

INTERNATIONAL MARKETING CONFERENCE

IMI-K MARCON 2019

DECEMBER 19-20, 2019

INTERNATIONAL MANAGEMENT INSTITUTE, KOLKATA

**MARKETING IN THE NEW ERA
EMERGING TRENDS & SUSTAINABLE PRACTICES**

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BOOK OF ABSTRACT

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Message From The Convenor

Dear Participants,

It has been an absolute pleasure to plan and execute IMI Kolkata Marcon 2019 organised by the academic area of marketing in the institute. International Management Institute (IMI) Kolkata, India ranked has been ranked as one of the top private B-Schools in the country by the Ministry of HRD, Government of India. In less than a decade the institute has made remarkable progress in terms of its academic delivery and outcome. The institute's quest for excellence is sharply reflected in its focus to create an integrated ecosystem of learning and knowledge, with a strong emphasis on building a culture of research among its stakeholders. In this endeavour, the international marketing conference- IMI Kolkata Marcon in its third edition this year stands as a milestone, bringing together a fine mix of industry-academia for the best of intellectual discourses.

Evidently, IMIKmarcon19 has got bigger with an overwhelming support of participants from all over the country as well as from abroad. With an objective to showcase the most contemporary thoughts and practices in marketing, the conference is themed as "Marketing in the New Era – Emerging Trends and Sustainable Practices". After an initial round of review, a total of 57 academic papers were shortlisted to be scheduled for presentation in the conference. This book of abstract lists 46 papers that are finally presented by the participants, attending the conference.

In the same light, with an aim to showcase the best, the conference features Professor Jan-Benedict Steenkamp famously noted as one of the most cited scholars in the field of business and management- as the chief guest and keynote speaker. The two day conference is also set to witness an industry academia panel discussion with an eclectic mix of stalwart academicians like Professor Jan-Benedict Steenkamp and Professor Arindam Banik (noted economist and editor of Global Business Review who currently serves as the Director of IMI Kolkata) alongside corporate heads like Vivek Mehra (MD & CEO, Sage Publications), ICC Kolkata Chairman and Keventer Agro Director Mayank Jalan, Friends FM head Jimmy Tangree and Sunil Kajaria, CEO of Keventer Bananas and COO of Metro Dairy.

Interestingly, amidst all the preparation the conference team worked hard to stand for the cause of environment, as in this edition of IMIKmarcon19 we have also pledged to go green reducing our usage of paper and plastics. Hence, our book of abstract is also available in an e-format. It is acknowledged here that the scale and scope of IMIKmarcon19 would not have been the same without support from our generous sponsors as mentioned in this book of abstract. I sincerely thank my team for putting this together in making this conference a success.

Wishes for a hearty conference.

A handwritten signature in black ink that reads "Rituparna Basu".

Dr. Rituparna Basu

Convenor- IMIKmarcon19

Associate Professor & Marketing Area Chair
International Management Institute Kolkata

CONFERENCE SCHEDULE

Day 1: DECEMBER 19, 2019 (THURSDAY)	
Conference Registration & Welcome Tea	9:00 - 10:00 AM (1 st Floor reception area)
Inauguration Ceremony	10:00 - 10:30 AM (Dr. R P Goenka Auditorium)
Keynote Speech on “Brand Breakout in the Digital Age” by Professor Jan Benedict Steenkamp	10:30 - 11:45 AM (Dr. R P Goenka Auditorium)
Technical Sessions (Parallel Tracks I, II & III)	12:00 - 1:30 PM (Room 101, 102, 201)
Track I : Session Chair- Dr. Goutam Dutta	Room 101 (1 st floor)
Track II : Session Chair- Dr. Ritu Mehta	Room 102 (1 st floor)
Track III : Session Chair- Dr. Tirthankar Nag	Room 201 (2 nd floor)
Lunch Break	1:30-2:30 PM (1 st floor foyer)
Technical Sessions (Parallel Tracks IV, V & VI)	2:30-4:45 PM (Room101, 102, 201)
Track IV: Session Chair- Dr. Ayan Chattopadhyay	Room 101 (1 st floor)
Track V : Session Chair- Dr. Neena Sondhi	Room 102 (1 st floor)
Track VI : Session Chair- Dr. Swapnarag Swain	Room 201 (2 nd floor)
Tea Break	4:45-5:00 PM (1 st floor, Beside Room 101)
Meet the SAGE Editors	5:00-6:00 PM (Room101, 1 st floor)
Conference Gala Dinner & Cocktail at Tollygunge Club (Dress Code: Formal)	Departure at 6:15 PM (Ground Floor, Garden area)
Day 2 : DECEMBER 20, 2019 (FRIDAY)	
Workshop Registration & Tea	9:00-9:30 AM (1 st floor reception area)
Workshop on “Getting Research Ideas & Publishing them in International Journals” by Professor Jan Benedict Steenkamp	9:30-12:30 PM (Room101, 1 st floor)
Lunch Break	12:30-1:30 PM (1 st floor foyer)
Technical Session (Parallel Tracks VII, VIII, IX & X)	1:30-3:00 PM (Room101,102,201, 202)
Track VII: Session Chair- Dr. Shivaji Banerjee	Room 101 (1 st floor)
Track VIII : Session Chair- Dr. Mohua Banerjee	Room 102 (1 st floor)
Track IX : Session Chair- Dr. Tirtha Dhar	Room 201 (2 nd floor)
Track X : Session Chair- Dr. Pinaki Ranjan Bhattacharya	Room 202 (2 nd floor)
Industry-Academia Panel Discussion on “Emerging India in a Global World: Challenges & Opportunities”	3:00-4:15 PM (Dr. R P Goenka Auditorium)
Valedictory Session	4:15-4:45 PM (Dr. R P Goenka Auditorium)
Closing Tea (Hi-Tea)	4:45-5:00 PM (1 st Floor Foyer)

PRESENTATION SCHEDULE



PRESENTATION SCHEDULE

Day 1 DECEMBER 19, 2019 (THURSDAY)	
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TRACK I – Room 101 SESSION CHAIR - Dr. Gautam Dutta	TRACK II – Room 102 SESSION CHAIR - Dr. Ritu Mehta	TRACK III – Room 201 SESSION CHAIR - Dr. Tirthankar Nag
Multi-Dimensional Assessment Of Internet Addiction: Scale Development & Validation Himanshu Joshi & Neena Sondhi	The Effect Of Ewom Stimulus On Perceived Service Quality And Online Recommendation Gobinda Roy, Biplab Datta, Srabanti Mukherjee & Rituparna Basu	Usage Of Social Media & Its Impact On Society Jyoti Shaw, Anjali Singh, Devlina Das & Udit Chawla
A Projection Of Digital Media Advertising In Indian Context Using Machine Learning Approach Ayan Chattopadhyay, Malini Majumdar & Somarata Chakraborty	Factors Influencing Consumer Adoption Of Internet Of Things & Its Application: An Empirical Evidence Bijeta Shaw & Shailja Tripathi	Branded App, Now Brand In Hand-Conceptual Foundation Of Emerging Phenomena Of Branded App Jalaluddin Mondal
Attitude Towards Eco-Friendly Shopping Bags: An Empirical Investigation Among Young Indian Consumers Seema Lall & Timu Jain	Consumer Sales Promotion On Variety Seeking Behaviour: Exploring The Role Of Promotional Density & Promotional Types In Variety Seeking Nirmalya Bandyopadhyay	International Marketing Of Indian Processed Food & Adoption Of Global Food Safety & Sustainability Standards: An Analysis Of Pressure Points Kuntal Saha
Packaging - Key Challenges & Its Importance To Promote Food Processing In India Amit Kundu & Abesh Chattopadhyay	Online Shopping Cart Abandonment Behaviour: The Moderating Effect Of Trust Pankaj Kumar Singh & Anees Ahmad	Indian Dairy Industry Ashok Kumar Dash & Sayan Kumar Das
Emerging Trends in the Marketing of Financially Engineered Insurance Products - Venkamaraju Chakravaram, Sunitha Ratnakaram & Nitin Simha Vihari (<i>In absentia</i>) – Track I		
New Avenues Of Revenue In Indian Cinema - Sunitha Ratnakaram, Venkamaraju Chakravaram & Subhomoy Banerjee (<i>In absentia</i>) – Track II		

Lunch Break	1:30-2:30 PM (1 st floor foyer)
Technical Sessions (Parallel Tracks IV, V & VI)	2:30-4:45 PM (Room101,102,201)

TRACK IV - Room 101 <i>SESSION CHAIR - Dr. Ayan Chattopadhyay</i>	TRACK V – Room 102 <i>SESSION CHAIR - Dr. Neena Sondhi</i>	TRACK VI – Room 201 <i>SESSION CHAIR - Dr. Swapnarag Swain</i>
Factors Influencing Customers' Satisfaction Towards Ecommerce In Rural West Bengal Udit Chawla, Devlina Das & Sonam Choud	Factors Influencing Impulse Purchase Of Fashion Products On Indian E-Commerce Platforms Ashutosh Singh, Tanmay Agarwal & Ritu Mehta	Online Marketplace & Assistance Platforms For Farmers & Food Producers From Rural Areas: A Study On Kalgudi & Napanta Online Platforms Jit Naskar & Mohua Banerjee
Digital Disruption On Local Newspapers Of Eastern India: An Epistemological Approach To Draw Sustainability In Market Share Subhrajeeet Ganguly	Online Shopping Behavior Of Aging Consumers In India Samudyuti Ray & Gobinda Roy	Marketing Of Depression: A Way Towards Social-Changes Sromona Bhattacharya & Rachana Chattopadhyay
Impact Of Social Networking Sites On Political Branding In India Monalisa Pattanayak, Ashok Kumar Das & Rajnish Ratna	Exploring Online Buying Patterns Of Premium Brand Consumers: Evidences From Emerging Market Neena Sondhi & Rituparna Basu	The Impact Of Visual Merchandise On Impulse Buying Behavior Of Sports Product Kandarp Singh & Tinu Jain
Cultural Impact On Website Design Of Schools: A Cross Cultural Comparative Study In The Indian, Chinese & American Context Tirthankar Nag & Boudhayan Ganguly	Generating Repurchase Intention In Online Shopping: An Experimental Investigation Vibha Trivedi & Diptiman Banerji	Does Store Brand Purchase Intention Affect Store Choice Behaviour? – A Study On Young Consumers Sayani Mandal & Tinu Jain
SME Financing Through Relationship Marketing: Evidence From Some Financial Institutions Of An Emerging Economy Sadia Akhter, Julia Parveen & Tunazzina Sultana	Differences In Consumer's Perception Of Brand Personality: An Exploration Of The OnePlus Brand In Indian Metropolitan Cities Shaunak Roy & Shivaji Banerjee	Impact Of Social Media Advertise On College Students In Kolkata Gourab Ghosh

