across a representative group of 400 students belonging to Indian and African ethnicities will be conducted to trace the difference in the motivations of the individuals both across the two cultures and also within genders in the same cultures.

The paper will also examine managerial and theoretical implications for marketers which will help them to apply culture specific strategies to attract more people to use social networking sites thus improving the social media return on investment.

Keywords: Social networking sites, Culture, Motivation.

ICRM-PS 1 / 4_1: A Study of Customer Satisfaction, Commitment and Brand Involvement: Role of Facebook as Social Media

Author(s): Dr. Sombala Ningthoujam, Sandeep Chauhan and Neha Mainra

Purpose: This paper aims to explore the level of Brand Involvement , Customer Satisfaction and Brand Commitment using Facebook as a medium of enhancing Brand Loyalty .

Design /Methodology: A Total sample of 201 Facebook users were taken for the study. For our study a total of 167 out of 201 who were involved with Facebook fan page was taken. The respondents were requested to choose the mobile phone brand that they follow on Facebook. A total of 33 items on 5-point rating scale were used for the study.

Findings: The result indicated that Brand involvement, Customer satisfaction Brand Commitment and loyalty were found to be significantly related to each other. Brand Commitment was found to be as critical predictors of Loyalty. The result also found significant gender and age wise difference in the level of involvement ,customer satisfaction , commitment and loyalty .

Research limitations– Only Facebook as social media was used for the study . 67% of the sample were college students and one consumer durable product (mobile phone) was used .

Practical Implication: This study provides a perspective of using facebook as online social media in order to involve and connect with customers leading to customer Satisfaction ; Brand commitment and loyalty. Futher it provides a call for additional study in the area of customer engagement in the field of marketing .

Originality: This paper undertakes an empirical examination of the relationship between Brand involvement, Customer satisfaction, Brand commitment and brand loyalty through a sample of Facebook fan page user. The paper is unique because of the relative newness of the context in which the study was conducted for the mobile phone Brand.

Keywords: Brand Involvement; Customer satisfaction; Brand commitment & Loyalty.

ICRM-PS 1/4_2: Brand Engagement on Social Media: Challenges and Opportunities

Author(s): Meenakshi Tomar Krishna K Pandey, Devendra Punia and Tarun Dhingra

One prominent question that prevails in today's business community is learning the pros and cons of social media with respect to consumer-brand engagement. The increase in the footfall of marketers on the social media platform for branding activities, they are not always welcomed on all the forums. The work here highlights the challenges that social media faces when the marketers try to establish the consumer-brand engagement. The Various aspects of brand engagement of consumers have been signified way back but the most commons are participation intensity, emotional attachment, commitment, active interactions, involvement, emotional and rational bonds. Integrated marketing communication mix looks at brand engagement as a key point; social media has been able to capture a big acknowledged share of interest from consumers, media, and market or else everywhere. Review of previous literature available on social media and brand engagement has been carried out for this study. Companies and specially marketers have a wish that their consumers and target audience remain engaged with or by their brands knowing that there is still a clarity required on what engagement is. Relevancy comes only out of one thing which is the objective that customer so engaged has a firm belief in brand, goes ahead with the purchase and acts as a support to the brand whether individually or among certain other target consumers. Social media opens up to friend, colleagues and whosoever else participates. The conclusive part addressed that the initiatives that come from social media enhance the communication of sales promotions to already tabbed customers. If we look at the overall scenario of social media we may conclude that it offers a very thin line for brand engagement. As of now, majority of the efforts so invested on social media have not been successful and they look more like sales promotional activities that too extended only to the consumers who are already associated with the brand. Looking at the scenario practically as of now the marketers are using social media platform for short term revenue making activities. The focus of marketers should now move on using social media for creating long lasting brand engagement

Keywords: Social media, Consumers, Brand engagement.

ICRM-PS 1/6_7: Impact of Country of Origin on brand image

Author(s): Deep Shree, Babita Kumari and Dr. Mahim Sagar

Globalization has brought geographically remote countries together at the same stage. Today the products manufactured in one country is being marketed in a country which is situated thousands of kilometers away. During the purchase process Brand Image plays a very important role. The Brand Image formation is influenced by various factors. The purpose of this paper is to investigate impact of Country of Origin (COO) on brand Image. COO effect refers to how customers perceive products made in a particular country (Roth and Romeo, 1992). It refers to details related to where a product is made; we can say it as "made in" concept. It is defined as the impact (positive or negative) that a product's country of manufacture has on consumers' decision processes or behavior.

This paper looks at the influence of COO on brand image through a study of existing frameworks using review of available literature and analysis through case studies from automobile and luxury products sector.

The analysis will help in better positioning of brands by proper portrayal of country of origin of that particular brand.

Keywords: Brand image, Consumer Behaviour

ICRM-PS 1/4_3: Corporate Social Responsibility: An Important Factor in Enhancing Corporate Image

Author(s): Richa Joshi and Dr. Rajan Yadav

Purpose: Corporate social responsibility (CSR) has over the past years gained increasing awareness in the society as a whole interesting stakeholders and accordingly attained prominence on the corporate agenda. The present debate and attention around corporate responsibilities have given birth to a number of international and national organizations and groups devoted to setting standards and formulating ethical recommendations. Thus, the understanding of social responsibility is shifting from activism and company charity towards CSR is the key for sustainable competitiveness in business today. Social responsibility is an objective for any given company regardless its business sector. Social responsibility can be divided into obligatory and voluntary; however, both types provide company with a tool for improving Company Image, reputation and trust. The paper is emphasized on determining the importance of various factors which affect corporate image and whether social responsibility could be considered as an important factor in creating market image and value for corporate. The purpose of paper is examining the role played by various variables in enhancing corporate image and whether social responsibility emerge as a factor for enhancing corporate image.

Design/methodology/approach: The paper is based on primary data collected by students, research scholars & faculty. Factor analysis in SPSS 20.0 is applied to analyze the variables, varimax rotation is being used.

Findings: The results of the empirical research reveal that out of 11 variables social responsibility is one of the important factors along with four other factors which have emerged representing the entire 11 variables/components.

Research limitations: The research is based on primary data but sample size is of 50 respondents which are very small to depict and conclude the important factors in enhancing corporate image.

Originality/Value: The paper is based on the analysis of 11 components/variables which were considered important in the model of corporate image proposed by Kevin & Keller 2008.

Keywords: Corporate Social Responsibility, factors, corporate image, variables.

DAY 1 (21ST DEC. 2013)

TRACK 2: CRM, Public Relation, Personal Selling, Cross Cultural, Neuro Marketing

SESSION 2:- 2:00 PM to 3:30 PM

Venue: Exhibition Hall, Ground Floor, DMS, IIT Delhi

ICRM-PS 2/4_4: Critical Factors Underpinning the Customer Service Quotient of Retail Business

Author(s): Pratapa Vamsi Krishna

The growth of malls, multiplexes and hypermarkets, the customer is being exposed to a new kind of shopping experience and services that are surely redefining the expectations from shopping. Fierce competition means that firms need service innovation to differentiate among themselves. With technology available to virtually all organisations today, traditional advantages, features and costs no longer provide for a sustainable competitive advantage. More and more companies are turning to quality of service as a way to distinguish themselves from the rest. Employees of several companies are talking to their customers to determine what's most important to them and how they can further add value for them. Every interaction with a customer or potential customer is an opportunity for gathering feedback, searching out needs and implementing changes that can make organisation's more customer centric. Nowadays in retail business, all the companies have realised the significance of customer centred philosophies and customer service quotient plays an important role to increase business performance, attracting new customers in an attempt to have more market share. One of the key challenges for retail sector business is how they manage customer service quotient which holds a great importance to customer satisfaction.

This paper surveys store managers and supervisors of various Reliance fresh retail outlets located at various districts of Andhra Pradesh, through Convenience sampling method this paper identifies several key customer service quotient enablers which leads to perceived customer satisfaction of employees. One primary concern is to find key enablers or factors influencing how well these retail outlets are currently providing service to its customers. So it identifies the relationship between six independent variables of customer service quotient (organisational culture, customer alignment, problem solving, customer outreach, Qualified and empowered staff, Improving products/services and process) and the dependent variable is customer satisfaction

An Exploratory factor analysis and Multiple regression analysis was performed and determined the key factors of customer service quotient and their relationship with perceived customer satisfaction. The study indicates that out of six variables were found as factors of customer service quotient only three variables (Improving Products/services and process, Qualified and Empowered staff and Organisational culture) were significant and were good predictors of perceived customer satisfaction. However the missing dimensions are Problem solving, Customer outreach and Customer Alignment haven't satisfied the relationship of perceived customer satisfaction. Hence the Reliance fresh retailers should focus on both high score and low score dimensions.

Keywords: Customer service quotient, Customer satisfaction, Factor analysis, Retail business

ICRM-PS 2/4_8: Exploring The Relational Impact of Service Quality on Customer Satisfaction

Author(s): Manish Kumar Yadav and Prof. Alok Kumar Rai

Customer Satisfaction has been a psychological attribute inviting attention of the customers and requiring decipher their contribution in overall business performance. Banking has been no exception to this phenomenon. Literatures (Fornell et al., 1996; Spreng and Mackoy, 1996; Andreassen and Lindestad, 1998;

Oliver, 1999; Cronin et al, 2000; Saha and Theingi, 2009; Yang et al., 2009; Wang, 2010; Deng et al., 2010; Chang and Wang, 2011; Edward & Sahadev, 2011; Seyed Mostafa Razavi et al., 2012) found a strong relationship between service quality and customer satisfaction service sector in general and banking industry in particular.

Purpose: The aim of the study is to identify the nature of relationship between service quality and customer satisfaction. Further study the level of satisfaction and compare the satisfaction level in public and private bank. The study also identify the area where need to be focused to satisfy customers.

Design and method: The research design is descriptive as the research is intended to conclude and suggest measures to zero down on the service quality gaps in Indian public sector banks. Data was collected from 100 SBI and 100 ICICI saving A/c holders of the bank using SERVQUAL questionnaire duly tested for reliability. The study has used various suitable statistical techniques for objectivity in the finding and categorical inferences.

Findings: The result shows that there is a positive relationship between service quality and customer satisfaction. There is big satisfaction gap on the five dimensions of service quality. Further the study find that private banks have more satisfied customers than Public banks.

Limitation: Smaller sample size and restricted geographical location are two biggest limitations of the study.

Practical Implication: This study suggests customer's perception of service quality and level of satisfaction to bank's customers. On account of assessing service quality this may also suggest which specific dimension of service quality need to be focus that contributes largely in the customer satisfaction. This study focuses the nature of the relationship between service quality and customer satisfaction so that manager can understand the importance of service quality.

Originality/ value of the paper: This study assesses the service quality and customer's satisfaction of the public and private banks. This study also explores the relationship of service quality and customer satisfaction.

Keywords: Service Quality, Customer Satisfaction

ICRM-PS 2/4_9: Impact of Communication in Developing Brands on Social Networking Sites

Author(s): Dr Nitin Girdharwal

India is tackling with various issues like nutrition, education, health care, and many of the issues are still overwhelming in nature due to issues like unemployment and illiteracy. So to tackle these issues a new concept was born. A concept where profitability meets humanity and gaining is equivalent of giving back to the society what is termed as Social entrepreneurship. Social entrepreneurs can be a helping hand in these matters as they can help resolve these issues by working in sync. With the govt. Social entrepreneurship is going to be big things in India we have social entrepreneurs from different background, interest and varying ambitions. While many are focusing on providing jobs and upgrading skills of those at the bottom of the pyramid, there is an equal intention on improving the quality of life for India's poor, be it through clean drinking water, affordable healthcare or better sanitation facilities. It is also heartening to see that impact investors –funds that focus on social rather than financial returns continue to believe in the power of social enterprise, despite the market turmoil around the world and in India, Building self sustaining social business with some judicious backing from patient investors seem the perfect of meeting our development agenda. The paper attempts an analytical, synthetic and critical examination of social entrepreneurship in India.

Keywords: social entrepreneurship, economy

ICRM-PS 2 / 4_20: The Role of Social Media in Innovative Marketing (Selected Studies on Some Social Sites

Author(s): Prof. AVN Murty , Dr Tapesh Kiran and Nidhi Goel

Social media is the outcome of technological advancement in the world of communication. Today we find consumers having different choices of product buying. The consumers need to be informed and repeatedly reminded by the companies, manufacturers, marketers, to keep him abreast him regarding the products, brands, price ,literature of the product to make a buying decision. The concept of direct marketing is gradually loosing the grip to convince a customer about a product existence. Social media has given a new meaning to the concept of marketing, branding, user's benefits and effective communication. Social media tries to stay in touch with the users, their families and friends. It is a place where consumers learn about different issues like politics, fashion, music, cricket, economics, sciene and technology, national and international affairs, entertainment etc. when it comes to business consumers can learn more about options for buying and selling of products. Things like shoppers marketing, virtual brand community, and consumer's attitude play a very dominating role in creating consumer awareness. Consumers are no more interested more on traditional marketing because of iys limitations. Consumers are considered to be co-producers of value with in return provide companies large amount on investment.Internate and social sites are playing a very vital role in reaching the consumers directly to interact and to inform. Some of the leading social sites like Facebook, Google+, You Tube, Twitter, LinkedIn play a crucial role in brand and product promotion.Facebook has the maximum numbers of users members in their daily life. There are devices like PC, Tablet, LapTop, I-Pad and Mobile Phone in advance version. Provide direct excess to all the users. Organisations like on line companies also help the consumers to by a product online from stock market to stock trading, shareholders preferred to buy shares online. Consumers share photos, videos, advertisement with one another to influence another member to make buying decision. The objective of the paper is to through some light by the authors that how social media has made the task of communication by the companies very easy and excess to reach the consumers directly with no time.Further the authors emphasized the importance of revenue generation to the company as well as social sites with the ability to convince the customers who whom they even do not know.

Keywords: Technology, Brand, Users, Internet, Behavior, attitude

ICRM-PS 2 / 4_10: Impact of Usefulness, Ease of Use, Enjoyment, Attitude and Subjective Norms on Behavioural Intentions and Adoption of Virtual Communities: An Empirical Study

Author(s): Punita Duhan and Dr. Anurag Singh

The advent and proliferation of free-of-charge, democratic, interactive and innovative Web 2.0 technologies have provided more and better Internet platforms in the form of Virtual communities, that allow users to build personalized content through participation and sharing, and thereby have impacted individuals and has opened new vistas for business organizations in an unprecedented way. But this has also necessitated the need to understand the factors affecting users' acceptance and need of these platforms in order to make these platforms more marketing friendly and popular. This paper attempts to explore the general users' acceptance of virtual communities using integrated TAM and TRA models. The proposed hypotheses are further tested using Regression Analysis. The obtained results indicate users' acceptance of virtual communities and the factors affecting their acceptance which provide substantial insights for marketers and developers of these communities.

Keywords: TAM, TRA, Virtual Communities, Behavioral intention Models.

ICRM-PS 2 / 2_6: A Framework of Study on Electroencephalographic (EEG) Response to Advertisements from Print, Television and Online Media - A Comparative Beta-Wave Study**Author(s): Prof. Deepali Singh, Ribhanshu Raj and Ankur Ratwaya**

Advertisements are pervasive. A human being comes across advertisements in the daily life through television, newspapers, magazines, billboards, internet etc. Moreover, the importance of advertisements may not be ever-emphasized for their role in sales promotion as also in inducing attention, interest, desire and action (AIDA model of selling). According to the mentioned AIDA model, advertisements may create attention on the advertised product or service as the first step. It may be followed with customers' interest in the product or service followed by the desire to purchase the same and finally the action i.e. actual purchase of the advertised product or service.

Keywords: Neuromarketing; AIDA, Advertisements

ICRM-PS 2/13_1: 8 Strategic Levers for Growth**Author(s): Hemant Koshti**

Choosing the right strategy sets organizations on the right path but success of its journey is purely depends on the successful implementation of chosen strategy. That's where many organizations fails to achieve the intended goals. If we study few of these failures, it would not be difficult to draw a broad level conclusion that most of these failures are not because of the lack of collaboration or absence of competencies to execute the chosen strategy but the failures; more often than not are due to the absence of structured approach to answer "How" the growth can be achieved & organization's inability to measure the speed and directions of the progress on selected strategy; which is key to successful implementation. In nutshell, this paper present the new strategic framework – "8 Strategic Levers for Growth" which will distinctly help organizations to successfully implement the Account Farming strategy to achieve the revenue growth. Once the organizations sets the vision or aspire to achieve the revenue growth; the big questions is "Where that growth is going to come from?" The suggested strategic framework answers this questions and provide the 8 strategic levers which covers all the possible approaches organization can take to achieve growth in a structured and holistic manner. Thus 8 strategic lever for growth provide the answer to "How and Where" part of the growth.

Author believes that the success rate of strategy execution can be tremendously improved with the help of suggested framework. If we follow the structured "8 strategic levers" framework; may very well avoid the traditional challenges of the way to move forward and importantly inability of an organization to measure the speed and direction of the progress on various growth oriented actions that it takes during implementation phase of the strategy. The new strategic framework suggested by Author is simplistic yet powerful in strategy implementation and it also help organizations to improve the sales efficiencies and result orientation to their topline. Mid-size organization would be the most beneficial candidates for using suggested strategic framework, which not only help them to grow steadily but with more predictability in their forecasting. The framework also provide unique set of clear actions and tangible set of expected outcome which are measurable in a time bound context to measure the speed & direction of the progress. As it may specifically applicable for mid-size companies but generally this strategic framework is very well applicable to every organization in the pursuit of growth; as to all!

Keywords: Strategic Framework, Strategic levers, Account Mining, Growth Strategy, Account Farming, Account Management, Revenue growth, Cross-selling, Strategy Execution, Structured Approach to Strategy execution

ICRM-PS 2/13_1: India - Diversity in Unity? A Semiotic Approach to Communications and Branding**Author(s): Sumeet Anand**

One of the main challenges faced by marketers is communicating to culturally diverse groups. India is unlike Western/European markets where cultural homogeneity is higher to the extent that marketing communications and branding solutions can be developed and seamlessly applied to large populations with greater efficacy. India represents a unique market as it is actually a melting pot of multiple cultures, languages and ethnicity. (N.K. Malhotra, 1996) Communication serves multiple purposes, e.g. awareness and/or recall building, persuasion, comparison, response generation, image building etc. However a different way to look at them could be as a form of cultural communication, an approach drawing on theory and research in popular culture and anthropology, semiotics and structuralism (Strate, 1991). Advertisers use myths (Barthe, 1972) to evoke meaning in the minds of audiences. Many advertising campaigns merely suggest the meaning and the audience join the dots, with images and themes that are drawn from their own shared culture. This results in a Myth, which are expressed in many different ways, each individual expression relating to and depending upon various other variables.

This paper highlights the key issue/s in cross cultural communication from a semiotic perspective. It presents a semiotic approach applied to communication and shows how the Interpretant/Signified, i.e. the sense made of the sign could mean differently depending upon what is the Referent/Object, (Lencastre, 2013) what the sign stands for, which in turn is influenced by the Socio cultural orientations. Thus, understanding and appreciation of not just demographic and psychographic profile of the target group, but socio cultural aspects as well by marketers is critical in creation of successful cross cultural communication.

Other main objective of this research paper is to showcase how socio cultural variations can play a significant role in influencing the interpretation therefore the effect of communication. Hence, an exploratory case study based research paper on semiotic analysis of communication using Piercean Triadic Semiotic Model is presented. This is aimed at identifying general Do's and Don'ts from a semiotic perspective for marketers while communicating to two main yet socioculturally varied populations in India, namely North and South Indians.

Keywords: Branding, Semiotics, Communication, Cross Culture, Advertising

DAY 1 (21ST DEC. 2013)

TRACK 2: CRM, Public Relation, Personal Selling, Cross Cultural, Neuro Marketing

SESSION 3:- 4:30 PM to 6:00 PM

Venue: Exhibition Hall, Ground Floor, DMS, IIT Delhi

ICRM-PS 3/4_5: CRM Practices in the Telecom Sector: A Comparative Analysis of Perceptions for the Consumers and Executives of Mobile Phone Service Providers in Punjab

Author(s): Dr. Raghbir Singh and Harjot Singh

Businesses always look for ways to increase customer-centricity, expressed through Customer Relationship Management (CRM) practices. The practices are more effective when the customer-interacting executives understand them, capture the perceptions of consumers and align their own perceptions accordingly.

The present study is focused on the extremely competitive and fast-growing Indian mobile telephony sector. It compares the perceptions of the consumers and executives of mobile phone service providers in the Punjab Telecom Circle, with respect to CRM practices. The circle is divided into eleven telecom districts, out of which five telecom districts, namely, Ludhiana, Chandigarh, Jalandhar, Amritsar and Patiala, have been chosen as the universe of study since they account for around 70-80% of the subscriber base.

450 consumers of mobile phone services and 108 executives, twelve from each of the nine service providers included in the study, have been surveyed on the basis of convenience sampling. Perceptions of the consumers and executives have been compared with respect to four parameters, namely, frequency of the interaction of executives with consumers, modes of communication used for the interaction, disturbing practices and satisfaction of consumers.

The study has revealed that the consumers and executives have shown similarity of perceptions on two counts. They have ranked 'SMS', followed by 'Phone', 'E-mail', 'Direct Mail' and 'Personal Visit', in that order, as the most frequently used modes of communication. They have also rated the practices, namely, 'Not disclosing hidden charges', 'Too many reminders of bill or recharge due date' and 'Making calls to consumers when average bill goes down' in the decreasing order of disturbance. However, their perceptions differ from each other with respect to the frequency of interaction of executives with consumers and the satisfaction level of latter.

The implications are that the service providers need to increase the frequency of interaction with the consumers and explore why modes other than 'SMS' and 'Phone' are not used frequently for the interaction. They need to ensure transparency in the billing system, reduce the number of reminders and limit the number of calls intended to motivate consumers to increase their usage. They also need to understand the continually changing perceptions of the consumers to increase their level of satisfaction. In this way, they can develop appropriate customer relationship strategies in order to deliver superior value to consumers in a dynamic business environment.

Keywords: Consumers, Executives, Mobile, Perceptions, Practices

ICRM-PS 3/5_4: Increasing the Effectiveness of Service Marketing by Advertising - A Study of Indian Commercial Banks

Author(s): Priyanka Chaudhary

Advertising is a paid form of communication whose purpose is to educate and inform customers about a product, service or an idea. Advertising is one of the major strategies of marketers to promote their goods or services in market. The idea of advertising is to drive consumer behavior in a particular way in regard to a product, service or concept. Nowadays advertising is used in Banking Industry also. Banking Industry is a service industry and is one of the most important service industries. Earlier the Banking industry has not focused on selling their services to customers. But now days due to commercialization and cut throat competition, marketing of services through various modes of advertising has become an important aspect of banking industry. Marketing Communication has become very necessary in today's competitive environment. It becomes mandatory for the banks to think seriously about how they can compete effectively with other financial institutions. This has led to the innovation of various marketing communication strategies.

After liberalization and privatization Banking Sector Reforms have changed the face of Indian banking industry. These changes have led to the increase in resource productivity, increasing level of deposits, credits and profitability and decrease in non-performing assets. However, the profitability, which is the most important criteria to measure the performance of banks in addition to productivity, sales, financial and operational efficiency, has come under pressure due to the competition and challenging environment of banking. An efficient and effective management of banking operations is required for up-to-date knowledge of all those factors on which the bank's profit depends.

Nowdays companies are investing millions of rupees on marketing communication or promotion including advertising. Now due to so much competition in the market, practitioners and researchers have turned their attention towards examining the impact of marketing communication activities like advertising impact on firm's profitability. It's important for the firm to quantify the effect and impact of advertising on finance and profitability of a firm. There are various types of advertising like print advertising, guerilla advertising, broadcast advertising, outdoor advertising, public service advertising etc but the ones that are most common are brand, product, corporate and cooperative advertising. It goes without saying that advertising has both an informative and persuasive role and in this regard can influence customer's perception of the service' and increase brand loyalty, subsequently, advertising can have a cumulative and long lasting effect and it involves capital investment.

As the technology has advances, so in the new era of competition and advancement in technology bringing changes in the advertising methods and ways has become inevitable and should discover and find new ways to satisfy and retain their customers. In banking sector advertisement is required to attract new customers and to inform people regarding the upcoming service and schemes to help them to feel both important and involved.

This study focuses on studying the relationships between advertisement and profitability by seeking to measure the impact of advertisement spending by commercial banking firms on banks profitability. The study assess the effectiveness of advertising in Indian Banking sector on the basis of few parameters i.e net profit, sales and operating expenditure of the bank this study also this paper also attempts to make a comparative analysis of public and private sector commercial banks. This paper attempts to accumulate literature in order to understand the overall impact of advertising on profitability, operating expenses and sales. The literature reviewed provides underlying patters of relationship between advertising and its impact on profitability and other factors. Such understanding is relevant for academicians and researchers for further work in this field. The insights into the previous studies, considered for this paper, are discussed and suggestions for future research are provided.

Research Methodology- For conducting this study mainly secondary data will be used. Secondary data is data collected by someone other than the user. For conducting this study five Public sector commercial banks and five Private sector commercial Banks of India have been selected as sample size. The data for the time frame of 2000 to 2012 will be used for analysis purpose.

Scope of the study- There is a need now to re-discover the weaknesses and the strengths of advertising for increases in banks profitability. The study will throw more light into the effectiveness, the problems and frustrations the banks faces when placing advertisement. It will help the bank to know the importance of advertising for organizational development. In addition the study will also serve as a useful tool for those in the marketing practitioners/discipline who would like to carry out further research in this area.

Keywords: consumer behavior, advertisement, marketing, profitability.

ICRM-PS 3/4_19: The Consequences Of Customer Loyalty: An Empirical Examination and Evaluation

Author(s): Medha Srivastava and Prof Alok Kumar Rai

Customer Loyalty is principally valued for its outcomes since it's the actions of loyal customers that exercise a huge impact over the revenues and growth of a firm. The literature provides a multitude of behavioural, attitudinal and cognitive outcomes of customer loyalty some of which are widely recognized and accepted whereas others demand further probing for clarity. The manifestations of loyalty among customers are generally pinned down through their actions (Zeithaml et al., 1996; Jones et al., 2000) or their attitude towards the company or a particular product/ service (Javalgi and Moberg, 1997; Butcher et al., 2001). However, recent literature suggests that another outcome of loyalty is customer preferring a particular service provider to others based upon the conscious evaluation of brand attributes (Gremler and Brown, 1996; Butcher et al., 2001).

Present paper explores and examines various consequences of customer loyalty in the context of Indian life insurance industry. The study further groups these consequences into distinct outcome classes and empirically evaluates them by comparing and contrasting each with the other. It attempts to extend the existing knowledge of customer loyalty by outlining the distinctive nature of customer loyalty outcomes and offers useful insights to the marketing practitioners in life insurance industry.

Keywords: customer loyalty, attitudinal outcomes, behavioural outcomes, cognitive outcomes, life insurance

ICRM-PS 3/6_3: From Conversations To Conversions: The Art of Storytelling in Business

Author(s): Pooja Jain and Yukti Ahuja Sharma

The art of storytelling has been a part of the Indian tradition since eternity. It has travelled generations with its power to mesmerize and entice the listeners. Story telling goes far deeper than facts and figures; it ensures long term connections because it can capture the hearts of the listener rather than just making a knock at the mind. Brand storytelling isn't a new concept, it has been used for years but the whole landscape has evolved; the digital revolution has encouraged many new platforms, technologies and channels to share and tell stories. Hence, marketers have understood that storytelling is a potent tool which can create an impact on the hearts and minds of the customers. The research seeks to address the relevance of Art of storytelling in the modern day marketing space. It attempts to explore the need for telling a story and drawing audience attention, it discusses the possible types of brand stories. The research dwells upon how storytelling can impact customers' emotions and aspirations by focusing on identifying the relevance of brand stories. The concept has been investigated with the help of literature readings in journals, magazines and other online resources. National and International companies and brands which have incorporated story telling have been studied and analyzed for their merits. The implications of storytelling have been studied with the help of various stories of different brands which

have adapted storytelling in their brand message. At the end a model of storytelling has been recommended for developing a comprehensive communication campaign.

Keywords: Storytelling, Emotions, Branding

ICRM-PS 3/2_2 Introspection in Neuromarketing: Ethical Perspective

Author(s): Simran Kaur and Dr. B.B. Singla

The purpose of this paper is to discuss both ethical and legal issues related to the proliferation of neuromarketing services. Yet, only a handful of journal articles discussing ethics and neuromarketing have been published in the last five years. I believe that there are various key ethical questions which must be addressed. If indeed neuromarketing experts are able to probe consumers' minds directly, many consumer advocates believe that advertisers may gain excessive power to limit consumers' free will. In this paper, I will review the specific legal and ethical issues raised by the practice of neuromarketing, namely the conduct of advertising research using neuroscientific tools. In this section, I will concentrate on the use of functional magnetic resonance imaging (fMRI) and electroencephalogram (EEG) since both technologies are the best methods by which researchers can investigate the neural basis of advertising effectiveness. I will also be discussing the Code of ethics laid down by the Neuromarketing Science and Business Association.

ICRM-PS 3/2_4: Brand Equity Through Brain Equity - A Neuromarketing Perspective

Author(s): Dr. J. K. Sharma, Prof. Deepali Singh and Prof. K. K. Deepak

Exhaustive literature exists on Brands, Branding and Brand Equity. The literature on Neuro-Marketing and that on Neural Sciences has been accumulating over the past decade and a half. While on the one hand, a convergence in a few areas may be palpated between the two disciplines; the discipline of Neuro-Marketing and that of Neural-Sciences may offer a few newer and application-oriented concepts. Such concepts may be found useful in augmenting the total marketing effort by researchers, academicians and marketing practitioners.

Branding literature offers insights on developing Brand Equity and emphasizes upon the economic and strategic importance of brands. Some of such insights are: developing better brand knowledge; brand knowledge may be created through developing brand awareness and brand image; brand image may be developed through creating different types of associations in customers' memory; brand associations may be developed through brand attributes; and that Brand Equity may also be developed through the development of brand loyalty, perceived quality and competitive advantage.

Branding literature also offers useful insights on the customers' expectations from brands. Some of these insights are: brands may be useful in reducing the risk of making a purchase mistake; brands act as assurances of judging the ex ante quality of products; brands assist consumers in socially projecting their self-image and provide the customers with functional and emotional benefits.

However, in the present marketing ambience where competition and costs have been moving in a northwardly direction and demand has been demonstrating an almost plateaued behavior, it may be important for marketers to draw better insights into consumer behavior. Such insights may be of great practical value to those responsible for developing and maintaining better Brand Equity and hence, stronger brands.

The inter-disciplinary approach of Neuro-Marketing offers deeper insights in to consumer behavior. Neuro-Marketing researchers have endeavored to uncover the hitherto lesser-known areas of the influence of Neuro-Physiology and Neural-Sciences on the efforts of Brand and Marketing Managers to engender better Brand Equity.

The effort in the present paper is to draw such insights from Neuro-Marketing and Neural-Sciences literature and to propose the application of such insights for the development of better Brand Equity. This paper also endeavors to address the concerns expressed in the branding literature, particularly that on Brand Equity, and provides conceptual framework on the creation of better brand knowledge and reduction of customers' risk. A conceptual model has also been proposed.

Keywords: Neuro-marketing, Brain Equity, Brand Equity, Memory, Attributes

ICRM-PS 3/13_2: Drivers of Salesperson's Customer Orientation - A Work Value Perspective

Author(s): Ramendra Singh and Rakesh Singh

Sales profession is characterised by high levels of job stress such as role ambiguity, and role stress, given the boundary spanning nature of the sales job. In such competitive and stressful work environments, sales employees are finding the sales process and tasks including meeting customers to be mundane, stressful, and often devoid of meaning, and joy. With the rapid changes in business environment including the terms of competition among firms along with the customers' changing consumption patterns, the role of salespeople also needs to be aligned with the current realities, accordingly. In last one decade or so, sales literature has been more accommodative of the quest of sales professionals in finding more meaning in their work, and making their tasks more enjoyable. Since as employees, the salespersons cannot decide the tasks that form their job descriptions, they try to make their tasks more enjoyable, and enjoy the process while finding more meaning in their otherwise mundane work.

In order to understand the changing face of selling profession, in this conceptual article, we have attempted to model salesperson's customer orientation, the practise of the marketing concept at individual salesperson-customer level, from work value perspective. We suggest two work value drivers of customer orientation of salespersons- (1) salesperson's karma orientation, and (2) natural rewards strategy. We model these drivers and its dimensions to predict salesperson's customer orientation as a work value. We conclude the paper with some managerial and research implications.

Keywords: customer orientation, karma orientation, work value, sales management

DAY 1 (21ST DEC. 2013)

TRACK 3: Retailing, Sensory Marketing, Innovation, Promotion & Pricing Strategies, Miscellaneous

SESSION 1:-12:00 PM to 1:30 PM

Venue: Room No. 205, 2nd Floor, DMS, IIT Delhi

ICRM-PS 1/8_25: Customer Perception towards Private Label Brands: A Study at Big Bazar

Author(s): Dr. Rahul Gupta

Private label brands are being sold by organized retailers and giving them a good margin to survive as national brands offer very thin margin and retailers' survival becomes difficult with only selling national brands. Retailers add these brands into their product portfolio and offer a good quality product on a lesser price than national brands, consumer over a period are also buying these brands. Present study seeks customers' perception towards these private label brands offers by retailers and on various parameters like variety, value and freshness and the effect of their demographics on their purchase intention. Factor analysis was performed for merging the dimensions and then correlation was done to find the purchase intention and the cross tabulation was done to study the demographic factors and purchase intention for private label brands.

Keywords: Retail Stores, Private Label Brands, Purchase Attitude

ICRM-PS 1/8_9: Exploring Gen-Y E-Shopping Satisfaction & Behavioral Intention on Gender basis

Author(s): Dr. Jasveen Kaur and Chandandeep Kaur

Beginning its journey in India from Amazon.com, e-retailing has today become very rich in terms of number of retailers selling their products online. At present, there are countless internet shopping sites, with most of them offering free shipping and home delivery in minimum possible time. This research study covers the effect of various attributes (benefits and risks) related to e-shopping, on the satisfaction and behavioral intention of Gen Y customers. For the purpose of this research study, both primary and secondary data have been used. Primary data has been collected with the help of a questionnaire framed on the basis of existing literature. The data has been collected from 190 students (including MBA students and research scholars) from management department of Guru Nanak Dev University, Amritsar. Only those students have been taken who are actual e-shoppers. Data has been analyzed with the help of SPSS 17.0. Factor analysis has been used to determine the factors that affect online shopping decision, and Regression analysis technique has been used to study the impact of these factors on the satisfaction and the behavioral intention of customers. The study has found that Apparels, footwear and accessories are the favorites of Gen Y when it comes to online shopping. Also, cash on delivery is the most preferred method of payment for an online shopping transaction. The results of regression analysis have shown that various factors determined under the study, differently affect the satisfaction and behavioral intention of males and females. Men are more concerned about getting price advantage while women are more affected by the product availability and convenience. Also, all the risk factors have been found to have a significant impact on the satisfaction level of males. However, in case of females, one factor i.e. risk of information misuse has not been found to have a significant impact on their satisfaction or behavioral intention.

Keywords: E-Shopping, Generation Y, Satisfaction, Behavioral Intention, Gender Segregation.

ICRM-PS 1/14_2: Critical Success Factors - A Study of SMEs in India

Author(s): Dr. Tanuja Kaushik and Dr.Kakoli Sen

Purpose – This paper seeks to identify and examine the critical success factors of small and medium enterprises (SME) in India.

Design/methodology/approach – An empirical study is conducted with a sample of 300 respondents from SMEs in the Delhi NCR. Data were obtained by a questionnaire survey from owners, managers and staff members of 60 SMEs.

Findings –The top factors that emerged as critical for the success of an SME were Business and Management skills, Leadership and Support from Top level management, Quality consciousness and Vendor Customer Relationship.

Limitations – This study is limited to Delhi-NCR region. Future research could utilize a larger sample for critical success factors of SMEs.

Keywords: Critical success factors, Small and medium enterprise, entrepreneurs

ICRM-PS 1/15D_2: Pricing Policy for Imperfect Quality Items with Allowable Shortages under Permissible Delay in Payments

Author(s): Dr. Mandeep Mittal, Vinita Yadav and Sushma Dhariwal

It is generally assumed that the classical inventory model has the assumption that all the items received or produced are of good quality in nature, but in reality this assumption may not be true. It is assumed that there may be some defective items in an ordered lot. Each item goes through inspection process and defective items are sold at a discounted price in the end of the screening process. Shortages may occur due to withdrawal of defective items from the stock. In this scenario, over production is not a solution due to increase in carrying cost. Therefore, shortages are allowed and fully backlogged. Further, in practice it is common to see that the supplier offers a certain fixed period to the retailer for settling the account. In this period, supplier does not charge any interest to the retailer, but after this fixed period supplier does charge interest to the retailer. On the other hand, retailer can increase his profit to earn interest on sales during permissible delay period. Furthermore, one can not ignore the impact of demand on the ordering policy, especially when the demand is price sensitive, i.e., when price goes up then demand will be less.

Keeping all these scenarios in mind, this paper optimizes the order quantity, price and shortages by maximizing the expected total profit under permissible delay in payments where demand is price sensitive. Further, numerical examples are provided to illustrate the solution procedure.

Keywords: Inventory, Imperfect quality items, Shortages, Permissible delay, Price sensitive demand.

ICRM-PS 1/8_2: An Empirical Study on Measuring Service Quality in Public and Private Airlines in India

Author(s): Dr.Neelotpaul Banerjee and Ramendra Pratap Singh

Post 1991, the liberalization policy of the Indian government has opened the door for foreign players to enter the Indian market. Subsequently like other industries, the airline industry has also witnessed intense competition. Initially the airlines implemented price leadership strategy to survive in the market.

But they soon realised that airline service quality is the key differentiator between competing airlines. It is imperative of the airline companies to focus on service quality in order to increase market share and subsequently revenues. The components of airline service quality are mostly intangibles as they relate to the customers experiences, which implies that it is extremely essential for airlines to understand the different dimensions of service quality in order to develop loyal customers. The objective of this study is to explore the service gap that exists in private and public airlines in India. In this study the SERVQUAL model has been used to measure service quality in public and private airlines in India as this is the most widely used construct for measuring service quality with established reliability and validity. The questionnaire for the measurement of service quality followed the basic structure of the SERVQUAL model as developed by Parasuraman et.al (1991). The sampling method used in this study is convenient sampling. In total 200 respondents completed the questionnaire. T-test is used for comparison of service quality gap in public and private airlines, which revealed significant differences in twenty items. The service quality gap related to tangibility, reliability and responsiveness is less in public airlines, which indicates that the public airline is ahead of the private airline in these three dimensions of service quality. The service quality gap related to assurance and empathy is less in private airlines which implies that the private airline is probably focusing on these two dimensions than the other three dimensions.

ICRM-PS 1/8_5: Changing Consumer Shopping Habits

Author(s): Dr. Hari Govind Mishra, Piyush Kumar Sinha, Surabhi Koul and Sarabjot Singh

The study describes the shopping behavior of consumers in two formats: a) shopping malls and b) unorganized retail stores. In the present paper the author intent to contribute to the understanding of the changing shopping patterns of Jammu localities with the advancement in shopping formats. The in-depth interviews of males and females are taken to get response from them in their psychological perceptions. The result predicts that urban consumers change their shopping habits with the advancement in shopping experiences. Consumers are more fascinated to shopping experiences which provides recreational facilities along with shopping which is not possible in old shopping formats. Current consumer have high expectation from store owners, and thus increasing expectations effect on their demand patterns and augment the basic requirement from need fulfillment.

Keywords: Shopping mall, shopping behavior, shopping experiences, unorganized retail stores.

DAY 1 (21ST DEC. 2013)**TRACK 3: Retailing, Sensory Marketing, Innovation, Promotion & Pricing Strategies,
Miscellaneous****SESSION 2:- 2:30 PM to 4:00 PM****Venue: Room No. 205, 2nd Floor, DMS, IIT Delhi****ICRM-PS 2/8_1: A Study of Consumer Buying Behaviour in Modern Retail Formats in Delhi****Author(s): Dr. Shamsheer Singh**

Liberalization of Indian Economy in 1991 has opened the vast avenue and many sector for private investment and has paved the way for the unparallel growth in India . The retail sector is one such sector which has witness massive investment and significant development after the liberalization . This sector which was traditionally a small mom & pop shop driven ,saw the entry of many giant industrial houses such as Tata's, Birla's and Reliance just to name a few. Presently retail sector comprises of both organized and traditional retail. Indian Retail market is estimated to be worth US\$ 511 billion, and is estimated to grow up to US\$ 833 billion by 2013.

The present study is based upon the primary and secondary data. The study has collected the primary data of 100 respondents using simple random probability from different malls located across Delhi A self-structured questionnaire has been used for collecting the primary data from consumers in Delhi . The questionnaire has been tested for reliability and content validity.. Factor analysis and frequency analysis have been employed to analyses the consumer responses. The study has find out that improved quality and variety of brands are the most important product attributes which influence the respondent's preference to shop or buy from the modern retail formats other than the traditional stores. The main store attributes influencing the consumer preference for modern retail formats is their pleasant ambience and trained/helpful staff is second most influencing feature. Both shopping and entertainment are the main purpose to visit a modern retail format.

Keywords: Retail , Modern format, consumer buying behaviour

ICRM-PS 2/8_3: An Empirical Study on the Factor of physical ambience contributing to the success of Organized Retail in Delhi**Author(s): Vinit Kumar and Shruti Balhara**

With the increase in the purchasing power of people in India and their crave for better shopping experience lot of National and MNC Retail chains have came up in India. But few of the Retail chains like Big Bazaar and Reliance Trends have become household names but others are still looking for the solutions. So I take this as the opportunity to find out how physical ambience of the stores shapes the shopping habits of people of Delhi.

This paper aims to examine "An empirical study on the factor of physical ambience contributing to the success of organized retail in Delhi" and arrange these factors into ascending order to find out which one is most dominant find out also the perception of people towards various aspects of organised retail. In today's competitive world of retail sector, the physical ambience and physical attributes of organized retail has become a valuable management tool for companies to better ensure that they remain competitive .To best determine how costumer can attracts towards the retail mall, the company needs to identify favorable or desired physical attributes that will benefit the company in some meaningful way. When identifying these desired attributes, customer segment differences should be taken into account and reflected in how the behaviors are measured. Thus in this study we have tried to find out the various

factor of physical ambiance contributing to the success of organized Retail There are lots of factors of physical ambiance contributing to the success of organized retail in Delhi but after the study it is examined that out of 52 factors of physical ambiance, 14 factors are considered most important by the customer for going to the retail mall for shopping. The factors which have an impact on the mind of customer are as Security (Security guard wishes , uses of dogs), Design of store, Fire extinguisher, Antitheft machines, Comfortableness (Sitting bench, rest room), Glasses of walls, Parking rate, showcase, Technology (Escalator, cameras), Color of interiors, Decoration (Color of walls, laser lights), Behavior of employees , Bar code and Atmosphere (Music entertainment, voice offer). So while building a retail mall , builder should include the above factor of physical ambiance that are considered important by the customers so that more and more customer can be attracted towards organized retail mall for purchasing.

ICRM-PS 2/14_5 : Entrepreneur Grows Self to Sell Self- Formulae for Continual Marketing Success - Serial Entrepreneur Perspective

Author(s): Prakash Ramesh Sharma and Dr. Kunal Bhattacharya

The proposed research thesis aims to understand serial entrepreneurs marketing skillsets which help them pitch to investors and get funds to further create another business venture with more successful story to leverage on the social eco system created in the journey of entrepreneurship. A serial entrepreneur is a person who is never short of ideas and initiates a business around that idea and hands over the venture to a team for creating a successful venture.

Serial entrepreneurs hold on to their venture passionately only to detach from same over a period of time to make space for others to grow the business (Koning & Mozyka, 1996).

Most of the prospective entrepreneur's wish list would be to identify strategies for turning their big ideas into a profitable business (Yanik Silver). The research is aimed at identifying dimensions of successful serial entrepreneurs which delights the angel investors or venture capitalists to invest in their ventures.

Venture Capital fostered US Economy Growth and facilitates building entrepreneurs with innovative concept for their product or service (Hellman & Puri) and this in turn gave rise of many serial entrepreneurs, angel investors and venture capitalist who thrived on the principle of 'GROW SELF TO SELL SELF' in their career journey.

The research takes around 4 data sets of near 100 samples in 2 data sets from Venture Deal Curry for period 2005 to 2013 and reviews the deal trends and the associated Venture Capitalist, Angel Investors, Incubators, Accelerators and Entrepreneurs with reference to the individual's background and inclination towards serial entrepreneurship and how the eco system contributes to employment and impacts the academic and government incubators.

Through empirical analysis, the research indicates that incubation process does positively contribute to entrepreneurship initiatives and investors do prefer to invest in serial entrepreneurs or intrapreneurs with no significant impact towards academic influences though preference is provided to incubators or accelerators who have branded well and are having well connected network of mentors, advisors or partners to groom entrepreneurs. There is a tendency for serial entrepreneurs to become angel investors over period of time.

The research concludes that there is a need for more collaboration of academics, corporates and entrepreneurs to build a strong entrepreneurship culture and PASSION Framework is being evolved to strengthen the accelerator and incubation process.

Keywords: Entrepreneur, Intrapreneur, Venture Capitalist, Incubator, Accelerator

ICRM-PS 2/8_6: Comparison of Customer's Perception of Quality, Degree of Satisfaction and Behavioral Intentions in Retail Outlets

Author(s): Dr. Ajmer Singh and Prof. Satish Kapoor

This study is conducted to compare the level of perceived service quality, customer satisfaction and behavioral aspects across the various stores in India. Researcher selected seven stores from various organized stores. The selection of the stores is done on the basis of judgemental basis. The seven stores are in the analysis of various outlets Reliance Fresh, Big Bazaar, Spencer's, Vishal Mega Mart, Shoppers stop, Westside and Ebony. The customers are chosen on systematic random selection basis. In the analysis of various outlets it is found that 85 respondents from Reliance Fresh, 91 from Big Bazaar, 77 from Spencer's, 86 from Vishal Mega Mart, 76 from Shoppers stop, 57 from Westside and 68 from Ebony. In this study a sample size of 600 customers is chosen and from which 540 completely filled in questionnaires are received. This gives a response rate of 90%. The statistical analysis was done through descriptive statistics and one way ANOVA. The Retail Service Quality Scale Designed by Dhabolkar, Thorpe and Rentz was used in the study. This scale is designed for the use in studying retail businesses that offer a mix of goods and services, for assessing levels of service quality. This scale consists of 28 items and five dimensions as Physical aspects (6 items), Reliability (5), Personal Interaction (9), Problem Solving (3), and Policy (5). The first three dimensions have sub-dimensions: Physical aspects (i.e. appearance and convenience), Reliability (i.e. promises and doing it right), and personal interactions (i.e. inspiring confidence and courteousness/helpfulness). A five point likert scale starting from strongly disagree (1) to strongly agree (5) response was used.

Customer satisfaction was related to product quality and service quality. A five point scale ranging from (1) highly dissatisfied to (5) highly satisfied was used in the study. The researcher used behavioral intentions scale which includes loyalty intention, switching intention and recommending behavior in the retail store. The findings of study state the significant difference among many aspects of retail service quality scale across various stores.

In the final analysis differences were found in many aspects of the service quality scale being used in the study. From the mean values it was further suggested to improve upon the variables of the service quality scale which were having low scores. The same method was applied in analyzing the various aspects of customer satisfaction and behavioral intentions scale being used in this study. Finally researcher makes necessary implications on the basis of study.

Keywords: Retailing, Perceived Service Quality, Customer satisfaction, Purchasing Intentions, Recommending Behavior, etc.

ICRM-PS 2/8_7: Consumer Information Search Behavior for Services: Review and Future Directions

Author(s): Prof. Sanjay Medhavi and Utkarsh

Services are considered to generate higher level of perceived risk than goods, which leads to higher amount of information search. Though a series of articles have appeared in literature investigating the information search behaviour in services, there has been no systematic review of literature which brings out the variables studied and their relationship with information search. To fill this gap we reviewed the literature in domain of information search behaviour for services. A detailed search of literature was done on different databases including EBSCO, Proquest and JSTOR. Different keywords like Information Search, Services, External Search, Information Source and combinations of these have been used to search articles. The literature review led to identification of variables which have been given considerable attention and those that have been not investigated adequately. A large number of variables have been studied in goods but different factors still need more focus by researchers in case of services. A synthesis of this literature reveals the important findings and the contrary results based on which the future direction for research in information search behaviour for services are suggested

Keywords: Consumer Behaviour, Information Search, Information Source, Service Marketing, Review

ICRM-PS 2/8_8: Evaluation of Retail Service Quality by using RSQS Model: A case study on Big Bazaar Hypermarkets in NCT of Delhi (India)**Author(s): Dr. Rahela Farooqi and Rashi Banerji**

Service quality is a major area of attention for researchers. It has a strong impact on cost, customer satisfaction, loyalty and profitability. In retailing, the perception of service quality is different from other service environments. In retail stores there is a mix of product and service; retailers are likely to have more impact on service quality than that of product quality. Thus service quality plays a significant role in creating quality perception. Retail service quality is also associated with future consumption behavior in terms of the customer's intention to visit, purchase and recommendations to others. Hence, it is important for the retail managers to evaluate retail service quality in the stores.

The purpose of this research paper is to find out how customers perceive the overall retail service quality in Big Bazaar hypermarkets in National Capital Territory of Delhi (India). Big Bazaar is the largest hypermarket chain in India. Big Bazaar is an agglomeration of bazaars offering a wide range of merchandise including fashion and apparel, food product, general merchandise, furniture, electronic, book, fast food and leisure and entertainment. Hence it is ideal for our study.

The main theoretical model adopted for measuring the retail service quality was the Retail Service Quality Scale (RSQS) which is a 28 item scale with five dimensions: Physical Aspect, Reliability, Personal Interaction, Problem Solving and Policy developed by Dabholkar, Thorpe and Rentz (1996) in the U.S. and considered valid across a variety of formats and cultural contexts. Methodologically, the study was a cross-sectional case survey conducted with the help of structured questionnaire. A survey of 125 shoppers in hypermarkets of Big Bazaar in five different zones of NCT of Delhi was conducted. Responses were measured on a five-point Likert scale. Demographic information like gender, age, marital status, employment status, education level and income was also collected. Additional three questions pertaining to the customer's future intentions to shop, purchase and recommend the stores were also included.

The analysis part included descriptive and statistical analysis. The gap analysis model was used to examine how consumers perceive service quality in Big Bazaar hypermarkets. Through the correlation analysis, it was verified that retail service quality is associated with future consumption behaviour.

Keywords: Service Quality, RSQS Model, Hypermarket, Big Bazaar

ICRM-PS 6/15C_1: Identifying the Major E-Governance Service Categories - An Exploratory Study within the National Capital Region of India**Author(s): Arpan Kumar Kar, Arpita Khare and Pavitra Dhamija**

E-governance in the emerging economies like India is regarded as a means to amend the very belief of governance resulting in the empowerment of the citizens and increased unambiguousness in public dealings by the government. However, selecting the high priority e-governance services and creating a provision for infomediary support to promote their adoption is always a challenge. Thus, an attempt has been made to identify the citizen centric services to develop a viable infomediary model, to examine the acceptance of these services amongst citizens, and to further investigate the user (citizen) resistance towards these services. However in the current study, the focus has been limited to identify the awareness, nature, types, and priority of various e-governance services, particularly for citizens residing in National Capital Region of India. The findings of the study are based on primary data collection followed by an empirical analysis. The study highlighted that eleven e-governance service categories identified for the residents of Delhi and twenty-three e-governance service categories would be relevant

for the citizens residing in the nearby National Capital Region are important. Further more dependable channels of communicating the information of e-governance related services were also explored in the study (e.g. personal sources like family, friends and acquaintances, market dominated sources like advertisements in print and electronic media, neutral sources like guides, forums, and consulting entities and experiential sources like pre-purchase experiences). It further concluded that 94 percent of the households possessed computers/laptops in their houses to do different tasks while on an average, households had 3-4 mobile phones in their house.

Keywords: E-governance, Infomediary, Technology Adoption, Technology facilitated services.

ICRM-PS 6/15J_1: Consumer Awareness Index (CAI): an innovative tool for measuring consumer awareness

Author(s): Rojalin Pradhan and Arbuda Sharma

Purpose – The purpose of this paper is to introduce the Consumer Awareness Index (CAI), an Innovative tool for measuring the level of consumer awareness. This paper is based on the core idea that measurement of consumer will help policy planners and industries to identify and to respond to different level of consumer awareness all across the globe to identify the impact of various consumer awareness campaigns and growth in awareness of consumers.

Design/methodology/approach – Factors of consumer awareness are found out using exploratory research and grounded theory and then Consumer awareness index (CAI) is developed.

Findings – Consumer driven weights have been obtained and a mathematical model has been proposed to evaluate the consumer awareness in a given region.

Research limitations/implications –In this scenario, the CAI parameters weight will vary and subsequently every cohort will have its own weights.

Practical implications – CAI will be an important tool from the managerial point of view as well as from point of view of policy planners as they can design consumer awareness campaign and assess the impact of a campaign with the help of CAI.

Keywords: Consumer awareness, Factors of consumer awareness, Grounded theory, Consumer policy

DAY 1 (21ST DEC. 2013)**TRACK 3: Retailing, Sensory Marketing, Innovation, Promotion & Pricing Strategies, Miscellaneous****SESSION 3:- 4:30 PM to 6:00 PM****Venue: Room No. 205, 2nd Floor, DMS, IIT Delhi****ICRM-PS 3/8_14: Porter's Five Forces Model and its Applicability for FDI in Indian Retail Sector****Author(s): Dr.Vijita Singh Aggarwal and Shefali**

With the liberalization of government policies of Foreign Direct Investment (FDI) in retail sector, India has become one of the most attractive destinations globally for foreign investors. According to India retail report 2013 (IRIS) research, it is estimated that the Indian retail market will exceed US \$75 billion by 2015 which presents a strong potential for a big foreign retailers planning to enter India. Wal-Mart, Carrefour, IKEA, Spar, Tesco, Best Buys are planning to invest in the retail business. The new FDI policy of 2013 implies greater autonomy in functioning for foreign single-brand retail players who can now own 100% of their Indian stores, up from the previous cap of 51%. With this background it becomes important to analyze the competitive environment of Indian retail sector. The present paper attempts to analyze the Indian retail sector in the framework of Porter's five forces model. The objective of the study is to see the applicability of Five Forces Model such as bargaining power of buyers and suppliers, threat of new entrants and substitutes, degree of rivalry among firms in retail sector to determine the competitive forces and therefore attractiveness of a market. Attractiveness means here to see the overall industry effectiveness. In this paper an attempt is made to understand the rivalry and bargaining power of consumers and suppliers of the industry and the possible reasons for the profitability of company in the competitive market. The paper also analyses the value creation by FDIs in the retail sector.

The paper identified the factors influencing the Industry structure, vis a vis the strength of the five competitive forces, which determines the retail sectors' long-run profit prospective because of entry of FDI. It determines how the economic value is created by the FDI and which segment of retail sector is benefited most by the entry of foreign retailers. This paper keeping in view all five forces tries to focus on the strategies used by retailers to cope with the changing competitive environment.

This paper is based on secondary resources. The data has been collected by using market research reports published by market research firms, Government publications, articles and research papers published in journals, newspapers, conference proceedings and online research.

The study fills the gap in the literature by focusing upon strategic orientations for foreign investors to maximize favorable competitive forces and minimize disadvantageous forces in India. The value chain analysis of FDI in retail sector allows an understanding of the parts of its operations that create value and those that do not.

Keywords: Retail, FDI, Value creation, competition, Porter five forces model

ICRM-PS 3/15J_1 Opportunities and Challenges of Cloud Computing Adoption in Emerging Markets**Author(s): Tajinder Singh, Murali Krishna Medudula and Dr. Mahim Sagar**

Abstract: Cloud Computing is an emerging field in information technology, aimed to have access to the IT services anytime, anywhere by authorized personnel. Having wide range of benefits for the organizations or institutes extending to diverse areas including like cost cutting, multi-tenancy, better management of business, highly automated, scalable to suite the ever changing needs of the

organizations or institutes. In the current scenario every emerging and established enterprise wants to implement cloud computing to fulfill their computing needs. If we look at the penetration of Education in all regions, there is a dramatic shift from the traditional IT infrastructure offering towards cloud computing. If we deeper it is evident that with the increase in the number of institutions offering education, cloud computing has come out as a very cost effective solutions for computing and infrastructure needs. This study is an attempt to identify & analyze the key barriers for the adoption of cloud computing in education sector. TISM (Total Interpretive Structural Modeling) Model has been used to further develop a hierarchy amongst the various key barriers for Cloud adoption in Educational sector. This model is intended to classify various barriers for the adoption of cloud computing and for planning of successful infusion of new technologies in education sector.

Keywords: Cloud Computing, Technology Adoption, Education Sector

ICRM-PS 3/8_21 Technological Profile of Retailers in India

Author(s): Aradhana Gandhi and Prof Ravi Shankar

Technology will play a significant role in improving the efficiencies of supply chains' of retailers and therefore the success of the organized retail stores. This study tries to identify the level of utilization of various retail technologies by retailers and the upcoming technologies which will drive business in the future in the Indian context. Questionnaire based study was conducted to ascertain the level of current technological adoption and future technological outlook for 35 retail firms. The study highlights that most of the retailers are using technologies in operational areas like direct broadcast satellite technologies, communication and data sharing technologies, security and safety related technologies, on-line shopping services and enterprise resource planning related technologies. But technologies in the area of customer tracking and customer relationship management and supply chain management have not seen widespread adoption as compared to the adoption by multinational retailers. The upcoming technologies which technology heads mentioned that they would adopt in the coming years is Mobility related technologies, Queue busting technologies and Omni channel.

Keywords: Technologies; Retail; IT; Indian

ICRM-PS 3/8_10: Impact of Retailing on Human Resource Management Practices (A Study of Select Retailers)

Author(s): Kavita Sharma

Retailing plays a significant role in India's market because of its high contribution in Indian economy. Retailing today is at a fascinating crossroads, Retail sales are at their highest point in the history. India is the fifth largest retail market among the 30 largest emerging markets. The present study will provide a framework to analyze the impact of retailing on prevailing human resource management practices in the retail markets. The study also aims to highlights the different challenges faced by the retail sector in order to retain its productive employees. The present study is empirical in nature, for this data is collected through personal interviews & structured questionnaire. The findings show that the retailing has significant impact on human resource management practices which is necessary in the service sector to retain the competent personnel for longer time period.

Keywords: Retailing, HR Practices, Employee Satisfaction.

ICRM-PS 3/8_11: Mall Patronage Behavior- Study of the Dynamics of Mall & Shopper Attributes in Delhi, NCR

Author(s): Suman Yadav, Dr Sadaf Siraj and Richa Arora

The Indian retailing landscape is witnessing a gradual transformation with increasing growth of malls in not only metros but also smaller cities & towns. In the Global Retail Development Index (GRDI) in its 2011, edition out of 30 developing countries it had ranked Indian retail sector as the forth most attractive retail destination in the world map. According to a report by Deloitte Touché Tohmatsu India Private Limited (Deloitte Report, 2011) the Indian retail market currently witnessing a growth of 12% to is projected to increase to USD 574 billion by 2015. According to the same report this sector is the second largest employer after agriculture, employing more than 35 million people with wholesale trade generating an additional employment to 5.50 million more.

This rapid growth of organized retail along with the positive projections can be attributed to an array of factors – Rapid rate of urbanization, increase in disposable income, demographical changes along with changes in consumption patterns and changes in FDI policy. Organized retailing has brought a about a total revolution to the concept of shopping making it an experience rather a mere transactional activity. With the mushroom growth of organized retails in diverse formats like super market, hypermarkets, specialized stores & boutiques shopping has become more of a leisure activity. These malls not only provide wide variety of products' under one roof but also offer shopping experience in term of pleasant & soothing ambience and entertainment.

This research entails three stages. Firstly, the research tries to identify the specific mall attributes and shopper attributes that influence shopping and patronage behavior. Secondly, the research aims to discover the impact of the above mentioned attributes on shopping behavior in terms of frequency of visit, time spent in shopping mall and amount spent on per visit. Thirdly, the study examines the impact of shopping behavior on patronage behavior. The main purpose of the study is to find out who shops, who visit and who spent time in the shopping mall and then segment the Indian shoppers according their shopping motives.

Study result shows that various attributes (e.g., Age, utility motives,) are strongly related to amount spent in mall. Whereas others (e.g., Gender, hedonic motives and mall attributes,) are related to frequency of visit and time spend in mall. Shopping behavior: Frequency of visit and time spent in the shopping mall has positive relationship with the patronage behavior.

Keywords: Shopping Mall, Patronage behavior, shopping motives, shopping behavior, hedonic and utility.

ICRM-PS 3/8_12: Marketing : A Dominant Factor in Strategy Formulation in Banking Industry- A Case Analysis

Author(s): Manish Kumar Srivastava

Marketing has lately entered the banking industry not in the form of marketing concept , but in the forms of advertising and promotion concept .It has been realized that marketing transcends advertising and friendliness. Gradually, bankers have come out of the ivory towers and reached out to the masses. Now banking has become a personalized service oriented industry. The marketing concept involves identifying the customer's needs and wants, reciprocating through designing and delivering customer oriented service and satisfying them effectively and efficiently. To bring about the change, many public sector banks have improved their service quality to keep their old customers and attract more new ones. The major objective of this paper is to determine the marketing strategies adopted by the banks, to examine how selected banks used marketing strategies as a tool to survive in the current financial market and also to determine the effectiveness of their service quality with respect to customer satisfaction . The

study was based on primary and secondary data collected from selected banks, customers and other sources. Also a statistical analysis is done to analyze the satisfaction level of bank customers with respect to service quality. The study is conducted in Lucknow where almost all known banks have their branches. The finding of the study suggests that marketing is a major tool which is applied by banks to achieve the success and it plays dominant role in formulating strategies. It is also concluded that through effective marketing innovation and creativity, banks can improve their businesses.

Keywords: Service quality, customer satisfaction, marketing mix of services, competitive advantage, management and customer perception.

ICRM-PS 3/8_15: Predictors to Customer Trust and Satisfaction with Mediating Analysis of Customer Trust in Indian Retail Banking.

Author(s): Dr. Vibha Arora and Dr. N. Ravichandran

Purpose: The purpose of the study is to identify factors impacting customer trust and satisfaction with mediating effect customer trust on customer satisfaction.

Design: Using Servperf and opportunistic behaviour-customer oriented information disclosure scales, exploratory and confirmatory factor analysis was undertaken to establish construct validity. Further regression helped in finding the predictors to customer trust and satisfaction. Structure equation modeling using Amos 16 helped in seeing the mediating effect of customer trust on customer satisfaction.

Findings: The significant direct impact of Service quality on customer satisfaction has been observed. Opportunistic behaviour-customer oriented information disclosure observed to be having significant impact on customer trust. Number of models were run to observe mediating effect of trust on customer satisfaction. The model having trust as a mediator to customer satisfaction observed to having the best Goodness of fit indices and Chi square value.

Practical Implication: To win customer trust and satisfy customer banks shall strive to improve bank's service quality (reliability and assurance) and have customer oriented information disclosure. At the same time, bank shall reduce opportunistic behaviour to enhance customer trust and satisfaction.

Originality/ Value: Several Researches have been undertaken on dimensions of service quality. But none of the study has been conducted taking in to consideration factors currently specific to India such as opportunistic behaviour-customer oriented information disclosure and its impact on customer trust and further mediating effect of customer trust on customer satisfaction.

Keywords: Customer Trust, Opportunistic behaviour, Customer orientation, Service quality, Satisfaction.

ICRM-PS 3/8_16: Relationship between Retail Format Choice Decision Factors and Demographics of Urban Shoppers

Author(s): Dr. Vikas Deep and Shashi Kala

Retail industry in India is evolving at a rapid pace. The new retail formats are emerging every day. The marketers are experimenting with various types of formats to attract customers. Each product category has different set of choice drivers to bring customers on board. Both customers and retailers are in evolving phase due to change in demand characteristics and demographics. Customers are getting attracted toward these innovative formats being launched every day resulting in increased footfall to these stores, however actual purchases are not happening at these stores in relation to the footfall. This further leads to increased cost of service for the retailers. Hence it becomes imperative to study the factors that drive store choice behaviour of customers in different product categories. The present study is an attempt in that direction only. The primary motivation to conduct this study is to identify major factors

which drive a customer to different retail formats depending upon his demographics. To carry out this objective Exploratory Factor Analysis technique was applied. The various factors were subjected to One-way ANOVA to identify which demographic variable categories significantly differ in respect of store choice decision factors. Mean scores were calculated for factors where significant relationship was observed between independent (Demographics) and dependent variables (Store Choice Decision Factors). Although the study is confined to the urban population of Punjab but its findings reveal some interesting facts about a typical Indian consumer. The study finds that primary reasons for choosing a store are facilities, perceived quality, staff, ambience, value for money and convenience; payment option and service are the other reasons. These factors, when analyzed for their possible relationship for various demographics factors; gender, age, literacy level, income, occupation, marital status, family size and geographical region revealed some interesting results which may help marketers to design marketing strategies to “profit with delight”.

Keywords: Retail Format, Store Choice Decision, Urban Shopper, Demographics

DAY 1 (21ST DEC. 2013)**TRACK 4: Market Research In Specific Industries, Marketing in Transition****Economics, Marketing Strategies****SESSION 1:-12:00 PM to 1:30 PM****Venue: Keywords:Room No. 204, 2nd Floor, DMS, IIT Delhi****ICRM-PS 1/7_15: The Relationship Between Intellectual Capital and Brand Equity****Author(s): Meenakshi Gupta and Dr. Jaya Bhasin**

Introduction: Intellectual capital is viewed as a sub-set of intangible capital, where the term intangible relates to assets without physical existence and capital refers to assets retained by the organization to contribute to future profits.(Choudhary 2010).Intellectual capital includes all processes and assets which are not normally shown on the balance-sheet and all the intangible assets (trademarks, patents and brands) which modern accounting methods consider, it includes sum of knowledge's of its members and practical translation of his/her knowledge(Roos et al., 1997).Intellectual Capital can be divided into three elements, namely Human Capital (individual competences), Structural (organizational or internal) Capital and Relational (customer or external) Capital (Edvinsson and Malone, 1997;Stewart, 1997; Sveiby, 1997) .Corporate brand is a valuable resource, one that provides an entity with a sustainable, competitive advantage. Balmer (2007) and Balmer and Gray (2003) . Research shows that Brand Equity is affected by Intellectual Capital as it is rare,difficult to identify and imitate (Wernerfelt, 1984; Barney, 1986).

Scope:Indian IT sector is increasing in economic significance but we cannot neglect the fact that since the year 2008 the IT industry on the whole is facing a very volatile and uncertain environment with the slowdown becoming an inescapable reality. But the Indian IT industry managed to come out of the turbulent economic conditions relatively unscathed, the after-effects of the recession shook the foundations of most companies as they resorted to multiple measures like job cuts, salary freeze, diversification into newer markets to sustain and re-inventing their business models. In today's scenario IT industry is focusing on improving operational excellence and hence forth the role of HR within organizations is undergoing a significant change as well. The organizations are realizing that they need to develop innovative ways to increase the operational and workforce effectiveness which in turn would effect the brand equity of the organization. The organizations are becoming more and more creative in order to retain the employees in their organization. They are adopting various HR practices and policies like work life balance, flexible working hours, positive work environment etc. in order to retain and satisfy their employees.The present study will find out the how some strategic elements of IT companies and their complementarities enhances an organization brand equity and how some intangible elements can become the core competencies of the firm that influences the brand equity of the firm.

Research Methodology: The present research paper is an effort towards conceptualizing the framework of Brand Equity and Intellectual Capital and further develops an empirical relationship by using regression model in HCL, Noida, India.

Conclusion: Thus, the research blends the viewpoints of Intellectual Capital and corporate brand and suggests the measures mining the Human Capital for creating the Brand Equity.IT industries invest a great deal in intellectual capital, whose importance can be observed through companies' investment in human resources, their development of information systems, and the ways in which they maintain their relationships with customers. Therefore, to improve operations and increase company profits, management should continue to focus on employee education and training, and maximize the professional skills and abilities of employees.

ICRM-PS 1/10_2 : A Critical Review of Market Structure of Indian Petro-Retail Sector

Author(s): Rahul Sharma, Dr. Arvind Kumar Jain and Dr.Hiranmoy Roy

Indian petro-retail sector is vertically integrated. There are only three public sector oil companies along with two private players. These companies operate basically vertically. Indian government has deregulated the price of petrol and partial deregulation in diesel but still the market is not opened for other private players who are not vertically integrated. So, due to this there is less competition in the market. The present market structure of Indian petro-retail market is oligopolistic in nature due to which there is no price competition among the oil companies which ultimately impact the retailers as well the customers. The present study explores the petro-retail market structure of India. This paper also aims at finding the present challenges prevailing in the Indian petro-retail market due to lack of competition and alternative solutions present in overseas market. The paper also aims at suggesting an unbundled framework of Indian petro-retail market which may prove instrumental in addressing the identified present challenges.

Keywords: Competition, Vertical Integration, Price, Customer

ICRM-PS 1/10_1: A Conceptual Framework of Public-Private Partnerships for Rural Mobile Telecommunication Services

Author(s): Lokesh Jasrai

Public-Private Partnership acts as an instrument for public sector reform envisages a contractual agreement between public sector and private body for providing effective and efficient public sector services with aim to attain socio-economic development. The present study has been dealt to identify problems associated with expansion of mobile telecommunication services in rural areas, assessed the scope of PPP in telecommunication sector and finally purported a conceptual framework consisting the structure and mechanism of public-private partnership with aim to access reliable and quality telecom services in rural areas. The telecommunication industry in India enjoyed a substantial growth since last two decades but due to over saturated teledensity coupled with lowering average revenue per user per month (ARPU), minutes of use per connection per month (MOU), and high competition prevailing in urban areas compelled marketers to approach at rural corner of the country. The study is influenced by existence of huge market potential in rural India portrays with a huge population base, continuously rising disposable income of middle and upper class families and lower teledensity as compare to the urban counterpart vis a vis the sparsely population density of rural areas coupled with high operating costs make a challenge for marketers to maintain optimum subscribers' base and profit sustainability in these areas. The findings of the study are based on secondary sources dwelling the most relevant literature such as Developmental reports of World Bank, Annual reports of Telecom Regulatory Authority of India, Department of Telecommunication, National Council of Applied Economic Research, Ministry of Finance and contemporary PPP models in telecom sector such as Bangladesh's Village Phone Programme, Peru's PPP Telecommunication Project, and India's Rural Service Centre by Viom Network. The findings of study revealed that infrastructural, technical and manpower related problems affect the expansion of mobile telecom services in rural areas. The partnership between the public and private sector acts as an instrument to improve the access of quality services for rural population. Suggested conceptual model consists of public organization as a Government agency responsible for managerial and monitoring support and preparation of the policy framework for smooth functioning of partnership; private body as domestic or foreign telecom service providers responsible to construct telecom facility, access the quality services and improve the rural teledensity. The selection of telecom operator in partnership is based on the least subsidy auction method initiated by the Government and grants of subsidies to telecom operator are periodically distributed as per the performance of the project. The framework also reveals important roles of stakeholders followed by the revenue flows and benefits sought by each stakeholder involved in the partnership.

Keywords: Public-Private Partnership, Teledensity, Average revenue per user per month, Minutes of use per connection per month, Socio-economic development.

ICRM-PS 1/3_1: Ability, Willingness and Information & Communication Technology: Means to Uplift Bottom of the Pyramid

Author(s): Kumkum Bharti, Dr. Vinay Sharma and Dr. Rajat Agrawal

Introduction:Two third of the total world population or approximately 4 billion of the total world population comprises of base of the pyramid population (World Development Indicators, 2005). But, the feasibility and sustainability of marketers at the bottom of the pyramid has remained an elusive proposition due to several reasons. A few enterprises are now entering into the promising market through the extensive usage of information and information technology (ICT).

Purpose :The purpose of this paper is to identify the usage of information and communication technology by various organizations for understanding the marketing dynamics of the bottom of the pyramid market. Additionally, it identifies what are the drivers for the marketers to enter the BOP markets.

Methodology:The study is performed on the selected cases of Indian BOP market and their business models are studied. It is a conceptual paper.

Results: The various caselets demonstrates the common patterns in the successful usage of ICT by the enterprises present in the BOP market in India. The short cases include healthcare sector, education sector, agriculture sector and banking sector. The use of information and communication channel in the entire value chain and value network is studied and commonalities are identified. Additionally, a matrix is proposed as a finding of the study that guides the marketers to enter in BOP markets or not.

Conclusions:For a marketer, ability and willingness are the precursors to enter into the bottom of the pyramid markets. The extensive usage of ICT, learning from the existing successful business models in BOP and unlearning the practices of the conventional models is an answer for the holistic development of the bottom of the pyramid market.

Keywords: Bottom of the pyramid (BOP), emerging markets, ability, willingness, information and communication technology (ICT)

ICRM-PS 1/3_2: Dimensions of Internationalisation in Apparel and Clothing Industry

Author(s): Sanjiv Mittal and Soma Arora

The validation of a theory in international business depends to a large extent on the robustness of the Instruments measuring degree and maturity of internationalisation. These instruments have remained ambiguous and speculative over a long period of time due to the inability to even out the distorting influences of measurement error and the near impossibility of establishing universal appeal towards construct and content validity. The absence of a comprehensive approach to establish the validity of measurements resulted in empirical investigations of international business being inconclusive with plethora of untested or partially tested propositions and philosophies. The acuteness of this problem was particularly important to developing countries and emerging markets, where cross cultural issues in management behaviour, orientation, structure towards international business, rendered using commonly available research instruments in developed world impossible to use in the local context. In view of this, it was ordained that certain dimensions of internationalisation had to be identified in sectors of export prominence in emerging economies such as India, Brazil, that could measure the degree of internationalisation in these countries from a qualitative perspective like level or maturity, rather than traditional method of quantum or volume of total exports. This narrowed down the search to the apparel

and clothing sector, as the industry of export prominence for emerging markets and such companies had been in the process of internationalisation for more than three decades allowing scope for the proposed study. The dimensions of internationalisation were carefully selected from detailed literature review and were five in number. There were three items each under a dimension which were rank ordered just like a level of preference in a nominal scale. Here the preference was actually a level of operation for the Indian firm which in summary would reflect the level of internationalisation for the firm. The study was conducted for two hundred exporting firms in Indian apparel and clothing industry. The composite measure was then tested for reliability and validity using measures of internal consistency and face validity constructs. The conclusive results were then proposed in the form of research instrument which can measure the degree of internationalisation for emerging market firms.

Keywords: Emerging Market Firms; Degree Of Internationalisation; Research Instrument

ICRM-PS 1/3_3: Extending the Research in Marketing: Is integration of Operations and Marketing Possible for a Better Business?

Author(s): V Muthu Krishna and A Siddharth

The cohesive 'Sales Demand, Manufacturing and Marketing (SDM&M)' model is very important in any successful Business; relatively there is a need to give much more emphasis on the twin-blend of 'Operations-Marketing', in a broader perspective. As integrated multi cross-functional systems, are always of a superior brand in delivering Quality, the Research in Marketing should have ample space for accommodating perfectly designed Operational levels. Though it might look simple, any small increase in the Customer waiting time, affects the 'coming back', sways the returning customers and gives a drastic blow to an effective Marketing Team. As the competition to survive in the Market compels newer Marketing Initiatives, the impact is felt at the Operational processes. Even a very fine change in the Supply/Operational/Strategic levels could affect the 'Quality of Service', if not well-administered, resulting reduction in customer satisfaction, and hence the overall Business. Consequently, it is very important to have a model that combines operational process analysis, supply level waiting, customer loyalty with bottom-line impact, Product return Management and the impacting operational changes of new marketing programs. Revolutionizing 'Operational-Marketing Interface' yields maximum in the key fields of 'E-Commerce' in this era of Digital Marketing. This paper studies and briefs on the possibilities of successful integration of Operations and Marketing for a superior 'Business Model'. It also discusses on interactive operational-Marketing factors for an enhanced overall strategy of a firm, with few illustrious case-analysis.

Specifically, the scope of the paper studies three major questions:

- 1) What is a marketing perspective with respect to operations?
- 2) What could be the value addition caused, by integrating operation functions with marketing and in turn with major business processes?
- 3) What are the basic considerations of such integration in the research of operations impacts?