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TRACK VII – Room 101 <i>SESSION CHAIR – Dr. Shivaji Banerjee</i>	TRACK VIII – Room 102 <i>SESSION CHAIR - Dr. Mohua Banerjee</i>
Service Quality Gap Analysis For Online & Offline Household Service Provider Business Using SERVQUAL & SERVPERF Approach Kushal Dey & Pinaki Ranjan Bhattacharyya	A Framework For Pre- & Post-Consumption Evaluation Of Entertainment Product Quality: The Case Of Biopics Siddharth Gaurav Majhi & Soumya Sarkar
Strategic Implications Of Firm Generated Content & Social Presence For Firms’ Engagement On Social Media Diptiman Banerji, Amanish Lohan & Satyam	Impact Of Government Intervention & Network Utilisation On Sustainability Performance & Business Growth: A Case Study With Indian MSMEs Maitreyee Das, K Rangarajan & Gautam Dutta
Enablers Of Lean Six Sigma & Their Preference Sachin Modgil & Rohit Singh	Climate Change Communication: A Case Study Manasi Agarwal
Journey Of Neuroscience: From Marketing Management To Consumer Psychology Rachana Chattopadhyay	Sentiment Analysis & Classification Of Online Customer Reviews Using Bag Of Words (B.O.W) Approach Soumyajit Pal

TRACK IX – Room 201 <i>SESSION CHAIR - Dr. Tirtha Dhar</i>	TRACK X – Room 202 <i>SESSION CHAIR - Dr. Pinaki Ranjan Bhattacharya</i>
Mio Amore: The Art Of War Against Own Creation Atanu Adhikari & Seema Lall	Determining Elements Of Visual Merchandising: A Study On Its Influential Role On Customers Buying Decision Making Namrata Maheshwari & Ayushi Poddar
Development Of Integrated Demand-Supply Model: A Study On The Supply Chain Of More Retail Store Saurav Dash	A Study Of Customer Awareness And Satisfaction Towards ICICI Bank In Blhubaneshwar Ashok Kumar Dash, Swayambhu Kalyan Mishra & Kishore Kumar Das
Nudging For Mindful Consumption –Why Eco Labels Need An Up Gradation? Theoretical Framework & Future Research Directions Aasha Sharma	Exploring Consumer Engagement In Online Consumer-Generated Advertising (CGA): Perspectives In Context Of C2C Marketplace Bidisha Roy, Banhi Guha, Himadri Roy Chaudhuri & Sitanath Majumdar
Social Aspects Leading To Assisted Reproduction In The Presence Of Infertility- A Study Based In Kolkata Seema Lall & Somosree Sengupta	Marketing The Sport Or The Experience Sports Marketing In Latent Markets Devanjan Mukherjee

Industry-Academia Panel Discussion on “Emerging India in a Global World: Challenges & Opportunities”	3:00-4:15 PM (Dr. R P Goenka Auditorium)
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Multi-Dimensional Assessment Of Internet Addiction: Scale Development & Validation

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&

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Internet has provided new opportunities to users to personally and professional engage and network besides consuming and creating information. In this process, many users get addicted to the platform. This research is aimed at exploring the multi-dimensional nature of internet addiction and developing a scale to measure the construct. Based on earlier studies and respondent interviews certain themes were developed. These themes along with items from Young's internet addiction test (IAT) a 25-item questionnaire on Internet Addiction was developed. The questionnaire was vetted by subject experts. Post this the scale was administered on a sample of 294 urban Indian adults Scale refinement was done by computing the item-total correlation coefficient for 25 items and taking a cut-off value of 0.5. 7 items with coefficient below the threshold were deleted. The remaining 18 items were used for conducting an exploratory factor analysis. This resulted in Four factors, with 17 items. These obtained dimensions of internet addiction were labeled as Internet Compulsive Disorder (ICD), Internet Craving (IC), Internet Obsession (IO) and Addictive Behavior (AB). Further, the obtained 17 item scale was validated on a new sample of 320 internet users. Confirmatory Factor Analysis was conducted to measure the goodness of fit of the proposed model. The instrument had satisfactory construct validity and high reliability scores. The study makes a unique contribution towards measuring and evaluating internet addiction as a multi-dimensional construct.

Keywords: Internet Addiction, Internet Craving, Internet Compulsive Disorder, Internet Obsession, Addictive Behavior, Scale Development, India.

A Projection Of Digital Media Advertising In Indian Context Using Machine Learning Approach

Ayan Chattopadhyay

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Malini Majumdar

Army Institute of Management Kolkata

&

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The Indian advertising industry has undergone a rapid metamorphosis in the recent past. It is evident from the advertising expenditures (ADEX) that a significant portion of the advertising budget across industries has been spent on the new age digital media. The most preferred advertising media or channels constituting the digital media landscape in Indian context include search, display and ad-network, mobile, video, social media and email. The growth of expenditure on digital media has been fuelled by the growing penetration of smartphones, availability of affordable telecom services with 3G/4G technology support, increasing internet access and multi-device convergence, to name a few. The ADEX defines the market size of each digital medium and the industry is characterized by competing channels, each trying to expand its market size. This paper makes a projection of the ADEX on different digital media by 2020 and also ascertains the continuum status of the present growth trend. The study is further expected to give directions on the probable market size of individual digital media channels. Univariate time series data of ADEX forms the basis of this predictive study. Statistical as well as machine learning approaches are deployed to select the best forecasting model. Error diagnostics reveal model generated from the neural network auto regressive, a machine learning approach, to be superior to Holt Winter's exponential model. Finally, forecast of ADEX on different digital media considered in the analysis have been made and the year on year growth rate ascertained. Results reveal disruptive growth momentum to be arrested for digital media; however a steady growth is anticipated. The paper concludes that the ADEX growth of individual digital media have varying pattern and mobile is likely to be the most dominant player with largest market size.

Key words: Advertising expenditure (ADEX), Digital Media, Forecasting, Neural Network Auto Regressive (NNAR), Holt Winter's Exponential Smoothing (HWES).

Attitude Towards Eco-Friendly Shopping Bags: An Empirical Investigation Among Young Indian Consumers

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&

Tinu Jain

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There is a growing concern about environment among consumers of all kinds. The same can be seen with eco-drives all across the country where not only the consumers, but also the manufacturers are participating. Apart from the human dimensions, the government policies are also assumed to play a very significant role in saving the environment or slow the degradation of the environment. The younger consumers, who would be soon joining the job market and would be the new decision makers in the family, have demonstrated very high concern about the environment. One peculiarity observed with these consumers is high frequency of shopping especially the unplanned or impulse shopping. While most of the studies have concentrated on green or biodegradable products, very few have given equal importance to packaging or shopping bags. While the government is taking initiatives to reduce the usage of plastic carry bags, it is the attitude of the consumers towards these bags which would decide the success or failure of all these initiatives. The study aims to investigate the attitude of the young consumers towards using recyclable and biodegradable shopping bags. The cost of these bags is much higher compared to the frequently used shopping bags (plastic) and the cost of these have to be borne by the consumers directly (by paying extra) or indirectly (included in the product cost). The study comes timely as the Government of India has taken an initiative to ban usage of one time use plastic bags (effective from 2nd of October 2019). Theory of Reasoned Action/Theory of Planned Behaviour (TRA/TPB) has been used as theoretical framework to study the attitude and behaviour of these young consumers towards usage of environmental friendly shopping bags. The study helps to extend the understanding and add on to the current literature available on attitude towards green consumption.

Key words: Theory of Reasoned Action, Green Marketing, Green Consumption, Attitude, Young Consumers.

Packaging - Key Challenges & Its Importance To Promote Food Processing In India

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&

Abesh Chattopadhyay

Sister Nivedita University

It is nearly impossible to imagine products without packaging in our modern society, and for this reason innovative packaging solution is in demand worldwide. The packaging industry is a significant economic factor internationally with high growth rates. In the present study, food and beverage sector has taken into account to study the growing importance of packaging in the mentioned sector. The global market for food and drinks is growing very dynamically, and the demand for food products and drinks, which have been processed, packaged or filled to modern packaging standards, continues to increase. The national economies of the emerging and developing countries are growing very rapidly, income is rising and with it consumer spending. In addition to economic development, the growth in world population is also one of the most important factors in the rising demand for processed food and drinks. Demographic change not only alters the market structure but also the consumer behavior. Another important factor is urbanization. Already, over 50 % of the world's population lives in cities – and by 2050 this will be two thirds. The number of mega cities is also growing at a fast pace and all these people have to be provided with suitably packed food and drink. Accompanying these demographic and economic developments, is a reduction in the size of households and a rise in the number of single-person households – particularly in North America and Western Europe. This development has an influence on packaging sizes – smaller households cause the demand for small pack sizes and single-serve packs to rise. More and more women in the emerging and developing countries have a job, and in addition to this a Western lifestyle is becoming more widespread in many countries. Convenience and fast-moving lifestyles are also increasing around the globe – a cultural upheaval, which is fuelling consumers' demands for food products that can be cooked simply and quickly. Convenience foods and fresh chilled products from the cooler without preservatives or flavoring additives are finding increasing favor with consumers. Hygiene and shelf life, as well as protective processing and packaging solutions, play a particularly important role in the sensitive convenience food sector. India is in need of a perfect recipe for packaging food. The time is particularly ripe now when the demand for quality food is rising rapidly, worldwide. Our present research is mainly focused on the status of packaged food sector in India. Despite the fact that India is the second largest producer of fruits and vegetables in the world after China, the domestic consumption of processed fruits and vegetables is very low. The low domestic consumption of processed food is obviously due to the basic food habits, common in most developing countries in Asia, which is a preference for fresh foods over processed foods. An attempt has been made in the present study to explore the all possible parameters responsible for the growth of packaged food sector in India and also, indicate the perception of Indian Consumer towards packaged food by exhaustive assessment of the published reports, articles and past research in the mentioned area. The present researchers has made an attempt to develop a framework comprised of all external factors such as social, economic, political etc and also perceived factors of the Indian consumers towards packaged food.

Keywords: Packaging, Food Processing Sector, Growth, Socio-Economic Parameters, Consumer Perception, India.