Keywords: Cohesive SDM&M model, integrated multi cross-functional systems, Operational processes, Digital Marketing, Operational-Marketing Interface, Corporate Operations, reinventing business processes.

ICRM-PS 1/3_3: The critical role of "flanking" for luxury brands

Author(s): Prof. Ian Phau, Dr. Min Teah and Aaron Lim

Flanking is a military strategy that has found its way into the marketer's repertoire of tactics (Goria, 2012). As Sun Tzu is quoted (Sun Tzu's Art of War, 2013): "by persistently hanging on the enemy's flank, we shall succeed in the long run in killing the commander-in-chief"; the key aspect of this strategy lies in an army keeping "a small portion of its forces facing outward to protect its flanks" (Aaker, 2004). A unified concept of the flanking strategy helps empirically define and validate flanker brands; however concept and definition of the flanking strategy is fragmented. There is also a lack of knowledge on consumer perceptions and attitude towards flanker brands, specifically for prototypical luxury brands (e.g. Giddens, 2010; Kim & Lowrey, 2010). Such information would be useful for brand managers to evaluate if they should or should not engage in the flanking strategy. In the attempt to unify the concept of the flanking strategy, the following is proposed:-

The flanking strategy is used for the purpose of out-manoeuvring or defending against competitors in the marketplace without risking the parent brand's position. This is achieved through the covert development and swift deployment of flanker brands. A "flanking defence" is executed through the deployment of flanker brands to guard against competitors' attempts to erode the parent brand's market share or position. A "flanking manoeuvre" is an offensive strategy aimed at outflanking the competitors' movements in the market by deploying flanker brands to attack their market share or position without risking the parent brand's equity or image.

It is also proposed that flanker brands can be introduced in two derivatives:-

A Latent Flanker Brand (LFB) is a new brand where a link with the parent brand is not drawn, a deliberate disassociation of the new brand and parent brand in an attempt to preserve the parent brand equity and maintain parent brand focus.

A Distinct Flanker Brand (DFB) is a new brand where a link is drawn between the parent brand and the new brand, in order for the new brand to leverage the positive brand associations consumers have of the parent brand.

Following this, the issue of empirically evaluating consumer perceptions towards flanker brands was considered, given the lack of such research in this area of branding (e.g. Giddens, 2010; Y. Kim & Lowrey, 2010). In the context of luxury shoes and watches, the following hypotheses were developed:

H1: There will be a significant difference in consumers' perception of quality of the DFB versus LFB.

H2: There will be a significant difference in consumers' evaluation of the emotional value of the DFB versus LFB.

H3: There will be a significant difference in consumers' purchase intention of the DFB versus LFB.

H4: There will be a significant difference in consumers' perceptual fit of the flanker brand with (prototypical) parent brand between DFB and LFB.

Fictitious brands were employed to depict the flanker brands – Ferragamo Touché (DFB), Touché (LFB), Tag Heuer Infinity (DFB) and Infinity (LFB). Each hypothesis was tested against each of the four flanker brands in this study. Data from a sample of 1014 subjects were collected between January and April 2013. Young adults in Western Australia were used as the subjects for this study. Data were analysed using independent samples t-tests to ascertain significant differences between consumer perceptions.

There were statistically significant differences in consumer perceptions of the two types of flanker brands for both the shoes and watches product categories. For the shoes and watches category, there were no significant differences in perceived quality of the DFB versus LFB. This could be attributed to the notion that it is difficult for consumers to evaluate product quality based on an advertisement. For consumers' emotional valuations and purchase intentions of both DFB and LFB, findings showed that there was a significant difference in consumer perceptions for both shoes and watches. The subjectivity of emotional value could explain the purchase intentions of consumers of the DFB and LFB. Also, the behaviour of consumers voting in favour of the LFBs could be explained with the concept of consumer variety seeking behaviour and need for uniqueness. The LFB could provide consumers with a fresh and new brand that appeals to their need for novelty and unexpectedness (McAlister & Pessemier, 1982).

Consumers perceived a greater perceptual fit between the DFB and the respective parent brand as opposed to the LFB. This highlights the notion that the overt linkage between the DFB and parent brand assists consumers in categorising and perceiving a fit between the flanker brand and parent brand.

This exploratory study has sought to conceptualise and unify the flanking strategy, and test empirically, consumer perceptions of both DFB and LFB. Through this conceptualisation of the flanking strategy, brand managers should have a much clearer perspective as to what the flanking strategy is, how it can be employed (as a manoeuvre or a defence), and the types of flanker brands that can be deployed under this strategy. Further research must be conducted to ascertain if the findings can be generalised across other product categories, and to determine if there are other factors affecting consumer perceptions of brands and their flankers.

DAY 1 (21ST DEC. 2013)**TRACK 4: Market Research In Specific Industries, Marketing in Transition****Economics, Marketing Strategies****SESSION 2:- 2:30 PM to 4:00 PM****Venue: Keywords: Room No. 204, 2nd Floor, DMS, IIT Delhi****ICRM-PS 2/10_16: Relationship marketing through Online Services in Education Sector - An Analysis of Universities in Punjab (Punjab Technical University and Punjabi University)****Author(s): Dr. Dyal Bhatnagar and Pritpal Singh Bhullar**

Last one decade has been considered as an era of information. Innovations in IT and Telecommunication sectors have changed the speed of accessibility of information. The way of doing business has been radically transformed in the current internet dominated era. Internet acts as a low cost tool for penetrating niche markets, establishing e - relationship with new and existing customers, providing Just - in - Time delivery, maintaining consistent flow of communication and lower the customer service cost. The current scenario of corporate battlefield has been changed dramatically. Relationship marketing has become phenomenal weapon for establishing interactive communication between firm and retaining customers and stakeholders. The role of relationship marketing through online services from academic prospective in education sector to strengthen the social bonding of institutes and students can't be ignored. Past studies have been examined in this paper on relationship marketing, internet marketing, online promotion of institutes etc. to analyze the role of relationship marketing in education sector to attract and retaining students. Universities in Punjab (Punjabi University and Punjab Technical University) have been analyzed qualitatively on the basis of various relationship marketing drivers adopted by them, use of social networking sites for fast communication of information and e- learning services. Responses of 200 Students have been taken using five point likert scale. Statistical techniques like t- test has been used to compare the students' perception towards relationship marketing of two universities. Recommendations have been made to improve the relationship marketing strategies for building relationship between institutes and students.

Keywords: Relationship Marketing, Growth drivers in Relationship Marketing, Service quality, Customer orientation, Satisfaction level.

ICRM-PS 2/3_6: Sports Sponsorship Effectiveness: An Empirical Assessment in Context of Emerging Economies.**Author(s): Dr. Anil Gupta, Anish Yousaf Naik and Ravinder Dogra**

The area of sponsorship-linked marketing has seen tremendous growth during the last three decades. It is now considered as a strategic communication tool which helps global/national corporations to achieve their goals and objectives (Fahy, Farrelly, & Quester, 2004). Sponsorship has also been called as responsible for the slow growth rate of advertising (Rust & Oliver, 1994) which offers many benefits to the sponsoring organizations like building and improving brand awareness, corporate image, competitive advantage and ultimately the goodwill and the brand equity in a more direct and cost-efficient manner (Meenaghan, 1991). Despite of much importance, sponsorship has not been subjected to researches in the emerging markets as much of the researches have their origin from Europe or USA (Gupta, Naik, & Arora, 2013) with few exceptions. Understanding the importance of such studies, the current study deals with providing a field test of sponsors recall in Indian Premier League (IPL) by empirically assessing the impact of relatedness, prominence, sponsors' hierarchy, and involvement on

their recall. The focus is on investigating the impact of these important indicators on sponsors recall. For the purpose, a structured questionnaire was prepared and data was collected from 330 respondents (response rate - 92%). Data was analyzed and it was found that the recall of related and prominent sponsors is the highest in comparison to the recall of other sponsors. The study supports Wakefield and Bennett (2010) about the impact of prominence and relatedness of sponsors on their recall. In addition, it was also observed that prominence of a brand has a greater impact on sponsors' recall in comparison to its relatedness with the event. The hierarchy of the sponsor also had an impact on the recall with main sponsors or partners were recalled strongly by the respondents. This study contributes to the existing sponsorship literature gap that is due to the dearth of researches on sponsorships in Asian or Emerging economies.

Keywords: Hierarchy, Involvement, IPL, Prominence, Relatedness, Sponsors, Sport Teams.

ICRM-PS 2/3_8: The Study of Heterogeneity in Evaluation of Customer Perception

Author(s): Aditya Kumar Gupta and Dr.Shailender Singh

Airlines have to believe customers and services as a core concept of their business which enables them to improve their marketing techniques. The study focuses on the role of heterogeneity in customer perception and service quality. Customers are the one who plays a major role in heterogeneity since they experience different services. The case study used in this research is Emirates Airline Industry which influences the role of heterogeneity. Based on the case study, this paper reveals the differences in services which are provided from one customer to another. The main purpose of doing this research is to understand the role of heterogeneity in customer service and to explore how Emirates airline services are presented to the customers and make them to have different perceptions. The scope of the study demonstrate the significance of heterogentical factors over measurement of Airline Service quality and passenger's perception.

Research Methodology: Administered questionnaire was used to collect the data at major international airports of two countries- Kuala Lumpur International Airport (KLIA- Kuala Lumpur, Malaysia) and Singapore Changi Airport (Singapore). Most of the questions given to respondents are closed ended which are relatively simple to tabulate and analyze. The type of scale used in the questionnaires is the Likert Scale which is easy to interpret and very simple for the customers to answer. Respondents were approached at the check-in areas of the airport, especially during long queues to international locations. This is because it was felt that respondents are more likely to respond when queuing idly than if being engaged in some other activity. The questionnaires were distributed to the customers in person and waiting to be filled up. To avoid persistent interruption of, and annoyance to passengers, a number of queues were targeted providing a range of passengers flying to different locations. The quota of at least 200 was targeted to ensure a statistically significant number of 50 (per airport) would be obtained (assuming a low response rate of only 50 per cent). We targeted about five airline queues per airport only. From 200 persons who were approached, 180 filled-in questionnaire responses were obtained, of which 110 were effective responses (all questions complete) over a two-week period of visiting the airports (four visits per airport, totaling eight visits), making an effective response rate of approximately 55per cent. We obtained views from respondents who were aged above 18 years only for the reasons of not requiring additional ethical approval and the likelihood that the views would be mature and well thought through. Further, to avoid complication regarding the extent to which the respondent data collected at the specific locations actually represent that country's viewpoint, we collected data from outward passengers only who were ordinarily resident of the country. Secondary data was collected through library search, reading newspapers, journals and articles and by using internet search via online resources to gather data for research purpose.

Conclusion: Conclusively, through the collection of data all objectives of the research were accomplished to solve the research problem. The purpose of Marketing is to understand customer's preferences and to help design and deliver appropriate services and reduce heterogeneity. Based on the research results, three hypotheses were accepted which makes the statistic to be reliable since it gave positive results. The research problem can be solved through service standardization, and training programs for the workers who plays a big part in the service delivery process. However the role of heterogeneity is based much on customer and the service provider. The service provider can have a good word of mouth to make the customer to have a good perception. While service providers can have a bad word of mouth and makes the customer to have a bad perception. That is how heterogeneity goes on when customers have different perception by receiving different services. The role of heterogeneity can be controlled which can help Emirates Airline to have an aggressive marketing and be able to retain their passengers. The results achieved by this research should be used to solve the research problem to bring on service innovation.

ICRM-PS 2/3_7: The Application of Multiple Regression Analysis In Evaluating The Effectiveness Of E-Service Quality Scale On Customer Satisfaction

Author(s): Dr. Jasveen Kaur and Baljit Kaur

Quality in service delivery is one of the main factors that determine the success or failure of the services industry like banks. In the business world, every company wants to capture the maximum targeted customers from the targeted markets, which is essential to provide better and efficient services to the customers in the emerging customer-oriented marketing scenario. The primary objective of this quantitative study has been in constructing and developing a scale for measuring e-service quality of the e-CRM tools and techniques by conducting exploratory factor analysis and confirmatory factor analysis and to examine the impact of the dimensions of e-service quality scale on customer satisfaction using multiple regression analysis technique in the banks in India. The relevant data has been collected from the public-sector banks, the private-sector banks and the foreign banks in the three most representative cities of three regions of the Punjab state i.e., Amritsar (Majha region), Jalandhar (Doaba region) and Ludhiana (Malwa region) and the capital city i.e. Chandigarh. By using confirmatory factor analysis, modified e-service quality scale has been confirmed in the banks in India and it can be inferred that e-service quality dimensions help to enhance the customer relationship management by using the technology in the banking sector. In addition, the regression results have indicated that reliability and System Availability are the independent variables that have significant impact on the dependent variable i.e. Bank Customers Satisfaction. The present empirical research study has been an attempt to develop and validate the dimensions of revised e-service quality scale by modifying the e-s-qual model for evaluating its effectiveness & application. The managerial implication is that the bank managers should focus on providing excellent electronic services at economical charges, which turn into positive influence on customer satisfaction. Providing or delivering poor and ineffective services to their customers could result into switching of customers from their existing bank to competitors and also negative word-of-mouth may lead to the difficulties for the industry. Finally, the research study has confirmed the modified e-service quality model and its impact on customer satisfaction in the banks in India and for attaining customer satisfaction banks must adopt e-service quality measures in the emerging and transitioning competitive scenario in the banking industry in India for maintaining and sustaining eCRM.

Keywords: Modified e-service quality scale, e-CRM tools and techniques, Confirmatory factor analysis, Regression analysis, Quality services delivery, and Bank customers satisfaction, India.

ICRM-PS 2/7_13: Review of Marketing Mix Strategies for Bottom of Pyramid Consumers

Author(s): Amanpreet Singh and Dr. Lalit Mohan Kathuria

Marketing mix strategies developed in western affluent market has partially succeeded in emerging countries and especially in bottom of the pyramid markets. In emerging countries like India, China, Indonesia, Brazil and South Africa, there is an untapped market consist of bottom of the pyramid (BOP) consumers with per capita earning less than \$2 a day. These marketplaces can be both profitable and socially rewarding endeavors for firms. Bottom 60 per cent of Indian households have 40 per cent of country's total household expenditure, indicating high consumption power of bottom of the pyramid consumers in India. BOP consumers not only face different circumstances but actually respond to those circumstances in unique ways. This paper aims to explore successful marketing mix strategies for BOP consumers and how these strategies are different from strategies meant for non-BOP consumers. The literature on bottom of the pyramid consumers was extensively reviewed and many key marketing mix strategies of firms from published material were examined. This conceptual paper also draws on several examples from existing writings to corroborate views of the authors. For example sachet marketing is widely used as it offers products in a very small package increasing the affordability, value delivery to the consumers, convenience along with providing satisfaction of using branded products to the BOP consumers. The study highlights that companies have gained success through adoption of these innovative strategies. Innovation in product development should be primarily aimed at improving functionality of the product and not on design and luxurious packaging of the product. Expensive packaging adds to product cost making it unaffordable for BOP consumers. A huge chunk of BOP consumers are illiterate and are unable to read information in non-local language given on packaging. This makes them to enter into pictographic thinking of the products and visualizing the quantity to buy. Therefore, companies need to redesign packaging in local language resulting in enhanced brand acceptability by BOP consumers. Individuals in BOP markets fall in low income category, thereby companies need to reduce cost and hence price of the product. A few of the firms managed to reduce prices of some products substantially by substituting imported packaging material with local ones. Also, previous studies in India indicated the influence of social networks such as community groups and associations in the purchase of products by BOP consumers. Managers also need to understand the role of social networks which will facilitate the firms to interact with BOP consumers. Due to low affordability, BOP consumers need to be provided credit facilities for purchase of goods. At times, firms offer credit facilities to individuals and organized social networks such as buying and community clubs, which buy directly from the firms. Traditional distribution channels could not bring considerable results in BOP market and led to use of franchises embedded in social networks as an alternative distribution strategy. Information and communication technologies (ICTs) such as mobile phones, internet enabled computers may play an important role in creating awareness and distribution of products and services among BOP consumers. Promotion through television and radio is likely to fail in BOP market due to lack of adequate access to broadcasting media among target consumers. Promotional tools such as live demonstrations and involvement of community members strengthen the relationship between firms and customers. This paper advocates that companies need to modify the existing marketing mix strategies for gaining success in the BOP market.

ICRM-PS 2/10_4: Affordable High Quality Healthcare Distant Dream or Reality: A Case of Narayana Hrudayalaya

Author(s): Shivoham Singh, Prof. Surendra Kumar Vyas, and Farzana Makkad

To initiate a medical revolution in India with an objective of providing high quality, low costs and high volume healthcare services to the masses Narayana Hrudayalaya (NH) was founded as a private enterprise. Based on the principle that any prevailing solution where cardiac illness was not affordable and therefore could not be addressed as a mere result, in 2001, Dr. Devi Shetty founded Narayana Hrudayalaya to provide quality cardiac healthcare to the masses. In Sanskrit the term "Narayana Hrudayalaya" means "God's Compassionate Home". It touches the life of people at every level, as it is a

combination of compassion and approach to provide affordable quality healthcare by use of high-quality medical knowledge and skills for making the business work for the poor and middle class.

From a cardiac hospital Narayana Hrudayalaya (NH) has been extended as a multi-specialty health city in Bangalore and twelve other locations of India. To provide quality healthcare services at an affordable cost to poor & masses, Dr. Shetty established 300-bed secondary-care hospitals in smaller cities across India with a vision to extend to make it the world's largest hospital chains with 30,000 beds in next five years.

Narayana Hrudayalaya was reshaped and moulded in the Narayana Healthcare (NH) with entry in other areas like cardiology, neurosurgery, paediatric surgery, haematology and transplant services, and nephrology among various others. The NH's objectives is not just to build high cost secondary hospitals in big cities, but to serve all sections of the society in smaller cities by establishing a chain of low cost hospital.

NH has commendable contribution in providing the quality healthcare to all levels of Pyramid with use of technology and backward integration to reduce cost. NH with the ISRO increased its reach to rural areas by Mobile outreach vans, Telemedicine, Tele-cardiology etc.

Keywords: Narayana Hrudayalaya, Healthcare, Dr. Devi Shetty, healthcare for all.

ICRM-PS 2/10_11: Examining Motivations and Constraints to Cricket Consumption on Twitter

Author(s): Dr. Tripti Ghosh Sharma, Preeti Tak and Mithila S Kanugo

The explosive growth in online social networking in the past decade has provided researchers and marketers an opportunity to gain valuable insights into user behavior and preferences. According to Nielsen, two-thirds of the on-line population visits social networking and blogging sites. Users are spending an ever-increasing amount of time connecting, communicating, and sharing through these sites and thereby providing latent information on their behavior and preferences. Further, the social connections in the online community are increasingly used for information exchange on varying topics. Social networks are therefore viewed as strategic resources that can be leveraged more effectively for gaining insights.

This research work studies what motivations and constraints influence Twitter Consumption for Sports in regard to following Cricket related handles (accounts of Cricketer, Commentator, Cricket News, Cricket Experts etc.) in India. A structured questionnaire was administered on 308 respondents. Convenience sampling has been applied. The collected data was analysed using AMOS 18. Results revealed positive relationship between motivations for Twitter consumption and cricket twitter consumption, and negative relationship between constraints for Twitter consumption and cricket twitter consumption across different twitter-handles among respondents. The results suggest Passtime and Entertainment as the most influencing drivers to this consumption in India. As for Constraints, Skill emerges the most important barrier to this consumption, closely followed by Social factor. The study also discusses future implications for marketers.

ICRM-PS 2/10_11: Examining Motivations and Constraints to Cricket Consumption on Twitter

Author(s): Arindam Roy, Ravi Krishna Medudula and Singidi Abhshek Reddy

Management Information System (MIS) is a combination of computersystems that are dedicatedly designed to help managers plan and direct business &organizational operations effectively and efficiently. It deals with processing the data into information which are communicated to various sections of the organization for correct decision making. It is basically a subset of the overall planning and control activities covering the application of humans,technologies and procedures of the organization. It

provides a valuable time-saving benefits to the workforce . Employees do not have to collect data manually for filing and analysis. Instead, that information can be entered quickly and easily into a computer program. With faster access to needed information, managers can make better decisions about procedures, future directions, and developments by competitors, and make them more quickly. It enable businesses to provide answers to managers by combining raw data about the organization's operations (contained in its basic information technology systems) with information gathered from employees in expert systems that reflect the organization's procedures.

This article identifies the key MIS issues which are being faced by both the public as well as private sectors giving more emphasis on public sectors in India. Significant studies of various research papers revealed that a lot of effort /focus are not put on MIS in Govt. Sector particularly the Indian Subcontinent. The need for building MIS at the corporate level has increased considerably during the last few years. Hence for top level managers , it has become a vital ingredient for decision-making process and other business related operations. There is a great demand for automation of reporting systems in every sector whether private or public. So, identifying the key MIS issues is one of the major task in order to optimize the business processes.

The results were obtained by using the Grounded Theory Approach taking one random sector i.e. IRCTC in order to identify the key MIS issues. Survey was done with people comprising of top level managerial , middle level as well as first line managers . Stratified Random Sampling were used to categorize the sample size. The Sample size taken for the survey was of 30.

This exploratory research work revealed that the most vital issues fall into three categories: alignment of MIS with business goals ,software development to implement it and end user computing ; the least important issues were narrowly focused on technical issues. The conclusions indicated that Top Level Management are more oriented to managerial issues than technical issues and technical issues should be tackled by lower hierarchical of organization. Then only the organization can maintain a stable business process and can work for the better innovation and future enhancement.

Keywords: Top level management , IS Planning , Centralization , Business Goals ,Integration of Technologies

DAY 1 (21ST DEC. 2013)

TRACK 4: Market Research In Specific Industries, Marketing in Transition

Economics, Marketing Strategies

SESSION 3:- 4:30 PM to 6:00 PM

Venue: Keywords: Room No. 204, 2nd Floor, DMS, IIT Delhi

ICRM-PS 3/3_5: Self-Image Enhancement among Youth through the use of Branded Fashion Accessories: a Qualitative Study

Author(s): Anitha Acharya

Purpose – This study aims to examine the enhancement of self image among youth by wearing or using fashion branded accessories in the Indian context.

Design/methodology/approach – A semi structured interview was conducted among 14 college students. They were enrolled at IBS, Hyderabad.

Findings – Fashion involvement and positive emotion had positive effects on youth's self image enhancement.

Research limitations/implications – This study was limited to college students of IBS Hyderabad and to general branded fashion accessories.

Practical implications – Retailers may encourage consumers' positive emotion through strategies like, product displays design of store, package design, and sales. A focus on brand ambassador, colors and latest technology is as important as getting the right mix of pricing and merchandise.

Keywords: Self image and fashion branded accessories

ICRM-PS 3/3_9 Word Of Mouth Communication - A Futuristic Marketing Concept

Author(s): Garima Sharma

Purpose of study: To identify the impact of word of mouth communication on purchase decision of consumers and to understand the influence of communicator on purchasing decision of buyer. Its aim is to identify product / service segments affected by information / recommendation through word of mouth communication.

Methodology: Descriptive research was conducted with the help of a structured questionnaire keeping in view the preferences and perception of the respondents. The sample selected for the study comprised of the citizens of Rajasthan. Of the 300 questionnaires administered, 140 were found incomplete and inappropriate and hence not considered for study. Chi square test was used to analyze the significance of the results.

Future scope: The study could provide better insights on relationship marketing which cements a bond of loyalty with customer which can protect organizations from the inevitable onslaught of competition and simultaneously consolidates its image, saves time, saves money and develops a dialogue which ultimately leads to boost its sales and create a brand image.

Conclusion: Decision to purchase a product/ service is very frequently affected by information/recommendation through word of mouth communication and the automotive & transportation, entertainment, health and financial and professional services sectors are mostly affected by it. Solicit opinions from family / friends have a great impact on purchasing decision of consumers. Advertisement and communication with others are found to be essential tools for changing the mindset of consumer's.

Keywords: Word of mouth, purchasing decision, online marketing, interpersonal communications.

ICRM-PS 3/3_10: Acceptance of Mobile Advertising among Smartphone Users in India: An Empirical Investigation

Author(s): Bobby Chaitanya Villari, Pradeep Kumar Hota and Piyush Kumar

Mobile revolution is the next big wave after the internet that has swept all over the world and if we go by the numbers presented by global giants like Samsung and Apple, a substantial amount of this opportunity lies in the Smartphone segment. In Indian context, smartphones can make revolutionary changes in increased communication, mobile-banking, dissemination of information and penetration of internet. The Indian wireless handset market is expected to grow at a compound annual growth rate of 43.6%, as per the research by Ernst and Young. In India, already a very large percentage of mobile phone users are using Smartphones and this presents huge opportunities for marketers to seize the attention of their prospective customers through direct contact. However, in the Indian context, there is little proof for success of Smartphone based advertising and factors influencing the acceptance of such advertising by Indian Smartphone user segment. This study intends to examine the factors that drive to influence a consumer's acceptance to Smartphone based advertising. We studied the relationship of constructs i.e., Consumer's perception of loss of Control & Privacy, consumer's perceived trust & Utility of the Smartphone based marketing campaign and the context of the advertisement to the acceptance of advertisement campaign. A few other factors like basic education level and age of the consumer were also considered. We utilized conceptual models obtained from previous literature (Merisavo et al., 2007) on effectiveness of SMS-based mobile advertisements and adopted the scale by suitably modifying the items to fit to our model. We employed Structural Equation modeling to examine the dynamic relationships and implications between constructs. Our results indicated that Trust, Context and Utility of Smartphone advertising are positively related to the user's acceptance of Smartphone advertising while Perceived control & privacy is negatively related to the same.

Keywords: Smartphone advertising, mobile marketing, m-commerce, user acceptance, structural equation modeling

ICRM-PS 3/3_11: Country of Origin' Effect and Consumer Decision Making in today's Market

Author(s): Aby Abraham and Prof. Sanjay Patro

The association between 'place of origin' of a product and its effect on consumer preference existed and researched for long. The Country of Origin (CoO) effect is created in the minds of consumer from individual's knowledge, experience, exposure and inclination towards a particular country. It helped in reducing cognition load in consumer decision making by becoming taking proxy for quality, reliability and acceptability of products originating from a specific country. The phenomenon was identified by researchers in different contexts and levels, leading to many concepts and definitions. There are many product specific factors which contribute into generation of 'Country of Origin (CoO)' biases along with moderating factors influencing the effect. In the modern hybrid products, with distributed locations of production, it has become more complicated with 'Brand / Country of Brand, Country of Design, Country of Parts, Country of Assembly, etcetera, being different. However, the importance of the CoO effect is still a reality as the consumer uses these cues in product differentiation.

ICRM-PS 3/3_4: Inclusive Marketing: A New Insight in the Rural Market (Select Case Studies from India)

Author(s): Nitin Kumar Sinha and Adya Shakti

Inclusive growth is the need of hour for India. Inclusive marketing is gaining importance for the inclusive growth. Rural areas which are largely ignored by the firms are offering a number of new opportunities which are forming the basis of the inclusive marketing. It looks at the poor not only as consumers but also as producers/suppliers of goods and services. This approach offers promise to add economic value to goods and services contributed by the poor. It can therefore impact poverty positively. ITC's E-choupal is a perfect example of inclusive marketing. The business model ensures that farmers as producers get better value for their produce. Once their incomes are enhanced the model then uses the same channel that was created for procuring produce to push relevant goods and services needed by the farmers as consumers. Government and the private sector need to come together to promote inclusive marketing and grow the size of the rural pie through the development of reverse distribution channels rather than companies fighting with each other to grab share of the limited pie. In this paper, through selected case studies we are trying to show that inclusive marketing is the current instrument for both firms' profits and societal welfare. The next growth will come from the rural market and companies that ignore this segment will do so at their own peril.

ICRM-PS 3/7_1: A Study of Marketing strategy for Public and Private Sector Mutual funds in India

Author(s): Dr. Vinay Kandpal and Prof P C Kavidayal

This study mainly focuses on the need for marketing strategies for Mutual Fund Industry in India. The competitive landscape of the Mutual fund industry has undergone a tremendous advancement in recent years. Mutual Fund houses compete with one another either by satisfying different economic functions or by introducing a low-cost or a differentiated product. Mutual funds in India have confined its reach to urban areas leaving vast saving potentials in rural areas untapped. The main reason for restriction of mutual fund investment in Top cities or Urban areas is the lack of awareness level in the rural and semi urban areas. Mutual funds have not been recognized and accepted in the rural and semi urban markets. The role of mutual fund agents or distributors is to educate the investor community. The abolition of entry load from August 2009, criticized by some brought benefits to investors. Recently mutual fund companies are initiating different steps through financial inclusion. Thus helping in promotion of investment behavior by spreading awareness among prospective customers in urban and rural areas. Indian Mutual funds have remained focused around a limited range of products. Efforts to develop and expand the market through innovative products have been negligible. This may be attributed to the funds inability to take risks and to predict the future developments in the market. Therefore the spread of Mutual Fund market has been limited. The absence of product diversification and confusion in the market has been enlarged by the lack of marketing initiatives for Mutual Funds.

Keywords: Mutual fund, financial inclusion, Entry load

ICRM-PS 3/7_3: Changing Playfield: Strategic Tactics of Micromax

Author(s): Mansi Arora Madan

Mobile phones are everywhere today. It was not so, some ten years ago.

The mobile phone industry in India started hitting the right button only in the late 90's. Much before that, it was the trunk dialing wherein you call up the operator, request for a call to be placed, and then wait until the call connects and then speak. It was expensive and it was with frequent disconnections. It was used only to inform very important information.

Landline phones were later introduced. The wired phone market was a big thing. Bharat Sanchar Nigam Limited (BSNL) was the sole provider of telephones then. The fixed dial up phones was succeeded by pagers. The device became very useful to communicate short messages required for business or official purposes.

This made companies understand the need and requirement of mobile phones. However owning a mobile wasn't cheap and was considered a luxury. The early incoming and outgoing rates started around Rs. 32 per minute that mobiles were considered a gizmo for rich. But with the increasing potential of the market, the incoming calls got free and outgoing call rates are incessantly reducing. The technological development took speed and soon there was extreme connectivity with newer models and lovely features with android and IOS. Companies like-Reliance, Nokia, Motorola, Sony Ericsson, Blackberry, Panasonic, LG, etc. started to enter the Indian Market.

The aggressive growth of mobile connectivity has showed dexterity in the routine for people. It helps people engage in shopping, entertainment, banking, work, healthcare, and perhaps more than anything else, with each other with just a touch. Amidst over 860 million mobile phones in the country, they are literally the extension of people's hands today.

With so many brands offering competitive feature, the paper discusses the strategic tactics of Indian Company-Micromax who has made its way amongst top with some strategic moves.

Keywords: Strategic, Management, Growth, Marketing

ICRM-PS 3/7_4: Creating a Benchmark and Sustaining the Bull Run: A Case Study of Punjab Maharashtra Co-operative Bank

Author(s): Dr. Jyotinder Kaur Chaddah

Punjab Maharashtra Co-operative Bank (PMCB) is the youngest co-operative bank to achieve schedule bank status and was awarded 1st rank for nine years in succession among the urban co-operative banks in Mumbai region. Being the only bank in India to have more than 70% of its workforce comprising of women employees, it has a clearly formulated growth strategy: implementing modern banking practices and focusing on relevant customer service are its key elements. It is now among the top 10 co-operative banks in India.

From Marketing perspective, this case study explores how the bank meets its objectives in terms of talent sourcing, training and retention and location identification of its branches to achieve sustained profitable growth. It also looks at evolving organization and work culture which is in sync with their motto "we enjoy to serve"

Keywords: Retail Banking, Co-operative Bank , Growth Strategy, Talent Sourcing, Customer Delight

ICRM-PS 3/10_28: An Identification Of Significant Destination Attributes Of India As A Tourist Destination

Author(s): Alok Acharya

In the present competitive tourism market, the study of destination attributes is essential for tourism marketing. Tourists are attracted towards different destination attributes of different destinations therefore it is necessary to identify the important destination attributes of a destination and to understand specific reasons for this. The study identifies important destination attributes of India for marketing as a tourist destination and also attempts to find out the specific reasons for this.

Objectives: (1) The main objective of this study is to identify important destination attributes of India as a tourist destination. (2) The objective of this study is to investigate reasons for this. Research Methodology:

The study is an exploratory in nature and based upon secondary data available in the field of tourism and destination marketing.

Findings:- In this study it was explored that cultural heritage, historical monuments, pilgrims' places, natural beauty, medical services and shopping of handicraft products (specially for international tourists) are important destination attributes of India. The study also investigated reasons for these important destination attributes.

Keywords: Destination attributes, Destination marketing, India

DAY 2 (22ND DEC. 2013)

TRACK 1: CONSUMER BEHAVIOUR, ETHICAL MARKETING

SESSION 1. 9:30 A.M. to 11.00 A.M.

Venue: Vishwakarma Bhawan Auditorium, Ground Floor, DMS, IIT Delhi

ICRM-PS 4/ 1_50: A Pragmatic Swot Up on the Concepts Swaying the Consumer Behaviour in Online Shopping Environment

Author(s): Megha Munjal Sharma, Manisha Kapoor and Sania Tandon

Internet being a vehicle for communication and information has also emerged out to be a source of increasing online transactions that reaches out to the consumers directly. The preferences of the consumers has also changed and resulted in the shift from brick & mortar shopping stores to online shopping websites and give them an experience of virtual shopping malls rather than concrete shopping malls.

Scope and Purpose: As World Wide Web & Internet is broad in its range such is the scope of this paper. With the advancements in technology worldwide and with the birth of internet most of the population around the world has become Tech Savvy. The purpose of this study is to analyze and depict the consumers' awareness, attitudes and satisfaction levels which affects and comprises their behaviour. The study aims at exploring the various factors influencing consumers buying behaviour in case of online shopping. This paper therefore is intended at framework to amplify researchers' thoughtfulness of consumers' attitudes toward online shopping and their intentions to shop online with three key building blocks (intention, adoption and continuance) so as to analyze the online consumer behaviour in a systematic way.

Methodology/Design: This swot up will be focusing on knowing the attitudes, awareness and satisfaction stages and will attempt to find out the various factors that are influencing the consumer behaviour. Primary data will be collected through a questionnaire based on online buyers opting to shop on web. The Secondary data will be collected through websites, journals, articles etc. Sampling Technique used will be Convenience Sampling. The multi-variate statistical technique i.e. Factor Analysis will be applied for analysing the number of factors influencing consumer buying behaviour in online shopping environment.

Findings: Analysis and Interpretation of the data collected in this study will attempt to find the various factors influencing the consumers purchase behaviour along with their awareness, attitudes and satisfaction levels based on the three edifice of consumer behaviour mentioned above namely intention, adoption and continuance.

Conclusions: The analysis of this study could be used as constructive channel for understanding the consumer psychology while prior to purchase, during purchase and post purchase. The upshot of the study put forward that assessment of consumer buying behaviour and all factors influencing it can put in to an enhanced understanding of consumer buying behaviour in deference of online shopping.

Keywords: Internet, Consumer Buying Behaviour, Online Shopping.

ICRM-PS 4/ 1_25: How Social Media Word-of-Mouth Influences Consumer Decision Making: a Conceptual Framework based on Literature Review

Author(s): Angshuman Ghosh, Prof. Sanjeev Varshney and Prof. Pingali Venugopal

Social media is the latest buzz-word in the world of marketing and communication. Billions of people are using different social media sites on a daily basis. A significant proportion of consumers refer to reviews of products and services posted on social media before making their purchase decisions. In the process the Word-of-Mouth or WOM messages posted by fellow users on social media sites play an important role. In this research paper we will study how social media WOM influences the decision making of the recipient consumer. Based on study of the extant literature and consequent analysis we present a set of research propositions and a conceptual model. The main relationships that we will study are the impact of social media WOM on consumer purchase intention and brand attitude. We will also study the role of key correlates in the context namely perceived risk, source credibility, social media website, perceived product knowledge and involvement level. The primary contributions of this research paper are distinguishing the roles of positive and negative WOM, bringing WOM to the context of social media and studying the roles of key correlates.

Keywords: Social Media, Word-of-Mouth, Perceived Risk, Brand Attitude, Purchase Intention, Source Credibility

ICRM-PS 4/1_26: Husband - Wife Influence in Purchase of Consumer Electronic Products

Author(s): Shalini Srivastava

Social media is the latest buzz-word in the world of marketing and communication. Billions of people are using different social media sites on a daily basis. A significant proportion of consumers refer to reviews of products and services posted on social media before making their purchase decisions. In the process the Word-of-Mouth or WOM messages posted by fellow users on social media sites play an important role. In this research paper we will study how social media WOM influences the decision making of the recipient consumer. Based on study of the extant literature and consequent analysis we present a set of research propositions and a conceptual model. The main relationships that we will study are the impact of social media WOM on consumer purchase intention and brand attitude. We will also study the role of key correlates in the context namely perceived risk, source credibility, social media website, perceived product knowledge and involvement level. The primary contributions of this research paper are distinguishing the roles of positive and negative WOM, bringing WOM to the context of social media and studying the roles of key correlates.

Keywords: Social Media, Word-of-Mouth, Perceived Risk, Brand Attitude, Purchase Intention, Source Credibility

ICRM-PS 4/ 1_28: Impact of Socio-Economic Variables on Teenagers' Influence in Family Buying Decisions

Author(s): Vakil Singh and Prof. Sanjeev Kumar

In the present study the researcher tried to trace out the impact of socio-economic variables e.g. area of residence, type of family, parent employment status, caste system and the annual household disposable income of the family on teenagers' influence in family buying of selected products. The present study is focused on to get an insight into role of teenagers in buying decision making process of families in Haryana. Total of 234 households were visited and responses of teenagers were taken from four villages and two cities Hisar and Kaithal. The data was collected in March to July 2013. The study is confined to three decision stages during buying decision making process of television & cell phone. ANOVA and t test have been used to achieve the objectives of the study.

Key Findings: Study reveals that 98 percent of respondent have television set at their home in which 30 % families are having TV of LG brand followed by Samsung and Videocon. Every family (100%) is having cell phone and 36.6 percent of teenagers have personal cell phone. Nokia is the most possessed brand among families (54%) followed by Samsung, Tata indicom and Spice. While analysing the influence of teenagers in family buying decision making process across decision stages, majority of them participated in it. Caste and income have significant impact on teenagers influence in cell phone buying decision stages but not in case of TV. This might be because TV is common and family products and cell phone is more personalise product. Rural teenagers of Scheduled caste and General Caste were significantly more influential in buying decision making process of cell phone than of urban backward caste. It was found that with increase in annual disposable income of the family, they were significantly more influential than the teenagers from lower income families.