Emerging Trends in the Marketing of Financially Engineered Insurance Products

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Sunitha Ratnakaram

Jindal Global Business School, O.P. Jindal Global University

&

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BITS PILANI (Dubai)

Insurance plays a fundamental role in the economies of nations worldwide. Protecting the future earnings of individuals, companies from uncertainties, risks, fastens a nation's gross domestic product (GDP) (1). The second decade (2D) of the current Century (2D/21st Century) has witnessed a revolutionary disruptive technological advancement, innovative strategies, financially engineered models in the marketing of insurance products across the insurance sector worldwide. Some of these technologies and advancements are named as "FinTech, InsurTech, Blockchain Technology, Cryptocurrency, Robotics, Cloud Technologies, Data Science, Data Analytics, Big Data, Financial Engineering, ICTs (Information and Communication Technology), IoT (Internet of Things), AI (Artificial Intelligence), Machine Learning, Mobile Phones, Social Media sites and Drown Technologies" (2). Financial Engineering is a process of creating innovative financial or insurance models using the above listed technologies in addition to business statistics, financial mathematics, econometrics and financial management techniques. To list and to explain about these major disruptive technologies of the sector is the main purpose of this research work. The main focus is to study the specially designed Financial Engineering models in the process of insurance marketing. To describe in detail, IoT connected Insurance models, Social media, Gamification sort of innovations are playing the role of trend driving technologies at the product development stage. Customized or more personalized products like "pay-as-you-live" or "pay- as-you-goo" comes with innovative features like risk coverage riders, investment options, flexible premium payment options, short time coverage of insurance and policy management options. In Marketing, Sales and distribution functions; mobile phone-based apps, web-based data capture and application filings, Peer2Peer Technologies (Blockchain Technology), Robot advisory services, social media, etc., are actively playing the role of trend setting technologies. Proper directions to customers with smart instant quotations, online digital advisory tools like (Question and Answer sessions) policy gap analysis, comparative analysis statements, lead generations using social media apps, etc., are the outcomes of usage of such disruptive technologies. Big data technologies, Artificial Intelligence and machine learning predictive analytics, etc., are used at policy design and underwriting stages of insurance policies. Dynamic premium structures, prevention-based pricing structure, decision making based on artificial intelligence on policy applications are the outcomes of this. Use of drones, mobile devices, robotics, AI & machine learning technologies is effectively using at claims management stage as trend drivers and technologies. Coming to the outcome part, Instant claim management and settlements to the customer, Chatbot and Robot-advisor are much needed to detect the fraudulent practices and for identity verification. AI and Machine learning tools, portfolio optimization tools, Big data and cloud-based technologies are playing a greater role as trend driving technologies at financial, investment stages of the insurance sales. SaaS-based marketing analytics, FinTechs, Automated cash and transaction management solutions are the outcome at this stage. (3) To conclude, detailed role of financial engineering applications in the design, development and execution of marketing models in the insurance sector is discussed. Descriptive cum Exploratory research methodology used.

Keywords: Emerging Trends, Fin Tech, Financial Engineering, Insurance, Insur Tech.

The Effect Of Ewom Stimulus On Perceived Service Quality And Online Recommendation

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In congruence with the remarkable trend of consumer's adoption of online hotel booking services, this study applies the Stimulus-Organization-Response (S-O-R) framework to analyze the direct triadic effect of eWOM stimuli including valence, volume, and image review on customer's perceived service quality. Consequent effects of perceived service quality on the online recommendation intention of the customer along with moderating effects of the hotel's eWOM response are used in a single integrated framework. The results from the multiple regression analysis with interaction effect established the significant role of the eWOM stimuli in forming service quality perceptions. It is found that eWOM response management moderates the effect of eWOM stimulus on perceived service quality and online recommendation.

Keywords: eWOM Valence, eWOM Volume, Image review, eWOM Response Management, Perceived Service Quality, Recommendation intention, S-O-R framework.

Consumer Sales Promotion On Variety Seeking Behaviour: Exploring The Role Of Promotional Density & Promotional Types In Variety Seeking

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FORE School of Management

Purpose: This paper intends studying the impact of promotional density and types of sales promotions, specifically, consumer sales promotions on variety seeking behaviour.

Design/Methodology: The study uses survey data from 295 shoppers in India to test hypotheses.

Findings: This research found that consumer perceived promotional density ad sales promotion (price promotion and non price promotion) drove variety seeking through positive affect. We also found that promotional density (the perception of the extent of consumer promotions in a store) drove variety seeking through positive affect.

Research Implications: The study integrates the body of work of sales promotions with that of variety seeking. It adds to the list of antecedents of variety seeking; it demonstrates that sales promotions drive variety seeking.

Practical Implications: Since both promotions, price and non-price promotions lead to variety seeking, managers of non-dominant brands may run these kinds of promotions. Also, increased perception of promotional density positively influences variety seeking. So, marketers can manipulate communication mix elements to enhance density perception of sales promotion to boost variety seeking in a store.

Research limitations: The study did not consider personality variables like deal proneness.

Originality: This paper also is among the first to consider the impact of specific types of promotion on variety seeking and gives pointers to practitioners.

Keywords: Variety Seeking, Consumer Sales Promotion, Promotional Density, Value Shopping, Positive Affect.

Online Shopping Cart Abandonment Behaviour: The Moderating Effect Of Trust

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&

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According to the theory of planned behavior (Ajzen, 1991) when individuals have an intention to buy online, they can be expected to end up buying the product. However, the literature on online buying indicates that even when people have strong buying intentions they end up abandoning shopping carts without buying. Therefore, the purpose of this study is to explain shopping cart abandonment behavior. Consequently, based on the existing literature, it is argued that trust in the payment mechanism moderates the relationship between buying intention and buying behavior. The data was collected from Indian online buyers (n = 521) who were selected based on convenience in accessing them. The data were analyzed with structural equation modelling using AMOS 20. This study, while supporting the moderating effect of trust in the payment mechanism on the relationship between buying intentions and buying behavior, suggests the need for taking into consideration trust in explaining buying behavior. Furthermore, the study emphasizes that marketers should create not only buying intention but also trust in the online payment mechanism in online marketing.

Keywords: Theory of Planned Behaviour, Trust, Purchase Intention, Buying Behaviour, Online Buying, Abandonment.

Factors Influencing Consumer Adoption of Internet of Things and its Application: An Empirical Evidence

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&

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Today, the network connection and information system has become a platform for evolving innovations. In the digital era, one such innovation is 'Internet of Things' also known as IoT. It is a complex system of interconnected devices which constitute sensors for transfer of information through internet. This information is utilized in varied services viz., actuation, command, control, information transfer, data analytics, etc. The objective is to set up a communication between objects with minimal human interaction. This could only be achieved with the introduction of Artificial Intelligence and with the upgradation of objects to smart objects that understand human requirements. Moreover, with the prevalence of internet connectivity through wireless devices, IoT can be applied to the personal use devices too such as smart watch, smart TV, smart refrigerator, smart washing machine, etc. The inventions and smart devices account for 9 billion interconnected devices across the world which is expected to reach 24 billion by 2020. Apart from this, Smart objects are associated with the mobile applications which further add to the ubiquity of these devices.

The definition of IoT has been proposed by Kevin Ashton (1988), the cluster of European research projects, Forrester research, RFID group, and Atzori (2010). In the present study, user-centric definition of IoT has been considered. IoT is defined as an interconnection of smart objects with internet and communication medium having the ability to share information across platforms through a unified network while autonomously reacting to the commands with or without human involvement (Gubbi et al., 2013; Perera et al., 2014). Since, it is an emerging area and very few studies have been done, it is important to study the consumer's behavioral intention to use the applications of IoT. Therefore, the purpose of the study is to identify the factors impacting behavioral intention to use IoT for personal purposes. To perform the research, among various adoption models, unified theory of acceptance and use of technology 2 (UTAUT 2) model has been identified. The advantages of using IoT in personal use appliances are real-time monitoring, can operate while sitting at distant place, effective utilization of time, etc. There are very few studies highlighting IoT and its applications. Al-Momani et al. (2019) investigated the factors influencing the acceptance and actual use of IoT in telecommunication sector among Jordanian customers. Albishi et al. (2017) performed an in-depth review of past studied in order to identify the enabling technologies in IoT in electronics sector as well as its challenges.

New Avenues Of Revenue In Indian Cinema

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India's Media and entertainment industry is of \$23.9 billion in 2018 and is projected to reach \$33 billion by 2021 (IBEF, 2019). Of this, \$2.47 billion is the share of Indian film industry (IBEF, 2019). Film industry produces as many as 1600 films per year. 74 percent of revenue comes from home box office, and 7 percent from overseas. Other sources of income account for as high as 19 percent (Deloitte, 2016). In film industry, primary source of revenue till date is home box office collections. However, state of affairs is changing of late; where the film producers started searching for innovative avenues of revenue generation as the film making cost is rising hugely and the risk involved in movie making is going up. To list a few innovative sources of revenue goes like this; film based merchandising, co – branding, brand associations, in-film advertising, Home video, Global marketing opportunities, digital platforms, broadband movie release etc. Here comes the question, Do Indian cinema really need some new sources of revenue when the industry is already making strong business? Of course, yes. Dependence on box office revenue alone means, successful outcome of the movie alone can save the producer. 2017 is one such year for “Bollywood” (name used for Hindi language movie industry), where as good as 90 percent of the movies are failures at box office (The Quint, 2018). In 2018, a movie titled “2.0” costed film makers \$ 82 million and it went on to collect \$115 million from the box office. Since 2017, there are the minimum seven to eight films that costed producers \$30 to \$50 million. Given rising production budgets people involved in film production to distribution are safe only when the film fares well at the box office. However, on the downside if the film flops entire money is lost. Having discussed the need of new sources of revenue for Indian cinema this paper would give a detailed account on various other sources available in Indian Cinema.

New sources of revenue: In film advertisement: The noticeable instance of in film advertising can be witnessed prominently as early as Rishi Kapoor's debut movie “Bobby” (1973), where he rides Rajdoot bike of Enfield motors.

Brand Association: In brand associations movie is associated with a brand in all its promotional activities in various media.

Film Based Merchandising: Film Based Merchandising (FBM) can be defined as selling articles that are related to the movie's characters, incidents and locations.

Co-branding: Co-branding means, marketer would like to tie up his brand with the movie either as a visual or clip or placement in the movie or it is used the lead characters in the movie.

Global Market: With the increased penetration of Non Resident Indian in various parts of the world, demand for Indian cinema is growing across the world.

Home Video: With the addition of Amazon prime and Netflix in Indian entertainment market, size of this avenue is on continuous rise.

Broad Band Movie Release: Here movie is available online for the viewers; they can either own the movie by down loading it from the respective site by paying a fixed amount or can view the movie once on broad band by paying a nominal amount.

Digital Platforms: Producers are reaching technology savvy generation with this innovative platform, where

they are developing mobile games and online games based on the content of the movie which creates hype in the market before the movie could release.

Conclusion: From the entire discussion we can conclude that, there are a variety of alternatives available with film producers to generate proceeds from film making, and all these ways can assure him of recovering production cost before the movie could release in the market.

Keywords: Indian Cinema, In-film Advertising, Film-based Merchandising, Digital Platforms, New Sources of Revenue, Co-Branding.

Usage Of Social Media & Its Impact On Society

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Social media plays a very significant role in transforming people's life style. A social media is an online platform where people share similar, personal or career interests, activities, backgrounds or real-life connections, etc and thus use to build networks or relations. Since the arrival of these social networking platforms like Facebook, Instagram, LinkedIn, etc and even blogs as key tools for latest news, connecting with friends', family and even helping in doing business. Due to the advancement in these technology, people started accepting different lifestyles. These online platforms have become a daily routine affair for the people. Social users put contents as text posts/ comments, digital photos/videos, and the amount of data generated through all online interactions, is the indispensable factor of social media. This paper focuses on social userperception to understand whether social media usage is having an impact in the lives of the people and the society.

Purpose: Our objective of the study is to determine the factors whether social media usage is having an impact on the lives of the people and thus to create social user satisfaction model

Methodology: In the study, Kolkata and Howrah were selected for the survey and it was undertaken with the help of structured questionnaire.

Findings: This study found that social user satisfaction mainly depends on two broad dimensions, one is "Positive Effects" and the other is "Negative Effects". It has emerged from the study that social users considers having positive effects in their lives by using these social platforms even though it has some negative effect on society. The impact is very significant and thus it creates enormous contribution towards our society.

Keywords: Social media, Satisfaction, Positive, Negative.

Branded App, Now Brand In Hand- Conceptual Foundation Of Emerging Phenomena Of Branded App

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In 1983 Steve Jobs made an iconic statement on mobile app innovation- "It would be like a record store, where software would be downloaded over phone lines". 25 years later, in July 2008, Apple launched first mobile application (app) and play store from Google followed suit within 3 months. Ever since then the growth of mobile apps both in terms of count of customer download and size of the economy are growing exponentially. According to Statista (2018), the app download count from app store of Apple has reached to 180 billion on March 2017 and expected to touch 258 billion app by 2022. Consumers use the mobile app for a variety of purposes including searching for information, consuming content, shopping and communicating with sellers (Bellman et al, 2011; Yang, 2013; Wang, Malthouse, and Krishnamurthi, 2015; Pascucci and Bartoloni, 2015). Responding this phenomena, marketers too have also started developing and distributing their own apps by attaching their brand names to it and calling it branded application (branded app, hereafter). A typical branded app defined as "software downloadable to a mobile device which prominently displays a brand identity, often via the name of the app and the appearance of a brand logo or icon, throughout the user experience" (Bellman et al, 2011). Branded apps enable companies to provide a unique brand experience and to do business directly with the consumers. Marketers are increasingly adopting branded app as part of their key marketing strategy to engage with consumers, to communicate and to sell a product or service (Fang, 2017; Yang, 2016; Kim, Lin, and Sung, 2013; Bellman et al, 2011). Today, almost all the brands in their advertising communication mention "download the app for exciting offers and benefits" as an important "call to action" for consumers. The advertisement spend of in-app too is growing exponentially. According to App Annie (2017), In-App advertising spend to touch \$201 Billion by 2021 from \$72 Billion in 2016. Furthermore, the current size of App economy is US \$1 trillion and expected to grow to US \$6 trillion by 2021. However, in spite of such huge potential, the academic research on the branded app attracted relatively less attention from the academic researchers until 2016. It may be because of the early days of this new emerging concept (Bellman, et al., 2011; Kim, Lin, and Sung, 2013; Magrath and McCormick, 2013; Wang, Malthouse, and Krishnamurthi, 2015). The authors of this paper have hardly found any comprehensive study of the existing research on branded app and attempted to understand the stage of this stream of research and the direction at which it is heading towards. For any researcher, it is very important to make honest reassessments of research in any area (Cooper, 2010), especially for an emerging field like the branded app. Authors believe the proposed studies on branded apps would definitely benefit further investigations in this area. On the other side, practitioners are focusing largely on launching branded app to make the brand present in digital space and be future ready. It is a significant marketing investment for them and therefore they would certainly look for adopting a structured strategy to make their investment more effective. However, the formulation of the appropriate related strategies still remains a big challenge, firstly inducing consumer adoption, followed by engagement with the consumers and finally increasing the consumers' intent to purchase. Therefore with the above-stated background, the objectives of this study is twofold - firstly, to do a comprehensive systematic literature review of sampled research work in the area of the branded app to bring out the various perspectives, trends, insights (like distribution of papers, years, countries, time periods, etc) and key research themes those are emerging. Secondly, to address practitioner's challenge, authors attempted to propose a conceptual strategic framework for marketing goals of the branded app which should help marketers to devise the future strategy. Authors adopted systematic literature review approach and identified 40 full text and peer-reviewed research papers which were published between 2008 till the current period of August 2018 in 31 journals. The major research on branded app in the last decade were majorly on adoption,

however, in the last few years many studies have been also made on purchase intention, consumer engagement through branded app-advertisement, consumer communication, and content consumption through branded app, brand relationship and impact on purchase intention. Using content analysis tool for the data analysis, authors have uncovered several trends and insights that would help future researchers to study and understand this new theme. The database used for this study are EBSCO, Emerald Insight, Elsevier's Science Direct, Pro Quest databases, SAGE Journals, Taylor & Francis Online, Springer Link, JSTOR and Wiley Online Library. The emerging themes, trends, underpinning theories, various prevailing constructs and new theory development approach have been presented in a structured manner in the study. Authors have identified five overarching sub-themes in the research which are branded app design dimension, branded app adoption, consumer-brand engagement, consumer usage and retention on branded app, and consequence of branded app adoption and engagement. They have emanated from two core areas of information system (IS) and marketing research (MR). Marketing research (MR) papers are more prevalent than the information system (IS) papers in more recent period. Other key insights included are that eleven theories predominantly from information systems and marketing domains have been used for developing the theoretical backbone and analyzing the trend of empirical research in this study. Some of the key theories relevant in this context are technology adoption model (TAM), theory of consumption value, innovation diffusion theory and social identity theory. The most used statistical tool mentioned in the related empirical research is structure equation modelling (SEM). In an effort to make original contribution, authors have conceptualized a new framework on branded app strategy for both practitioners and academicians. Finally authors discuss the future research direction and suggest few research agendas in the study. This is possibly the first comprehensive literature review on branded app ever since it launched in the consumer world and this may help future researchers to take the complete stock of research work of last decade in the area.

International Marketing Of Indian Processed Food & Adoption Of Global Food Safety & Sustainability Standards: An Analysis Of Pressure Points

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Purpose: Alert or border rejections or notifications from EU or other developed nations has impacted Indian exports in processed food industries. In past years export of Indian marine products or other food products have faced with rejections in EU or other developed and the number of rejections or notification are showing increasing trend. Food Safety based stringent regulations, being imposed by developed countries, are the key factors which are making the Indian processed food sector less competitive resulting other competitors' entry in to these markets. . Few globally recognized private standards or third party certifications such as Rain Forest Alliance , UTZ , BAP , MSC , FSSC 22000 , BRC etc. are not only related to ensuring food safety but environmental and economical sustainability as well. Indian food industries are adopting various third party certification in order to remain competitive in the international market for a long time almost under compulsion. The purpose of this paper is to understand the various pressures acting on the manufacturer producers of processed food in India when it comes to adoption of various third party food safety regulations sought by the developed countries for ensuring certainties related to global standard in food safety as well as various social and economic aspects

Design/Methodology/Approach: Used qualitative and quantitative approach (AHP). Initially 40 plus pressure identified through literature review and other sources and catagorised into groups. A questionnaire prepared and sent to 150 process food companies (mainly Tea , Sea Food , Rice) and interviewed with the key personal to identify and understand the common pressure and after that by using AHP pritorised / ranked those common pressure .

Findings: Private standards or Third-party certification helps organizations to comply with various pressure received from stakeholders and other directions related to food safety , social and economical aspects. In addition , this Private standards or Third-party certification fostered trust in the global value chain. And finally, this study identified and ranked key pressure for adopting Private standards or Third-party certification.

Originality/Value: This study identified key pressures and how Private standards or Third- party certification uses as a mechanism for complying with various pressure which is key to business sustainability. All the stakeholders in the process food industry can obtain benefits by adopting the Private standards or Third-party certification because its build trust in the supply chain.

Keywords: Food Safety, Border Rejection, Private Standards/Third Party Certification, Business Sustainability, AHP, Supply Chain.

Indian Dairy Industry

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This case examined the current situation of dairy industry and the way forward. After white revolution, is India ready for white revolution 2.0. What should be the role of government as the industry is maturing. How to deal with the system created inhibitions for private players. How corporate governance at government and private level is important in propelling the growth to next level.

Keywords: Dairy Technology, Dairy Farm, Livestock, Quality Control, Milking System, Downward Integration.

Factors Influencing Customers' Satisfaction Towards Ecommerce In Rural West Bengal

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Information Technology has been playing a vital role in the future development of financial sectors and it has eased the way of doing business in an emerging economy. Thus it's a Customers; concerns as the risks involved have a significant impact on the transition of e-commerce. India has shown tremendous growth in the E-commerce segment. As of June 2019, 56.9% of the worl's population has internet access, and 82% of the developed world as the internet users. Electronic Commerce is more than just buying and selling products online. It also includes the entire online process of developing, marketing, selling, delivering, servicing and paying for products and services. This paper focuses on customer satisfaction in terms of service quality factors provided by different e-commerce websites used by the customers especially in the rural locations of Kolkata, West Bengal. The objective of the study is to create a customer satisfaction model and validate it with respect to service quality factors of ecommerce. In the study, two rural locations were identified in the state of West Bengal and customer survey was undertaken with the help of structured questionnaire. Exploratory Factor Analysis (EFA) was performed for initial knowledge development on the construct of service quality factors of ecommerce. Satisfaction rests on three broad dimensions of service quality parameters, one is "Reliable Services", second is "Secured Services" and the other is "Basic Services". With the help of Confirmatory Factor Analysis (CFA) and Structured Equation Modelling (SEM), it has emerged from the study that satisfaction level of the construct "Reliable services" and "Secured services" are the most impactful provided by the websites. The construct "Basic services" impact is not significant. Thus, Basic services provided by the websites needed to be upgraded such as quick access, information clearly given in the websites, customer friendly so that rural customers can smoothly purchase without any glitch.

Keywords: Rural, E-commerce, Satisfaction, Service, Structural Equation Modeling.

Digital Disruption On Local Newspapers Of Eastern India: An Epistemological Approach To Draw Sustainability In Market Share

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The world's largest democracy is under the transition and booming phase in terms of media and communication. In the last five years, India experienced an avalanche of digital media users. This has been substantiated by the report of Internet World Stats which says by June 30, 2019, the total number of internet users in India was 560 million which also put India on the second spot after China in terms of internet usage. However, this digital disruption is not so amicable for some of the mainstream news organisations (especially Newspapers Houses). As far as the revenue model of a Newspaper House is concerned, circulation and advertisements are the integral parts. According to the FICCI 2019 report, Newspaper advertising reduced by 1% while Magazine fell by 10 % which is an alarm for the print media industry to revamp their marketing strategies to attain sustainability. This paper will try to explain the impact of digital disruption on four local dailies of eastern India by taking an epistemological approach. So far, this study analysed two dailies Pratidin and Uttar Bonga Sambad (both are Bengali Newspapers) by drawing in-depth interviews of top management persons of the two respective Newspaper Houses and found that both are going more hyperlocal in terms of news content. In addition, these Newspaper Houses also initiated the transformation process of going digital in the near future. This study is yet to explore other Newspaper Houses like The Telegraph (an English daily by ABP Group), and Sambad (an Oriya daily). Finally, this study will try to provide a path for the top management persons of local Newspaper Houses to cope up with this ongoing digital disruption and attain sustainability in terms of market share.