Keywords: Influence, teenagers, family, Socio-Economic variables, decision making process.

ICRM-PS 4/ 1_29: Impact of Teens' Brand Consideration Set on Family Purchase Decision Making: A Multivariate Analysis

Author(s): Dipak Saha

It is evident from past literature review that research on family decision making has been largely confined to spouses, who are considered as the relevant decision maker in the context of family decision making. The role of third party influences, such as children, on decision making strategies is becoming an important dimension of research to understand the pester power of teens' in the family decision making process. Traditionally, women were seen to be the purchasing agents for the family. Increasing participation of teens' in the family decision making has now considered as an important mediating variable which determines the brand choice and purchase behavior of families in various product categories. It is evident from some recent literature that children enjoy greater discretion not only in making routine consumption decisions for the family but also in pestering their parents to buy their preferred brands. The study has been conducted using respondents belonging to A1A2 families to discern the influence of teens' in the purchase decision making. The data have been gathered from a convenient sample comprising of 412 respondents from Kolkata to understand the pester power of teens' belonging to higher social class. It is evident that there is a very high degree of brand awareness and loyalty towards competing brands available in a product category. The study reveals that the teens' have developed their brand choice behavior for most of the fmcg and apparels brands available in the market .It has been observed that brand trust, brand image and the size of the consideration set highly influence the brand loyalty behavior of teens'. The limitations, managerial implications and scope for further research are also addressed in this study.

Keywords: Teens', Brand Trust, Brand Loyalty, Consideration Set, Family Decision Making

ICRM-PS 4/ 1_31: Influence of E-tailing on Buying Decision Process: A Study of Selected Students at Jaipur City

Author(s): Dr. Pawan Kumar Patodiya, Prity Birla and Surbhi Mathur

The new wave of consumerism coupled with increasing urbanization and multiple earner households have driven consumers to use online web portals to search for information or to make purchase of goods or services. An economic reform of 1991 has boosted the ICT revolution in Indian scenario and the paramount development of the internet as well its users. With regard to tremendous growth of online shopping, the paper tries to figure out the factors influencing consumers' buying decisions online. The

study laid emphasis on both primary as well secondary data. Primary data was collected from 125 respondents by using judgment and convenience sampling technique from selected colleges at Jaipur. The study is descriptive and exploratory by nature. Structured and non-disguised questionnaire was framed to conduct the research work and pilot survey is done upon 10 respondents prior. The data was analyzed by using non parametric tests. Results shown that variety of factors influenced buying decision process which comprise of ease of accessibility, deals & discounts, convenience of delivery of product, privacy & security, shopping enjoyment, brand image of e-tailing sites etc.

In the changing trends of Indian retail environment e-tailing has emerged as the focal area of research for academicians and marketers. In this scenario understanding the consumer behaviour and forecasting the factors impact their buying decision process assumed significantly an important role. The researchers have reviewed varying aspects of e-tailing sites and consumers' buying decisions online. As an outcome of this study the research paper offers key insights towards prevailing World Wide Web activities and predominant factors which are decisive to purchase via internet. This would enable virtual retailers with the potential to enhance the consumers' buying experience and this in turn leading to strengthening their competitive positions. In the globalized era where consumers' are treated as skeptical, selective and demanding the study explored the paramount factors impacted their buying decisions. Results shown that people carry strong level of agreement towards delivery time, privacy & security, deals & discounts and brand image as the most significant influential factors. However on the other side, the quantum of risk is also associated with web shopping. The research paper investigated that people scared of not getting what they paid for and risk of credit card details get disclosed refrain them to purchase via internet.

Keywords: Consumerism, Economic Reform, E-tailing, Consumer Behaviour, Buying Decision Process.

ICRM-PS 4/1_21: Factors Influencing Prescribing Behaviour of Physicians in India

Author(s): Shamindra Nath Sanyal, Saroj Kumar Datta and Asok Kumar Banerjee

The present study wants to find out the factors that have very significant impact, both positive and negative, on the prescription behaviour of physicians in Indian aspect. The specialty of the study is that it has applied Technology Acceptance Model (TAM) (Davis, 1989) in this study. Following TAM, the current researchers have used the constructs like perceived usefulness, perceived no need, availability of alternatives, attitude to prescribe branded generics, perceived cost and prescription intention to formulate the research hypotheses. Five additional factors have also been added to test the result. Those are influence of product branding, influence of corporate branding, opinion leader's influence, customer's perception of need achievement and impact of brand age. Confirmatory Factor Analysis and Structural Equation Modeling were used to test the factor structure of the proposed measures and hypothesized model. The constructs like perceived usefulness/utility and perceived no need influence physician's attitude to choose the branded generics. Attitude is related to the prescription intention in a positive way and actual usage of the drug shows a high value of squared multiple correlations. The results of the present study show that physicians perceive branded generic drugs in a very composite manner.

Keywords: Branded generics, TAM, Attitude, Prescription intention, India

DAY 2 (22ND DEC. 2013)**TRACK 1: CONSUMER BEHAVIOUR, ETHICAL MARKETING****SESSION 2:- 11.30AM to 1.00 PM****Venue: Vishwakarma Bhawan Auditorium, Ground Floor, DMS, IIT Delhi****ICRM-PS 5 / 12_1: Business Ethics and their role in FMCG sector in India: A Theoretical and Empirical Analysis****Author(s): Dr. Vijay Kumar Taneja, Naman Taneja, Himani Sharma, Mayank Raj Kathuria and Paridhi Mathur**

Ethics in business plays a vital role in the growth of company due to its influence on profit and hence progress, irrespective of the size of the organization. Business ethics is a theory of the relation between a moralistic business and a moralistic society. Also, it is the study of fair business policies, activities, behaviour, functioning and practices within an organization regarding issues that may be potentially decisive. The main purpose of this paper is to study and assert the governing Business Ethical Attributes (BEA) in the prominent categories- Small, Medium and Large enterprises of the Fast Moving Consumer Goods (FMCG) sector in India. For co-relation of ethical values, a model based on Set Theory is applied to the data obtained from a survey. An ideal set, containing all the attributes that ideally imply to the FMCG sector is defined prior to the survey. After the survey, led by the data obtained, a set of attributes pertaining to each category of enterprise is constructed. Then at the end, it is related to the initially defined ideal set. This paper also presents a study of various conditions by examining the behaviour of the parameters and also suggests policy to determine Business Ethical Attributes for each type of enterprise in the FMCG sector in India. The experimental results greatly help us to identify the contributions of each selected parameter and its impact on ethical as well as profitable business organization.

Keywords: Business Ethics, Business Ethical Attributes, Set Theory and FMCG.

ICRM-PS 5 / 1_33: Leveraging factors for green product purchase and Willingness to Pay Across Different Product Categories: A Survey in India**Author(s): Aindrila Biswas and Prof. Mousmi Roy**

Whacking number of studies have explored consumers' willingness to pay for electricity from renewable sources in the developed economies and their emerging counterparts like China. However willingness to pay the premium for eco-friendly products have remained unexamined in the context of emerging economies. It methodologically drew on the recent contributions in literature in adjudicating the driving factors of consumers' green product purchase decisions and willingness to pay the green premium. Survey based approach aided by structured questionnaires were used for data collection. Regression analysis divulged consumers' perceptual factors contextual factors and corporate environmental performance significantly influences the prevalence of green product purchase and WTP. Corporate environmental performance tends to exert highest suggestive impact on green product purchase. Results of one-way Anova suggest significant contrast across the diverse green product or service categories based on consumers' level of involvement, outlay and frequency of purchase with respect to the three impetus and WTP. It is concluded that consumers' faith in the quality, performance, appearance and eco-label would generate the drive for WTP with subsequent augmentation in yield, concoction and

elongation in product line for green products. Thus sustained corporate environmental reporting will intensify consumers' WTP for their products. Furthermore, the managerial implications and future research directions have also been discussed.

Keywords: Willingness to pay, Green products, Corporate environmental performance

ICRM-PS 5/1_34: Motivation Behind Processed Food Consumption Amongst Indian Families

Author(s): Sneha Desai, Farrah Zeba, Shaheen Musarrat and Manish Gupta

Rapid urbanization in third world countries have extended the scope of food marketing in the emerging markets (Pingali, 2006). India have emerged as important markets for processing food business due to their huge populations and growth potentials (Choo, 2002). There has been a major shift in food habits in the urban and semi urban populated cities of India. This is because of urbanization and global integration which has brought about new dietary needs and general lifestyle changes (Popkin, 1999). Major contributor to this new dietary needs and lifestyle changes are the smaller families of urban areas in India which are showing greater affinity towards convenience foods like processed food. This need for convenience food is further necessitated by the growing trend of women entering the work force in India. No research has been done to explore the motivation behind the processed food consumption in India. In this article, an attempt is made to identify the factors affecting the choice of Indian families' for processed food consumption.

The data were collected using a semi-structured interview based on parameters like, food choice, purchase, eating consumption, state of emergency, comparison and health concern and awareness. Probing questions were incorporated to elicit their eating habits and identify the change in the pattern of food consumptions. Thematic analysis was used to identify, analyze and report patterns from the data as suggested by Boyatzis (1998); Braun and Clarke (2006). The Analysis resulted in the development of 'Five Themes' which explain the motivation behind processed food consumption. These themes are 'Perceptions of a well balanced diet', 'Convenience', 'Aesthetic qualities', 'Contingency factors' and 'Time saving'.

According to Brokaw and Lakshman's (1995) review of consumer research on convenience food, there has been no study to employ a major consumer survey in India. From this study we can say that Indian people are inviting processed food at their household because of changing lifestyle and ease of using.

Keywords: Indian Families, Consumer behavior, Processed foods, Motivation, Convenience.

ICRM-PS 5/1_36: Priority of Low- Income Consumer Behaviour in Visiting Market Places

Author(s): Dr. Abraham Konda and Dr. M. Rajasekhar

Need of the study: The competition among the marketers is at cutthroat type so, the marketers has to search for new avenues or the new segments for selling their goods and services. The present study will pave the way to the marketers and producers to reach the markets where the low-income consumers are available to purchase the goods and services at their potentiality.

Objectives:-

To find the market places being visited by the low-income consumers.

To know the level of consumption expenditure of low income consumer in a particular market place.

To find the market place where the low-income consumer is spending much.

Irrespective of their income level, most of the respondents from low-income consumers preferred 'public distribution shops' for food provisions whatever was available there. Secondly, they preferred to visit 'retail shops', 'towns', and 'district head quarters' were cited as the third, 'vendors' as the fourth, and

lastly 'other sources' as their preferred market places, from where they buy their products and services. (Table no: 3). There is relation between literacy level and visiting market place for purchasing goods and services. To say clearly based on their literacy level the low-income consumers market place priority is changing. Based on post hoc test it is found that there exist some similarity in the consumption expenditure of retail shops and district head quarters. But not in the case of public distribution shops. (Table no: 9). Under the keen competition it is suggested to the marketers to provide the necessary goods at Public Distribution Shops to reach the market which they have never met so far.

Keywords: low-income consumers, Market place, Consumer behavior, Marketing, Public distribution shops.

ICRM-PS 5/1_37 : Sales Promotions and Consumer Based Brand Equity of Brands

Author(s): Dr. Siby Zacharias

Sales Promotion as a Marketing tool is gaining prominence over other elements in Promotion Mix viz., Advertisement, Publicity or Public Relations, Personal Selling and Direct Marketing in recent years. This is evidenced by the proliferation of sales promotional offers in the market during Festival and off seasons to induce trial and sometimes to shift in time the purchase decisions of consumers. The broad agenda of this research is to study the influence of specific forms of sales promotion on the perceived brand equity of certain brands of selected products.

The study had the following specific objectives:-

To find out the effect of Sales Promotions, viz., Price Promotion and Premium Promotion on Consumer Based Brand Equity of Convenience Products.

To explore the differential effects of Sales Promotion on Brands among the sources of Consumer Based Brand Equity, viz., Brand Awareness and Associations, Perceived Quality and Brand Loyalty and Overall Brand Equity in Convenience Products

The dependent variable in the study was the Consumer Based Brand Equity and its components measured by using the scale originally developed by Yoo and Donthu (2001) suitably modified to assure the reliability and other scale properties in the local context. Sales Promotion was divided into Price and Premium Promotion based on available evidence of similar studies from literature. The Price Promotion was operationalised as '15% off' in market price and Premium Promotion was operationalised as an equivalent free gift in value to Price Promotion; accordingly an offer stimulus was designed and respondents were exposed to the stimulus.

Respondents of this study consisted of college teachers and are selected from four districts of Kerala, viz., Ernakulam, Idukki, Kottayam and Pathanamthitta. For the Product Class, Toothpaste, the teachers of the said four districts were taken as respondents.

The study finds out both sales promotions, price and premium promotions affect the sources of Consumer Based Brand Equity, viz., Brand Awareness and Associations, Perceived Quality and Brand Loyalty and Overall Brand Equity of Convenience Products significantly.

The study clearly establishes that Sales Promotion affects Consumer Based Brand Equity in Convenience Products, namely, Tooth Pastes among Brands. Over emphasis of Sales Promotions is found to dilute the Perceived Quality, Brand Loyalty, and Overall Brand Equity of the brands. Though the Brand Awareness and Associations about the brands may go up, in the long run Sales Promotion will affect Consumer Based Brand Equity adversely.

Keywords: Consumer Based Brand Equity, Convenience Products, Sales Promotion

ICRM-PS 5/1_38: Shopping Momentum Effect- Is it a Universal Phenomenon?

Author(s): Subrat Sarangi and prof. Sanjeev K. Varshney

Shopping Momentum is conceptually derived from the mind set theory (Gollwitzer, 1990) with two distinct mind set stages in consumer decision making, namely, 'deliberative' of pre-decisional phase and 'implementational' of the post-decisional phase (though pre-reaction). Shopping as a behavior has an inertia wherein, once the deliberative mind set is crossed, the propensity to shop more of unrelated categories increases as the consumer moves to an implementation mind set (Dhar, Khan and Huber, 2007). This increase in purchase propensity for the subsequent target items is defined as Shopping Momentum. However, there can be disruptions to this inertial shopping behavior from interventions i.e. change in fund source; promotional activity and many other sources, which have so far been ignored. Further, the generalizability of shopping momentum effect is also questionable, given the socio-economic profile of the customer especially in the base of pyramid markets and the environmental situation of the buyer. This paper explores the phenomenon of shopping momentum effect in light of the goal oriented mind-set theory and recommends a set of propositions questioning the generalizability of the concept under various environmental situations.

Keywords: Shopping Momentum, Mind Set Theory, Deliberative Mind Set, Implementation Mind Set, Base of Pyramid (BOP)

ICRM-PS 5 / 1_39: Shopping Styles of Poor for Fast Moving Consumer Goods: An Exploratory Research

Author(s): Arvind Kumar, Dr. H. K. Dangi and Dr. Anupama Vohra

The majority of the consumer behavior research addresses the issues related to the affluent group. The researches on poor are few and at a very nascent stage. The marketers' justification on the neglect of poor on the purchase potential front might seem relevant in the case of durables but does not hold merit in the case of fast moving consumer goods (FMCG). In this saturated market, the poor consumers are a promising demographic segment for FMCG marketers and deserve to be explored for their needs, preferences, and shopping styles regarding FMCGs. The present study explores the shopping styles and purchase decisions of 30 below poverty line (BPL) families of Delhi, India for five FMCGs (cooking oil, toothpaste, bathing soap, tea, and washing soap). It concludes that the poor are quality conscious, brand conscious, brand loyal, but not the price conscious consumers for FMCGs. Poor are found purchasing well known brands in all the five product categories except the cooking oil and it approves their brand consciousness. As far as purchase size is concerned, small and medium sized packs are preferred by them.

Keywords : Consumer behavior, shopping style, poor, FMCG

DAY 2 (22ND DEC. 2013)

TRACK 1: CONSUMER BEHAVIOUR, ETHICAL MARKETING

SESSION 3:-3:00 PM to 4:15 PM

Venue: Vishwakarma Bhawan Auditorium, Ground Floor, DMS, IIT Delhi

ICRM-PS 6/1_35: Operationalizing Customer Value Management as a Competitive Advantage

Author(s): Pankaj Nayan Choubey, Shomick Roy, Vinod Mukundan and Sidheshwar Kumar

Intense competition and rapid changes in the business environment are forcing organizations to rethink their customer strategies in order to maintain their growth and profitability. Retaining loyal customers can be a significant source of advantage for firms. Relationship marketing literature highlights the importance of identifying profitable customers and focusing efforts on developing “collaborative relationships” with them, so as to gain a greater share of their wallet through offerings of value added products or services. But this is easier said than done, as it requires significant efforts and time on the part of the seller to implement such a strategy.

However, a company which has been able to successfully implement a program which is meant to identify profitable customers for targeting with value product offerings is Tata Steel. About a decade back, the company, through its Customer Value Management, tried to adopt a customer retention strategy, which allowed it to distance itself from the commoditized steel market and position itself as a value creator in the minds of its customers.

Research indicates that retaining customers is a more effective strategy as compared to new customer acquisition strategy, as the cost of doing business with a new customer is significantly higher as compared to existing customers. Therefore, firms today focus on building long term relationships with customer firms. One of the key contributors to long term relationship development is customer loyalty. A loyal customer would be in a business relationship with a supplier firm for a reasonably long duration of time. In order to induce customers to be loyal, supplier firms must create value for the customers. While it is fairly well established that customer satisfaction leads to loyalty, the relationship between the two is not purely linear, as satisfaction does not always lead to loyalty. However, loyalty is very important from the perspective of the supplier firm as it contributes to long term financial performance, especially in case of commodity markets. Research has found evidence of the negative correlation between customer defection and cash flow and profitability.

It may intuitively appear that the front line managers, who directly interact with customers, play a crucial role of developing and maintaining customer relationships. However, this may actually not be an appropriate strategy for a firm to pursue. They should try to engage with customers at various levels, and hence make their customer relationship not dependent on a single person or a few persons.

While developing customer relationships may be desirable objective for a supplier firm, they cannot ignore their profitability from these accounts. If the cost of maintaining relationships is higher than the benefits that a supplier firm gains from the process, it may not make business sense. This explains why relationship building efforts are restricted to only profitable customers. Buyer-seller relationship has been compared to a marriage by Levitt (1983), thereby highlighting the importance of being sensitive to the current and potential future needs of buying firms.

Anderson and Narus (1991) highlight the importance of value as a central proposition in the strategic approach to customer relationships in a business market. Since building relationship requires creating a history of customer interactions, which define the supplier firm actions, there are many who argue in favor of using information technology to manage relationships. Thus Customer Relationship Management, to many have come to mean the use of technology to facilitate customer interaction and managing relationships with them. However, one must not ignore the strategic elements of the customer relationship management, while adopting technology to facilitate the efforts.

Keywords: Voice Of Customer (VOC), Quality Function Deployment (QFD) Customer Value Management (CVM), Customer Life Time Value (CLTV)

ICRM-PS 6 / 1_41: Technology Based Banking Penetration and Services: Understanding the Awareness and Usage Issues of the Marginalized Consumers.

Author(s): Dr. Shweta Anand and Deepika Saxena

Purpose – Considering India’s vast population and its varied geography, the challenge of banking the unbanked cannot be met without appropriate initiatives. Initiatives are being taken by banks in India in various ways i.e. technological advancement, diversification of distribution channels in term of Business Correspondent Model and Business Facilitator Model, by conducting financial literacy programmes and so on.

Objective- The objective of this paper is to identify the level of awareness and the level of usage of the initiatives taken by banking services for inclusion of the low income groups of the society into the formal financial services system.

Design/methodology/approach – For this purpose, primary data is collected from 50 respondents in Delhi/NCR using a questionnaire. It had questions pertaining to awareness and usage of various services offered by Banking to its consumers. The services were categorized as Online Banking, Tele Banking, SMS Banking, ATM Banking and so on. The responses were analyzed with the help of statistical tools.

Findings – The study revealed that people of low income level are aware about those services which are widely spread and have visibility in the society like ATMs. People are also building trust on the Business Correspondent Model as their response towards BCs is positive. SMS service is gaining popularity due to widespread mobile inclusion in India. Internet penetration and literacy is low in marginalized classes and has not seen wide usage.

Originality/value – The paper is particularly useful for banks who would like to increase the effectiveness of the services offered by them. For other initiatives to have wider approach, banks need to spread awareness. They should all realize that spreading financial awareness is not one time initiative, but a continuous process.

Keywords: Banking Services, Technological Advancement, Business Correspondent / Business Facilitator Model, Financial Literacy Programmes, Credit Counseling Centers, Common Service Centers, Banking Consumers.

ICRM-PS 6 / 1_7: Consumer Behavior Towards Awareness And Adoption Of Electric- Rickshaws: A Case Study Of Delhi

Author(s): Vishal Kumar Laheri, Hamendra Dangi and Anupama Vohra

An increased awareness of consumer behavior is essential for business and environmental reasons. The more the consumers are aware of environmental measures, less are the chances of environmental degradation. The study addresses consumers awareness towards “Electronic rickshaws” (E-rickshaws) as an environmental friendly drive. Again the study focuses on adoption behavior of consumer to e-rickshaws over traditional fuel driven auto-rickshaws. For this, exploratory study research design has been used through literature review and survey method is used to measure the level of awareness and adoption behavior of consumer towards e-rickshaws. The results indicate that most of the consumer are aware of environmental reasons behind the introduction of e-rickshaws and are ready to adopt in their daily means of transportation. The present study comes with certain loopholes for e-rickshaws and

suggests ground for improvement. So, it will be helpful for suppliers of e-rickshaws to modify their models as per demand of consumers.

Keywords: Consumer behavior; awareness; adoption; environmentalism; e-rickshaws.

ICRM-PS 6 / 1_42 : The Study of Base Line Factor for Service Satisfaction of Life Insurance Consumer in the State of Manipur

Author(s): Haolenlal Gangte and Dr. Geetika S.Johry

This study explores the consumer satisfaction related to life insurance agent operating in the state of Manipur. Data has been collected randomly respondent's base on series of questionnaire design to gauge their satisfaction level, behavior, awareness and general attitude toward the agents. The data were treated with factor analysis, where agent's proactive approach, selling skills, customer relationship management, business transparency and personal development skills emerges as the baseline factor influencing service satisfaction at large. The study also highlights the importance of the baseline factor determining the service quality and performance of the agents.

To the best of our knowledge, no academic research or studies has been conducted so far on the life insurance consumer satisfaction and the agent from where they purchase the life insurance policy. Thus the recommendation and finding from this study may help in bridging the gap in agent's training and development program as well the changes in consumer preferences and services.

Keywords: Training, life insurance agent, consumer satisfaction.

ICRM-PS 6 / 1_6: A Study of the Online Shopping Behaviour of Youth Population with Special Reference to Delhi/NCR

Author(s): Dr.Lokinder Kumar Tyagi, Elisha Arora and Dr. Vikas Nath

The trend of people buying products online is catching up fast. This study is an empirical study based on the primary data. It also utilizes secondary data that has been collected from various sources including websites. The sample has been selected from the youth population in Delhi/NCR as they have been found to engage very frequently in the use of internet for purchasing products online. The study highlights that Experience, Reliability, Service quality of Website, Efficiency, Accessibility, Ease/Convenience, Transparency in Transaction, Broad Application, Safety and Attraction are the important factors driving online shopping amongst the youth population in Delhi/NCR.

Keywords: Consumer behaviour, Youth, online shopping, Factor Analysis

ICRM-PS 6 / 1_44: Understanding Factors Affecting Online Shopping Behavior of Young Consumers

Author(s): Dr. Kamaljit Sodhi and Dr. Raj Karan Gupta

The growth of online shopping is increasing at a rapid rate in India by replacing traditional store shopping habits of the consumers. However, there is a little information available on online shopping behavior in the context of young consumers, because of its complicated socio-technical nature which involves many factors of technical and non- technical nature. This study is primarily based on the factors which have emerged from Technology Acceptance Model (TAM). Perceived risks, Perceived Ease of Use and Perceived Usefulness factors towards online shopping behavior have been studied in this paper.

Pearson's correlation was used to assess the relationship between independent variable such as Perceived Usefulness, Perceived Ease of Use and Perceived Risk and dependant variable such as online shopping behavior. Regression analysis was also conducted and it was been found that 64% variance of online shopping behavior was explained by the three variables: Perceived Usefulness, Perceived Ease of Use and Perceived Risk. Perceived Usefulness and Perceived Ease of Use were found positively related with online shopping while Perceived Risk was found negatively related with online shopping. Perceived Usefulness was found as the most influencing factor for online shopping for young consumers which means that if a seller wants to strengthen online shopping, the seller has to focus more on increasing usefulness of online shopping through different ways. The major contribution of this study is that it helps in developing an understanding of the factors affecting online shopping behavior of young consumers. It can further help marketers in developing effective online shopping strategies for targeting young consumers after having an understanding of the role of various factors towards online shopping behavior. This study also presents some valuable insights which can be used as a basis in extending the work by integrating more factors affecting online shopping behavior.

Keywords: Online Shopping, Perceived Usefulness (PU), Perceived Ease of Use (PEOU), Perceived Risk, Technology Acceptance Model (TAM).

ICRM-PS 6/1_45: Used Durables & Online Buying: An Attitudinal Study of Indian Youth

Author(s): Dr. Surjit Kumar Kar and Monalisa Bhoi

In the parlance of world-wide movement on consumerism and customer centric performance marketing, planned obsolescence has created many debates for organizations. Digital technologies have ushered immense opportunities for entrepreneurial minds leading to innovative business models. Disposal behavior for technological gadgets, equipments & devices e.g. mobile phones, personal computers, laptops etc. constitute potential market for both buyers and sellers, and helps in conceptualizing a sustainable venture. This paper is an empirical investigation of attitude, perception, and motivation of Indian youth, especially management students on their adoption of a distinguished selling/ buying online platform for used laptops through a consumer to consumer discount e-commerce portal.

With an exploratory research design, this paper uses multivariate analyses to draw perceptual mapping of the proposed portal vis-à-vis other e-commerce sites. It simulates a business model with an integrated value chain from acquisition and selling of used laptops at a discounted price to value added after sale/ purchase services in a committed manner.

A focused group discussion was carried out initially among the sampling units from the chosen frame of a management college to understand the antecedents. Based on the findings, a questionnaire was developed and pre-tested through a survey design. Across its two stages, the research uses both exploratory & descriptive design in sequence. The second part of the research helped to conceptually develop and optimize a marketing mix model explaining differentiators of such venture and positioning variables towards a commercial launch. However, the current paper only discusses first part of the study. The second part is beyond its scope at this moment and may constitute another paper of entrepreneurial and consulting nature subsequently.

Keywords: Consumerism, Performance marketing, Disposal behavior, Consumer adoption, e-commerce

ICRM-PS 6/1_46: Will Convenience OverShadow 'Love and Care'?

Author(s): Lakshmi Shankar Iyer and Shankar Iyer

By 2015, the global market for hot beverages (coffee and tea) is forecasted to reach 10.57 million tons in volume (GIA, 2010). Tea is known to be the second most consumed drink in the world surpassed only by water. This increase in demand for tea is due to the fact that it is the most popular and low cost beverage in the world.

Modern times saw loose tea being sold in canisters or containers. Aluminised packaging was used to maintain the freshness of tea. Loose tea comes with an advantage of giving better aroma and flavour and with more varieties to explore. Arrival of tea bags was more of an accident than by intention. Tea is packed in a porous sealed bag usually composed of paper, silk or food grade plastic with string attached. The tea used in tea bags is fannings or dust tea. (Martin, 2007)

The process of preparation of tea in a tea pot was lengthier which was done in a leisurely fashion using loose tea. This indicated a flavour of affection, love and belongingness in the tea drinking session among the members. When guests came in, the host felt the effort put in preparation by this method showed more affection towards the visitors. (Shane, 2012)

Easy storage, less messy, less soggy, ease of use and disposal, time saving and allowing one to carry on with their work without stopping are few of the convenience factors associated with preparation of tea using tea bags. (Lemm) With the advent of fast paced life worldwide, the tea bag segment even though being of insignificant percentage is set to grow substantially due to the convenience offered. In addition to the convenience factor extended to the consumer with respect to tea bags the tea industry also enjoys a huge value addition on marketing tea bags to the consumer. It is a win – win for both the consumer and industry!

Drawing a parallel to the Indian market/consumers, tea market in India holds a huge potential to be exploited by the tea industry. The penetration of tea bags has not been encouraging. The opportunities existing for the manufacturers in terms of value addition and the consumers in terms of convenience and health benefits are high. This case study discusses about the changing tea consuming habits of the current generation in the face of other ready to drink (RTD) beverages.

Keywords: convenience, loose tea, tea bags, tea consuming habits, tea preparation

DAY 2 (22ND DEC. 2013)

TRACK 1: CONSUMER BEHAVIOUR, ETHICAL MARKETING

SESSION 4. 4:30 PM to 6:00 PM

Venue: Vishwakarma Bhawan Auditorium, Ground Floor, DMS, IIT Delhi

ICRM-PS 7/1_49: Study of Consumer Attitude towards Eco-Friendly Consumer Durables

Author(s): Dr. Lokesh Jindal and Mohit Sudan

In India with an increase in green consumerism and with corporate environmentalism fast catching up, companies have started making use of green marketing strategies and techniques. Producing environment-friendly green products and creating awareness among consumers are some of the ways through which companies can contribute towards conservation of nature. The objective of the present study is to understand the various dimensions representing consumer's attitude towards eco-friendly consumer products in India. Also, an attempt has been made in the present study to compare the attitude of males and females towards these dimensions of eco-friendly consumer products. Various analytical tools such as One-way ANOVA, Chi-Square test are being used for hypothesis testing. As per our analysis, eco-friendly features as a factor is given more weightage by the male population in comparison to the female population. The eco-friendly consumer durable are perceived to be priced higher in comparison to a non-ecofriendly product. There is a concern with reference to the availability of the product. From a promotional and advertising perspective, the respondents majorly consider a television or a newspaper ad to learn more about the products.

ICRM-PS 7/1_48: A Study on Emerging Value Proposition of Major Mobile Service Providers in an Intensive Competitive Environment in Bangalore City

Author(s): Shaji Kurian and Abhijeet Suman

India's telecommunications industry is booming and the country's mobile-phone market is one of the fastest-growing in the world. Many studies predicted that there will be 8.6 billion handheld or mobile-ready devices by 2017. The increased level of communication leads to greater social mobility and is already proving to be a vehicle of social and economic transformation. Liberalization, technological advancements and increasing demands of the customer for more sophisticated services have helped the mobile telecommunication sector to become increasingly competitive and market oriented. In India, rapid diffusion of telecom has been progressing, thanks to the hyper-competitive telecom markets with several domestic and global players. Recently India joined other countries in implementing Mobile Number Portability (MNP), which allows mobile phone subscribers to maintain same the number even if they switch service provider in the same circle.

The industry, however, is not expecting a major shift in customer base after MNP implementation. With players like Airtel, Vodafone, Aircel, Reliance and Tata Docomo and others fighting out for every consumer, it has become a competitive market which offers a wide range of value added services. This paper explores the emerging value propositions as perceived by different sect of customers in the emergent market scenario and also provides an insight into the consumers expectations of mobile users in the city of Bangalore. This paper aims to get an insight about the emerging value proposition in the highly competitive mobile service provider industry in Bangalore. And also help the service providers to identify what exactly are the identified value propositions making their customers glued to their company

Keywords: Mobile Service Providers, Value Propositions, Call rates, Value Added Services. Brand Loyalty

ICRM-PS 7 / 1_51: Teenagers Attitude Towards Rash Driving: Understanding the Determinants Through Application of Theory of Reasoned Action

Author(s): Prof. Sanjeev Varshney and Ashish Kumar Sharma

This study is an attempt to understand the young minds and their novice attitude when it comes to driving the two wheelers and exploring the stimuli which triggers the aggressive driving behavior in them. It also tries to understand the correlation between driving behavior and the cubic capacity of the engine of the bike. The study involved analysis of local traffic data to identify trends in terms of accidents and there fatality. Multiple methods like focus group interview, survey and experimentation were used to study the behavior and identify the variables defining these behaviors. The study attempts to provide evidence of several factors leading to rash driving behavior such as risk taking behavior, social environment one is exposed to, physical environments etc. Through the study we tested the adequacy of road signs and it was found that road signs with text have a better recall and impact as compared to without text road signs owing to dual coding effect. However, more than the factor level effect we have based our discussion on 'The Theory of Reasoned Action' which largely explains the behavior of the youths when it comes to driving. We found that the tendency to drive rashly while considering it a normal behavior is rooted in the belief system of the youths and a paradigm shift is needed through a 360° approach involving all the stakeholders to bring about the change in belief and attitude of the youths.

Keywords: Aggressive driving, Road signs, Beliefs, Social campaigns, Youth.

ICRM-PS 7 / 1_52: Factors Shaping the Online Shopping Perception and Behaviour of Indian Consumers

Author(s): Dr Sunita Rani and Dr. Sanjeev Kumar

Marketing is basically meeting consumer needs on one hand and helping marketers reach consumers effectively and efficiently on the other. In this quest both marketers and consumers have looked for the ways to better the experience. The way shopping is being done and consumer is being reached is ever evolving. With advent of technology, shopping and marketing has undergone tremendous change. On one side we have seen the spread of big malls with lavish infrastructure and sensual experience for the consumer and while on the other side is virtual market which enables consumers to shop sitting at their home. Despite being the hub of IT, online shopping is yet to take off in India.

Keeping in view the changing trends of shopping and marketing, this paper quest into analyzing factors shaping online shopping behavior of Indian consumers and to explore as to who these online consumers are, what is their age, background, their perception and motives behind going online for shopping, so that it could help marketers with the ideas in reaching prospective online buyers. With this aim in mind this study was undertaken in which a total of 244 valid respondent's response were gathered online through self-administered questionnaire. The sample consisted of 66% men and 34% women. On an average the online shopper is between age group of 25-35years, earning between 30000-50000 rupees per month and shopping mostly once in a month followed by once in few months with maximum amount spent being less than Rupees 10000.

The analysis further shows that demographic variables like age, gender, education, occupation, income etc have significant effect on online shopping perception and behavior. However, convenience and attractive prices are the main motivating factor behind online shopping. Gender differences are visible in

ANOVA results on various aspects related to perception towards online shopping like social interaction, risk involved and settlement of disputes. Computer accessories followed by clothing and booking of tickets are the main product being shopped online. However female shopping revolves around beauty product followed by gifts and cards. The study identified low trust on internet sites, payment security and confusion about refund policy as the main barriers. The implication for online retailers is that they should focus on making the experience of online shopping more accommodating, safe and user-friendly. This is important because the positive features of online shopping ('convenience', 'usefulness', 'ease of use', and 'efficiency') appear to be more important than the negative features ('lack of security', 'lack of trust' and 'lack of social interaction'). Finally, the recommendations are presented in this research which may help Indian marketers to draw the further strategy to attract more consumers through online shopping under Indian context.

ICRM-PS 7 / 1_53: Analyzing Consumer Behaviour Towards Service Quality of Indian Electronic Gadget Firms

Author(s): Niraj Kumar, Ajay Pal Singh and Reshmi Manna

Purpose: The study will explore the consumer behavior as customer satisfaction and customer referral for analyzing the performance of the Indian electronic gadget firm in the Indian market and customer's effort as the predictor of service quality (SQ).

Design/methodology/approach: The empirical research to bench trend service quality predictors of IT subject organization at Delhi and National Capital Region of India. The 33 samples was selected randomly from the population of both male and female between the age group of 19-42. The research is based on primary data only supported with literature overview.

Research Findings and Analysis: The study indicates that the lesser the customer efforts , better the service quality of the products of sample organization perceived by the consumers . 85 % of the consumers believe that if their efforts while procuring the product and getting after sales service is reduced, then it indicates that organization is trying best to provide good service quality to their customers.

Practical Implication of Study: The analysis and the data obtained from the service quality (SQ) can be used for bridging the gap of the perception of the service quality predictors of the customer and the service providers.

Originality and Value: This is study on customer effort in the Indian perspective which summarize that the better service quality not only helps in customer satisfaction but also build the organization image for the organization. The customer satisfaction in turn means the optimum customer's effort for the service which in turn leads to competitive advantage of customer referrals for IT gadget firms.

Keywords: Service Quality, Customers' Effort, Customer Satisfaction, Customer Referral

ICRM-PS 7/12_2: Ethical Marketing & Consumer Protection: A Conceptual Farmework

Author(s): Akriti Mittal and Arun Kumar Agariya

This study aims at proposing a framework on ethical marketing and consumer protection in context of consumer durables in Indian market. Literature review has indicated instances of unethical marketing practices in consumer durable industry and absence of a comprehensive framework. A list of dimensions

was extracted through literature and depth interviews. Then questionnaire survey has been carried out with customers to explore the unethical practices experienced by them and also their suggestions for eliminating such practices. Another questionnaire survey has been carried out with marketers to explore their understanding with ethical marketing practices and issues for the same. Data analysis was carried out using exploratory factor analysis to explore the factors contributing towards ethical marketing and consumer protection. A total of five factors namely, corporate social responsibility, consumerism, ethical audits, privacy and fair trade practices have emerged. These factors contribute towards fostering ethical marketing practices with main concentration on consumer protection specific to consumer durables market in India. Although a plenty of research work is already available but there is paucity of research done specifically in Indian context, this study is an attempt to bridge the aforementioned gap.

Keywords: Ethical marketing, Consumer protection, Exploratory factor analysis, Indian consumer durable market.

ICRM-PS 7/12_4: An Empirical Study on the Sale of Spurious Products in Indian Rural Market

Author(s): Shweta Chaudhary and Ankita Srivastava

Indian rural market is one of the potential emerging markets in the world due to its mass market advantage and increase in the disposable income of rural consumers. The rural consumers who generally depend on weekly markets to purchase essential things are often cheated due to lack of choice. The rural consumers in India are generally ignorant and they are also unorganized. Thus, they are exploited by the manufacturers, traders and the service providers in different way. They are not only scattered but also diverse and heterogeneous. There are vast opportunities for rural marketing. The manufacturers and traders take advantage of the condition of the rural consumers. It has been observed that the condition of the rural consumers is deplorable because they are largely exploited in the rural markets on account of lack of competition among the sellers. The rural consumers face various problems like adulteration, short weighing and measuring, lack of safety and quality control in appliances and equipments, electrical and mechanical, unfair warranties and guarantees, imitation, sales gimmicks and unreasonable pricing. This paper aims to discuss the major factors behind sale of spurious products in rural market and to study the impact of sale of spurious product on consumer buying behavior. Factor analysis and multiple regression analysis are the methodologies used in this paper. The analysis revealed that lack of awareness/deficiency; ambiguity and consciousness are the major factors driving the sale of fake or spurious products in rural areas. These are the three dimensions or factors explored from the exploratory factor analysis of the 248 responses of the people of rural area in and around Dehradun (India). It also suggested that all three factors are significant variables which have greater impact on consumer buying behavior.