Keywords: Newspaper, Digital Disruption, Hyperlocal, Management, Sustainability.

Impact Of Social Networking Sites On Political Branding In India

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Using social media for political marketing is gaining relevance as media spends for political parties increase during campaigns; strong brands emerge from the ranks of political leaders with each party building a larger than life image of its leaders. Social media is one of the easiest modes of communication today to connect with a large mass of people. To discuss the evolution of political advertising in India from a point when it was a non-entity to becoming a specialized area of interest. The objectives of the study were to discuss the counter measures taken by various political parties to outscore each other, to analyze empirically whether political branding is successful in a developing country like India, to test whether Political Branding really wins votes and hence people through a survey, to study the popularity of political branding on social media and its implications on the brand image and personality. This study of Political Branding is an exploratory research. For the purpose of present study, a related sample of population was selected on basis of convenience sampling. The main respondents were students, faculty members, Government employees and some working people in Delhi/NCR. A total of 200 respondents were interviewed to gain insights into their opinion on Indian politics, current politicians and in turn the political branding on social media platform. A total of 142 respondents were collected through survey gizmo online site to gain insights on social media platform with the help of a structured questionnaire. No secondary Sources are used anywhere in the project either for Data Collection or for Information seeking. The data was collected using Survey Gizmo online site. Data Analysis was done using SPSS 20.0, Survey Gizmo, MS Excel. A Majority of our respondents use Facebook the most among all social networking platforms followed by Twitter, LinkedIn and Google plus. Facebook evolved as the much needed social networking site for politicians to brand themselves as per the opinion of our respondents.

Keywords: Political Marketing, Social Networking Site, Social Media Platform, Political Branding.

Cultural Impact On Website Design Of Schools: A Cross Cultural Comparative Study In The Indian, Chinese & American Context

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In the age of globalization it is imperative that one should look at the influence of culture on the design and layout of websites. In the context of e-commerce there have been a plethora of scholastic papers that have looked into this issue. However, the same subject has not been investigated in the context of websites of schools. In the current era the globalization is not just restricted to trade and commerce but subsumes other important categories such as education. In this study we have chosen to compare and contrast websites of schools from India, China and USA to get a comprehensive understanding on whether culture influences the website design of schools. For comprehending culture we have referred to the seminal work of Hofstede. Most of the top economies have international schools with international course curriculum and content. It will be interesting to know whether the schools are following an etic approach towards culture which is generalised view of the system without considering the individual cultural values or an emic approach towards culture which gives more emphasis to local values in developing websites. We have used Support Vector Machine (SVM) as a tool to classify the websites into three categories using the cultural markers as predictor variables. Subsequently, we noted the total misclassification and concluded whether cultural patterns are operational at an individual level or country level.

Keywords: Culture, Website design, Etic, Emic, SVM.

SME Financing Through Relationship Marketing: Evidence From Some Financial Institutions Of An Emerging Economy

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This paper aims to explore the perceived relationship marketing efforts of managers in attracting, interacting, adapting to, and maintaining relationship with SME customers of the financial institutions in Bangladesh. The study is explorative and qualitative in nature. To collect data, five in-depth interviews were conducted with the Managers or Area Head of SME Banking in five financial institutions in Bangladesh. The study generates useful evaluation of the role of lenders and borrowers and discovers operational difficulties in adopting BB's policy. This insight can be used to clear the pathways towards effective implementation of the SME financing agenda through relationship marketing.

Keywords: SME Financing, Small and Medium Enterprises, Relationship Marketing, Financial Institutions, Emerging Economy, Bangladesh Bank

Factors Influencing Impulse Purchase Of Fashion Products On Indian E-Commerce Platforms

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Purpose: This paper aims to provide an insight into how online store design factors and sales stimuli impact the impulse shopping behaviour of consumers (Jeffery and Hodge, 2004). The drastic increase in internet accessibility in India in the last few years has led to a significant growth in online purchases. Impulse buying is defined as an instance “when a consumer experiences a sudden, often powerful and persistent urge to buy something immediately” (Rook, 1987). Impulse buying is a major source of revenue amounting to about 40% of sales for both traditional and online retailers (E consultancy, 2012). In spite of the growth in the e-commerce sector, there has been little research conducted on online impulse buying behaviour of Indian consumers. This paper aims to address this gap by understanding the impact of external factors in an indigenous context (Kacen and Lee, 2002) which drive impulsive behaviour. We particularly look at fashion products since fashion categories contribute significantly to online sales and observe more of impulse purchases than other popular product categories as electronics, and food and groceries.

Methodology: A review of existing literature on online impulse buying (Chandon et. al., 2000; Dawson and Kim, 2010; Parboteeah et. al., 2011; Verhagen and Dolen, 2011) was initially undertaken to identify the online store-design variables that influence consumers’ impulse buying behaviour. The six-stage consumer choice model proposed by Engel, Kollat and Blackwell (Lo et al., 2016) was used to categorize and create an exhaustive set of design variables. Personal in-depth interviews were conducted to finalize these variables. A survey was conducted to find out the influence of the shortlisted variables on consumer’s impulsive buying tendencies.

Results: Factor analysis carried out on the survey data revealed three underlying factors driving impulse purchases: economy seeking, advertising and promotional offers, and design factor. Further, discriminant analysis showed that advertising and promotional offer factor has the strongest ability to discriminate between frequent-impulse buyers and non-frequent impulsive buyers.

Conclusion: Our research indicates that broadly there are three different dimensions of motivation to buy on impulse in the online context. The dimension of advertising and promotional offers best differentiates a relatively high impulse online shopper from a relative low impulse one. The importance of social media promotions has been reported in e-commerce of developing markets like China (McKinsey & Company, 2012), and has been further endorsed in the Indian context through this research. Major online retailers today use online promotional strategies such as flash-sales to increase sales, but further research on the comprehensive impact and the sustainability of strategies like flash sales, needs to be done for a universal applicability. Surprisingly, our results showed that economy-seeking factor (free shipping, low prices) has little influence over impulsive behaviour of an Indian online shopper. One reason for this could be the way Indian e-commerce industry has evolved, with consumers considering such variables as hygiene feature and not a motivational factor which generates an impulsive urge to buy. Consistent with recent literature on impulsive buying (Akram et. al., 2018), online store design factor had low impact on impulsive tendencies of a buyer.

Online Shopping Behavior Of Aging Consumers In India

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Ageing population is one of the most inevitable and irreversible demographic reality of the modern world (United Nations Population Fund, 2017). Ageing influences different aspects of life that is not only restricted to the biological dimension but has a significant impact on the social, psychological dimensions of the individuals over phases of their chronological age (Katz and Marshall, 2003). Inherent skepticism around the peculiarities of the ageing consumers associated with their acceptance of technology, thrifty consumption (Leventhal, 1997; Moschis, 2003; Dann, 2007; Lesakova, 2016) keep the marketers apprehensive with their strategies and practices (Cimperman et al., 2013). In this light, the primary objective of the present study were to identify antecedents of online purchase intention of ageing customers and reveal their relative role in determining online purchase to help marketers in considering and targeting this growing cohort of elderly consumers in the context of the emerging market in India. The research uses in-depth qualitative interviews to identify and model key antecedents to be assessed by a quantitative study. The survey instrument with six constructs draws on a dataset of 202 urban ageing Indian respondents to ascertain the importance of the antecedents with the use of exploratory and confirmatory factor analyses (Byrne, 2010). The qualitative content analysis reflects the importance of social influence in developing the positive perception of ageing customers towards online purchases. Predominantly males of higher income groups are found to lead the cohort as early adopters. Result also suggested that adoption of online review positively affected online purchase intention of ageing population. Interestingly, the study found relevance of perceived ease of use on effectiveness of eWOM on eWOM adoption. It showed the significant interaction effect of perceived ease of use and eWOM on eWOM adoption. Hence, user friendly technology platform enhances engagement of ageing people in using eWOM for making purchase decisions online. The impact of social influence and brand loyalty in the consumer's eWOM adoption were significantly validated where eWOM adoption influenced the online purchase intention. The qualitative as well as quantitative findings highlighted the importance of social influence in determining the decision to purchase online. Despite popular belief about ageing consumers' discomfort with the internet and internet enabled shopping, the paper brings forth the growing adoption of online shopping by ageing customers owing to greater advantages of comfort and convenience (Tongren, 1988). The validated conceptual model serves as a basis for future inquiry with factors like price across product categories or those between essential products and otherwise. Use of cognitive age in conjunction with chronological age may also be studied to suggest more effective segmentation criteria. The paper contributes as a firsthand exploration in the context of an emerging market of mature older consumers to develop market driven solutions that would help marketers plan effective online interface to tap the potential of this growing consumer base (Dhar, 2017). The study limits itself by using a sample of 50 plus population to avoid the complexity of addressing the heterogeneity within the distinct sub-segments of ageing population.

Keywords: Consumer Behaviour, Emerging Markets, Word-of-mouth, Ageing Consumers, Online Shopping.

Exploring Online Buying Patterns Of Premium Brand Consumers: Evidences From Emerging Market

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Growing market for premium brand outshining that of luxury is strongly felt in the apparel and accessories sector across the world. Shifting preferences of premium brand buyers embracing the emerging online shopping platforms for factors like convenience and value are felt by marketers. In this context, the present study explores the fast growing consumers of premium brands in the urban Indian market to assess their affinity for online retail channels and understand the underlying attitude, interest and opinion that influence their online buying behavior. It attempts to specifically segment and profile this consumer market that would significantly determine their respective online buying motivation and behavior. Using a mixed method approach with a final dataset of 343 urban consumers of premium brands in India the empirical evidences indicate the presence of three distinct clusters of premium brand buyers. With their typical psychographic motivations to buy premium, the consuming clusters are led by hedonic innovators and the market mavens, with a smaller cluster of loners. The role of demographics (age and income group) are also found to significantly influence the buying patterns across clusters. While comfort with online shopping were noted across clusters, the factors influencing the choice of online retail channel ranged from the inherent variety, convenience, deals and offers or even social influence of the platforms . The paper significantly contributes with its insights on how the financial and social independence in the urban markets fuel the consumers' intentions to buy premium with a distinct preference for online shopping to aide marketers in revising their e-commerce strategies in the emerging market.

Keywords: Premium Brand, Online Buying, Consumer Segments, Emerging Market, Cluster Analysis.