Keywords: Rural market, spurious products

DAY 2 (22ND DEC. 2013)

TRACK 2: CRM, Public Relation, Personal Selling, Cross Cultural, Neuro Marketing

SESSION 1. 9:30 A.M. to 11.00 A.M.

Venue: Exhibition Hall, Ground Floor, DMS, IIT Delhi

ICRM-PS 4/2_3: PRM Scale: An Innovative Tool for Indian Automobile Sector

Author(s): Anuja Agarwal and Prof. Deepali Singh

The research study aims at developing a reliable Partner Relationship Management (PRM) scale specific to Indian automobile sector. The review of literature on PRM has revealed a need to develop such scale for more effective implementation of PRM practices with sound value-laden relationship between the manufacturer and the channel partners. Literature review is followed by questionnaire development through depth interview with some of the automobile manufacturers and channel partners belonging to northern and southern region of India. A questionnaire survey was carried out and a standard methodology was used consisting of exploratory and confirmatory factor analysis for analyzing data and ultimately for scale development. Findings of the study revealed PRM as a multi dimensional construct comprising of five factors namely organizational structure, trust, commitment, customization and market orientation. These factors should be given utmost importance for relationship enhancement among channel partners specifically in Indian Automobile sector. The novelty of the research work lies in proposing a reliable and valid measurement instrument for enhancing PRM effectiveness.

Keywords: Partner Relationship Management (PRM), Indian Automobile Sector, PRM Scale, Exploratory factor analysis, Confirmatory factor analysis

ICRM-PS 4/4_7: E- Banking Strategies in India- CRM in Action

Author(s): Dr Asif Ali Syed and Md. Asadul Haque

The use of Internet in retail banking has been increasing over the years. The importance of understanding customer adoption behaviour in e-banking, therefore, has become an increasingly important need for banks. With increased competition in the financial services sector for both public as well as the private sector banks, delivery of the service to the customers must be most commensurate with the individual customer's relationship value. The banks need to develop and maintain relationships with profitable customers. On the other hand, having clearly defined CRM strategies will encourage lower net worth clients to embrace lower cost interfaces more easily. Banks are embracing technological changes for both of these approaches to work together so that they are able to retain their existing customer base as well as add new and prospective customers. Internet banking is one of the most important e-services in electronic commerce. The use of internet banking has gradually been increasing in the Indian banking scenario as well. However, customer satisfaction and retention of Internet banking users is a critical issue as is the issue of security and privacy of data. Banks need to strike an appropriate balance between remote and personal interactions through which the needs of both customer and the banks are met to the satisfaction of both parties. This goal can be met if appropriate CRM measures are taken to ensure healthy relationship between the banks and their customers. Accordingly, the research reported in this paper has, as its goal, an improved understanding of the various CRM-based factors that impact adoption of the Internet banking in Indian context. First, based on the earlier studies, a questionnaire is developed and tested on a group of respondents for analysis of empirical data from a representative population. Secondly, based on the data collected, factors associated for the successful adoption of internet banking in India are identified to verify their resonance with the existing studies. The main conclusion that can be

drawn from the study is that content and format of the internet banking web portal, security of the transactions and timeliness are fundamental requirements for Internet banking customers. The constructs of ease of use and safety are key concerns for banks to attract customers towards internet banking. Banks need to view the e-banking initiative as a business critical area rather than just a technical issue.

Keywords: Internet banking; customers; CRM; trust; website design

ICRM-PS 4/6_4: Consumers Perception towards Sweatshops in the Luxury Branded Apparel Context

Author(s): Ian Pahu, Min Teah and Joe Soo Chauh

The aim of the study is to examine consumer perceptions towards luxury branded products made in sweatshops. The theory of planned behaviour is applied to measure the relationship between attitudes towards luxury brands made in sweatshops, social norms (normative susceptibility, information susceptibility, integrity), perceived behavioural control (self-efficacy), towards intention to purchase luxury branded apparel made in sweatshops, and willingness to pay more for luxury branded apparel not made in sweatshops.

Based on past literature, it is stated that intentions are perhaps the best predictors of actual behaviour (Fishbein and Ajzen, 1975). Alternatively, consumers' willingness to pay more can also be used as a predictor of actual behaviour. However, it may vary depending on their perception of quality and cost. Consequently, the higher the degree of favourableness on purchase intention would increase their willingness to pay a higher price (Barber et al., 2012; Shen et al., 2012).

Data is collected using a mall-intercept approach in the city of Perth, Western Australia. Shoppers will be approached to participate in a self-administered questionnaire by trained interviewers. The data collection will be conducted over a three-week period on both weekdays and weekend. The survey instrument is developed using established scales with reliabilities above 0.7. The scale items are measured using a 7-point Likert scale.

The findings from the study will be able to provide luxury brand owners with insights into consumer perception towards luxury branded apparel made in sweatshops. This is important to brand managers in order to strategize and manage the negative impact of sweatshops on brand image. In addition, for luxury branded apparel that are not made in sweatshops, it might enhance the brand image by pursuing an ethical brand image. Furthermore, previous studies looked at general products. This study is one of the few that study the influence of sweatshops on luxury brand consumption.

ICRM-PS 4/6_5: Brand Extensions for Watch Brands Low in Prototypicality: An Examination of Information Processing Modes

Author(s): Michael Baird and Ian Phau

This study works to close the gap between these streams of research by examining whether brand extensions of varying congruency will vary between brands low in prototypicality based on their brand concept. This background leads to the development of the research questions for the study:

- 1a. To what degree do consumers' thoughts change when viewing congruent brand extensions for functional versus symbolic brands low in prototypicality?
- 1b. To what degree do consumers' thoughts change when viewing incongruent brand extensions for functional versus symbolic brands low in prototypicality?
2. To what extent does consumers' level of motivation influence the level of thought processing?

This study replicates and expands upon previous research methodologies (Gürhan-Canli & Maheswaran 1998; Matthiesen & Phau 2005). Using an experimental study, a factorial design was developed. A series of pilot tests were done and chose a brand category of watches, with two real brands; Ferrari (symbolic)

and Everlast (functional). Product extension categories for both brands were chosen as being a wall clock (congruent) and a dog bowl (incongruent). The main data collection was conducted in two stages (once for each brand).

The results present some interesting observations for the thoughts generated between brands; upon the variation of motivation, the brands tend to affect the results very little, with no consistency between brands nor extensions; some explanations are presented for this. Upon examination of the significance levels for Ferrari, only the incongruent brand extension provides figures of any significance. The results suggest Ferrari is becoming more of a lifestyle brand. Given this, if a Ferrari dog bowl does not fit with a consumer's schema, they may simply pass off the information as an exception for the brand, a subtyping thought. This result shows that consumers under high motivation tended to do this. The Everlast brand provided significant results for the congruent brand extension; this allows speculation that under congruent brand extensions for functional brands, consumers will undertake simple evaluative thought processing, only processing a subset of information. The reason why can be explained by a functional prototypical brand releasing a congruent brand extension will cause consumers to carefully consider the extension, in order to determine if the extension is functional and relevant to their needs. Whereas for symbolic prototypical brands, the same explanation holds but for incongruent brand extensions.

The research provides several theoretical contributions; such as the combination of the important branding concepts of prototypicality, congruency levels and motivation processing, methodological contributions; such as the use of real brands to test the research framework, and managerial contributions; such as an insight into brand extension congruency fit and the thought processing associated with such extensions. Overall evidence is provided on the importance of understanding prototypical brands and information to prevent costly branding decisions being made. Research directions for the future are also suggested.

ICRM-PS 4/4_12: Is Corporate Social Responsibility Marketing Aligned with the Performance of Indian Banks

Author(s): Mobin Fatma and Dr. Zillur Rahman

Purpose: The purpose of this study is to understand that: are the CSR orientation of banks are aligned with their financial performance, means the banks which are earning higher profit are more prone to CSR activities as compared to other banks earning lower profit.

Design/Methodology/Approach: The sample includes the 37 public and private sector banks who are reporting their CSR practices. The unit of analysis in this study is banks annual report, social responsibility report and website disclosure. This includes identification of the category in which banks are employing their CSR activity and than the average of each category has been taken.

Findings: The findings of the present study show that the CSR orientation of banks is not based on their net profit. Banks are similar in their CSR orientation irrespective of their profit.

Implication: This study has important implications for bank's personnel to know where to focus their CSR activity and why.

Originality/Value: This study enriches the literature by challenging the misconception that banks with higher profit are more prone to CSR activities. The results show that banks CSR Orientation is not affected by their profit.

Keywords: Corporate Social Responsibility, Indian Banks, Financial Performance

ICRM-PS 4/4_11: Impact of Social Media Based Brand Communities on Brand Loyalty: An Evidence from Online Insurance Comparison Aggregators Using Structural Equation Modeling Approach

Author(s): Dr Ashutosh Nigam

Internet access through hand held mobile devices has created millions of registered users on social networking sites. This creates opportunity for online insurance comparative aggregators in exploiting social media based brand communities to create favorable customer loyalty. This paper proposes the framework to examine interrelationship of social media based brand communities on brand involvement and brand value creation, in turn their relationship with brand loyalty with special reference to selected comparative online aggregators in Indian context. Structural equation modeling (SEM) is used to validate and test the proposed model. Structural validity of the model is finally processed by using Statistical Package for the Social Science (SPSS) 18.0 and AMOS 4 software based on the sample of 300 comparative insurance aggregator brand community members. The paper suggests that social media based brand community plays a vital role in development of brand loyalty among brand community members.

Keywords : Social media based brand communities, Insurance aggregators, brand loyalty

ICRM-PS 4/6_1: Changing Rules of Branding & Impact of Social Media

Author(s): Sachin Verma

The present study suggest the new ways of branding in the light of changing consumer decision making and impact of social media on brands. The paper highlights how multi nationals like P&G saw the dark side of social media on its baby product Pampers which was badly criticized due to child diaper rashes.

Today consumers connect with the brands in fundamentally new ways often through media channels that are beyond manufacturers and retailers control. It implies that traditional marketing strategies must be redesigned to deal with how brand relationships have changed. More over the rise of social media make it more important than ever to get the branding fundamentals right. Social media can boost brand awareness, trial, and ultimately sales. Facebook, Twitter, and others social media sites can help to build or destroy brand today. It is evident that consumer often talked about their purchases in social networks and post review online; particularly when they were stimulated by retailers' postpurchase e-mails and they review sites for troubleshooting advice. Companies should use social media to gain customer insight rather than to sell, Capitalize on the media speed and reach while protecting the brand's reputation and carefully follow the unwritten rules of customer engagement online.

David Court In his study "Consumer Decision Journey" shown that instead of systematically narrowing their choices, consumer add and subtract brands under consideration during evaluation phase and consumers after purchase, often enter into relationship with the brand, sharing their experience with it online. Marketers must move aggressively beyond purely push-style communication and learn to influence consumer-driven touch points, such as word-of-mouth and Internet information sites.

The changing scenario necessitate inclusion of new rules of banding where Instead of focusing allocation of spending across media viz. TV, Radio, online etc, marketers should target stages in the decision making process. Similarly the management should put control on "working media spend". Additionally marketer must also consider owned media viz. websites and earned media viz. customer-created channels such as communities of brand enthusiasts etc.

The increasing complexity of the consumer decision making will force virtually all companies to adopt new ways of measuring consumer attitudes, brand performance, and the effectiveness of marketing expenditures across the whole process.

ICRM-PS 4/4 13: Modeling Relationship between Travel Website Features and Purchase Intentions to Test the Online Customer Engagement in Social Media Environment

Author(s): Dr. Anubha and Dr. Ajay Jain

Companies want to maximize their revenue and brand equity by retaining and engaging customers who today are more informed and have more choices than ever before. Engaged customers, however, reward companies consistently by purchasing more as they develop a kind of bond with the companies and have positive perception towards their brands and become influential brand advocates on social channels. Companies can maximize customer engagement by partnering with them, nurturing them on one to one basis rather than treating them all in a similar fashion as mysterious connections. Social media is fast emerging as a means of partnership between companies and their customers which leads to continuous engagement, longer commitment, deeper loyalty, positive word of mouth, positive positioning and future purchase intentions. Social media has become very popular in a short period of time due to its reach, frequency, opinion sharing, and ease of use. Based upon adoption rates and continuous use by customers, more and more travel companies (e.g., Make My trip, Clear trip, Ixigo, IRCTC, Indian rail and Yatra.com) are adopting social media environment as new and innovative marketing tools and are using it to engage their customers. This study proposes the framework to examine the interrelationship among travel website features, customer engagement and purchase intentions in social media environment. Structural equation modeling (SEM) is used to validate and test the proposed model. Travel website features include perceived information quality, perceived ease of use, and perceived interactivity. Online Customer Engagement incorporates how customer become intensely focused with the website social media page (cognitive engagement), how they develop an emotional bond with the social webpage (affective engagement) and how they behave in social media (behavioural engagement) is incorporated in the proposed model. Structural validity of the model is finally processed by using Statistical Package for the Social Science (SPSS) 18.0 and AMOS 4 software based on the sample of 300 customers who have presence on face book. The findings of the study indicate that travel company features (perceived interactivity, perceived information quality and perceived ease of use) on facebook web page are very important drivers that can influence customer engagement in social media environment. It has also been concluded from the study that increased consumer engagement would lead to positive purchase intentions towards these online travel companies. Therefore, that travel companies should make their web pages very informative, updated, interactive and easily usable for the customers to maximize online consumer engagement which will shape positive perception towards the travel companies.

Keywords: Customer Engagement, Social Media, Interactivity, Web page

DAY 2 (22ND DEC. 2013)

TRACK 2: CRM, Public Relation, Personal Selling, Cross Cultural, Neuro Marketing

SESSION 2:- 11.30AM to 1.00 PM

Venue: Exhibition Hall, Ground Floor, DMS, IIT Delhi

ICRM-PS 5/5_6: Measuring the Influence of Fear Appeal on Behavioural Intentions: A Case of AIDS Prevention in Uttarakhand

Author(s): Yatish Joshi, Arun Kumar Kaushik and Dr. Zillur Rahman

The Increase in health related problems across the world has strengthened the use of fear appeal in public health campaigns. A fear appeal tries to arouse fear as a means to divert behaviour by showing the threat of subsequent harm. Strong fear appeals generate sufficiently high intensity of fear by using severe life threatening message and high degree of susceptibility of the disease. Fear appeals with strong life threatening message are often used in public health campaigns in all countries including India to prevent further spread of HIV/AIDS. However the efficiency of fear appeal in producing the desired behaviour is not well established. This study evaluates whether HIV/AIDS prevention advertisements have strong life threatening fear appeal evoke sufficient stimulation of tension arousal and influence the behaviour intentions towards HIV/AIDS prevention. The findings of this paper will specify the relationship between fear and behavioural intentions.

ICRM-PS 5/5_1: Causality Relationship Between Advertising Expenditure and Sales: A Study of Indian Service Sector

Author(s): Sneha Sharma and Dr Deepak Kapur

Advertising plays a major role in marketing for the companies. The conventional approach suggests that advertising by the company helps in increasing the sales. This paper investigates the relationship between advertising expenditure and sales with reference to Indian service Sector. It is analyzing the long-run and short run properties of the sales-advertising expenditure relationship for 106 companies. Data from year 2000-2012 has been used. Augmented Dickey Fuller Test, Engle Granger Two step Cointegration, Granger Causality test and Error Correction Model (VECM) has been used to test the relationship. The result of the five groups based on the size of the companies showed varied results. The companies in first and second quintiles were analyzed using error correction models since the variables were found to be cointegrated. The companies in the third, fourth and fifth quintile the variables were not cointegrated these were analyzed using VAR. The causality between sales and advertising expenditure was tested using Granger Causality Test. The results show that the relationship between advertising expenditure and sales varied with the size of the company. The larger companies showed a bi-directional relationship between advertising and sales where as smaller companies in long run increase in sales lead to decrease in advertising expenditure.

Keywords: Advertising Expenditure, Sales, Cointegration, Vector Autoregression, Granger Causality, Vector error correction model.

ICRM-PS 5/4_14: Demographic Profile of Internet Using Population of India

Author(s): Bharti Varshney, Prashant Kumar, Vivek Sapre and Prof. Sanjeev Varshney

The study seeks to investigate the internet usage habits among the online population in India. It intends to confirm if respondents differed on the basis of demographic variables like age, gender, occupation and city/town tier. Based on primary research the present study examines the differential effects of demographic variables on various online activities, their usage frequency and duration. The study proposes a possible segmentation of internet users and a classification of internet activities. K-mean cluster analysis and one way ANOVA have been used to capture the same.

Results suggest that activity wise usage and duration of internet usage vary with age, occupation and city/town tier of the respondents, but not much with gender. Factor analysis suggested grouping the dependent usage and activity variables into 5 major factors. The paper would be helpful for the Internet Service Providers in segmenting the internet users and enhance the scholars' understanding of effect of given demographic variables on internet usage.

Keywords: Internet, Internet Usage, Internet user, Online shopping, Social Networking

ICRM-PS 5/4_15: Social Media Analytics: An Effective Tool to Customer Relationship Management

Author(s): Prarthna Agarwal Goel and Kavita D.Chiplukar

Social media has given a small yet powerful weapon in the hands of the consumers to share their opinions, experiences and feedback on products and services. Where the conventional storyline was the management of the customer relationship in the hands of the firms, this power is now slipping away. With huge number of people talking about a product and ever increasing number of readers, a small comment takes shape of a mass opinion; the need thus becomes to transform strategies from "Customer management" to "Customer engagement". This however, is a big challenge as with millions of comments floating every day, one can get easily lost on what comments need response, with what intensity and which direction. This could get worse in lack of an unprejudiced statistical model that could transform qualitative comments and information into an objective relationship. The aim of the paper is thus to devise a statistical approach that could provide insights into the parameters and assessing their impact such as to enable the firms to take appropriate decision; on whether to respond to a comment and which direction. Principal Component Analysis (PCA) is applied to the rated variables like Service and Support, Timelines and Information Depth to capture and pool the variations in broad feedback and experience for the negative comments. An indexing of the comments is done based on PCA to generate "Feedback scores" and rate the comments on the basis of the direction and magnitude of opinion. The feedback scores are thus combined with the "Reach Estimates" calculated from the number of times the comment has been read and number of comments the original comment has received. This "Severity Score" thus not only assesses the direction of the comment but also its strength to influence. A parallel exercise is run where a regression model is built with both the positive and negative comments as dependent and demographic variables such as age, gender, place and product category along with feedback variables are taken as independent. The idea originates from the study of data that certain product categories face severe quality issues, and delivery is seen to be a major challenge in tier 2 cities of India. A "Multidimensional score" for every comment, negative and positive is worked out. Thus for every new comment "Severity score" and "Multidimensional score" are calculated and compared to a default score. If a comment scores less than the default scores on severity and multidimensional score, the comment is targeted as severe and require action.

Keywords: Social Media, Customer Relationship Management, Principal Component Analysis, Score, Customer Retention, Sentiments

ICRM-PS 5/4_16: Social Media Marketing

Author(s): Chandrika Gupta, Itisha Jain and Ritu Seharawat

Social media has acted as a bridge between consumers and their favoured brands and products. It has helped in making the potential customer feel more involved via his active participation in the product development process of the companies. This has encouraged brand loyalty and strengthened customer-brand relations. The object of this study is to highlight the factors that have influenced the progressive acceptance of social media marketing. Its purpose is also to observe consumer behaviour in various contexts such as perception, effectiveness and attitude towards social media marketing. In this survey of social media marketing, the feedback was obtained from consumers between the ages of 19 and 33 years i.e. the younger strata of society having the purchasing power for three kinds of social media which are Facebook, Twitter and YouTube. Descriptive and factor analysis were used for data analysis. Factor analysis yielded five factors that have an impact on social media marketing. Brand fan pages being the budding means of reaching out to customers has also been touched upon. The study has helped in strengthening the view that social media marketing is highly economical n connects geographically distant companies with their customers.

Keywords: Perception, Effectiveness, Attitude, Consumer behaviour, Customer-brand relationship, Brand fan pages.

ICRM-PS 5/4_17: Social Media Usage and Online Purchase Intentions: Impact of Select Antecedents

Author(s): Dr. Garima Gupta

The expansion of Internet access and proliferation of social media has resulted in a change in marketing communication as well as consumer decision-making processes. Recognizing this, the firms are increasing using social media to connect, interact, and engage with consumers so as to draw their favourable purchase response in a technology-mediated environment. It, therefore, becomes important for marketers to identify the factors that affect consumers' usage and purchase intentions in the context of social media. The present work provides useful insights in this regard by identifying, modeling, and assessing the impact of four major antecedents namely, perceived ease of use, perceived usefulness, peer communication, and perceived product informativeness. The primary data gathered through a structured questionnaire was analyzed using statistical techniques such as regression, ANOVA and cluster analysis. While the findings indicate the significant impact of all antecedents, except 'perceived ease of use' in affecting social media usage intentions; only two of the four factors are found to be significantly influencing consumers' online purchase intentions. The study also indicates that the online purchase intentions are not only affected by the intentions to use social media but also by the frequency with which it is used. On the basis of the results obtained, the present work draws implications for the marketers and firms for the use and effectiveness of social media in driving online purchase decisions and suggests the areas of future research efforts in this direction.

Keywords: Perceived ease of use, Perceived usefulness, Peer communication, Perceived product informativeness

ICRM-PS 5/4_21: "Tweet" To Sales - Managing The "C" Generation in the Indian Retail Industry

Author(s): Prof. Priyanka.P.V

By the year 2020, an entire generation will have grown up in a primarily digital world. And their familiarity with technology, reliance on mobile communications, and desire to remain in contact with large networks of family members, friends, business contacts, and others will transform.

Online retail is nascent in India and will over time, evolve and more closely. Though nascent, India's online retail market is growing at double-digit rates and is likely to be the next format that retailers will incorporate into their array of channels.

With over 100 million active twitter accounts, this social network is becoming omnipresent in the business world. The problem marketers now face isn't simply how to use twitter, but how to turn it into a closed-loop marketing process and combine it with their traditional mediums of advertising to the target audience.

Understanding why and how to engage with today's social business environment starts with recognizing the changes in buyers' behavior.

This research paper attempts to answer the following questions:

1. What is the future of retail in India?
2. How is retail industry transforming to use twitter as a medium to generate sales?
3. How are the "C" generation consumers and what are their expectations from the industry?
4. Does Twitter generate ROI? What are the strategies used by Twitter to increase its follower base?

The goal of this research paper is not to determine the exact shape of the future, or to promote a particular vision of that future, but rather to investigate the trends that will affect the next decade.

Outcomes:- For corporations serious about tracking their "return on influence" and "sales" – that is, not just standard "Return On Investment," but a long-lasting return – in social media and being able track and compare the results in the form of sales. Twitter is a medium which has more than a 100 million users. Marketers are making use of this medium to reach out to the huge customer base and convert their message to sales. The expected outcome of this research paper is an insight on the power of the social medium "Twitter" and the way retailers are making use of this medium to reach out to their target customer base and enhance their sales to maintain a competitive edge over their competitors in the market.

Keywords: "C" Generation, Social Media Marketing, Twitter, Retail in India

ICRM-PS 5/13_4: The Future in B2b is Personal Selling

Author(s): Chandrasekar Iyer

Marketers perceive aspects such as product pricing, product features et cetera as competitive advantages. However, in an era with reduced barriers to information access and an increased ability to reverse engineer, it is not easy for any organization to just leverage the first mover's advantage for a long period of time. The time to replicate a successful product or a solution is steadily reducing. This is leading to commoditization of products and services in many industries. Few organizations are able to command the kind of margins that they once used to. The paper aims to underscore the importance of personal selling and sales force management, especially in the B2B sector. The paper shall primarily focus on why the first-mover's advantage is very hard to sustain, the concept of Value Creation Selling (VCS), the role of sales force in new product development, and an innovative approach to sales force management. Peter Drucker asserts that "The aim of marketing is to make selling unnecessary". However, when the realities of doing business in a competitive market are taken into account, the sales force becomes an important ingredient for success of an organization. Furthermore, the author believes that after a decade, product/solution differentiation will be really difficult in the B2B segment. Customer rapport and personal contacts will determine which organizations shall succeed in the market place.

Keywords: First-mover advantage, Value Creation Selling, Value Account Plan, B2B, B2C, Influencers, Customer champions

DAY 2 (22ND DEC. 2013)

TRACK 2: CRM, Public Relation, Personal Selling, Cross Cultural, Neuro Marketing SESSION 3:-3:00 PM to 4:15 PM

Venue: Exhibition Hall, Ground Floor, DMS, IIT Delhi

ICRM-PS 6/4_22: Understanding Customer Participation in Loyalty Programs of Lifestyle Retailers and its Impact on Store Loyalty

Author(s): Mujibur Rahman and Dr . Saumya Singh

The use of retailer loyalty programs as a technique for companies to enhance customer loyalty has been extremely popular since 1990s, as the competition became fiercer. Presently, all the organised retailers have their loyalty programs to manage a long term relationship with their valuable customers. Under these programs, there are a number of relationship building practices adopted by retailers for customer retention. They provide a loyalty card for customer identification and offers a range of financial rewards as well as non-financial rewards. Leading Indian retailers like Panataloons and Shoppers Stop have their own loyalty programs with millions of customers enrolled. Although the number of customers enrolled in these programs is encouraging, their active participation is questioned by many research reports. This question is quite valid and understanding customer participation is important, as many studies have found the positive effect of participation on the customers as well as service firms. There is a lack of literature that could provide any comprehensive understanding of customer participation in retailer loyalty programs. To plug the gap, a comprehensive study on customer participation in the loyalty programs was felt necessary. Hence, this study attempted to understand the level of customer participation in loyalty programs in terms of providing personal information, carrying the loyalty card, redeeming reward points, redeeming coupon/voucher actively, responses to exclusive offers and reading communication messages across demographic variables and membership levels. Moreover, the attempt was to understand the effect of the participation on customer loyalty.

The findings of the study reveal that customer participation has an effect on customer loyalty. But the results on level of customer participation in loyalty programs were not found very encouraging. A majority of customers didn't always participate completely when personal information is sought from them. A major proportion of customers didn't always show any effort in redeeming coupons/vouchers given to them, or in reading the messages from the store. Moreover, A few customers made efforts in response to the exclusive offers sent to them by mail/sms/facebook etc. Young customers and higher level members showed the highest level of participation. Based on the findings of this study, we conclude that although retailers are able to enrol their customers in their loyalty programs, they are unable to analyse the data properly, so that relevant information or offers/benefits are offered to them influencing their participation.

ICRM-PS 6/4_24: Analytical Study of Social Media Marketing Tendencies of MSMEs in India

Author(s): Dr. Parul Saxena

In today's digital age, print media is slowly diminishing and social media marketing is hot! It not only helps people to connect or interact but has been providing an interactive platform to attract and engage potential buyers. Most of the companies ensure to have their presence felt on social media websites not only to launch new products or services but also to build brand equity. Social media marketing provides a platform for brands to reach out to a number of potential customers at one go for marketing or

promotional initiatives. It helps customers bond, bolster the brand experiences stories, and create stronger word of mouth. In the increasing consumer centric world, Indian business will need to spend a considerable amount of time and effort to effectively reach out to them through social media with the right benefits and value. While a number of social media studies have been conducted in western countries, this field has been relatively unexplored in India. An oft cited issue surrounding the adoption of social media by firms in India is their low awareness on how this medium can be leveraged for business.

This research has been undertaken to collate data regarding the use of social media marketing by MSMEs in India to delineate industry best practices. The research also aims to classify and analyse the parameters used by this organizations to measure return on investment on social media marketing efforts and also to analyse the social media maturity within these organizations.

Keywords: Social media, MSMEs, Marketing, Facebook, Twitter, social media marketing

ICRM-PS 6/4_25: Adoption of Construction and Demolition Waste Management in Northern India: A Case of Social Marketing

Author(s): Dr. Namita Rajput and Nitish Bagdi

Waste management is a collective activity involving segregation, collection, transportation, re-processing, recycling and disposal of waste complying with health codes and environmental regulations. Since sustainable waste management involves managing waste in an environmentally sound, socially satisfactory and a techno-economically viable manner, there is immense need to have strategic planning, institutional capacity building mechanisms, fiscal incentive, emergence of techno-economically viable technologies, public-private partnerships, community participations as it affects the environment adversely. The objective of the present paper is to overview the current status of green construction and demolition activities in Northern India, to examine the perception, awareness, adoption of green and sustainable practices in relation to Indian construction industry, to identify the gaps and to develop a strategy for minimising waste on construction and demolition project sites in Northern India vis -vis best global practices, to investigate the role of regulatory framework of Indian green construction industry, to highlight the role of social marketing to increase the awareness and adoption level of sustainable practices in India and to develop a theoretical green model of sustainable construction which will increase the sustainable growth of Indian economy owing to climate change and global pressures? The study will be focused on the construction and demolition activities project sites based in Northern India and will use primary and secondary data. The results reveal that the concept of green construction and demolition in India is still at infancy stage. The benefits of green construction and demolition waste management are not eminent in India as a whole. There is a paucity of strategies like 3R's, taxation, incentives, proper market etc. are absent in Indian construction industry. Municipal solid waste management rules 2000 are present but, there effective application and implementation is absent. Social marketing is an effective tool to propagate the acceptance of green construction and demolition practices in both theoretical & practical terms and helps in reduction of carbon foot-prints, which is the need and call of today. Theoretical green model of sustainable construction is developed in the study which can results in increased economic and environmental benefits if it is in compliance with international environmental protocols. This paper has endowed with a brief overview of green construction in India and has provided a list of major challenges and drivers for execution of green. This list of challenges and drivers can provide practitioners, regulators, and academics knowledge about means to focus their future efforts in implementation of green. In light of these facts what policies can be pursued and which laws can be enacted to put the growth of Indian economy on sustainable path.

Keywords: Green sustainable practices, Indian construction industry, waste management.

ICRM-PS 6/4_26: Using Social Media and Social Currency to Attract, Engage & Retain Customer and Create Brand Equity

Author(s): Dr. A. Ramesh, Vaibhav Shrivastava and Atul Kumar

The purpose of this paper is to describe how to use social media and social currency to attract, engage and retain customers and create brand equity.

A two level method for developing the online and inbound marketing strategy for businesses has been adopted. First level of social media categorization coupled with the second level which uses Online-footprint assessment and the proposed 'sweet-spot' grid, have been employed to arrive at the social media harnessing strategy for concerned businesses. Established methods suggested in the literature for inbound and online marketing affected target-audience; apart from certain recent popular marketing techniques.

The paper would go on to propose, describe and assess the possibility of 'ZERO budget Marketing' through 'Social Currency Creation', a proposed concept. If Businesses are to keep up with the constantly changing social media to draw benefits in terms of expanding customer base; they need to be consistent with the latest research methods developed and apply them to their business with support of quality market research. The application of a single research approach may become outdated with pace of the change of social media culture and trends.

Social media itself is too broad a term and hence needs further classification into sub-categories in order to help businesses to identify the relevant form for their specific benefits and use. Obtaining effective Business-Conversion ratio is another challenge.

The paper attempts to draw attention to a practically implementable process for harnessing the social media for expanding businesses' customer base through employing the proposed two-level approach, and the online-footprint assessment technique and the sweet-spot grid for businesses. It will also examine and elaborate on the scope of social media in 'customer base expansion' and will also discuss the pace at which the businesses should reformulate and rethink their inbound marketing strategy to stay ahead and alive in the competition. It will also attempt to relate customer's changing lifestyle to changing social media trends, and how will both contribute to ingredients of business strategy. The paper shall also discuss the creation of no-cost or ZERO budget marketing strategy through the use of social currency created for the brand.

Keywords: Social media, Social Currency, ZERO budget marketing, online-footprint assessment, sweet-spot grid, inbound marketing, Customer base expansion, online marketing.

ICRM-PS 6/4_28: Case Study on Corporate Social Responsibility in leading fast food Chain: An ethical overview

Author(s): Ridhish Rajvanshi and Sudipta Banerjee

Corporate Social Responsibility implies the Social Responsibility of various Corporate Houses around the world towards the Society. This term came into frequent practice into the late 1960's and the early 1970's. Driven by the CSR movement, firms (especially multinational corporations) have sought to position themselves as good corporate citizens to do well to the society and also have a good will. And this good will, will only be maintained if the company is ethical in its working.

Now the question arises, what actually is CSR? Why do we need CSR? What are the benefits of CSR towards our materialistic and competitive society in today's world? Are corporates actually fulfilling this

responsibility with respect to moral business Ethics? Will business ethics help or damage the reputation of the chain?

The study is based on reviewing the CSR activities conducted by McDonalds and KFC. We have tried to relate their CSR activities to moral business ethics and compare whether they are ethical to the society or not. The study is based on primary as well as secondary information. The primary data was drawn through in depth interviews of employees and customers of fast food chains in Pune. Websites, Business magazines and Newspaper were referred for extracting secondary information.

From the case study we will try to find and conclude whether the CSR methods used by these Food Chains are ethical and socially accepted. Do they help the reputation or damage? And should business ethic is a necessary element in today's world.

Keywords: Corporate Social Responsibility (CSR), McDonalds, KFC, Business Ethics, Morals, Society.

ICRM-PS 6/5_2: Exploring Existential Guilt Appeals in Luxury Brands

Author(s): Ian Phau and Michael Lwin

The study explores the relationships between existential guilt appeal, ad credibility, attitude towards the ad, inferences of manipulative intent, and purchase intentions in a luxury branding context. Research in advertising predominantly explores existential guilt appeal in the charitable donation context. Thus empirical findings from other contexts are needed. The findings show no significant relationship between existential guilt appeal and purchase intentions. However, the findings suggest that existential guilt appeal can create positive behavioural intentions using "pleasing" guilt advertisements. Further, results highlight that existential guilt appeal is less effective for non-durable products. Finally, managerial implications and future directions radiating from the results are discussed.

Keywords Guilt appeal, advertising appeal, luxury brand, existential guilt, advertising persuasion

ICRM-PS 6/5_5: Maruti Suzuki- A Case Study on Labour Unrest and Violence

Author(s): Mala Modi and Dr. Vandana Panwar

Faced with the unprecedented challenges of troubled financial markets, changing regulatory oversight and economic uncertainty, there is a risk that some insurers may not be listening and responding to the most important voice of all — that of their customers. For any insurer hoping to navigate through this difficult time, understanding how customer behaviour and attitudes are changing is critical. Previous assumptions and received wisdom about customers may no longer be reliable, and those insurers who are able to respond best to what customers want now are most likely to succeed.

In 2013, the Indian economy is expected to touch \$ 2 trillion in GDP. Yet for the size of the economy and its potential, India has an abysmal level of insurance penetration and density. India is a country where the average selling of Life insurance policies is still lower than many Western and Asian countries. With the second largest population in world, the Indian insurance market is very lucrative to many multinational and Indian insurance companies for expanding their business and market share. Before the opening of Indian insurance market to foreign investment, Life Insurance Corporation (LIC) was the only company which dealt in Life Insurance and after opening of this sector, all the world leaders of life insurance have started operations in India. With their world market experience and network, these companies have offered many good schemes to lure all type of Indian consumers but unfortunately failed

to get the major share of market. Still the LIC is the biggest player in the life insurance market with approx 65% market share.

The service quality has become a highly instrumental co-efficient in the aggressive competitive marketing. For success and survival in today's competitive environment, delivering quality service is of paramount importance for any economic enterprise. Life Insurance Corporation of India, the leading insurance company has set up 'benchmarks' in enervating the whole concept of service quality. The relationship between service quality and customer satisfaction has received considerable academic attention in the past few years. But the nature of the exact relationship between service quality and customer satisfaction (especially in the way the two constructs have been operationalised) is still shrouded with uncertainty. Many researchers have operationalised customer satisfaction by using a single item scale and many others have used multiple item scales. The present study adopts a different approach and views customer satisfaction as a multi dimensional construct just as service quality, but argues that customer satisfaction should be operationalised along the same factors on which service quality is operationalised. Based on this approach, the link between service quality and customer satisfaction has been investigated.

It also seeks to offer the most decipherable and widely applicable antecedents of customer loyalty. It explores the extant literature on customer loyalty and brings out twelve variables which are responsible for formation of customer loyalty. Further, the relative importance of these variables has been ascertained through Multiple Regression Analysis which revealed that service quality and commitment are the strongest predictors of customer loyalty in the Indian life insurance industry. The paper also attempts to assess the loyalty status of life insurance customers in India and draw a comparison between public and private sector life insurance companies in order to provide significant insights to the life insurance companies that may assist them in devising better loyalty practices. The study is based on 546 insurance customers from Kota district and Alwar District of Rajasthan state in India. The findings suggest that Indian customers do care about the public sector status of a financial service provider as it entails a sense of security and stability and thus creates a difference between customer loyalty of public sector life insurer and that of private sector life insurer. The paper holds significant implications for academicians interested in dynamics of customer loyalty as well as the marketers of life insurance services who are concerned with customer relationships.

Keywords: customer satisfaction, Service quality, customer loyalty, Risk Management, Financial Services, Life Insurance.

DAY 2 (22ND DEC. 2013)**TRACK 2: CRM, Public Relation, Personal Selling, Cross Cultural, Neuro Marketing****SESSION 4. 4:30 PM to 6:00 PM****Venue: Exhibition Hall, Ground Floor, DMS IIT Delhi****ICRM-PS7/5_7: Measuring the Relationship Between the Determinants and the Attitude of Women Consumers' towards TV Advertising****Author(s): Dr.Bikramjit singh Hundal and Harminder Jit Kaur**

With the rapid increase in technology the competition among companies has also increased. They make different ways to attract the consumers. The most attractive source is advertising which attract the attention of consumers. The advertising industry has become the worthwhile business for marketers. It has become easy for them to convey their message to the consumers through advertising. TV has become the most attractive media among the consumers as it is the combination of visual and audio communication. But the level of attraction towards advertisement among consumers is different with regard to their attitude. As attitude of women consumers towards TV advertising is different from men. It becomes difficult to measure all the determinants which affect the attitude of consumers. This research paper tries to measure the determinants which affect the attitude of working women towards TV advertising and the relationship between the dimensions and the attitude of working women towards TV advertising. To accomplish the objectives sample of 170 working women consumers has been taken from the Amritsar city. As working women are more aware of the beauty products of different brands and companies. Factor analysis has been used to determine the factors and regression analysis has been used to measure the relationship between the determinants and the attitude of consumers. The outcome shows that attractiveness, trustworthy, increases recall and good for economy has been positively related to the attitude of consumers towards TV advertising of beauty products. Pleasure and informativeness are the factors which show the insignificant relationship with the attitude of women consumer towards the TV advertising of the beauty products. It was concluded that TV advertising attracts the consumers which plays a vital role in raising the standard of living and is more economical and enjoyable source of media among women consumers.

Keywords: Consumer's Attitude ,Advertising, Informativeness, Pleasure, Attractive,Trustworthy.

ICRM-PS 7/5_9: Receiprocal Relationship Between Advertisement Attitude and Brand Attitude, and the Effect on Purchase Intention - A Case Study of Ready-to-Eat Product**Author(s): Dr.P. Ganesan, M. Sridhar and Saranaya Priyadharsani**

An attempt is made in this study by examining the reciprocal relationship hypothesis between Aad and Abr, and how they influence the customer's PI the ready to eat food product. Along with, how Aad and Abr act as a mediator in predicting the PI of a ready to eat food product. A structured questionnaire consists of Wells consumer response scale on Attitude towards Advertisement, brand attitude scale and Purchase intention scale was developed by Martensen, A. et al (2007). Sample units (300 customers) were selected based on non-probability convenience sampling method from Chennai (capital city of state Tamil Nadu in India). Smart PLS was used to find the two way causal relationship between Attitude towards Advertisement and Brand attitude and its effect on Purchase intention. The mediating effect is calculated as per the Sobel test.

The result indicates there is a reciprocal relationship between Abr and Aad and empirically establishes the hypothetical observations of Gresham and Shimp. 1985; Pamela M. Homer., 1990 and Gardner., 1985.

The perfect mediation of Abr between Aad and PI explains that with respect to ready to eat food product the Aad is mediated by Abr to determine the PI of the product. This result in the study proves that the path way from Aad through the mediator (1) Abr predicts PI of a ready to eat food product better than the second path way that is from Abr through the mediator (2) Aad on predicting PI. The causal sequence of Aad→Abr→ PI relationship tested in the existing studies considered attitude towards brand as a best mediator in the relationship between Aad and PI (Machleit et al., 1988; Phelps et al., 1996), whereas the second path of Abr through the mediator (2) Aad does not supported in predicting PI.

Keywords: Advertisement, Brand, Attitude, Reciprocal hypothesis and Purchase Intention

ICRM-PS 7/5_10: Television Advertisements and Youth Buying Behavior: A Study on Advertisements of Laptops

Author(s): Amith Raj Naval M and Anurag R B

Purpose: - The research has been conducted to analyze and evaluate the impact of advertisements on youth's attitude and to analyze the impact of youth attitudes towards television advertisements on their resultant buying behaviour.

Research Method: - This paper is carried out on an exploratory and descriptive research design. Sampling Method adopted was Stratified Judgmental Sampling. Sample for the study was 150.

Analytical Procedure: - Factorial analysis, regression analysis followed by correlation.

Results: - Both credibility as well as entertainment aspect of television advertisement has significant influence on buying behaviour among youth. However credibility element and entertainment element has greater impact on buying behaviour.

Conclusions: - The study says that even if entertainment is one of the aspects which affects youth buying behaviour in buying Laptops, Credibility plays the most vital role which affects Buying behaviour.

Keywords: Laptops, Credibility, Entertainment, Buying Behaviour.

ICRM-PS 7/5_11: To Study the Consumer Buying Behaviour For Non-Durables:"Influence of Sources of Information

Author(s): Dr.Richa Tyagi and Dr. Renu Arora

Marketer and non-marketer dominated sources of information are revolution for consumer buying practices. These sources help the buyers to rationalize their purchase of products in terms of non-durable goods. Review of literature in this area had mainly focused on role of advertisement, their impact on children buying practices, impact of sales promotion, impact of sources during purchase of durable goods etc. However, not much emphasize had been laid on the extent of influence of both marketer and non-marketer dominated sources of information with complete focus on non-durable goods. Also, Middle income group had found to be the real demand base for manufactured products. Therefore, this income group had been selected as the target group for the present study. Keeping these aspects in view, the present study was planned with the specific objectives "To study Consumer Buying Behaviour for Non-Durables: "Influence of Sources of Information" For the purpose of data collection, survey technique using an interview schedule was used. Total sample of 600 middle income group families of South Delhi was considered to be adequate for conducting the study. Results had indicated that maximum number of respondents had used "Advertisement" – (a Marketer Dominated Source of Information) for the purchase of selected toiletries. Whereas, Reference Group including family, friends, relatives – (non-marketer dominated source of information), was used after advertisement, for the selected toiletries. Further, scrutiny of the data had indicated that Television advertising was found to be the most popular media used by the respondents for the purchase of non-durables followed by newspaper, magazine and internet

advertising. Though studies had shown that advertising and sales promotion go hand in hand, but still Sales promotion was found to be on third rank. Price-pack was the most preferred promotional scheme by the respondents followed by free samples. “New & Reviews, Programme & Happening” and “Publicity and Public Relation” were ranked, fourth and fifth respectively. Investigator further, analysed the data, to study the specific kind of publicity and public relation used by the respondents as a source of information. Majority of the respondents used news as a source of information followed by publications and identity media. Hence, in the present study, it was inferred that for the purchase of selected non-durables, advertising influenced the consumers the most, followed by the reference group, whereas publicity and public relation influenced the least while purchasing non-durables.

Keywords: Marketer Dominated Sources of information, Non- Marketer Dominated Sources of information, Durables, Non-Durables

ICRM-PS 7/5_12: TV Ads Vs Banner Ads: What Captures the Consumers' Minds better to Buy a Product ?

Author(s): Reeva Paul, Ashish Kumar and Hitesh Pruthi

Purpose: The paper aims to compare the effectiveness of TV Ads and Banner Ads and to analyze which of the two is a better option to capture the minds of consumers to buy a particular product. This paper gathers the viewpoint of consumers about what appeals more to them: a TV Ad or a Banner Ad. What according to the consumers is more credible and informative and hence gives an idea to the marketers regarding their investment on advertising.

Design/Methodology/Approach: A quantitative method of data collection was used for the survey. Judgment sampling was done to gather the responses from different segments of the target population. The statistical methods used for analysis were Paired t-test and one-way ANOVA.

Practical Implications: This study will help strategy makers to focus on whether to utilize TV Ads or Banner Ads for marketing communication; depending upon the different products and services they are being offered.

Originality/Value: This study undertakes an empirical investigation of the effectiveness of banner ads TV and Banner ads on the basis variables which measure the impact from a customer perspective. It adopts an experimentation format as first respondents are exposed to different stimuli and the questioned about their specific preferences. This research will add value to the related literature by filling the void of previous research and also will provide practical managerial implications for deciding communication media.

Research Limitations: Research paper focuses only on young Indian consumers within an age limit of 30 years.

Findings/Conclusions:

1. If a product is available online as well offline, Banner ads makes a greater impact on consumers' minds to buy a particular product. In the case of paints, which are products routinely purchased both offline and online Banner ads demonstrated a higher effectiveness in conveying Transformational Ad Content and were also significantly less likely to cause confusion to the consumers.
2. If a product is only available offline, TV ads have a greater impact on consumers' mindset to buy a particular product. The study indicates that significant difference exists in the consumer response to the Banner and TV ads of Telecom provider A, with TV ads scoring a higher mean in the Informational Ad Content while Banner ads scored a lower mean on Alienation.

Keywords: TV ads, banner ads, consumers

ICRM-PS 7/5_13: Concept and Effectiveness Measures of Integrated Marketing Communication

Author(s): Kavita and Savita

Background: Since 1980s many Research Scholars have tried to define IMC (Integrated Marketing Communication) and several have tried to suggest models which can measure the IMC efforts of a brand. In this paper, researcher has compiled definition of IMC given by several scholars and also the measuring models for its effectiveness. Researcher has tried to find the knowledge gaps in implementation of these measuring models of marketing communication.

Method: The review design has three stages: 1. Identifying the research question and finding relevant literature 2. Selecting the literature for review and 3. Collating and summarizing the data.

Conclusion: Researches suggest different type of models for various types of IMC efforts in several professions. There is a strong requirement for widely accepted definition of IMC. The research work happened till now provide a deep insight in this phenomenon and there is scope for measuring IMC efforts and also validate the outcomes of measurements. Although, no such model exists for measuring effectiveness of IMC in case of a social marketing campaign.

Key Terms: Communication effectiveness, Integrated Communication, IMC (Integrated Marketing Communication)

ICRM-PS 7/6_2 : Cross-Cultural Elements in Advertising and Relationship with Effective Branding: A Study on Indian Consumers

Author(s): Sandeep Kumar Mohanty and Dr. Sangeeta Sahney

The study highlights consumers' preferred cultural elements in a scenario where attitude towards advertisement, attitude towards brand and purchase intentions are absolutely relevant. The research is keen to define advertisements from the perspective of the customers. It explores the advertising message elements that lead to a positive brand association from the customers' point of view. The paper explores major message elements exposed in television advertisement in cross-cultural context and for this an Exploratory Factor Analysis (EFA) and Confirmatory Factor Analysis (CFA) has been conducted to identify a smaller number of factors. This study reveals that consumers like to perceive advertisements as entertainment, mixed with social values and individual values. Consumers also identify advertisements as a form of logic that depicts a product. Entertainment, social values and individual values do evoke positive responses for the brand while product and logic in advertisement are negative side of brand associations. The results confirm that visual aesthetics are more effective and liked by consumers which ultimately create brand positioning. The claim of creative advertisements is more effective is well proved here as the consumers responded positively to entertainment and social values. Regarding the liking of individual values in the advertisement, the research finds the change in the Indian society and thinking process in the youth which is becoming more direct and aspiring. The results of the study confirm that there is a need to understand and relook the customers' preferences in conceptualizing and creating advertising message. The brand managers can take the results in positive note to enhance positive and effective branding. The study has greater contribution in cross cultural research in marketing communication and branding. The major limitation of this study is the variables we have selected in Indian context. This is one of the first studies that address the issue of cross cultural research in Indian context on young Indian consumers. The future extension of this study can address any individual message element and its effect on brand building and sustaining its efforts.

Keywords: Television Advertising, Advertising Message, Cross-Cultural Marketing Communication, Branding

DAY 2 (22ND DEC. 2013)

TRACK 3: Retailing, Sensory Marketing, Innovation, Promotion & Pricing Strategies, Miscellaneous

SESSION 1. 9:30 A.M. to 11.00 A.M.

Venue: Room No. 205, 2nd Floor, DMS, IIT Delhi

ICRM-PS 4/8_17: Retail Market Environment : How Samsung emerged as one of the Top Brand in Smartphone Industry

Author(s): Harleen Kaur and Mandeep Singh Matta

This paper studies how Samsung emerged as one of the top notch brands in the Smartphone Industry (India) and how it capitalized the Retail Sector. Till about few years back, all the multinationals in India were only focusing on ATL, while BTL was a very small part of their extensive media plan. But with the globalization Indian market and Indian consumer evolved and gradually organizations started to look upon the tools of Events & Promotions and subsequently on Retail. The idea of Retail was to create a unique and enriching experience for the consumer at the time, when the real transaction is taking place. The paper examines that how a late-comer to an industry successfully positioned itself a respected and trust worthy brand, mainly by capitalizing the retail sector. In the retail segment Consumer durables are one of the most prominent and continuously evolving categories, and with Mobiles things are much faster than any other product in the category; since the product is very dynamic. Today Samsung is the largest brand in Mobile phone category in both volume and in turnover and nobody in the competition is close enough to challenge its current Number 1 position. The brand has established such a strong position in the mobile phone segment that today the Samsung brand is not known as much for its Consumer durables then for the Mobile Phones it sells.

And besides a good, updated and quality product range and reasonably good service Samsung did what no other brand could do they created the biggest footprint in the Indian Retail market. The reach and the uniform & extensive experience which, the brand has created both in Exclusive and non exclusive market segment is phenomenal.

Keywords : Samsung, Smart Phone Industry, Retail Market, Samsung Strategies.

ICRM-PS 4/8_18: Retail Sector In India: Present Scenario, Emerging Opportunities and Challenges

Author(s): Prof. Kalpana Singh

The Government's initiative to allow 51 per cent foreign direct investment (FDI) in multi-brand retail has been a subject for debate for quite some time now. Indian retail sector has therefore attracted the attention of people from various fields including academia, industry, research organisations. The present study is undertaken to gain an insight about the present structure of Indian Retail Sector, the major sub-sectors in organized and traditional retail and changes in the relative share of various sub-sectors over last few years and penetration of organized retail in various segments. The analysis also covers the opportunities and emerging challenges before Indian retail sector in view of recent policy changes by Government of India. With India's large 'young' population and high domestic consumption, the macro trends for the sector look favorable. The Indian retail sector is highly fragmented with more than ninety per cent of its business being run by the unorganized retailers like the traditional family run stores and corner stores. During 2005-07 and 2007-10, the share of organized retail increased by 13.9 percent and 21.9 percent respectively. However thereafter organized retail is penetrating the market at a more rapid pace.

During the period 2010-12 share of organized retail rose by 60 percent and is expected to increase by 2.6 times during 2012-15. Clothing/Apparel segment is the biggest contributor in organised retailing in India in both the years of study. In 2012 it alone accounted for 33 percent of organized retail followed by Food & Grocery and Mobile and telecom with each having 11 percent share in organized retail. Organized retail had highest penetration in Apparel both in 2007 and 2012. Food and Grocery segment is dominated by traditional retail but in 2012, organized retail penetration in this sector had more than doubled. In view of the recent policy changes, both the existing traditional retailers and modern organised domestic and foreign retailers would have opportunities and face challenges. On one hand, the policy exposes the domestic retailers to competition from foreign retailers; while on the other hand, it seeks to safeguard them through a slew of protective measures. The future prospects of Indian retail market are likely to have some macro-economic impact too. Prospective reduction in supply chain impediments may help in reducing supply side inflationary pressures. Future growth of India's retail sector is also expected to increase employment. The nuances of FDI in retail are still to be worked out.

Keywords: Retail Sector, Organised, Traditional, Market Penetration, Emerging opportunities, challenges

ICRM-PS 4/8_19: Samriddhii: Restructured and Innovative Model of Vegetables Supply Chain in Bihar

Author(s): Mahender and Manoj Kumar Chaudhary

In India major share of most of the businesses belongs to unorganized sector. Vegetable industry is one of them where most of the profits are taken by middle man. Because of which farmers are not getting actual price for their produces and consumers are forced to pay more their kitchen expenses. Bihar is having the rich alluvial soil of the Ganga River, the vegetable capital of the country. 'Samriddhii: Restructured and Innovative Model of Vegetables Supply Chain in Bihar' is an initiative by Mr. Kaushlendra Kumar, a gold medalist and topper in agribusiness. He is also an alumnus of IIM, Ahmadabad. It enabled the small, marginal and landless farmers in connecting to the mainstream market. This Case Study examined that how Samriddhii has benefitted small farmers, vendors and others who were earlier exploited by middle men. How small farmers are able to sell their produces at fair price at their door step. How training provided by Samriddhii has enabled them to use modern techniques in their farming. How the lives of roadside vendors has changed.

Keywords: Small Farmers, Vegetable Industry, Supply Chain, Innovative.

ICRM-PS 4/8_13: Matching Customers' Perception and Expectations towards quality endeavours of selected Multi-Specialty Private Hospitals of India

Author(s): Dr. Siddhartha S Bhardwaj and Dr. Mamta Rani

Purpose: The multi-specialty public hospitals of India can boast of imparting quality medical education, maintaining competent staff and serving even poorest of the poor. Yet, these have been overburdened and hence certain aspects of quality are severely sacrificed. To fill the gap, many private chains of hospitals have emerged in India last couple of decades. These have endeavoured to give high quality healthcare services at a price. Needless, to say the customers' expectations reaches sky high if they have to pay exorbitant prices for the services. The best way under the prevailing situation is to keep patients' faith intact by matching their service quality expectations. Service quality, in fact, is dependent upon the service performance and how far it is able to satisfy customers. The present study makes an endeavour to gauge the customers' expectations and perception of service quality in selected multi-specialty private hospitals of India.

Findings: There exists difference in the perception and expectations of the patients/observers as far as their evaluation of the private hospitals on various dimensions of service quality is concerned. The selected hospitals have been found to be struggling on the service quality dimensions such as security, accuracy and reliability aspects. The hospitals' performance on the dimensions such as impressiveness, ambience and customisation has been found to be comparatively better.

Practical Implications: The administrative wing of the hospitals may start viewing service quality from the clients' perspective and make necessary changes in their service quality endeavours.

Research Limitations: As service quality may be a technical concept to some respondents, the authenticity of their replies may not be fully ensured.

Keywords: Service Quality, Service Bonding, Accessibility, Ambience, Customisation, Competence.

ICRM-PS 4/8_23: Understanding Food Shopping Behaviour of Children in Retail Stores- A Logit Approach

Author(s): Dr. Pavleen Kaur and Jyoti Vohra

Children form the pivot of food marketing. Food promotions are directed at them to influence their food shopping behavior. They also accompany parents on food shopping trips and assist food purchases. The extent of participation varies with the frequency with which they accompany parents, the presence of food promotions and other demographic variables. The present paper attempts to comprehensively uncover the variables that help in cumulatively predicting food shopping behaviour of children in retail stores. The results of the study reveal that retail store characteristics, frequency of visiting stores, age of mothers and children are associated with active shopping behavior of children in retail stores. However, children show less active behavior in case of mothers who are better educated or who take mealtime actions with children. The implications of findings are further discussed in the paper.

Keywords: children, foods, retail stores, India.

ICRM-PS 4/8_27: Effect of Consumer Behaviour on Retail Market Evolution in Urban India: A Study of Various Factors Effecting Consumer Preference for Retail Store

Author(s): Keshav Kumar, Sneha Sharma and Gagandeep Kaur Bhatia

This paper explores the influence of consumer behaviour over the evolution of retail markets in urban India. A brief introduction shows how the organized retailing changed its gears over the period from to chain stores across the length and breadth of India. The paper analyses shaping of retail markets as per the consumer behaviour. For the purpose of data collection a structured questionnaire was used. The responses of the target population were acquired with the use of self-administered survey. Questions were asked in order to assess the behaviour of target population towards their choice of a typical retail store. A new scale was constructed for studying the factors affecting customer choice of retail store. The scale was tested and validated. The factors were named as Value added services, Assortment & Ambience, Convenience and Accessibility. The findings of the survey indicate that the factor 'Assortment & ambience', 'accessibility; and 'convenience' are affected by Educational Qualification. Monthly family income significantly affects 'Convenience' and 'Value added services'. Other variables like Occupational status, Estimated monthly expenditure, gender, family type and age do not significantly affect the choice of retail store by an individual.

ICRM-PS 4/14_10: Strategies for Sustainable Development of Agribusiness in India: A Theoretical Framework

Author(s): Priyanka Srivastava and Bindu Agrawal

Today in India, an increase in demand for agri-business products has expanded due to rise in income, changing lifestyles, urbanization, easy availability along with fast changing demographics and patterns of food consumption of consumers. This has created opportunities for small and medium sized agri business in our country, but at the same time agri business in India is struggling hard to meet competition that has taken place due to this changing condition.

In order to ensure the future prospects of agribusiness in small and medium sized enterprises (SMEs) there is a need to create an environment for their sustainable development through innovative solutions especially in product, structure and process. Truly, the changes in environment have forced a major re-evaluation of agribusiness assistance measures devised by policy makers, local and regional government, to be implemented through their agencies, especially for small business. A few agribusiness houses have adopted innovative model in Indian context and have made a mark in this field.

The authors of this paper try to explore the role of agribusiness in Indian environment and further investigates a few models suggesting innovative strategies related with process, structure and technology or product that have been successfully applied in this field. The models taken for the analysis of situation of agribusiness in Indian environment are as follows: in the first instance innovative process adopted by successful agribusinesses like Suguna Chicken and PepsiCo Foods Ltd is discussed. Secondly, innovative technology adopted by ITC through e-choupal has been mentioned as the next case study and innovative product launched recently by McCain India Foods Ltd has been illustrated as another case study. Last but not least, AMUL India Ltd has adopted Cooperative as innovative structure since decades which has been very successfully in Indian Scenario.

Finally, researchers suggests innovative workable strategies (solution in the form of a model) for sustainable development of agribusiness in small and medium sized enterprises in Indian Context which will probably be useful for policymakers, academicians and Government to take necessary actions in prevalent economic conditions.

Keywords: Innovation, Agri-business, Small business and Strategies.

DAY 2 (22ND DEC. 2013)**TRACK 3: Retailing, Sensory Marketing, Innovation, Promotion & Pricing Strategies, Miscellaneous****SESSION 2:- 11.30AM to 1.00 PM****Venue: Room No. 205, 2nd Floor, DMS, IIT Delhi****ICRM-PS 5/9_1: Developments in The Field of Experiential Marketing: New Opportunities for Tourism Marketing****Author(s): Janardan Krishna Yadav and Omkumar Krishnan**

The evolution from goods to services & from services to experience is becoming more evident in contemporary marketing literature. Holbrook & Hirschman (1982) called for the recognition of experiential aspects of consumption and symbolic, aesthetic and hedonic nature of consumption. This was soon recognized and the experiential consumption models started integrating with information processing models of consumption. This recognition led to the evolution of experiential marketing. Our paper attempts to trace and summarize the developments in the first decade of 21st century in the field of experiential marketing. The last decade of 20th century saw a rapid maturation of functional benefits concept of traditional marketing and acceptance of experience value of consumption and the offerings, the major contribution being the idea of "experience economy" (Pine & Gilmore 1998). Since then the importance of experiential aspects have been reiterated (Csikszentmihalyi 2000, Antonio Rosa & Malter 2003, Koenig-Lewis & Palmer 2008)

Schmitt (1999) came up with the idea of Sense, Think, Feel, Act, and Relate strategic experiential modules that a business can design for its customers. His idea of experiential modules was quickly accepted and extended to different industries. It can be seen most of the studies are application of strategic experiential modules framework. This research contributes to the existing knowledge by classifying and summarizing the studies so that the current state of comprehending experiential marketing is consolidated. The distinction criteria (environmental inputs, consumer inputs, intervening responses & output consequences, criteria and learning effects) proposed by Holbrook & Hirschman (1982) to differentiate the information processing from experiential consumption is used to classify various studies. Our study is exploratory in nature and attempts to identify potential areas of research which would have application in tourism industry.

Keywords: Experiential Marketing, experiential consumption, tourism marketing

ICRM-PS 5/9_3: Impact of External Stimuli on Dimensions of Mood State**Author(s): Avishek Ray, Arjun Gupta, Hitesh Gupta, Mehak Khunger, Radhika Singla, Sagrika Sharan and Prof. Sanjeev Varshney**

The topic of consumer mood has for long been an area of active interest amongst researchers. The understanding of mood is the substrate can help marketers design their efforts for maximum impact. Like the knowledge of the boss' mood does help an employee pre-empt his response to a request, similarly such knowledge would help us understand variations in consumer behaviour under the influence of different mood states. A substantial body of work has already been done to establish an understanding of how mood can be measured and how it influences spending behaviour. However, not much has been done in this regard in the Indian context. Additionally, the integrated impact of multiple factors on the arousal and valence aspects of mood has been an area that has not been fully explored. This paper looks to establish that sensory, auditory, visual and gustatory stimuli can impact the different elements of an

incumbent mood state of the customer – using experimental design to subject the hypothesis to non parametric tests. The results show that indeed these elements can bring about a substantial change in mood states dimensions – both on level of activation and level of valence, pleasantness etc.

Keywords: mood, Circumplex model, external stimuli, auditory, visual

ICRM-PS 5/9_5 : Scent-Sational: Olfactory Driven Purchase Decision

Author(s): Dr. Tanusree Dutta, Nitesh Bhatia and Dr. Sameer Kumar

Sensory marketing is the talk of the day. The need for such marketing strategy was basically felt due to a clutter in the market. The competition now is how one can make their product stand out as distinct among equals. People are now turning towards sensory marketing for the answer. Out of all our senses, smell is considered to trigger almost 75% of our emotions (<http://www.e2aroma.com/scent-marketing/present/>). The olfactory receptors directly connect to our limbic system, being that portion of the brain responsible for emotions and decision making (Hopkins, 2006). With the existing set of marketing strategies the need for increasing customer's footfall and soar sales still prevail. This allows for exploration of using scent to trigger memories, recalling of past pleasant experiences and desire capable to influence customers buying decision at the point of purchase.

The objective of the present study was to explore the role of smell in advertising an item. This study was carried out in a well-known and reputed snack outlet of a restaurant in the city of Ranchi. The stimulus of the study comprised of vanilla ice cream essence.

The findings of the study helps to substantiate the effectiveness of using scent in different food outlets to soar sales of specific items, along with providing research avenues to be explored apart from food industry.

ICRM-PS 5/9_6: Selling the Experience, Strategy of Millennium Marketers: Experiential Marketing

Author(s): Dr Namita Rajput and Simple Arora

There is a changing landscape and contour of marketing and communications. It is the collective and shared experiences of consumers that are responsible for success of branding efforts in today's market place. It has always been a very challenging job to communicate with target consumers effectively to create positive and memorable occurrence that can catch the attention of customers and retain them for life. The most important thing is to drive and motivate customers to share their experiences with others. The strategy which is being practiced by contemporary marketers these days is called experiential marketing, which allows the customers to interact with the brand completely and influences the appeal to customers, logic and senses. This special engagement and involvement with the brand aims at diminishing the disconnect between the company's offerings and what customers actually encounter. The key objective of the paper is to gather the insights of shift in experiential strategies adopted by the marketers of today from conventional strategies like online reviews, point-of-purchase displays and sample etc; what risks are involved in using experiential marketing and the steps ahead to be taken by the marketers.

Keywords: Changing landscape, experiential marketing, Point-of-purchase display, Consumer management.

ICRM-PS 5/11_1 : Capturing Rural Market by Effective Promotional and Pricing Strategies

Author(s): Ananti Gupta, Amit Verma and Anjani Kumar

Marketing is the protocol element for any product to be a success in rural areas. It is a key component in income and employment generation in agrarian and non-agrarian sectors. The rural markets are growing fast as compared to the urban markets in India. To grow in such a competitive market, companies need to master the route of introducing new products into market with creative advertising ideas. The consumers should be aware of the products or services in the targeted market should be the main goal of marketers via successful advertisement by proper channels. There is no doubt that divides do exist between urban India and rural India. The rural market itself is not homogeneous. There are differences in Geographical, demographical, statistical and logistical levels. Pricing strategies also are directly related to the product's attributes like its design, functionality, packaging and other features. Rural areas are by definition remote from city centres; so before launching a product proper distribution channels must be recognized by companies which are in best interest of the product also the company should resolve what demographic will benefit most from the product, before conducting its own research a look at the secondary resource data (including information of similar products used in areas by the consumers) may save time and money. This paper describes how the potential entrants in the rural market studies the patterns and procedures in the related area before entering with the selected targeted onlookers for capturing the market by various manoeuvres. A survey has also been conducted in identified products that are very famous in the rural markets. Also we have discussed some strategies to launch substitutional similar products in the market.

Keywords – Rural marketing, pricing, strategies, services

ICRM-PS 5/9_4: Influence of Experiential Marketing on Customer Purchase Intention: A Study of Passenger Car Market

Author(s): Imran Khan and Dr. Zillur Rahman

Purpose – This study attempts to explore and interrogate a potential strategy by developing relationship of experiential marketing with the customer purchase intention in competitive passenger car market.

Design/methodology/approach – This study scrutinizes the importance of the experiential marketing approach to the Indian passenger car market from the customer's perspective. Mixed method research design has been preferred here, an approach increasingly used in social science researches. This research design deals with exploratory analysis which is followed by quantitative analysis technique. The interpretive basis for the evaluation has been provided through multiple regression analysis.

Findings – This study shows that all the structural experiential modules are affecting the customer purchase intention in automobile (Passenger car). Where feel, think and sense experiences have a strong influence on customer purchase intention.

Practical Implication – This research is particularly important in determining the effect of experiential marketing on the customer purchase intention with respect to passenger car market. Considering the current economic slowdown where Indian automobile Industry is too facing a slowdown in sales. This approach can be considered useful for passenger car manufacturing companies with a purpose of offering best practices in developing marketing strategies.

Keywords: Experiential Marketing, Customer Purchase Intention, passenger car market.

ICRM-PS 5/11_2: Misleading Pricing Strategies and Offers: An Unethical Approach towards Consumerism - An Empirical Study

Author(s): Dr. Pushpkant Shakdwipee, Shivoham Singh and Farzana Makkad

Sales promotion offers plays a very important role in the field of marketing. Numerous firms during various occasions tries to attract customers through various offers may or may not be such offers are beneficial for the customers .The practices of special offers are found to be effective only in the the case of certain special occasions . As far as pricing is concern it is the amount of money charged for a product.Pricing is the process which determines that a company will receive in exchange for its products. It is the process of applying prices to purchase and sales orders, based on various factors such as: a fixed amount, promotion or sales campaign, quantity break, specific vendor quote, shipment or invoice date price prevailing on entry, combination of multiple orders or lines, and many others. It is the only revenue generating element amongst the four Ps, the rest being the centre of cost. In order to earn sales revenue and to capture market shareThe buying behaviour of a customer majorly depends on the price quoted on the product.Effective and successful pricing can make or break a business. The research attempts to study the various pricing offers, including discounts offers, free offers given to customers in order to increase their market share. Sometimes customers are not prepared to buy the product, but due to attractive offers are softly affected to buy them. This puts an extra burden on their pocket

Keywords : Special offers, pricing, income , buying behaviour, buy one get free.

DAY 2 (22ND DEC. 2013)**TRACK 3: Retailing, Sensory Marketing, Innovation, Promotion & Pricing Strategies, Miscellaneous****SESSION 3:-3:00 PM to 4:15 PM****Venue: Room No. 205, 2nd Floor, DMS, IIT Delhi****ICRM-PS 6/11_3: Pricing Strategies in Retail sector****Author(s): Priya Satsangi and Y. Satguru Roshan**

Retailing is directly related to customer satisfaction which acts as the base in the highly competitive world. Retailing becomes more attentive and meticulous with their pricing. Now-a-days the financial success of companies depends upon selling retail goods along with the pricing strategy.

Scope of the paper

The paper attempts to synthesize major developments of global retailing, “value for money” is the main motive of this paper. Basically price strategies accomplish its objectives i.e. always to gain profit and that is without negatively impacting customer expectation and perception. In this act articulation plays an important role. The Pricing strategies in the Modern scenario reflect that because of the competition there is lot of fluctuation in prices. In this context commonsense place and important role as smart retailers know how to set prices in line with their own business objectives instead of simply reacting to the cost changes and margin objectives of the competitors. Optimization based price strategy due to new advances in science and technology offers retailers and unprecedented opportunity to align pricing policy with strategic business objective.

As stated above this paper basically focuses on embracing a long term approach that creates a perception of value in the customer’s minds and balance short term practice tactics with long term margins. In the present scenario a modern pricing policy must vigilantly protect the consumer’s perception that they are choosing the best place to shop for their policies. Shopping along with enjoyment has become common due to awareness.

Methodology

To achieve the objective this paper uses analytical and empirical study before and after recession. New era price optimization systems are design to consider how categories and product groupings should be priced and manage them much earlier than older system. Tactics like offering better single price points only if multiple purchases are made, cash discount, offered is used by successful retailers in every market to survive and thrive.

Keywords: Value of Money, Global Retailing, Leveraging, Optimization tools.

ICRM-PS 6/11_4: Promotional Schemes as a Marketing Strategy in Retail Sector and its Effect on Consumer Behaviour**Author(s): Shubhra Gupta**

India is one of the fastest growing retail markets in the world, with 1.2 billion people (McKinsey and Co., 2007). Indian Retail Industry is ranked among the ten largest retail markets in the world. The attitudinal shift of the Indian consumer and the emergence of organized retail formats have transformed the face of Retailing in India.

Modern retailing has entered into the retail market in India as is evident in the form of bustling shopping centres, multi-storied malls and huge complexes that offer shopping, food and entertainment all under one roof. To increase sales, attract new customers, and retain the existing customers, many retail stores

put into action various sales promotion techniques. While most business owners would be keen on selling products at full price throughout the year, sales promotion schemes have proven effective at increasing the overall sales across many retail stores.

The study was carried out in Gurgaon, located in National Capital Region and a part of the state of Haryana. The retail outlets selected were Big Bazaar and Spencer's located in Gurgaon. The sample consisted of 100 women belonging to middle income group of the age group of 25-45 years. The women selected were from nuclear families. The women selected were visiting both the retail chain outlets namely Big Bazaar and Spencer's. Interview schedule was used for the purpose of data collection along with informal discussions and observations.

The salient findings indicated that all the respondents were aware of the Promotional Schemes offered by the retail outlets and their source of information were the advertisements given by the outlets through print media. Of the various sales promotion schemes offered like bonus, price reduction, exchange offers, membership cards, etc. "Price Reduction" as a sales promotion scheme was found to be the most popular one among the respondents as it aided them in purchasing more in lesser amount. Free samples and free gifts were the second and third most preferred promotional schemes in the selected retail outlets. It was noticed that a majority of respondents agreed that their buying behavior had altered and avowed that they were spending more on FMCG products due to the various schemes offered by them.

The study overall revealed that the sales promotional schemes were given more importance by the respondents than the stores where they were offered and they affected the pattern of purchase to a certain extent, thereby making the sales promotional schemes an important and essential marketing strategy to increase the overall sales of the retail chains which require constant innovation.

Keywords: Retail Industry, Promotional Schemes, Marketing Strategy, Purchase Pattern, FMCG.

ICRM-PS 6/15B_1: A Study on Indian Consumer Attitude towards the Environment and Green Products: Some Insights from Developing Country

Author(s): Poornima Mishra, Dr. Manmohan Yadav and Dr. Shekhar Misra

Growing concern on the various environmental problems has changed consumer attitude towards a green lifestyle at a global level. These changes can provide a strong competitive edge in terms of green products innovation. Since last two decades, almost every firm across industries has responded in some way to this green band wagon. Some companies have started to integrate their environmental learning in to their core business strategies, than just being associated to green eyewash. However, one important aspect that probably has been missed so far is the Indian consumer's concern about environment and green issues. Therefore, this study tries to examine Indian consumers' attitude towards Environment and Green products. The objective of present study is to compare attitudes of Indian consumers towards the environment and Green products on the basis of their age, gender and socio-economic status. Finding of study explained that there is a significant influence of age and socio-economic status, while no significant influence of gender on their attitudes towards environment and green products. Result of regression analysis indicated that Indian consumer's attitude for green product is facilitated by their environmental attitude. Further, factor analysis and cluster analysis is conducted which classified Indian consumers as Hardcore Non green consumers, Non green consumers, Apathetic green consumers, Light green consumers and Hardcore green consumers on the basis of their attitude towards environment and green products.

Keywords: Environmental attitude, Green Buying Behaviour, Indian consumer.

ICRM-PS 6/15E_1: Empowered Cross-Tabulation: From 'Know How' to 'Know Why'

Author(s): Dr. Sameer S Phanse

Methodology and methods are not bi-poles, the one to be studied, the other to be practiced! The most meaningful research is possible only when the wisdom of methodology is consciously integrated into the practice of research.

The marketing survey and associated cross-tabulations are ubiquitous in marketing research. Researchers are proficient at the “How to” of cross-tabulation, but unfamiliar with its “Why so?” This paper exposes certain fundamental methodological intricacies of cross-tabulation which will benefit a wide community of marketers, researchers, tutors, scholars and students.

A methodologically significant aspect of cross-tabulation is its ability to simulate an experiment, the most authoritative model of demonstration in Science. The bane of marketing research has always been that marketing experiments in “laboratory” settings are unrealistic, while “pure” experiments in “real world” settings are challenging to conduct and interpret. A survey cross-tabulation is like having the best of both the worlds! It involves real life data, (inductive scope), whose study using cross-tabulation introduces logical rigour (deductive scope). Cross-tabulation may even be used for investigations in marketing causation by facilitating the confrontation of causal hypotheses with their ostensible empirical outcomes.

Physical reality can be represented as a sum of the two orthogonally related nomological and ontological components. Cross-tabulation data, at the philosophical level, represents, the irreducible dichotomy in nature of essence and existence. For instance, one diagonal of the basic 2×2 form represents the theoretical world, while the other represents the empirical world. At the logical level, causal necessity and causal sufficiency of the independent variable is demonstrated in the two cells of the theoretical diagonal, while the failure of causal necessity and that of causal sufficiency are revealed in the cells of the empirical diagonal. These ideas can be profitably developed to critically interpret the significance of cross tabulated marketing data. Statistical measures of association may also be interpreted in a fresh light with this approach. Such methodological clarity, leads to a deeper, intuitive appreciation of data and method leading to significant increment in marketing research value.

Cross-tabulation is a grossly underutilized and superficially understood research tool. Behind its unsophisticated façade lurks one of the most ingenious and potent apparatus for scientific inference. Marketing research stakeholders can access richer insights and draw more valuable inferences through the empowered application of cross-tabulation. This can happen by first realizing, and then, leveraging, the powerful methodological concepts lying dormant at the heart of cross-tabulation.

Keywords: Survey, Cross-tabulation, Methodology, Philosophy, Logic

ICRM-PS 6/15F_1: Priorities and Perceptions of Parents of Disabled Children and need for Better Support System from Various Organisations

Author(s): Poonam Aswani

Neuro-Developmental Disabilities are an important but largely yet to be addressed public health problem in developing countries. The National Sample Survey Organization 2002 report states the prevalence rate of 1.77% disabilities among all age groups.

This study was planned to assess the parental perceptions on health and social needs of children with Neuro Developmental Disabilities. Not much is known about the parental perception of the aspects of child's development and the impact of neuro developmental disability on families. Method: A preformatted structured questionnaire was used to obtain information from 30 respondents on personal interview basis. This was a descriptive study.