Generating Repurchase Intention In Online Shopping: An Experimental Investigation

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There is an enhanced significance of brands in consumers' minds in the 21st century than ever before. There is a category of brands that are known for their symbolic meanings and ability to confer prestige, but fall outside the purview of one's regular purchase list. Extant literature names these brands as aspirational out-group brands (AOGB) (Choi and Winterich, 2013). The present study proposes to test the strength of consumers' self-enhancement goal in driving their purchase of such brands (Escalas and Bettman, 2003). It also examines the impact of AOGB purchase from an unexpected online deal, that offers low price for a short period of time (Grewal, Monroe and Krishnan, 1998), on consumer repurchase intention. This research conceptualizes Short-lived Surprise Deals (SLSD) as having two key dimensions: (1) short-livedness (Grewal et al., 2012; Vakeel et al., 2018), and (2) a surprise element (Heilman, Nakamoto and Rao, 2002; Sun et al., 2014). The study of impact of more recent and extensively used promotional tactics of short-lived surprise deals on repurchase intention in online shopping contexts warrants scientific enquiry. Hence, the present study proposes to examine the routes, if any, and possible mechanisms (mediation and moderations) of such an impact. This research primarily examines the impact of short-lived surprise deals (SLSD) on an aspirational out-group brand (AOGB) on purchase intentions (PI) of consumer having higher self-enhancement goals, followed by repurchase intentions (RI) from the online retailer's website offering such deals. The research also explores the role of hope of coming across such SLSD on the website again, as underlying psychological mechanism. Further, a deep-rooted investigation into consumers' purchase motivations is likely to help giving a nuanced view of what leads to higher RI from an online marketer. Theory of appraisal states that it is a human tendency to appraise the event on the basis of certain parameters (Roseman, 1991; Moors, 2014; Smith, Tong and Ellsworth, 2014) and appraisal theorists report goal congruency as one of the parameters on which, events and outcomes are appraised (MacInnis and De Mello, 2005). Hope of similar encounters, being one of the positive emotional responses (Smith, Tong and Ellsworth, 2014) is likely to be generated after coming across, and subsequent purchase from, such surprise temporary deals. In order to determine causality of short-livedness and surprise element of the deals on the purchase of AOGB and RI from the same website, the study adopts an experimental research design used by Carlson & Kukar-Kinney (2018) & Sharifi & Aghazadeh (2016). A 4x2 factorial experiment design is followed in this study (Mitchell and Jolley, 2014). Findings support all the hypotheses. The findings of this work, in terms of examination of the potential mechanism (mediation and moderation) for reaching RI from online surprise deals (SLSD), would assist marketers how to strategically design price discounts to gain consumer traffic, and profits even during non-sale period.

Differences In Consumer's Perception Of Brand Personality: An Exploration Of The Oneplus Brand In Indian Metropolitan Cities

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Purpose: Brand personality is the set of human characteristics associated with a brand (Aaker, 1997). In the last decade or so, brand personality has evolved as a pivotal construct for developing a robust brand, in addition to building a pool of loyal customers (Farhat & Khan, 2011) and realizing brand equity (Van Rekom, 2006; Su & Tong, 2015), which is the total value of the brand as a discrete asset.

Purpose: The current study aims to explore the underlying dimensions of Brand Personality, which are perceived by consumers of the OnePlus smartphone brand, in an urban Indian context. Specifically, the study aims to measure the brand personality of OnePlus, using the Brand Personality Scale developed by Geuens et al. (2009). The scale encompasses five dimensions of brand personality, namely, Responsibility, Activity, Aggressiveness, Simplicity and Emotionality, which are measured in the Indian milieu.

Design: The study is largely descriptive in nature. As mentioned earlier, the current endeavour aims to empirically measure, the brand personality of the OnePlus brand of smartphones in India using the new Brand Personality Framework developed by Geuens et al. (2009). The study encompassed a structured questionnaire survey, which sought to measure the five brand personality dimensions, as discussed above. Aaker (1997) is widely acknowledged among branding professionals and academic experts, for her path-breaking development of the Brand Personality Scale (BPS), which assigned human-like characteristics to brands. These assigned personality traits are claimed to be omni-cultural across multiple product categories. However, despite Aaker's BPS being reliable and globally validated across multiple brands and product categories (Parker, 2009; Ambe, 2015; Bosnjak et al., 2007), they have been criticized on several grounds. For instance, the study is pillared on a rather ambiguous definition of brand personality, which failed to encompass demographic parameters such as age and gender, and merely focussed on the personality construct (Azoulay and Kapferer, 2003; Bosnjak et al., 2007; Malik and Naeem, 2013), thereby triggering problems of construct validity. To this end, the new scale developed by Geuens et al. indicated high test-retest reliability and cross-cultural validity. The OnePlus brand of smartphones was selected because it is the leading brand in India's premium smartphone category. To facilitate the study, a convenience sample of 268 student-respondents from various metropolitan cities across India were chosen. Participants were administered a structured questionnaire, comprising of 12 items for each brand, in order to measure the five dimensions of brand personality as proposed by Geuens et al. It is composed of 63.1 percent males and 36.9 percent females, all aged between 18 and 24, with 67.5 percent respondents belonging to families having a monthly income over INR 50,000. The brand personality construct was measured using a five-point Likert scale, with '1' signifying 'Highly Appropriate' and '5' signifying 'Highly Inappropriate'. Relevant factors for each brand was extracted using Principal Component Analysis (PCA).

Findings: Results highlight that two items, namely 'down-to-earth' and 'ordinary', were not appropriate for the brand personality construct of OnePlus smartphones among urban upper middle-class respondents in the context of the study. This implies that customers or users of OnePlus smartphones do not perceive their handsets to be ordinary or down-to-earth. The non-applicability of personality traits can be attributed to an array of reasons ranging from cultural dissimilarities to oddities in brands or product categories. The other items in the original scale were processed using confirmatory factor analysis, until reliability and construct validity was achieved. In the current scenario, the residual for the items 'ordinary' and 'down-to-earth' was alarmingly high, implying that there was something extremely unusual in the model fit. Accordingly, the two

items were deleted from subsequent analysis. CFA was run repeatedly until the ideal values of the model fit indices were achieved. In each model of CFA that was executed, the standardized residual covariance was verified and the problem item was deleted, based on the results. Accordingly, the revised 10-item version of the Brand Personality Scale appears to be more appropriate, at least in the Indian context.

Research Limitations/Implications: The present study is shown to support regular dimensions of culture (emic perspective) in the Indian context. The applicability of Geuens et al.'s BPS can be further validated by virtue of an exploratory study to identify the dimensions of Brand Personality in Indian situation. This study was conducted only in few urban cities, using convenience as a basis to interview respondents. Other metro and Tier-I cities in India, such as Pune, Hyderabad and Ahmedabad can also be covered in order to improve the reliability and generalizability of the study.

Originality/Value: Most of the studies on brand personality are biased towards the Brand Personality Scale developed by Aaker (1997), which is shown to have its own set of limitations. The measure developed by Geuens et al. is claimed to be a better model than Aaker and yet, it has not been validated across cultures. This in itself adds to the originality, as the new scale is claimed to be applicable across any individual brand or product category. Moreover, the brand personality of smartphones have not been adequately covered, at least in the Indian milieu. The study shall identify the underlying dimensions of the brand personality of OnePlus, as applicable to the Indian market. India is an emerging market and is a hotbed for manufacturers of consumer electronics. In this context, the importance of Brand Personality is poised to amplify in the upcoming years.

Keywords: Brand Personality, Geuens et al. (2009), Aaker (1997), Brand Personality Scale, OnePlus, Consumer Electronics, Brand Category; Product Category.

Online Marketplace & Assistance Platforms For Farmers & Food Producers From Rural Areas: A Study On Kalgudi & Napanta Online Platforms

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The paper primarily focuses on the intervention by the online market places that help the farmers in finding themselves in a better position to sell their product. The online market places that we talk of in this case, Kalgudi (Kalgudi.com) and Napanta (Napanta.com) are not just forums that ensure the listing of their product but however are platforms that help in creating awareness amongst the farmers and the rural “agripreuners”. The paper digs deeper and discusses the various way in which these site help empower the farmers. Also technology intervention becomes an essential part owing to the development of the modern day farming techniques.

The objective of the study is to bring in light the below mentioned:

1. Importance of online marketplaces for farmers
2. The services offered by the online sites
3. The ecosystem around the phenomenon
4. Future prospect and advancement

The study proposes to compare and contrast the services offered, ecosystem catered too also the business model the two sites, NaPanta and Kalgudi operates in and how the new age technology they house intervenes and helps in creating a shared value with the farmers and organization involved in agriculture.

Marketing Of Depression: A Way Towards Social-Changes

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Depression is a common mental health problem that leads towards low mood, loss of pleasure or interest, feeling of guilt, low self-esteem, low energy and poor concentration, though often goes unrecognized and unaccepted. Specifically, in Country like India, one of the major causes of depression is how to deal and overcome the social taboos. As social bindings are relatively higher in case of women, therefore probability of depression in certain women related issues where social taboos are involved is much higher. In this study, we have fulfilled two objectives. Firstly, we have examined the impact of different social taboos associated with women related issues to the women of different age and educational background. Secondly, we have explored some advertisement that portraying the depression to promote the social support to the people who are facing the same problems along with their own product or service promotion. Finally, we have explored how this type marketing communication can act as a therapeutic intervention of depression and leads towards social changes.

Keywords: Depression, Marketing, Indian Women, Social Taboos.

The Impact Of Visual Merchandise On Impulse Buying Behavior Of Sports Merchandise

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As the concept of large retail stores gains ground in India, the practice and concept of Visual Merchandising is likely to grow exponentially. *Visual merchandising today forms a critical element of retailing.* This study focuses on how the factors of visual merchandise. I.e. music, light, layout, and window display impacts the impulse buying behavior for the sports product. We used literature to model and test the determinants of consumers' impulse buying behavior for sports products. We propose that in the context of impulse purchases, intentions do not play a significant role in predicting purchase behavior. Instead, we predict that consumer excitement, esteem, and new product knowledge directly influence impulse buying. Further, for new products, consumers' desire for excitement and esteem and their prior product knowledge influence their impulse buying behavior. We also examine how the influence of opinion-leaders and compliance to social norms are positively related to new product knowledge. We also test moderating factor of peer pressure on impulse buying of sports behavior. The structured questionnaire will be floated to get responses from young college going students as they are the major consumer for sports product. We will be running Structural equation modelling to test the hypothesis. The paper is divided into three parts. Part one provides a review of the literature of the constructs followed by an overview of the proposed model. Part two discusses the development and testing of the hypotheses. The final section discusses the results and provides some managerial and theoretical implications.

Keywords: Visual Merchandise, Impulse Buying, Purchase Intention, Sports Product Knowledge and Peer Pressure.

Factors Affecting Store Brand Choice Behaviour – Evidence from Young Consumers of an Emerging Market

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Previous research on store brand has been undertaken primarily in developed markets (Burton et al., 1998; Lamey et al., 2007). Little research has been conducted into consumer attitudes towards store brands and the purchase of store brands in emerging markets. Consequently, the aim of this research is to investigate store brand choice in the Indian context by considering its relationships with image factor (store image perception), consumer factors (store brand familiarity, attitude towards store brands, self-confidence and store brand perceived value) and store brand purchase intention. This research provides a contribution in two ways: First, we propose a conceptual model of store brand choice integrating image and consumer factors in an emerging market, India. To the best of my knowledge, existing literature has not clearly specified relationship between all these five factors in an emerging economy like India. Second, we conduct the research only on young educated consumers considering their propensity to earn in the next five years and influence the country's GDP with high disposable income.

Keywords: Store Brand Purchase Intention, Store Brand Choice, Store Familiarity, Store Attitude, Store Image Perception.

Impact Of Social Media Advertise On College Students In Kolkata

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This study is under taken to find out the “Impact of social media advertisements on college goers in Kolkata”. The main aim of this study is to find out the change in attitude and behaviour change of college students in Kolkata regarding advertisements on social media. Using questionnaire as a tool of data collection and stratified random sampling as technique. It covers demographic characteristics like gender and age group of the respondents. For age the researcher has selected Age group (18-21 years) as young adults and (22-25 years) as adult students because sample comprises of college Students only, for gender we will selected male and female respondents.

Keywords: Social Media, College Students, Advertisements, Attitude.

Service Quality Gap Analysis For Online & Offline Household Service Provider Business Using SERVQUAL & SERVPERF Approach

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&
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With increase in the e-commerce business in India, a new arena has opened for Indian consumers in almost all verticals - from online shopping to ticket booking. Even daily chores and need have fallen prey to this in view of this new technology evolution. Single point e-household service providers very efficiently utilized the e-commerce platform for the online household services review and ordering business. These service providers has evolved out of the need of the potential consumers bridging the gap between the expected service in terms of online business and the actual service received or generated. Earlier the household service demand in terms of delivery was met typically by the respective service providers, vis-à-vis individual unorganised sector: - such as electrician, plumber, carpenter, fitness or yoga instructor, home cleaner, beauticians, massage provider and many more. A common practice was to employ individuals from local market without professional certification and delivery of services on long-term basis from a single person. But, presently the change in socio economic scenario has led to hiring of individuals with professional skillsets without ascertaining the quality of service delivered or generated. This has created a gap in the services delivered and services expected for the present day consumer. The identified day to day household services are listed below in Kolkata region: - a) Health & Wellness, b) Appliance & Electronic Repair c) Home Cleaning d) Electrician, Plumber & Carpenter. In this paper, we are using an approach to study and analyse the gaps existing between Online & Offline household service providers using SERVQUAL and SERVPERF approach on the respondents from different segments of Kolkata region.

Strategic Implications Of Firm Generated Content & Social Presence For Firms' Engagement On Social Media

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The use of social media has become a common trend in the past decade. Not only individuals, but companies have joined this frantic race of social media presence to showcase their brands better. The concept of managing relationships with consumers is known as consumer relationship management (CRM). Companies have carried out traditional CRM for a long time in order to provide a better service and retain consumers. The advent of social media brought about a new terminology called Social CRM (Alt, 2012). Social CRM is an attempt by companies to increase their online presence online and use non-traditional platforms like social media to directly engage with their consumers. There have been studies previously on how social media can lead to a better consumer relationship with the brand (Trainor et al. 2014, Chaudhury and Harrigan, 2014). There was also an interesting study on how Social CRM can lead to higher consumer engagement which in turn leads to a better firm performance (Wang and Kim, 2017).

This paper would, to an extent, build on the relationship developed by Wang and Kim (2017). The purpose of this paper is to look at how Social CRM, in the context of Twitter support pages, leads to higher customer retention for the firm. Many companies these days are using Twitter for customers' problem solving. This is a rather unorthodox way of dealing with customer complaints as generally companies provide emails and call center numbers for such tasks. When a consumer posts a complain on Twitter, all followers of that company can see it, and that could lead to a swift and positive response by the company to the specific complaint. We believe that consumer attitude would also mediate the relationship between Social CRM and customer retention for the firm. As a consumer, if a person develops a positive attitude based on the response by the company, it could lead to a higher level of retention.

Enablers Of Lean Six Sigma And Their Preference

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In today's competitive world, customers and marketplace are more inclined towards quality ever than before. The consumers relate quality today to sustainability. Industrial facilities and plants are focusing on different tools to achieve the best levels of quality and facilitating the sustainable eco-system. The companies can reap immense benefits with the methodology like lean six sigma towards their business objectives. Lean six sigma helps in eliminating the defects through a structured approach. It helps the firms to have greater consistency and predictability by focusing on values that customer desire. Another aspect of reducing the waste help firms to avoid unnecessary processing, inventory and transportation of raw material and semi-finished goods. Lean six sigma is applicable in existing as well as new processes and products. The famous DMAIC (Define, Measure, Analyse and Improve) methodology helps to reap incremental benefits by lowering the risk of waste and improving the quality of operations and thus products. Therefore, this study focuses on prioritization of lean six sigma criteria's. We applied Fuzzy AHP and PROMETHEE to evaluate the criteria. AHP has enabled us to finalize the weights of HR and other criteria's. Once weights has been derived through this, these weights were assigned to the minor criteria by multiplying with major weights at different levels. The derived weights were used to set the constraints for PROMETHEE. The ranking of the criteria of lean six sigma is set on the basis of final values of PROMETHEE. The criteria "Linking lean six sigma to customer feedback" was highly preferred. This indicate the importance of customer feedback and its implementation and consideration in lean six sigma implementation to improve the quality at internal processes at the firm

Keywords: Lean Six Sigma, Quality, Fuzzy AHP, PROMETHEE.

Journey of Neuroscience: From Marketing Management to Consumer Psychology

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Last couple of years, there has been a growing interest in the field of management to incorporate neural signals as one of the mechanisms for predicting human behaviors. Prominent applications of neuroscience researches are observed in the area of marketing management, which is specifically termed as consumer neuroscience. This area of research mainly deals with the applications of neuroscientific theories and tools to get better and effective insight of consumer behavior (Ariely & Berns, 2010; Camerer et.al, 2004; Plassmann et.al, 2012; Venkatraman et.al. 2012).

In this article, we have reviewed 70 neuroscience research articles in the area of marketing management and consumer psychology published between 2004 and 2017, and study the advancement of neuroscience research from marketing domain to applied behavioral research in consumer psychology. Here, firstly, we have reviewed some neuroscience researches in marketing context which were mainly conducted in the area neural signaling in response to different marketing activities. In the next phase, we have reviewed the application neuroscientific techniques in different consumer psychology researches to improve the efficiency of the existing research methods. More specifically, our purpose of reviewing these issues is to understand how the tools and techniques that are well known in the field of neuroscience researches for e.g. electroencephalography (EEG), functional magnetic resonance imaging (fMRI), eye tracking, facial emotion coding, measures of heart arousal, galvanic skin responses etc. were combined with existing techniques and can be utilized to predict consumer behaviour more effectively. Lastly, we have provided a comprehensive review on future prospects of neuroscience researches in the area of consumer behaviour.

A Framework For Pre & Post-Consumption Evaluation Of Entertainment Product Quality: The Case Of Biopics

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Consumer perceptions of benefits from experiential products are highly personal and idiosyncratic (Zeithaml, 1988) since such products rely heavily on subjective judgment and emotion (Pine and Gilmore, 1998). The experiential and symbolic aspects of consumption, referred to as hedonic consumption, have been emphasized in consumer behavior literature (Hirschman and Holbrook, 1982; Charters, 2006). Motion pictures or movies are one of the most-researched entertainment products that are highly experiential. Since economic studies based on secondary data form the bulk of the literature on motion picture consumption, the focus has predominantly been on outcomes like revenue, box-office performance, and pre-consumption choice of the consumer (Gazley, Clark and Sinha, 2011). Hence, the focus on consumer satisfaction as being a more fundamental driver of the success or failure of movies has been relatively less (Lee et al., 2017). Researchers have called for more “fine-grained” research to understand movie consumption from a “more naturalistic and holistic perspective” (Hart et al., 2016). In this paper, we focus on specific type of movie – biographical motion pictures or biopics - based on the life story of an actual person and believed to be a key component of world cinema (Dwyer, 2013; Epstein and Barton Palmer, 2016). Using a qualitative approach, we explicate the factors affecting consumers’ pre- and post-consumption evaluation of biopic quality.

Keywords: Consumer Behavior, Biopics, Entertainment, Motion Picture, Qualitative.

Impact Of Government Intervention & Network Utilisation On Sustainability Performance & Business Growth: A Case Study With Indian MSMEs

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Corporate Sustainability reporting forms a part of the annual report for most of the large corporate houses these days. Influence of sustainability practices, especially those related to environment and society in driving their business growth is evident from these reports. Also, there has been a plethora of research relating sustainability performance to the financial performance of the organisation in the case of large companies. However, in the case of small and medium-sized enterprises, very limited research work has been done so far considering the social and environmental aspects of their business operations. SMEs, especially those in the emerging economy have grossly neglected their responsibilities and obligations towards the environment and society. SMEs contribute immensely to the economic progress of a country and are considered as growth engine both for the developing as well as the developed nations. But literature has shown that a large percentage of the SMEs across the world fail within a few years of incorporation. In our paper we have tried to develop a model taking a sample of 200 SMEs from Indian leather and chemical sectors and find out how the factors like network utilization at industry level and government intervention at policy level impact the sustainability performance of small and medium firms and how in turn, their improved sustainability performance helps them to drive sustainable business growth. Empirical results of our study reveal that both government intervention and network utilisation positively influence the firm's sustainability performance and in turn, the company's business growth is positively impacted by their enhanced sustainability performance. Company size was found to have a moderating effect on this relationship

Keywords: Corporate Sustainability, SME, Network Utilisation, Government Intervention, Business Growth, Environmental and Social Practices.

Climate Change Communication: A Case Study

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Climate change has been a prevalent issue and is escalating on an exponential rate. The effects of climate change are evident on people's health and well-being. The entire ecological balance is at stake. Anthropogenic activities result in various natural and man-made disasters. It is the need of the hour to communicate climate change to people in developing as well as developed countries. Various organizations and governments create advertisements, films, posters and campaigns in public interest. Moreover the effects of climate change appear on planet Earth as a whole. There are various organizations working on communicating climate change. This is a case study which examines the impact of short one-minute climate change videos, made by media students.