Results: The parental perception towards health of the child with Neuro developmental disabilities, regarding diagnosis, physical and intellectual deficiencies were influenced by the lack of knowledge and awareness of the disorder, socio cultural influences, improper guidance from health personnel, service providers and lack of facilities and support groups for these children. Upbringing and caretaking of the

affected children aroused a lot of parental stress and burden on the family resources that affected the day-to-day family routine, physical and emotional well-being, social and interpersonal relations. Most of the caretakers were unaware about the facilities, services that were available at few centers for early diagnosis and intervention influencing the outcome.

Conclusion: Many children with neuro-developmental disability do not have access to healthcare and support services. The family and caretakers face a lot of stress. There is a need of imparting knowledge about the neuro-developmental disabilities to parents, primary care physicians and health workers.

Keywords: Parental stress, children disability, Social support

ICRM-PS 6/15G_1: Strategic Study on Reference Group Susceptibility Influence among Rural Consumers - A Study with reference to Wayanad District in Kerala

Author(s): Prof. Harisundar.G.Ram and Praveen Raj.D

The growing importance of rural markets has led to a wider interest in understanding the rural consumer behavior. Evidence that are available suggests that rural consumers purchase products that are suitable to their social environment as they are widely influenced by social pressures, rituals and norms when compared to their urban counterparts. The rural consumers are influenced by the information received and opinions formed from various sources in making their buying decisions. Understanding such social and attitudinal influences on rural consumer behavior is important for key marketing decisions like design of product offering, pricing, distribution, media and message.

However, much of the explored evidence is in the form of popular opinions and there is a serious lack of empirical support to these opinions. It is in this direction that this research work is being attempted.. The key objective of this work is to examine the susceptibility to reference group influence by rural consumers. The work is an extract of a larger study which is being carried out in the hill district of Wayanad in Kerala. In this work, initially I present a brief overview of relevant literature followed by the methodology and data analysis followed by the discussion.

The objectives of the undertaken study were as follows:-

- 1) To explore the extent of opinion seeking behaviour of rural consumers
- 2) To examine the susceptibility to reference group influence by rural consumers
- 3) To identify the major influencer on consumer purchase decisions.

The scope of the study has been restricted in terms of products and geographical locations. The study is conducted using two durable products only viz. television and two wheeler. These two products fall under relatively luxurious goods as classified by Hawkins (2001). Such products are expected to be more susceptible for reference group influence.

A survey was carried out in select rural markets of Wayanad District of the Gods own country,. Kerala during the period of 2009 January to 2009 March.. The major reference group influences identified and widely used in previous research : informational, utilitarian, and value - expressive influences are tested using three demographic factors as control variables. Data was collected using a structured pre-tested questionnaire. Four point scale developed by Park and Lessig (1977) was modified to measure the susceptibility to reference groups of rural consumers. Also the five point scale developed by Flynn, Glodsmith and Eastman (1996) was used to measure the opinion seeking behavior. For both the scales, levels of measurement were kept the same as suggested by the propounders.

The Research design used for this study is Descriptive Research design. The key purpose of using this type of research design is to describe the characteristics of reference groups and their influence in the purchase behaviour as well as to estimate the proportion of the people who behave in a certain way and also if possible to make predictions which might prove helpful for the marketers. The method of Sampling used here was Simple Random Sampling, which is one of the sampling methods under the

Probability sampling techniques, under which each population element has a known chance of being included in the sample. It is not necessary that the probability of selection be equal. The objective selection of the elements allows the objective assessment of the reliability of the sample results (something which is not possible in Non probability sampling).

The samples were collected in different stages. In the first stage, the dealers of two wheelers and Television in Wayanad district were identified with the help of the directory. Further to this, it was identified that as many as 4 television dealers out of the total of 7 dealers and as many as 6 two wheeler dealers out of the total of 9 dealers were situated in the rural areas. The database for the sampling was collected from these dealers in the 7 rural areas of Sulthan Batheri, Kalpetta, Mananthavadi, Tirunelli, Vythiri, Meppadi and Muthanga areas which were identified as the rural areas in Wayanad where there was good demand for the sale of two wheelers and television (as per the reports of Malayala Manorama marketing research wing). The extent of opinion seeking behavior and susceptibility to reference group influence of rural consumers was found high for both the products. This results obtained in fact concurs to several findings when related to the literature.

It was found out that the role of personal factors was on the higher side than the market factors. The extent of the three types of influence was also high for both the products used in the study. In total it was also identified that the family members are the strong influencers on the decision maker for the two products. The diminishing role of the grama thalavan, teacher and ward members also concurred with the previous studies.

Keywords: Reference group, susceptibility, influencers, utilitarian value, purchase decision

DAY 2 (22ND DEC. 2013)

TRACK 3: Retailing, Sensory Marketing, Innovation, Promotion & Pricing Strategies, Miscellaneous

SESSION 4. 4:30 PM to 6:00 PM

Venue: Room No. 205, 2nd Floor, DMS, IIT Delhi

ICRM-PS 7/ 8_28 Antecedents of Customers Perceptions on Retail Format Choice and Brand Loyalty Decisions in Apparel Retailing

Author(s): Sudha Vemaraju

Building brand loyalty has become a main concern for marketers because it yields numerous benefits. Customers' prefer branded apparels because they anticipate better quality compared to non-branded apparels. Also with the emergence of modern retail formats and cut throat competition among manufacturer brands and store brands it becomes extremely essential for marketers to focus on brand loyalty issues. The Indian apparel market has demonstrated resilience and growth in an environment characterized by slow economic growth. The domestic apparel market, which was worth INR 207,400 crore (~USD 38 billion) as of 2012, is expected to grow at a compound average growth rate (CAGR) of 9% over the next decade. Added to this, the current exception of excise duty on branded apparel has provided momentum to retailers in terms of the overall market sentiment. With a market size of INR 87,500 crore (USD 16 billion) in 2012, menswear is the largest segment in India's apparel market, accounting for 42% of the overall market. In comparison, women's wear makes up 38%, while kids wear comprises 20%, of the market (KSA Technopak, 2012). In the context of current changing demographics retailing in India is not only trying to design mere strategies but also adapt to the Indian psyche. Considering 21st century consumers growing exposure to different products, media, markets, cultures and process lead to the 'New frictionless market', which have further intensified competition (Brynjolfsson & Smith 2000). The customer centric revolution has been transforming the way retailers are doing the business and gaining steady momentum. Organized retail in India is witnessing a growth in store brands as many retailers are familiarizing them in numerous categories. This study however, limits itself to the Indian apparel retail category since in this category existence of private labels has been since many years. The main purpose of this study is to focus on antecedents of customer's perceptions on Retail format choice and compare the propensity to switch behavior of consumers towards manufacturer brands and store brands in Apparel retailing

Keywords: Retail Format Choice, Brand Loyalty, Store Brands, Manufacturer Brands, Apparel retail.

ICRM-PS 7/15H_1 Relationship Between Service Quality , Customer Satisfaction and Customer Loyalty in Insurance Sector

Author(s): Dr. Vandana Panwar

Faced with the unprecedented challenges of troubled financial markets, changing regulatory oversight and economic uncertainty, there is a risk that some insurers may not be listening and responding to the most important voice of all – that of their customers. For any insurer hoping to navigate through this difficult time, understanding how customer behaviour and attitudes are changing is critical. Previous assumptions and received wisdom about customers may no longer be reliable, and those insurers who are able to respond best to what customers want now are most likely to succeed.

In 2013, the Indian economy is expected to touch \$ 2 trillion in GDP. Yet for the size of the economy and its potential, India has an abysmal level of insurance penetration and density. India is a country where the average selling of Life insurance policies is still lower than many Western and Asian countries. With

the second largest population in world, the Indian insurance market is very lucrative to many multinational and Indian insurance companies for expanding their business and market share. Before the opening of Indian insurance market to foreign investment, Life Insurance Corporation (LIC) was the only company which dealt in Life Insurance and after opening of this sector, all the world leaders of life insurance have started operations in India. With their world market experience and network, these companies have offered many good schemes to lure all type of Indian consumers but unfortunately failed to get the major share of market. Still the LIC is the biggest player in the life insurance market with approx 65% market share.

The service quality has become a highly instrumental co-efficient in the aggressive competitive marketing. For success and survival in today's competitive environment, delivering quality service is of paramount importance for any economic enterprise. Life Insurance Corporation of India, the leading insurance company has set up 'benchmarks' in enervating the whole concept of service quality. The relationship between service quality and customer satisfaction has received considerable academic attention in the past few years. But the nature of the exact relationship between service quality and customer satisfaction (especially in the way the two constructs have been operationalised) is still shrouded with uncertainty. Many researchers have operationalised customer satisfaction by using a single item scale and many others have used multiple item scales. The present study adopts a different approach and views customer satisfaction as a multi dimensional construct just as service quality, but argues that customer satisfaction should be operationalised along the same factors on which service quality is operationalised. Based on this approach, the link between service quality and customer satisfaction has been investigated.

It also seeks to offer the most decipherable and widely applicable antecedents of customer loyalty. It explores the extant literature on customer loyalty and brings out twelve variables which are responsible for formation of customer loyalty. Further, the relative importance of these variables has been ascertained through Multiple Regression Analysis which revealed that service quality and commitment are the strongest predictors of customer loyalty in the Indian life insurance industry. The paper also attempts to assess the loyalty status of life insurance customers in India and draw a comparison between public and private sector life insurance companies in order to provide significant insights to the life insurance companies that may assist them in devising better loyalty practices. The study is based on 546 insurance customers from Kota district and Alwar District of Rajasthan state in India. The findings suggest that Indian customers do care about the public sector status of a financial service provider as it entails a sense of security and stability and thus creates a difference between customer loyalty of public sector life insurer and that of private sector life insurer. The paper holds significant implications for academicians interested in dynamics of customer loyalty as well as the marketers of life insurance services who are concerned with customer relationships.

Keywords: customer satisfaction, Service quality, customer loyalty, Risk Management, Financial Services, Life Insurance.

ICRM-PS 7/15I_1 Reaching The Subltern – A Study Based On The Money Markets In Tamilnadu

Author(s): R.V.S. Muralidhar and Dr. Bejoy J. Thomas

It's over a decade since management researchers have been talking of the BoP. The government through several reforms is doing away with subsidies and subsidies are set to reach the customer directly to their account. Is the Indian banking system geared for this inclusion of the BoP? The answer is a no and there are several lessons that are to be learnt from the money markets in Tamilnadu. The lending to the subltern also referred to as the BoP is dominated by small local money lenders. They lend money at very high interest rates and against a mortgage. Why is it that the BoP does not use the services of the large public and private sector banks?

This paper is part of a preliminary research carried out to answer the above questions. We conducted a qualitative study of the BoP markets and evaluated the dominant members of the money markets in terms of the 4 A's (Awareness, Affordability, Accessibility and Availability). We found that to cater to the BoP business houses have to look into their consumer behaviour. This has major implications to managers as they have to relook at their processes to be able to cater to the BoP.

Keywords: Subaltern, Consumer behaviour, market orientation

ICRM-PS 7/14_1: Conceptualising the Entrepreneurial Behaviour of Small and Medium-Sized Enterprises (SMEs) in Laos

Author(s): Robert Davis, Ravi Bhat and Kalakate Xaythanith

The aim of this study is to explore and conceptualise the entrepreneurial behaviour and entrepreneurial capacity building (ECB) of small and medium-sized enterprises (SMEs) in Laos. Laos is a less developed country (LDC) and has a unique political and cultural context and most SMEs are called 'Set Tha Kid Khop Khoua' or 'family economies'. To develop the conceptual model 11 Lao entrepreneurs were interviewed using grounded theory and thematic coding as the mode of analysis. It was found that there are three significant themes defining entrepreneurial behaviour and capacity development in Laos: new initiatives, efficiency of government policy and ECB value. Key challenges that prevent SMEs in Laos from having access to effective entrepreneurial development are: financial resources, information resources, and low awareness of ECB and ECB qualifications.

Keywords: Entrepreneurship, Small to Medium sized Enterprises, Entrepreneurial Capacity Building in LDCs

ICRM-PS 7/14_4 : Development of Sustainable Marketing Model for Self Help Groups in Kerala-an Analytical Hierarchical Approach

Author(s): Salwa. C. H. and T Radha Ramanan

Self Help Groups (SHG) in India is social enterprises owned and operated by poor women. They have helped to create women entrepreneurs in the rural areas of the country. Though these SHGs are producing a large number of products with superior quality, they fail to sustain in the market. To address this problem of sustainability and marketability of SHG in Kerala, India, an attempt has been made to develop a model of SHG using Analytical Hierarchical process (AHP). The objective of the study is to find out the most appropriate mode of finance, branding and positioning strategy, promotional strategy and appropriate production aspects of such products Based on the feedback obtained on the critical areas and the practice of successful self help groups in Kerala, this paper develops a sustainable marketing model for SHGs in Kerala.

Keywords: Self-Help Groups, Sustainable marketing model, Analytical Hierarchical Process

ICRM-PS 7/14_7: Innovation, Entrepreneurship and Small Business Marketing-"New dimensions New challenges"

Author(s): Lata Batra

The scope of this paper is to identify and promote innovative applications of rural India. The objective of this paper is to address to the Innovative and Entrepreneurial capacity of an individual in search of identity. The author critically examine prosperity factors lying behind the nature of rural India .The paper critically review ,focusing on innovative and entrepreneurial activities to get sustainable development and comprehensive growth of the surrounding community .

The research methodology in this research study are conceptual research study with the help of secondary sources, the sources used were books, newspapers and websites.

The aim of the paper is to high light, entrepreneurial knowledge spread to the masses and the poor, natural resources security for long term requirements is another challenge. In addition the growth may be accelerated when the proposed innovation technologies take final step; this would be beneficial to both entrepreneurship and innovation. Innovation is one of the fastest growing segments in the small businesses; overall for this we need resources in abundance.

The main purpose of this paper is to exhibit the entrepreneurship possibilities also exist in rural India. As far as concerning factors of this paper is concern is to reveal new dimensions, new perspectives and new challenges lying behind the theory of rural India. In terms of economic growth, by evolving new technologies and through fine tuning of the existing technology the growth rate of Indian economic touch the zenith point in globally competitive emerging economy.

Entrepreneurial knowledge and information are the real creators of smart growth and where as innovation is a powerful engine, in actuality they are the real creators of job. In this regard the productive and sustainable strategies and systems work as an effective tool.

I strongly recommended the innovative research projects should be recognized as national importance, it also requires theoretical frame work of discipline and principles.

Research Conclusions reveals that the future development in this area requires a broadening of perspective, new theories and understanding features. Therefore the conclusion should lead to system that address the above problem, the paper is seeking to improve our understanding of the role of technologies and to give guidance on how to handle the relationship between technologies and entrepreneurship and how to establish bilateral relationship through the way of innovative designs. On the basis of above studies, it can be concluded that, entrepreneurs are facing a range of challenges like financial challenges, personal challenges, technological challenges, educational challenges etc, these challenges have negative influences on the emergence and growth of entrepreneurship. Thus, create an atmosphere that encourage the entrepreneurs to be self –dependent, introduce such policies in which priorities should be given to existing entrepreneurs as well as future entrepreneurs. Findings of this study reveals that entrepreneurial development potential must be enhanced at individual level to cope with the global challenges.

Keywords: Economic development, Intellectual ideas, Strategic planning, Knowledge based Development, Technological solutions

ICRM-PS 7/14 8: Marketing Management: The Achilles Heel of the Small and Medium Tourism Enterprises of Rajasthan

Author(s): Dr. Deepika Upadhyaya and Jagpreet Gandhi

Small and medium enterprises (SMEs) are the major building blocks of economic development. Their flexible and adaptive nature helps make them as competitive as the larger organizations. Tourism and Hospitality Industry is at its full bloom and the research area is untapped on many fronts. There are studies focusing on the larger organizations but the Small and Medium Tourism Enterprises are not reflected in the studies on that front, especially Rajasthan SMTEs. Present study tries to bridge the gap and also identify various marketing issues related to these enterprises. Further, there seems to be an association between the entrepreneurial traits and effective marketing management of SMTE firms. The

study further analyses the impact of entrepreneurial traits and leadership on effective marketing management of these enterprises.

Objectives:-

To analyse the marketing issues related to Small and Medium Tourism Enterprises of Rajasthan.

To understand the relationship between the entrepreneurial characteristics and effective marketing management of these firms.

Methodology: The study focuses on the marketing perspective of the Small and Medium Tourism Enterprises. The study highlights the issues these enterprises faces and the entrepreneur's leadership traits/ behavioral approach to curb these issues. The primary data was collected through interviews and structured questionnaires. The universe for the research study include small and medium hotels, guest houses, restaurants, travel and transport operators in Rajasthan employing 10 to 50 people. The sample size included 50 owner/ manager of Small and medium tourism enterprises of Rajasthan.

Keywords: SMTEs, entrepreneurial characteristics, traveller, marketing issues.

ICRM-PS 7/14_9 : Social entrepreneurship: Growth Driver of the Modern Economy

Author(s): Yogesh Singh and Dr Ashish Bajpai

India is tackling with various issues like nutrition, education, health care, and many of the issues are still overwhelming in nature due to issues like unemployment and illiteracy. So to tackle these issues a new concept was born. A concept where profitability meets humanity and gaining is equivalent of giving back to the society what is termed as Social entrepreneurship. Social entrepreneurs can be a helping hand in these matters as they can help resolve these issues by working in sync. With the govt. Social entrepreneurship is going to be big things in India we have social entrepreneurs from different background, interest and varying ambitions. While many are focusing on providing jobs and upgrading skills of those at the bottom of the pyramid, there is an equal intention on improving the quality of life for India's poor, be it through clean drinking water, affordable healthcare or better sanitation facilities. It is also heartening to see that impact investors –funds that focus on social rather than financial returns continue to believe in the power of social enterprise, despite the market turmoil around the world and in India, Building self sustaining social business with some judicious backing from patient investors seem the perfect of meeting our development agenda. The paper attempts an analytical, synthetic and critical examination of social entrepreneurship in India.

Keywords: social entrepreneurship, economy

DAY 2 (22ND DEC. 2013)**TRACK 4: Market Research In Specific Industries, Marketing in Transition****Economics, Marketing Strategies****SESSION 1. 9:30 A.M. to 11.00 A.M.****Venue: Keywords:Room No. 204, 2nd Floor, DMS, IIT Delhi****ICRM-PS 4/7_16: Where Sky is the Play Ground****Author(s): Sujit Sengupta and Sonia Takkar**

This paper's main objective is to analyse the development of the Indian aviation sector with a special focus on low cost airlines. In the face of entry of AirAsia, rated as the world's most successful budget airline and a pioneer of low-cost travel in Asia, the scenario in Indian sky is all set to change. Though this paper keeps itself limited to an objective analysis only, from the picture that emerges from this extensive study it becomes clear that Indian low cost carriers, particularly IndiGo that holds the numero uno position in the domestic industry, will see a change in the game.

India has a potential of becoming a global aviation hub and the third largest aviation market in the world by 2020. With FDI now permitted in the aviation sectors, three joint ventures have been cleared this year; that of AirAsia Berhad (Malaysian low-cost airline) with Tata Sons Ltd., Abu Dhabi-based Etihad Airways with Jet Airways and most recently, Tata Sons Ltd jointly with Singapore Airlines Ltd.

Though India is the second fastest growing aviation market in the world, the domestic airlines industry already suffers from cut throat fares, resulting from high fuel prices, high taxes and a depreciating rupee hurting the bottom lines. IndiGo remains the only exception. This paper presents a detailed assessment of the business policies of AirAsia operating in the emerging markets in this scenario and also analyzes the case histories of major low-budget airlines (LCC) operating successfully in the United States and in Europe. The parallels between their policies and those of Indian low cost carriers can be drawn from the study.

The first part of the primary research analysis attempts a Service Quality Measurement on the perceived five dimensions of the four low cost carriers in India. The second part of the research is more elaborate where it attempts to suggest the strategic actions for IndiGo emerging out of the study. It reinforces many of the beliefs in the consumers' mind about IndiGo's heightened service delivery system. It establishes that low cost of the domestic LCC at best a perception. Does IndiGo airlines recast themselves as low cost airlines, remain as they are or adopt a flanker strategy with another brand name to take AirAsia head on? The finding of the research also establishes that the Indian customer base is very broad and there is space for everybody to co-exist.

Keywords: Budget, Low Cost, LCC, Full Service, Southwest Airline, JetBlue, RyanAir, EasyJet, AirAsia, IndiGo Airlines, SpiceJet, GoAir, JetKonnnect, SERVQUAL, ASK, Available Seat Kilometer, Competition, Performance, Marketing Strategy, Domestic Airlines, Revenue Model, Value proposition, Operating Costs, Air fares, Differentiation, Airline Quality Rating Performance, Business Traveller, Leisure Traveller, Marketing Research, Economy Class, Connectivity, On time performance, Dependability, On-time.

ICRM-PS 4/7_5 : Does the Visibility of the Corporate Brand Drive Shareholder Value of a Firm?**Author(s): Bikram Jit Singh Mann and Mandeep Kaur Ghuman**

Companies existing in the marketplace widely differ in their branding strategies. Interestingly, even the companies operating in the same business environment and selling same products differ in their

branding strategies. As different branding strategies vary in their potential benefits and costs to the firm, these strategies may have differential impact on the shareholder value of the firm. Thus, an important managerial question is – Which branding strategy is related to higher shareholder value? This paper studies the relationship between firms' branding strategies and their shareholder value (measured as Tobin's Q) using 3-year data for a sample of 73 B2B companies and 78 B2C companies. Findings suggest that B2B firms are uniformly following corporate branding strategy, and hence, there is no variation in the branding strategies of B2B companies. Further, a significant variation is found in the branding strategies of B2C companies. However, we further find that branding strategy of a B2C firm is not associated with its shareholder value. Our study also extends existing literature on the financial impact of advertising by finding that advertising-shareholder value relationship holds only for B2C companies, but not for B2B firms. Our results are robust after controlling for relevant control variables. The findings on the impact of control variables are also in line with previous literature.

Keywords: Branding strategy, Shareholder value, Tobin's Q.

ICRM-PS 4/7_6 : Empirical Analysis of Transfer of Brand Loyalty in Brand Extensions

Author(s): Sakhhi Chhabra and Jaydeep Mukherjee

This research has been formulated to fulfil the gap in literature related to relationship between loyalty towards the original brand and loyalty towards the brand extensions. Typically the speculation has been that high fidelity towards the parent brand should subsequently lead to positive assessment of the extensions. For this research the objective is to empirically validate whether brand loyalty gets transferred from mother brand to extension. The study is not only about the construct of brand loyalty, but also about the antecedents of the construct. Trust, satisfaction, perceived service quality and dealer loyalty were studied as the antecedents of brand loyalty. Thus an attempt has been made to find out how the brand loyalty and its antecedents get transferred from mother brand to its extension.

Related brand extensions derive the brand loyalty values from mother brand; however loyalty does not get transferred completely. Thus those consumers who adopt the brand extension are only a subset of the mother brand's consumers. We study the strengths of each one of the variables which determine the brand loyalty of the mother brand for two different sets of customers; core brand customers and brand extension customers in order to answer the research questions. This phenomenon is likely to be pronounced in a context where consumers engage in high involvement decisions. So, this study was conducted among the consumers of a well known automobile brand in India, Maruti Suzuki India Limited (Maruti) and its extension True value (TV), which deals in pre-owned cars by using T-Tests given in the SPSS software.

Data from 1207 consumers was collected through questionnaires and the findings revealed that True Value consumers showed significantly higher brand loyalty, trust and dealer loyalty towards Maruti (the mother brand) than Maruti consumers. However, satisfaction and perceived service quality did not show any significant difference between the two sets of consumers. The findings suggest that marketers can focus on relatively intangible elements like trust and dealer loyalty when they extend their brands while more tangible elements like satisfaction and perceived service quality are more easily sensed by the consumers, which gets transferred easily.

Keywords: Brand Loyalty, Brand extensions, Trust, Satisfaction, Dealer Loyalty, Perceived service quality.

ICRM-PS 4/7_8 : Leveraging Brand Equity by Strategically Sequencing Major and Minor Innovations

Author(s): Subimal Chatterjee, Timothy B. Heath and Suman Basuroy

The current study develops and tests a generalization-habitation framework for product sequels (iterations in existing product models, films, video games, etc.). Consistent with the framework's increment-then-innovate prescription, smaller product increments outperform more substantive innovations at initial sequels, whereas the opposite holds at later sequels. Study 1, for example, shows that film innovations such as genre changes improve sales and profits of later sequels more than earlier sequels (which they can actually hurt). Study 2's experiment replicates and extends Study 1 to films, music, and computer tablets, where, with level of innovation held constant following a new product launch, an increment-then-innovate sequence produces less product boredom and greater product interest than an innovate-then-increment sequence. Study 2 further demonstrates innovation habituation, the ability of large innovations to inflate consumer expectations and thereby reduce satisfaction with subsequent improvements. Study 3 then shows that more frequent improvements can increase per sequel sales, consistent with greater generalization and the creation of more exciting brand personalities. Both theory and test thus implicate frequent product changes that prudently balance continuity and change.

Keywords: Product sequels, brand management, movies, generalization, habituation

ICRM-PS 4/7_9 : Marketing Strategies of Specialty Chemicals: An Emerging Marketing Perspective

Author(s): Poonam Chauhan and Abhijit Surve

Specialty Chemical Market segment constitute high value and relatively low volume value-added chemicals. These products form input raw material for several finished product. It also includes fine chemicals, additive, specialty polymers, adhesives, sealants, pigments, paints & coatings. Driven by technology this segment represents niche among the overall chemical market. The marketing of specialty chemicals is very unlike other industries as it requires the boost from end use industry to increase its sale. Application development and cost benefit analysis is a major armory for a manufacturer and drives their competitive advantage. Specialty Chemical Businesses are driven by proprietor knowledge and specialized know-how requiring heavy capital intensive research and application development; hence traditionally this had been the forte of Global & International MNC companies operating in Developed countries.

The global recession has had an enormous impact on consumers' disposable income in developed countries. This in turn has led to a massive decrease in spending for automobiles and consumer products such as appliances, furniture and personal care items – major markets for the specialty chemical industry. With slow down and saturation in developed market, it was imperative for these global companies to expand in emerging economies. Brazil, Russia, India China & Mexico were obvious choice for these firms due to their attractive economic indicator. However there is the challenge of environmental regulations, feedstock cost & availability, value chain access, protection of intellectual property rights and capital investment as well government policy and regulations. The paper attempts to analyze the market growth opportunities for these specialty chemical firms in emerging economies.

Keywords: Commoditization, Diversification, Sustainability

ICRM-PS 4/7_10 : Monetization Strategy for Mobile Social Media in India - A Mobile Operator Perspective

Author(s): Sohag Sarkar

The Indian Mobile Services Industry is going through a paradigm shift in terms of their business model – moving away from a “Voice centric” business to a “Data focused” business. Mobile Operators are looking

at new and innovative avenues to increase the data penetration or the contribution of non-voice revenue with respect to their overall service revenue.

A similar paradigm shift is also being witnessed in the manner in which communication and social interaction happens – with Social Media emerging as a front runner when compared to hitherto popular communication mediums: email and instant messaging service. The immense popularity of social media has attracted advertisers and enterprise users to effectively engage their prospective as well as existing customers using social media. This has added the commercial aspect to the social media platform. While providing innovative services to the end users, social media players have collaborated with business users to promote their products or services in the most non-intrusive fashion. Information & Communications Technology (ICT) is not the only sector that got impacted by the changing social media evolution; but perhaps a majority of the industries including broadcasting, communication, advertising, healthcare, retail, manufacturing, etc. started recognizing it as an inevitable channel. Analyzing mobile services in wake of these changes thus becomes paramount, as it serves as the backbone to the social media revolution being witnessed.

In emerging markets like India, Social Media has been used for customer engagement and monetization. The popularity of social media in India is significant and its usage is growing by the day (one in every four online minutes is spent accessing a social media site). This shift has also been propounded by mobile technology and the increased use of mobile devices like Smart Phones and Tablet PCs.

Every day innovation in the mobile social media space is defining a win-win monetizing model for all the players in the value chain – device manufacturers, technology providers, telecom operators, and social media players. Operators are recognizing the need to investigate the subscriber behavior and aspirations relating to Mobile based Social Media. The extra-large investments in next generation high-bandwidth technologies like 3G & Broadband Wireless Access (BWA) will provide the required momentum to the mobile operators as subscribers resort to user generated content over social media.

The mobile operators' gradually may get marginalized and become 'dumb pipe' given the popularity and relevance of Over-the-top Players. With the introduction of Over-the-top (OTT) players and over enthusiasm shown by mobile operators on the data business; they opened their data pipe for cannibalization of their conventional services (Voice and Messaging). Both, social media players and mobile operators are wary of each other as they wear the competitor's hat. OTT players try several avenues to increase revenue at the cost of mobile operators; the mobile operators in turn are resorting to confrontation and constriction.

ICRM-PS 4/10_6: An Investigation into Service Quality, Service Distribution and Customer Satisfaction : A Case Study of AIRTEL

Author(s): Dr. Satyendra Kumar Sharma, Nirankush Dutta and Prof. Anil Bhat

The telecom sector plays a major role to bridge the digital divide. It has become one of the fastest growing business segments by providing a lot of value added services and creating employment avenues. From the early days of mobile telephony, when it was considered a luxury limited to selected few of the society, now it has emerged as a necessity for everyone hailing from different socio-economic strata of the country. The market size for mobile phone industry in India is one of the biggest in the world. This attractive market has brought in a lot of mobile hardware sellers as well as mobile service providers.

Entry of mobile service providers of international repute has made the competition intense and companies are struggling to increase their number of users, average revenue per user and retain the customers over a long period. Government regulations regarding service quality, increasing cost of customer acquisition as well as freedom of consumers to switch their service providers without changing their phone numbers have made the situation tougher for all players in the industry. Quality of service acts as the major differentiating factor in this regard. Because of the turbulent nature of the industry, it is necessary to continually monitor the dimensions of service quality and act accordingly.

Scope: The objective of this paper is to describe the way quality of the telephone service provided by AirTel in Dausa District of Rajasthan has been measured with SERVQUAL as the basis and how the findings were used to ensure maximum penetration of Airtel in the market. By applying theoretical frameworks in the real world situation, various lacunas related to distribution channel were explored and the issues were resolved to ensure sustainable solution.

Methodology: Data was collected from 100 customers at various retail outlets to complete the cross-sectional survey in this descriptive research and analyzed with various statistical methods to ensure reliability and validity.

Main Conclusion & Practical implications: The study showed that quality of services offered by distributors has positive impact and is significant in building retailer satisfaction. The analysis came up with a few gaps in the entire distribution system, which act as barriers in providing better quality of service. This paper also suggests ways to fill these gaps to ensure higher customer satisfaction.

Keywords: Service Quality, Telecom, Distribution Channel

DAY 2 (22ND DEC. 2013)**TRACK 4: Market Research In Specific Industries, Marketing in Transition****Economics, Marketing Strategies****SESSION 2:- 11.30AM to 1.00 PM****Venue: Keywords:Room No. 204, 2nd Floor, DMS, IIT Delhi****ICRM-PS 5/10_17: Study of Participative Communication between Doctors and Patients, and its Relation with Satisfaction Level of Patients as Consumers****Author(s): Sanjay Jerath, Prashant Chhajer and Dr. Mrinalini Pandey**

Patient satisfaction has become the key issue in medical fraternity of a developing country like India. This study relates to the issues of the emotional stress and dissatisfaction which a patient undergoes if there is lack of clarity in the communication between him and the doctor. India is fast emerging as a preferred destination for medical treatment but it has been often felt that there is some sort of communication gap between doctors and patients regarding flow of diagnosis and preferred treatment plans because of which patient is left unsatisfied, with no choice but to consult many medical practitioners before he can take some final call on his treatment. This adds on to confusion leading to not so suitable treatment for his disease. Hospitals and individual doctors have more or less avoided to solve this issue of bringing clarity in there communication regarding exact and seriousness of patients medical health and often fails to make patient comfortable and confident that what treatment he is getting is most suitable for his disease. There is a grey area in the minds of the patients regarding the suitability of the treatment and proper diagnosis they are getting which on many occasions gives stress not only to patients but also to their near and dear ones. The satisfaction levels are low with respect to patient and treatment he is getting especially at the diagnosis stage and initial period of treatment. This research is carried out in Nagpur region with a sample size of 263 patients taken from randomly selected 4 hospitals between November 2012 and January 2013. The results show that there is lack of empathy shown by doctors and participative communication is missing between doctor and patient. This research can be helpful to medical fraternity, Government and society as a whole to bring desired clarity in a very noble profession like medicine.

Keywords: Patient, Participative Communication, Patient Stress

ICRM-PS 5/7_12 : Performance of Rechristened Banking : A Case Study of Axis Bank**Author(s): Divya Chaudhary**

UTI Bank after using the name ' UTI 'for thirteen years rechristened itself as Axis Bank on 30th July,2007 as the latter was not prepared to accept the terms and conditions (including royalty) from UTI AMC to use the name . Instead, the bank preferred using a different marketing strategy of changing it's name. According to then Chairman & Chief Executive Officer of the bank, the name of the bank had to be changed to create it's own brand and identity & the name 'Axis ' was chosen considering the bank's pan-Indian as well as international presence as it was proposed the bank would go in for international expansion sometime down the line. This invites for a research to know whether using marketing strategy of rebranding from UTI to Axis instead of persisting with the name 'UTI' has actually benefitted the latter or not. This paper deeming the date of rechristening as the event date (day zero) applies Event Study Methodology to estimate abnormal returns (if any) pre & post rechristening on the stock of the bank by taking 3 small event windows & 1 large event window for the study.

Keywords: Rechristening, Event, Re-Branding, Axis, Marketing strategy etc.

ICRM-PS 5/10_7: Analyzing Customers' Perceived Service Quality in Indian Private Healthcare Sector: Patients Perspective**Author(s): Rama Koteswara Rao Kondasani and Rajeev Kumar Panda**

Private health sector has gained a dominant presence in all the areas like medical education, pharmaceuticals, construction of hospitals and providing medical services. At the same time superior service quality in private healthcare has been a major concern for service providers and customers. Indian private healthcare industry is realising the need to focus on customers perceived service quality as a tool to analyse patient satisfaction to improve their competitive advantage. Quality of care is one of the core issues of the current healthcare system in India, for the success of health-care organisations accurate analysis of perceived service quality is required. The main objective of the paper is to examine the perceived service quality satisfaction served by the Indian private hospitals. The expectations of patients perceive service quality along with the private hospitals performance as perceived by patients are analysed in eight, 100 bedded private hospital in Hyderabad and Rourkela in the state of Andhra Pradesh and Odisha, India. A reliable and valid scale was developed to analyse the perceived service quality with six dimensions: tangibility, responsiveness, communication, timeliness, commitment and safety. The questionnaire consist 26 items including overall service quality. The sample consists of rural and urban population, inpatients and outpatients, literates and illiterate. A simple random technique was used to collect the data. Total 465 samples were collected and analysed the data using SPSS-20 version. Factor analysis and descriptive statistics findings reveals that the patient's perceived service quality satisfaction did not match with their expectations. Patients have very high expectations, especially when the healthcare services in private healthcare sector are concerned. In this research indicates, customers felt that the timeliness of treatment was not provided, it leads to minor dissatisfaction in the perceived service quality. Results from the study also provide inputs for private healthcare providers and managers to improve their service quality attributes to attract more customers.

Keywords: Perceived service quality, Private healthcare, Customer satisfaction, Expectation, Perception.

ICRM-PS 5/10_9: Assessment of Service Quality in Indian Healthcare Industry- A Profit Optimization Perspective**Author(s): Shivam Gaur and Dr. Gagan Katiyar**

Purpose: Service sector is a vital cog in wheel of Indian economy, accounting for 60% of Gross Domestic Product and grew by 5% in financial year 2013. Indian health care industry is expected to reach US\$ 160 billion by 2017. This sector is of prime concern to the government. This sector is evolving rapidly and it continues to expand its coverage, service and spending in both public as well as private sectors. The service quality assessment is of growing concern, as increasingly the satisfaction level of consumers is used as an indicator of the organization's future. The rising literacy rate, higher levels of income and increasing awareness has brought Indian consumers closer to demand quality health care services. The study of service quality perception from consumer's viewpoint provides a basic feedback to the health care systems and helps them in satisfying the needs of consumers. Factors such as the professional excellence, personal touch in service, humanitarian approach and ethical values of the employees that play a huge role in satisfying the consumers.

Since most of the service delivery attributes are intangible, the tangible aspect of the service thus becomes an important characteristic. Tangibles are the physical evidence of the service, for instance, appearance of physical surroundings, facilities, equipment, personnel and communication materials. A health care service provider should try to provide their consumers a unique positive and an everlasting first hand

impression about the service quality along with minimum variability in service delivery which would help the service providers to retain customers over a longer period of time that in turn would optimize profits.

Key Results: The biggest gap was found between patients' expectation and perception for the "Tangibility" dimension of the quality of service. The differences in expectations and perceptions for remaining dimensions as per the SERVQUAL model were found to be insignificant. The data collected was also put through factor analysis which indicated that patients have a clear cut understanding of all the 5 dimensions of service quality that include dependability, sincerity, transparency, care and aesthetics. Hence, service providers in the health care segment must focus on improving the service quality and reduce service variability so as to create long term profits and retain loyal customers.

Conclusions: The research focused on identifying the gap 5 of the SERVQUAL model also called as "The Customer Gap" which emerged as the most significant factor of service quality under study. Since services are largely intangible, customers look towards more of the tangible part of service offering as they tend to compare and evaluate quality based on expected versus actual delivery of service. Also, if Healthcare service providers can identify tangible factors like packaging, personalized service, professional and trained staff and other such critical touch points, which can then create a differentiation within the competition and narrow the gap of service delivery to create customer satisfaction, retention and long term profits.

Keywords: Alternative Medical Therapies, SERVQUAL Model, Likert Scale.

ICRM-PS 5/7_14: Rural Marketing by FMCG Companies in India

Author(s): Shampy Kamboj

Over the past few years the purchasing power of rural consumers are going to increase due to the growth of Indian economy and rural market in India has become a massive consumer goods market. FMCG has evolved as a major product category in rural markets for consumption. Rural marketing in India still at initial stages and encounter many problems with respect to rural marketing mix like product offerings, pricing, promotion and distribution. Thus the understanding of rural market is essential for FMCG companies in order to expand their business horizon and to seize tremendous opportunities present in rural markets. FMCG companies In order to enhance their market share need to convert their general marketing strategies to rural specific strategies. The purpose of this study is to discuss how FMCG companies can influence in the rural segment through effective marketing strategies. This includes observing the rural marketing mix strategies adopted by FMCG companies and find out the various challenges faced by these companies in rural markets. This study makes an attempt to look into the various approaches used by FMCG companies in order to reach, acquire and retain customers in Indian rural market by adopting matrix of rural performance.

Keywords: Rural Marketing, FMCG Companies, India, Marketing challenges.

ICRM-PS 5/10_10: Effects of Subjective Norm on Self Care Technology Adoption by Consumers in a Healthcare Context

Author(s): Lakshmi.R, Prof. Ganesan.P, Dr. Mohan.V and Dr. Balasubramaniam.M

Using the multicomponent TPB model, the present study investigated the influence of subjective norm on healthcare technology adoption intention of consumers (patients). Taking cue from the two component TPB model, SN beliefs are posited to comprise both injunctive (perceived pressure from important others to perform a behaviour) and descriptive (perceived observation of important others performing a

behaviour) beliefs (Ajzen, 2002a, b). The traditional TPB model considers only injunctive norm. User perceptions were studied among 282 type 2 diabetic patients regarding SMBG usage (self monitoring of blood glucose) in a clinical setting. Although clinical studies with respect to SMBG usage has been carried out, the perception of patients regarding SMBG is sadly lacking. The participants completed a questionnaire assessing the TPB constructs (subjective norms, attitudes, perceived behavioural control, intentions). In the present study, the aim was to understand SN-BI relation, and as this implied a direction of causality; PLS approach was employed for the study. Since heterogeneity may lead to biased results, when solely evaluated on the aggregate data level, steps were also taken to address this issue. Thus the sub samples of SMBG owners (adopters and users and adopters but rejecters) as well as group who do not own SMBG (non adopters) were also taken into consideration. The results of PLS analyses indicated that descriptive norms were a significant predictor of intentions to use SMBG for regular monitoring among non adopter group. Injunctive norm was found to be significant for adopter user group. However, both injunctive and descriptive norms were not found to be significant for the adopter rejecter group. In light of these findings, implications for theory and practice are discussed. Thus, in addition to understanding the need for inclusion of subjective norm in the model, it also address the need for considering heterogeneity of a sample as this may provide enriching results.

Keywords: Subjective norm, technology adoption, self care, patients, Multicomponent TPB model

ICRM-PS 5/10_12: Health Information Seeking among Low-Income Pregnant Women : A Study in Indian Context

Author(s): Dr.Ashavaree Das and Dr.Kirti Sharma

With severe disparities in health care and health outcomes in resource-limited settings, communicative transactions in terms of information exchange is limited; especially in three dimensions a) access to communication sources, b) processing and retention of information, c) and the ability to act on it. Given these deep divides, it is essential that researchers explore the information seeking patterns of low-income and rural pregnant women in an effort to reach them, and develop effective strategies for their health concerns. Therefore, it is imperative that women be alert and attentive to the danger signs of potential complications; and develop plans to manage emergencies especially in rural and resource-limited settings. The purpose of the current study was to extend knowledge of information-seeking behavior among pregnant women in a low-income setting. In particular we wanted to know what topics pregnant women considered to be important, who they sought information from, and their experiences during the information-seeking processes. In India, pregnancy is viewed as a normal physiologic phenomenon that does not require any intervention by health care professionals, unless complications occur. During pregnancy, most women reported seeking advice from their husbands, the elder women of their families, and friends. Doctors and para-medical staff were also consulted, but were visited primarily during complications such as high fever, convulsions, or bleeding. Allied health workers were also consulted depending upon their availability, for instance, when a health worker made herself available for a particular area. Pregnant women reported seeking information on various topics. All women stated seeking nutritional information. They wanted advice about food to be consumed or avoided during pregnancy. Information-seeking is a complex process that involves not only the information-seeker but also its surroundings. In spite of these limitations, this study makes some important contributions in the field of communication and information sciences. Most importantly, this study situates Indian pregnant women from low resource-settings within the literature, using a theoretical framework.

Keywords: Health information seeking, pregnancy, qualitative methods

DAY 2 (22ND DEC. 2013)**TRACK 4: Market Research In Specific Industries, Marketing in Transition****Economics, Marketing Strategies****SESSION 3:-3:00 PM to 4:15 PM****Venue: Keywords:Room No. 204, 2nd Floor, DMS, IIT Delhi****ICRM-PS 6 / 7_7: Examining Linkage amongst Customer Experience, Brand Image and Brand Loyalty in Context to Bharat Sanchar Nigam Limited****Author(s): B K Suthar, Prof. T.Latha Chakravarthi and Dr. Shamal Pradhan**

Purpose: The purpose of this study is to examine the relationship amongst customer experience, brand image and brand loyalty in context to Bharat Sanchar Nigam Limited, Vadodara Telecom District. The consumer perceptions are changed in this competitive market of cellular phone service industry in India and customer experience becomes a key determinant as a driver for any service provider.

Methodology: This paper aims to examine relationship amongst customer experience, brand image and brand loyalty in context to BSNL, Vadodara Telecom District. The survey questionnaire was administered to prepaid cellular service users of BSNL, Vadodara Telecom District through email and in person by (435 out of 250270) employing sample size determinants like: confidence level, confidence interval and population. The convenience sampling technique is used. The questionnaire consists of customer experience, brand image and brand loyalty. This investigation is customer perspective. Five point Likert scale is used (strongly disagree to strongly agree) for total 36 items. All the questionnaires received back and considered for the further investigation. IBM SPSS 20 is employed for conducting scale reliability test, descriptive statistics, factor analysis, regression analysis to measure correlations amongst customer experience, brand image and brand loyalty

Results and Findings: The collected data reveals on significant positive relationship amongst customer experience brand image and brand loyalty.

Limitations and scope for further research: This study has certain limitations like; time constraints, area of research, sample size determination and items considered for questionnaire to collect primary data. In this study, questionnaire for primary data collection is considered for three factors with 36 total items. Further research can be held by expanding area of research and with some more items for questionnaire. The sample size also can be increased

Keywords: customer experience brand image, brand loyalty, correlations

ICRM-PS 6 / 7_11: Patient Centricity - Is it Need of the Hour or Marketing Buzz**Author(s): Dr.Supriti Agrawal**

Background: Indian pharmaceutical industry is currently pegging at Rs. 72,000 crore, that used to grow at 12-13% for the past three - four years. But in the month of September'2013, Indian drug market shrank by 1.8%. Disruptions in trade channels existing between stockists and retailers of different states are responsible for this slowdown. Intense negotiations had started between trade channels and pharmaceutical manufacturers for the protection of their margin. No doubt well rehearsed marketing strategies of pharmaceutical industry act as a strong cohesive binding force in taping the demand. In pharmaceutical industry, medical representatives are the most crucial aspect. A lot of money is incurred in recruiting and training these medical representatives. In spite of so much expenditure incurred on the induction and training of field force, sales of top pharmaceutical companies rose by 16% and the number of new medical representatives grew by 11%, but their productivity per representative increases only by

4.5%. These figures clearly indicate that there is a need to look for newer strategies for stimulating and targeting demand in the market.

Impressive growth of Indian Pharmaceutical industry is due to increased sale of generic drugs, widening growth in chronic therapies and greater penetration in rural markets. Sedentary lifestyle leads to increasing cases of chronic disease. According to a study conducted by Harvard School of Public Health that India is rapidly moving towards in non-communicable diseases and it will be adding \$ 6.2 trillion for the period 2012-2030. This is the reason that per capita spending on drugs in India is increasing from 27.77% (2005) to 46.86% (2010). These changes are well understood by pharmaceutical players and they are emphasizing on certain values (availability, quality, efficacy and increased effectiveness) in their marketing strategies. Although pharmaceutical marketing strategy is based on 9 P's (Product, Place, Price, Promotion, Policy, Prescription, Personal selling, Public Relation and Power), but now-a-days, policy changes are posing a problem in front of the industry. Recently, government along with the Supreme court of India had reduced the price of 374 essential drugs and thus they are trying to increase the affordability factors for the patients. With the change in the outlook of DPCO & NPPA for the pricing of the drugs, Pharmaceutical players have to look for newer strategies in increasing their business potential. These strategies should not only boost the demand but also improve the productivity per medical representatives.

Objectives: This purpose of this study is to identify the dimension of marketing strategy and also to understand the relevance of patient centricity.

Methodology: Data were collected through structured questionnaire from 60 pharmaceutical managers working at various capacities in the pharmaceutical market. Research site was leading government and private hospitals in Delhi. Factor analysis had been applied through item analysis and inter-item correlations. The sampling adequacy was established (KMO value is .582).

Result: In the questionnaire, managers were asked for their opinion for the promotional inputs (CME, Conference, MR visits, Relationship marketing, scientific inputs, samples, and small gifts) in order of profitability to the companies. Descriptive statistics indicates that pharmaceutical managers uses CME (M = 3.93, Standard deviation (S.d) = 1.54), conference sponsorships (M = 4.00, Standard deviation (S.d) = 1.52), MR visits (M = 1.83, Standard deviation (S.d) = .99), Relationship marketing (M = 2.30, Standard deviation (S.d) = 1.09), scientific inputs (M = 4.50, Standard deviation (S.d) = 1.35), samples (M = 5.15, Standard deviation (S.d) = 1.04), small gifts (M = 5.42, Standard deviation (S.d) = .87) for designing and implementing the marketing strategy. Through factor analysis, ten dimensions were corporate branding, training & development of pharmaceutical managers, market segmentation, sales revenue, pharmaceutical detailing and marketing, market ethics, market value chain, usage of opinion leader and clinical champion, creating patient awareness and creation of brand. Although all the identified dimensions are significantly contributing to the evolution of marketing strategy, but, if the dimension named creating patient awareness is explored in synchronized way, it will certainly unleash potential for more productive pharmaceutical business.

Conclusion: This study had come out with the emergence of patient management department. We are suggesting that pharmaceutical industry should start patient management department. This department will help not only in strengthening medical-practitioners-patient interaction but also result in strong follow-up for the pharmaceutical industry. Development of this new department will also infuse positivity in terms of ethics. It will further open a new era in the area of pharmaceutical marketing.

Scope: This study will help in boosting the productivity of pharmaceutical industry. It also focuses on identification of creating patient awareness.

Keywords: Pharmaceutical promotion, Pharmaceutical marketing, Patient Management department, Medical-practitioners-patient interaction

Author(s): Anshu Rani

Purpose – In the past ten years, the Internet population and its uses varied a lot. Increasing numbers of businesses have been using the Internet and other electronic media to conduct their marketing efforts regardless of its type or size. The purpose of this study is to examine the internet marketing literature to determine how internet marketing research has evolved in terms of quantity, content, publication and context to identify recent trends. It also views to notice research gaps.

Methodology/approach to research – A content analysis was performed on 126 internet marketing related research papers identified by searching the Emerald Group Publishing database from 2004 to 2013.

Findings – The article identified important trends in the internet marketing research. The three more researched areas are: Consumer behaviour, Internet as marketing communication tool and Internet as marketing instrument. Total number of research articles published in previous three years (2005, 06 and 07) are more than recent years (2011, 12 and 13). Unlikely others, more than half of research articles are empirical study. Internet is widely spread worldwide but USA, UK, Australia and Taiwan are most researched countries. Internet research is done on different context and different samples but pinnacle areas are Travel & hotel Industry, Banking and finance Sector and Website Analysis. Research areas which need more consideration are – ‘linking Internet marketing to business strategy’, ‘Creativity in context of Internet website’ and ‘Internet linking to supply chain’.

Research limitations/implications – Internet Marketing is defined and several suggestions are made for elaboration and extension of Internet in business. This research is done on a small number of research articles from a single database, so it can be taken as beginning for further elaboration. Generalization of finding may be difficult at this stage.

Originality/value – The study provides both academics and practitioners with an updated review of the internet marketing literature along with a sense of how internet marketing research can be taken further.

ICRM-PS 6/10_14: Marketing Research for Indian Tourism via Indian Railways and I.R.C.T.C.

Author(s): Parag Rajeev Samant, Gaurav Singh Bisen and Prakhar Bhargava

Domestic tourism in India across different states/union territories saw a 19.9% increase in the year 2012. Ministry of Tourism (Govt. Of India) has spent over 25.25 Cr. for "Incredible India" campaign through electronic and print media. In spite these efforts, a success rate of 62% in terms of awareness about these campaigns has been accomplished. A collaborative effort of Indian railways and Ministry of Tourism of India can achieve even higher success rate in terms of public reach possessing to the vast and extensive network of Indian Railway.

An outstanding connectivity of local trains & metro railways in metropolitan cities like Mumbai, Delhi, Kolkata, Bangalore etc., has already opened the gates for advertisement via trains and metro's. Various private agencies are charging approximately 3 lack rupees per month for such advertising using Vinyl stickers. When the reach via such medium is enormous then it can be a great asset for various tourism campaigns to bring their regions particular culture, tradition and beauty into picture.

Modes of transport like trains and buses are being utilised as a marketing instrument in various locations like China, Sapporo, London, Kuala Lampur etc. in which tourism is being promoted at a grand scale. By this promotion every country receives a great response of visitors from all across the globe. In India, trains like Palace on Wheels, Deccan Odyssey, Maharaja Express and many more promote tourism with luxurious comfort but are in run on occasional basis.

A dedicated marketing unit for Indian railways is yet to be established and maximum publicity for Indian Railways is being managed via IRCTC, where on a daily basis about 3.65 lack tickets are booked. [30] With such an immense audience accessing IRCTC on per day basis, marketing for Indian tourism campaigns will have another platform to increase its reachability across the nation.

Keywords: Go-Kerala, Indian Railways, Incredible India, IRCTC, Indian Tourism.

ICRM-PS 6/ 10_15: Modelling the Nested Markets' Prices during Festival Season -A Study on Pricing Effect at the Time of Onam Festival in Kerala

Author(s): Dr. P. Baba Gnanakumar, C Jenin Wesley George and Guruprasad J

The research explores the decontextualization of price in simulated experiences of fete attendees' by the vegetable vendors. The primary objective of the study is to identify reinforcing pricing strategies done by vegetable vendors during regional festivals (Onam) to tap mass marketing. Multidimensional scaling technique was used to assess the fete attendees' expectation level. Derived approaches are used to collect the attitudes about the pricing measures taken by the vegetable vendors. The research conclude that, to downsize the gap between, marginal income and expenses, the nested marketers have to transform the supply chain strategies to the non-performers in the festival season. The non-performers are those who are coming under the deprived festival attendees. This enables to have a balancing effect on demand and supply side. The premium earned by the marketers is considered as the bonus during the festival season.

Keywords: Heritage value, Lavish needs, Banquet deals and Fascinating solidarities

ICRM-PS 6/ 10_18: Studying Consumer Perceptions of Foreign Mid Segment Four Wheelers Cars in India: Using Multi-Dimensional Scaling Technique

Author(s): Amith Raj Naval M and Shahbaz Md

Purpose: - To provide an overview of the perceptions of Indian Consumer on Foreign Mid Segment Passenger Cars in India, there by recognising the unidentified factors which can be capitalised on to provide value to customers.

Research Method: - The paper is carried out on an exploratory and descriptive research design. Sampling Method adopted was Stratified Judgmental Sampling. Sample for the study was 150.

Analytical Procedure: - Descriptive Analysis, Factor analytic procedure using Principal component Analysis, Multi - Dimensional Scaling (ALSCAL)

Results: - The variables such as Innovative, Manoeuvrability, Brakes, Style and Colour, Parking Convenience and Roomy have been capitalized on well. Coming to Economic Variables all cars are far from After Sales Service, Maintenance Cost, and Discount. The personality such as Aggressive, Carefree, Family Oriented, and excited are left out in the map.

Conclusions: - Many Variables have been well capitalized on and some left out, by working on those variables the manufacturers can innovate with their automobiles and have a differential edge over their competitors. Each car manufacturer should allocate marketing resources to maximize advantages relative to potential competitors;

Keywords: - Perceptual Mapping, Multi - Dimensional Scaling (MDS), Automobiles, Consumer Perception

ICRM-PS 6/ 10_19: Sustainable Marketing Approach of A Rural School: A Case Study

Author(s): Neha Kaur

We are witnessing a spate of social ventures cropping up almost daily to help solve issues such as housing, water supply, microfinance and other needs at the bottom of the pyramid. However, we do not generally observe social entrepreneurs taking up education as a social business model. Education requires high justice, administrative transparency and a careful planning on a broad scale. In order to

ensure wide availability of this service, its providers cannot charge the beneficiaries in a typical business sense. Thus the unique nature of education makes it difficult to commercialize it as a social business and thus turning a school into a market place sounds unrealistic even today. However this paper presents a case of a private school in Brambe, a rural village in Jharkhand that has emerged as a sustainable educational model whose success can largely be attributed to the contemporary marketing strategies adopted by it. Nowadays, marketing principles and practices are widely adopted in social business. However, education is an area of social business where marketing is considered anathema and a marketing vocabulary generally avoided. However this school embraced different marketing initiatives ranging from traditional forms of advertising to development of unique identities which helped it become one of the most popular schools in the area with about 525 students joining the school in just a span of three years. The case highlights the key initiatives of the school in detail and also identifies the best marketing practices that are essential to successful and sustainable performance of schools in rural areas. This study is unique in the sense that though researchers have devoted considerable time and attention to studying marketing practices of social business and NGOs, there exists a research gap in the area of marketing of schools especially in the rural areas. The model of the school under study and the marketing practices adopted by it can be replicated to impart education and improve the quality of education in rural India.

Keywords: Holistic marketing, sustainability, strategic collaboration, value exploration

ICRM-PS 6/7_17 How a Brand is Built: A Case Study in Fair and Handsome Fairness Cream

Author(s): Dr. Hari K Gupta and Tushar Pandey

This case study provides a systematic and comprehensive representation of how a brand is built by launching a product to satisfy a specific need in the market and steps undertaken to form an Image of the product in the minds of the consumer. The branding of such a product may appeal to the emotionality of its consumer, sometimes even exploiting some basic belief which is engrained in their minds from their past.

If a brand aligns itself to the emotionality of the target customer and addresses an innate emotional need or belief, there are high chances that it may be successful. Using the case of Emami's Fair and Handsome fairness Cream, concepts of development of a Brand's Image, formulation of its Identity, impact of a brand's character on purchase decision (Kakati & Choudhury, Jun2013) of the Consumer, how the marketing strategy is helpful in development of a brand have also been discussed.

Keywords: Brand-Image, Fair and Handsome, Marketing Strategy.

ICRM-PS 6/10_29: Role of Internal Communication in Organisational Change: An Exploratory Study

Author(s): Vinaya Prakash Singh

In the present environment, public organisations are under constant pressure to evaluate their relevance and effectiveness on account of multiple factors such as globalisation, technological advances, deregulation, evolving public aspirations and imperatives of public scrutiny. This evaluative process leads them to take a conscious view to decide on the nature of organisational changes required for their growth and survival. Practically, no organisation can escape the only constant, which is change. This Paper is grounded in the view that majority of change efforts fail principally because of poor internal communication.

With a nationwide network of 1.5 lakh Post Offices and having a workforce of close to half a million, India Post, being a large public entity of Government of India, offers an array of mail, financial and

money remittance services to the customers. The present Paper aims to explore the level of effectiveness of the changes a large public organisation like India Post has been bringing in and the role of internal communication therein, if any. The study has involved literature review, some documentary analysis and unstructured discussions with few employees in the organisation. The study indicated that although India Post is one of the oldest entities of the Government of India, yet it incurs an average annual deficit of about Rs 5,000 crores against expenditure of about Rs 15,000 crores thus necessitating massive changes or turnaround in the organisation. The findings of the study suggest that while there are several factors for ensuring success of the organisational change efforts right from the stage of planning to implementation, the role of internal communication is a critical success factor and, therefore, it should be accorded due importance at every level and stage in the change process.

The study leaves the scope for further research (a) as to how the communication should be managed from top to bottom when a large organisation like India Post is gearing up to change in a big way in order to meet the challenges emanating from technological innovations, stiff market competition and rising customer demands; (b) as to whether internal communication should give way to what can be termed as 'organisational conversation'; and (c) as to what should be the role of top leadership in making the internal communication a smoother process across the organisation?

DAY 2 (22ND DEC. 2013)

TRACK 4: Market Research In Specific Industries, Marketing in Transition

Economics, Marketing Strategies

SESSION 4. 4:30 PM to 6:00 PM

Venue: Keywords: Room No. 204, 2nd Floor, DMS, IIT Delhi

ICRM-PS 7/10_8: Analytic Driven Marketing Research for TELCOS

Author(s): Mamta Swaroop

Marketing Research is all about gathering the right feedback and analyzing it to chalk out future strategy. Industries rely on Surveys for gathering the feedback from their customers or the target markets. Basic idea behind a Survey is to “Ask, Analyze and Improve” [1] accordingly”. With growing markets, increasing customer base and rapid digitization, the complexity involved in conducting surveys too is growing exponentially. Complexity has increased in all the three stages of a survey that we captured above – Ask, Analyze and Improve.

Idea behind this paper is to explore about –type of challenges involved during the three stages of survey, parameters required for a fruitful survey, skill-set required for designing and analyzing a survey, is there a RoI, considering the huge investments required for conducting the surveys and considering a not so promising TELCO market.

Keywords: Non relevance of older survey methodologies, Automated tracking of user’s footprints, Automated tracking of market’s movements, Big data ~ huge volumes, unstructured, rapid velocity, Non relevance of older RDBMS concepts, Integrated environment “to gather, to filter, to sort, to compute data” and “to analyze results”, Analytics ~ off-line and real-time, Key skills ~ business analytics, statisticians, data-miners, IT tool experts, Time to market, Return on investment.

ICRM-PS 7/3_12: Opportunities and Challenges for Retail Banking: An Exploratory Study Based on Employees Perception

Author(s): Dhananjay Bapat

Retail Banking has generated increasing interest in emerging countries. Based on the employee’s perception, it is observed that retail banking has generated higher involvement because of major factors such as business potential and profitability. Majority of respondents consider retail banking as more profitable than other business segments and perceive retail banking as lesser on the aspects of risk and cost when comparing to Small and Medium Enterprises (SME), rural and corporate. The major obstacle factors are competition, interest rates, quality of customer information, low GDP, branch location, and organization structure. Using factor analysis, we could reduce these factors into 4 major factors such as: Economical – Organization related factors, Environmental factors, Cost factors and Monetary factors.

Keywords: Retail Banking, Profitable, Employee perception, Involvement, Obstacles, Factor Analysis

ICRM-PS 7/10_20: Telecommunication in Power Sector

Author(s): Sumit Choudhary and Anoop Saxena

This paper is an attempt to study challenges of Energy Distribution System, Role & valuation of Real Time Data communication in melioration of operational & financial efficiency for Energy Distribution Systems, and to study future challenges in implementation of Advanced Technologies.

Challenges of Today and Tomorrow:-

Today's challenge: Presently Power industry (Generation, Transmission and Distribution) in India is going through huge losses. Commercial losses in 2010-11 in Energy Distribution sector were of the order of Rs. 60223 cr. annum. These losses are mainly due to Transmission & Distribution Losses, Peak Demand Load Management, along with revenue collection loss for consumed energy. Major challenge as on date is to bringing Operational and Commercial improvements.

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Tomorrows challenge: Integration and monitoring of tomorrow's energy generation (like, Solar: Roof top Solar power generation) and storage sources (Automotive: Introduction of Plug in Hybrid Vehicles, storage batteries) with existing infrastructure

Steps taken by Ministry of Power (MoP) -Indian Government: Realizing the importance of technology in improving the operational, commercial performance of the sector and, to avoid blackout like conditions, MoP has constituted the Indian Smart Grid Task Force (ISTF) in 2010 chaired by Mr. Sam Pitroda, an advisor to Prime Minister of India.

ISTF further carve up into 5 Working Groups viz. WG1-5. In parallel Ministry of Power (MoP) has released, its draft, An Smart Grid Vision and roadmap for India in Aug 2013. Accordance to it, all electricity meters will be converted into smart meter end point, in phase-wise manner. These smart meters, can transmit the consumption details, in real time using data communication technologies.

This is a mammoth task considering the number of endpoints (Energy consumption point) in India, which has large geographical & demographical conditions. And above all, it involves a huge investment in terms of Time & Money.

Result & Conclusion:-

Timely and correct data collection, from end points in real time, at centralized place to help in improving Commercial challenges. Centralized real time control, for the electricity supply, till every end point, to help in improving Operational challenges. Introduction of New cutting edge Technologies may bring significant set of unprecedented challenges.

ICRM-PS 7/ 10_21: The Marketing Mix Elements for Social Cause: A Rational Approach to Derive the New 4Ps

Author(s): Mrinmoy Bhattacharjee and Shamim Akhtar

Over the years the gradual exploration by different scholars, and practicing experts, marketing as a subject has been branched out into different domains or specialized areas. Social marketing is one such area. Social Marketing is a systematic process of influencing and persuading a target community to ensure awareness, support and/or participation from them for a cause that brings certain desirable benefits to the society. The marketing strategies used by the marketer of general consumer goods or services are largely based on the conventional marketing mix elements. Though social marketing can be elaborated based upon the conventional marketing mix elements, but the conventional marketing mix elements has got limitations in terms of adequately and directly addressing all issues concerning the specific marketing process to be adopted for social marketing. Therefore there is a need to explore and appropriately redefine the marketing mix elements for social marketing. Academically, the field of social marketing is still very much evolving and there seems to be significant diversity of opinions on the

subject. In our pursuit to explore the same, we have tried to theoretically derive this alternative marketing mix model for social marketing.

Keywords: Social, marketing, proposition, perception, platform, persuasion.

ICRM-PS 7/ 10_22: Validating a Service Quality Instrument in Cellular Mobile Telephony

Author(s): Dr. Samridhi Tanwar, Dr Neeraj Kaushik and Akash Agarwal

Sound telecommunication sector is one of the pillars of economic growth of a country. Indian Telecom Industry is the 5th largest in the world and is the fastest growing telecom markets in the world. Mobile service providers are delivering a high level of service quality to gain competitive advantage. But, there is dearth of tested instruments which can measure consumer-perceived service quality of cellular mobile communications. Therefore, the present study aims to examine the generalisability and applicability of instrument proposed by Seth, Momaya and Gupta (2008) measuring service quality of cellular mobile service providers. The findings of confirmatory factor analysis validate the seven-factor structure (i.e. Reliability, Responsiveness, Assurance, Empathy, Tangibles, Convenience, Customer perceived network quality) of the service quality instrument applied in Indian telecommunication sector. The instrument is highly reliable, registering an overall Cronbach alpha value of 0.929. The Cronbach alpha for the seven dimensions ranges from 0.804 to 0.854. Moreover, the instrument ensures uni-dimensionality, convergent validity, discriminant validity and criterion-related validity. The component structure of the service quality was subjected to confirmatory factor analysis. Initially, the seven basic dimensions are tested as the descriptors of service quality in telecommunication sector. Later on the service quality construct was treated as a second order factor which comprises of seven basic dimensions as first-order factors. Confirmatory factor analysis of the component structures using AMOS Version 20.0 indicates the dimensions proposed by Seth et al. (2008) are valid in India. This highlights the diagnostic ability of the scale for identifying areas requiring strategic focus.

Keywords: Service Quality, Cellular Mobile Telephony, Confirmatory Factor Analysis, Seven Factor Structure.

ICRM-PS 7/ 10_23: Value Creation of Service Dominant Logic in Health Care Industry – A Reflection

Author(s): Yogita Sharma and Priyanka Srivastava

According to Vargo and Lusch (2004a) S-D Logic grew out of credential within marketing concepts and practices but today it being considered as a distinct stream. In the traditional sense, “services” precisely meant intangible output of a firm whereas in SD Logic, the term “services” has been replaced by singular word “service”. In terms of S-D Logic, “service” is defined as combination of specialized competences, knowledge and skills, through process and performance of an another entity or entity itself for value creation is one of the elements of this paper.

The general placement of S-D logic applies to any service system and in this paper we have focused on health care industry. The authors tried to study implications and role of service dominant logic in Health Care Services (HCS) with respect to product, people and process. As health care is one of the issues that have been prioritized in all countries. The basic glitch is that, entire fraternity has to deal with is health related problems. Health care expressively affects economies throughout the world, and also directly affect individual's quality of daily life (Berry and Bendapudi 2007). As far as health care industry is concerned, customers were being looked upon as mere spectators outside boundary of the firm and were considered as passive recipients. There has been a drastic shift over in this view. Presently the phenomenon has taken a radical change and it is a direct interaction between doctor and patient as it is

considered as a collaborative interaction of individual and health provider. Customer participation and joint decision making in health care related services has predominantly increased which has furthermore lead to better well-being. This is expected to increase multifold in years ahead.

The authors highlight customer – provider relationship as it is always done by interface of both and discussion. The health care sector precisely revolves round patient's personal experience and health care experts. There is a regular interaction between customers (patients) and health care experts (doctors) throughout the process of treatment.

This paper is conceptual in nature where secondary data sources related with various health care industries present in India has been taken into consideration to come out with content analysis about S-D Logic. Further this paper will suggest how SD Logic can further create value for Indian Health care Industry in present scenario.

Keywords: Service Dominant Logic, Value Creation, Process, People, Health Care Industry.

ICRM-PS 7/ 10_24 Factors Affecting Absorption and Adoption of NFON in India

Author(s): Bijoyananda Mishra, Prof Ravi Shankar and Dr. Mahim Sagar

Government of India through a Special purpose of vehicle (SPV) Bharat Broadband Network limited has taken up National optical fibre network (NOFN) project to provide at least 100 Mbps connectivity to 2,50,000 village panchayats of the country from the Block. The incremental optical fibres shall be laid to the village panchayats to provide this connectivity by using Gigabit passive optical network (GPON) technology. This project has been implemented in three pilot blocks of the country. The Department of Information Technology has utilised this network in rolling out national e governance project and has provided connectivity to nearly 195 verticals spread over three blocks. However the B2B and B2C services are yet to take off. The potential end users are service providers (SPs) as well as the end users, the people who are un connected.

In this article a adoption and absorption matrix has been proposed based on qualitative research which involves Focused Group Discussion and interviews with key stake holders as well as end users. The research aims to find an adoption absorption matrix which are key external factors in the Technology adoption model to influence Ease of use and usefulness, which in turn results in actual use. The matrix has been worked out for two types of key stake holders namely the Service providers (SPs) that includes Telecom service providers(TSPs), Internet service providers, Government service providers, Multi service providers(MSOs) and the unconnected end users. It is found that the three key factors namely Government, Quality of service and Marketing affects the adoption by Service providers. In addition to these three factors the Social factors also play an important role for adoption by the Unconnected end users. It is proposed to carry out further research on the subject and deploy suitable quantitative methods to refine the factors and explore other factors if any.

ICRM-PS 7/ 10_25 : Total Quality Management in School Education: Opportunities and Challenges

Author(s): Vineet Joshi and Nitin Seth

Managing services in today's scenario is becoming very challenging as the organizations are required to deal pressures not only from regulators but also the pressures from competitors and other external environments. Service providers have realised that their success is routed through quality and they need to regularly deliver quality services to stakeholders.

Liberalisation, privatization and globalization of information and resources have brought in a number of challenges in school education sector in India. As a result of enhanced awareness of stakeholders the

schools are forced to not only provide the quality education but also to provide feedback and performance reports to various regulators. Also, the stakeholders have realised that approaching towards TQM can only help them in sustaining the pressures from competitor schools, continuous upgrading of academic standards with changing technology; and help them in applying to government schemes with allocation of funds and finally encourage research and teaching in the field of quality.

Opening up of International schooling education, transfer of the students to other countries and their schooling system also provides tremendous opportunity to work towards achieving Total quality management in schools.

From the regulators like state level bodies, CBSE and others point of view, it seems a very difficult task to measure the performance of any school on equitable platform. Review of literature also highlighted that while there are large number of studies in the developed countries, there seems a vacuum in the studies exploring the subject of TQM in Indian school education context, hence the present research is undertaken to understand the subject of TQM in the Indian schooling context with a view to highlight the opportunities and challenges for the sector.

The methodology adopted for this research comprises of initial review of gap from the literature and then followed by interviews with the stakeholders (regulators CBSE, school principals, and Ministry officials). Initially, this research explores the literatures and attempted documenting various TQM practices and principles for the school sector; this was following by the review of regulators and understanding their views on the measurement and monitoring of schools towards quality issues. Interviews with various stakeholders were also conducted to understand the practitioners and regulators views on the subject. Finally mapping of different views were carried out to evolve the opportunities and challenges for the Indian schooling sector. This research is an attempt to highlight the key research issues along with the opportunities for all the stakeholders.

Keywords: Total Quality Management, Regulators, Education, Schooling sector

ICRM-PS 7/ 10_26 : Solar Photovoltaic Market Dynamics in India- Issues, Challenges and Prospects

Author(s): Dr. Shikha Jain, Prof. Mansi Khadke and Prof. Kirti Sharma

A switch to clean energy is crucial to tackle the climate crisis and to stimulate sustainable progress by exploring new economic opportunities, investment, and creation of green jobs. In this regard, solar can be a game changer in India as an energy resource having the potential to solve the colossal predicament of energy paucity. This is why India presents sizeable prospects as one of the world's largest solar markets.

India's solar mission spearheaded by Jawaharlal Nehru National Solar Mission and several state-level schemes provide strong support to solar deployment and development of solar power capacity. Their primary focus has been to advance the country's capacity to domestically manufacture solar panels. In this endeavor, government of India has mandated Indian developers of solar photovoltaic (PV) projects, using crystalline silicon technology, to procure indigenous solar modules to capitalize from schemes and their offer, including subsidies and guaranteed long-term competitive rates.

Because of limited indigenous capacity to manufacture such cells, Government of India, at the outset, exempted thin film solar cells from the domestic content rules. This fashioned an aperture for foreign countries to export thin-film cells to India. Besides globally thin film installations are a minuscule fraction of total solar deployment, while in India they are predominant. The market space, by design, therefore, enables proliferation by foreign thin-film panels. At the same time global overcapacity, recession, and declining prices have been accused of encouraging widespread dumping in the country. Besides, if there are no checks on rising imports, there is always the risk of dependence on them in the long run, making the country vulnerable on energy security front.

In rejoinder the Solar Manufacturers Association of India is on the lookout for anti-dumping duties on imports and is lobbying for domestic sourcing of thin film materials. As Government of India launches

the second phase of the solar program, expansion of the use of domestic content rules to thin-film technologies is under consideration. USA, in the meanwhile, has appealed with the World Trade Organization (WTO) to arbitrate in support of the American manufacturers.

Domestic content rules have been traditionally used as a policy tool to nurture and develop indigenous industry. While doing so, a balance has always been attempted between consenting to reasonable degree of global competition and supporting local players till they become internationally competitive.

At crossroads the solar PV market in India faces several points of dilemma, viz.,

What should be done to channelize the growth and success of Indian solar industry?

What is the stance of solar project developers on domestic content rule?

What is the manufacturers' outlook on creating a level-playing field for domestic players against international competition?

What role can domestic players play to spur competition and innovation to drive down the global prices in the medium and long term?

What are the business level challenges faced by firms in the current market scenario? What has been their strategic response?

How should the government policy shape up to handle the current market dynamics?

What does the future hold for the industry?

The proposed research study is investigating such dilemma as objectives in order to document issues, challenges and prospects created by Solar Photovoltaic Market Dynamics in India. The on-going research is a descriptive, cross-sectional study. The study is based on primary data collected from 20 firms from in and around Pune city, using a structured questionnaire and in-depth interviews. Secondary search of technical papers, articles and policy documents supports the research in drawing out conceptual outline, understanding legal framework and perceive popular viewpoints.

Non-renewable resources are finite. In order to avoid catastrophic climate impacts, all countries must seriously invest in renewable energy technologies and transitioning away from fossil-fuels. Based on research investigation on what is happening in the Indian market, the on-going research work attempts to conclude on potential of solar energy which is indigenous and macro-economic developments in Indian solar policies, projects and manufacturing. The research output will be constructive for business firms who are monitoring the Indian market and contemplating on how to engage it. Based on a primary survey on Pune-based companies the research findings will enable current market information and strategic insights to understand fundamental drivers and challenges in the sector.

Solar energy development in India can also be an important tool for spurring regional economic development, particularly for underdeveloped states, which have the potential for developing solar power systems.

ICRM-PS 7/10_26 : Spectrum Pricing Index

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Mobile telephony has come a long way and evolved from being a style statement to now being the basic need of the people. It has surpassed by exceptional margins the fixed line telephony and is now the basic, most preferred and easymedium to get connected with the people. Mobile telephony along with broadband have also enabled the access to various utility services such as m-governance, m-commerce, maps, entertainment etc. Further, with the advent of social networking and messaging on mobile platform, the mobile has become an integral part of life and is now a part and parcel of the lifestyle of our youth population.

At the core of a mobile telephony/ network lies the spectrum which is invariably required for providing mobile services. Spectrum for provision of mobile services is allocated in different countries worldwide by the Government/ National Regulatory Authority. Allocation of spectrum is basically the right to use particular frequencies of the electromagnetic waves in a given geographical region for the definite period

of time. Due to interfering nature of the electromagnetic waves, the right to use of spectrum for any particular frequency is granted to one operator in any given geography. Further, the limited set of frequencies being suitable for mobile communication, makes spectrum a scarce natural resource.

A majority of administrators therefore, face the issue of valuation of the spectrum while allocating the scarce natural resource to the private parties for the purpose of provision of mobile services. The valuation of spectrum in turn is dependent upon various technological and economic factors such as spectrum band, technology allowed to be deployed, block-size, population, density, level of competition etc.

With each factor playing an important role, the administrators find it difficult to apply all the relevant factors while doing the complex exercise of determining the valuation of spectrum and may end up fixing either too high or too low a valuation of spectrum. High price for spectrum may result in higher charges for the services, low adoption and consequent ill health of the industry whereas low price for spectrum may lead to lower revenues for the exchequer. Therefore, there is a need to strike a balance between revenue maximization and affordability. It is paramount that the administrators carry out the objective valuation of spectrum to achieve the desired objectives.

As a part of this research, we shall be creating a Spectrum Price Index which will determine the various factors that contribute towards the valuation of spectrum and their relation thereof. Once created, this index will be calibrated with the actual data in respect of the spectrum sold in last few years across geographies. Post this, the model can be used by various governments/ administrators for determining the value of spectrum in their geographical area basis the different relevant factors.

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