Sentiment Analysis & Classification Of Online Customer Reviews Using Bag Of Words (B.O.W) Approach

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E-commerce coupled with digital marketing has revolutionized the way retailers sell their products and customers evaluate their buying options. Customer reviews form a core aspect of all online platforms selling goods. Both positive and negative reviews play a key role in determining strategic decision making of online sellers. An efficacious review pinpoints all those aspects which customers are appreciating and must be included in the next batch of products. On the other hand, a critical review highlights all those aspects which must be done away with immediately. This not only helps in improving the quality of goods sold but also enhances customer satisfaction which in turn leads to higher sales. This paper aims at performing sentiment analysis of reviews of customers and classifying those reviews as either positive or negative by adopting a simple yet powerful text mining technique called bag of words (BoW). One may argue customer ratings for a product is a suitable parameter for gauging the type of review. However, it is found to be unreliable because a 2-star rating need not necessarily mean the customer has found any flaws with the product whereas a 5-star rating need not always mean that a customer is entirely happy. Also, a mid-way rating, for example, 3-stars on a scale of 5 represents a grey area - may be constructive or critical. Thus, going through the actual review and carrying out the task of classification is necessary. For experimental purpose, we have used a real-world Amazon fine foods data set collected and prepared by Stanford Network Analysis Project. Since our work is carried out solely on the above mentioned data set, future research scope is available to leverage the work done on data sets pertaining to other classes of products.

Keywords: Bag of words, Customer Review Analysis, Online Shopping, Sentiment Analysis, Text Mining.

Mio Amore: The Art Of War Against Own Creation

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Switz Foods Pvt. Ltd. (SFPL) owned by Mr. Arnab Basu, was the first franchise of Monginis Food Pvt. Ltd. (MFPL), a Mumbai based Italian bakery company owned and run by Indian Khorakiwala for about 100 years. In 1989, SFPL entered into an agreement with MFPL to manufacture and sell cakes and other short- and long-shelf-life food products in Eastern India, primarily in West Bengal– under the ‘Monginis’ brand name. Through a highly successful tag line, ‘Moner Jinis Monginis’ Basu positioned ‘Monginis’ as a high quality affordable bakery brand of Bengali’s that gave value for money.

In 2014, MFPL put charges on SFPL that it had not paid adequate attention to the ‘Monginis’ brand; instead launched other brands and products on their own. On this ground, MFPL withdrew the permission to use the Monginis brand from SFPL. MFPL till then had received over INR 100 million from SFPL as cumulative royalty since 1989. Although the dispute landed in court, it was afterwards settled mutually where SFPL agreed to discontinue using the Monginis brand name from May 1st 2015 in its geography. Monginis in turn would not enter the territories where SFPL was operating (except Odisha¹) for a three-year lock-in period till May 2018. SFPL, with its infrastructure and franchisee retail outlets in place, was only required to create a new brand and Mio Amore (meaning ‘My Love’ in Italian) was born. On 15th April 2015 (Bengali New Year), Monginis brand name lost its existence from all the outlets and brand Mio Amore ushered in.

There was no dearth of customers looking for Monginis. Except for packaging and signage, everything remained the same- the store location, people manning the stores and product offering. Store managers convincingly told customers that the products were from the same stable despite a change in name. Basu ensured the quality and taste of the products as before which led to the customers’ inhibitions in accepting Mio Amore gradually disappear and the brand took off from late 2016.

April 2019 saw the re-entry of Monginis in the West Bengal market with 26 retail outlets. As a franchisee of MFPL, SFPL was the architect behind the brand building and 26 years of reputation of the brand ‘Monginis’. Monginis had a high recall despite being absent from the market for the last four years. Much exuberance was seen among people for the ‘Monginis’ brand.

Basu was aware that despite a reasonably successful transition from Monginis to Mio Amore, and no change in the location of the stores, the retailers and the product offering, many consumers still used both the brand names synonymously. Despite a reasonable loyal customer base in West Bengal, Basu faced the dilemma of what should be his best strategy to ensure this loyalty remained intact for Mio Amore, in the face of competition from brand Monginis which had actually been Basu’s creation in West Bengal.

Learning objectives of the case study primarily includes how a market leader maintains its market share under aggressive competition about whom the company is aware of. Should the company go for brand extension or market stretch or both? What are the pros and cons for a regional food company expanding nationally when customer palate is diverse in taste but similar in preference? The case also carefully articulates the strategic dilemma on how a separate brand can establish its identity which is otherwise perceived along with a generic brand.

Keywords: Competition, Competitive response, Competitive Advantage, Brand Protection.

¹ Odisha, also called Orissa, is a state located in the northeastern part of India

Development Of Integrated Demand-Supply Model: A Study On The Supply Chain Of More Retail Store

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Supply chain management (SCM) involves all processes like designing a product, sourcing components for making it, manufacturing the finished product and distribution of the finished product from its origin to the final consumer. Supply chain profitability depends on the integration between the flow of products, funds, and information. After the Information Technology revolution, SCM links and accumulates the overall information collected by the warehouse management system, communication software and distribution management system as well. Thus, SCM helps in increasing the efficiency as well as the overall profitability of an organization. More is one of the leading organized retail sector in India. The stages of Supply Chain at More store is smaller than a typical Supply Chain. Thus, More is reducing cost and producing high value for its customer by gaining a substantial competitive advantage over its rivals. More provides effective services like exchanges, digital payment acceptance, Clubmore membership, Sodexo coupon acceptance, festive offers, seasonal offers, efficient staff training, staff welfare activities, regular staff briefings by store manager, store ambience, regular grading of fruit and vegetables, daily updation of prices etc. All these practices leads to maintain a good customer relationship and a higher order of profitability.

Keywords: Supply Chain Management, Retail, Analysis, Customer Relationship management, Decision Making.

Nudging For Mindful Consumption –Why Eco Labels Need An Up Gradation? Theoretical Framework & Future Research Directions

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Eco labeled products have been in the global markets for several years now. With the increase in number of alternative schemes, use of eco labeling information is made more difficult. Fair trade, organic products, carbon labels, not tested on animals, no child labor, less distance travelled; recycled or decomposable are few of the several attributes highlighted on labels. Nutritional labeling, ethical labeling, environmental labeling, carbon labeling the list is growing. Comparing and evaluating all this information would call for checking multiple labels on the shelf or visit multiple websites which does not come for free but with significant search costs (Darnell, et al, 2005). There are also cases where a product has multiple labels listed on the package and consumers don't know what they really mean. A plethora of choice options further confuses the consumer. Also for consumers to determine a product's comparative environmental impact (Darnell, et al, 2005) there is no access to ready comparison on several attributes of available options. This leaves consumer with suboptimal choice even if one wants to make the best purchase. The overall use, understanding and trust around Eco labels information is becoming complex for consumers' hindering consumers' ability to make mindful decisions (Taufique et al; 2019) Mindful consumption (Sheth, Sethia & Srinivas, 2011) is an attempt to redirect consumption patterns rather than restrict consumption based on the combination of a mindful mindset (sense of caring) and behavior (temperance). The concept suggests that the consumers are conscious in thought of the impact of their consumption and are in the position to choose whether or not to consume sustainably despite the external influences. Nudge thinking is an emerging field in behavioral sciences that relies on the idea that small changes to the choice environment can encourage people to make changes in actions. Just by offering and many times tweaking the ability to make decisions, people can be nudged to better or desired decision outcomes by marketers. The Nudge framework can use the propensity to make irrational decisions and actions into directing consumers to take actions that are beneficial for themselves and society. One of the powerful frameworks of Nudge which has yielded positive outcomes is "Contextual Information" i.e. providing the right information at the right time in the most usable form. The idea is that people do not have time to rationally consider every option available to them at the grocery store, cafeteria, or bank. They rely on those heuristics, which allow them to make faster decisions—and choices they would not otherwise make with ability to always make rational decisions. Given the confusion and complexity surrounding the Eco labels, this study puts forth theoretical justification for use of simple heuristics as nudge for Mindful decision.

Keywords: Nudge, Mindful Consumption, Eco labeling, Heuristics.

Changing Course of the Customer Journey of the Base of Pyramid Consumers through their Executive Functions

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The customer journey literature has often assumed that all consumers have sufficient and similar cognitive abilities to traverse through the various stages of the journey, and therefore, the journey can be generalized. In the context of Base of the Pyramid (BoP) consumers, who living on US\$ 1.90 a day, this assumption may fall flat on its face. This is because people with low income are found to have many characteristic differences in their cognitive abilities compared to their affluent counterparts. One such set of cognitive processes, that are known to influence consumer behaviour and decision making, are the executive functions (EFs). People with low socioeconomic status (SES) are known to have impaired EFs. This review article highlights how such cognitive impairments may impact each of the stages in a BoP consumer's customer journey. It also discusses some of the key managerial, public policy and research implications of the study.

Determining Elements Of Visual Merchandising: A Study On Its Influential Role On Customers Buying Decision Making

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&

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Visual merchandising is the showcase of any retail store because it is the tool through which customer's judge, analyse and construct their perception towards the retail store. It includes both exterior and interior decoration of the retail store. Visual Merchandising is responsible for creating interest, desire, action among customers. It works silently and helps in accelerating the sales, building the brand image and generating the traffic in the retail store. The increasing role of visual merchandising in influencing customers is creating scope for researches in this field. The main objectives of the paper are to study the impact of various elements of visual merchandising on the customers purchase behaviour and impulse buying. The paper comprises of various literatures of the various researches conducted by researchers in the retail industry under various categories. The primary and secondary sources were used for data collection and analysis. The collected information was analysed with the help of SPSS software by using various statistical tools like Correlation, One-Sample T Test, Chi-Square etc. A number of elements have been reduced to a limited number of them and have been analysed (Factor Analysis). A Positive correlation has been found between different variables and statements. Age, Gender and Income are influencing customers to buy from those retail stores which are focusing upon visual merchandising. Visual Merchandising is an emerging field in the retail industry on which the retailers should invest a decent amount so as to reap the benefits in the form of profits as it plays a significant role in affecting consumer's purchase decision and brand building.

Keywords: Visual Merchandising, Elements, Influence, Retail, Customers Buying Decision.

A Study Of Customer Awareness And Satisfaction Towards ICICI Bank In Bhubaneswar

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&

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The banking industry experts believe that the middle class young population, with high disposable income, will spend more on banking products through various e-banking platforms that are available. The demand for various banking products including deposits, loans, other e-services is also expected to record strong growth in the country. After the liberalization privatization and globalization policy that came in force in 1991, the banking industry has grown in India as multinational banks along with private banks have set up their business. With changing life style and aggressive marketing by various banks belonging to public, private and foreign banks, banking is also becoming popular in small towns; therefore, success of existing banks and entry of more number of banks and NBFC's are inevitable. So this is an effort by researchers to study the awareness and satisfaction towards HDFC, a renowned private bank is done. Tools like descriptive analysis, chi square analysis and average rank analysis are tested to identify the awareness and satisfaction level of ICICI bank customers.

Keywords: e-banking, Awareness and Satisfaction Levels.

Exploring Consumer Engagement In Online Consumer-Generated Advertising (CGA): Perspectives In Context Of C2C Marketplace

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With increased user base of smartphone and lowered data tariff, more people are connected to virtual network space in tip of hand for various reasons. The marketers thus have found out a different strategy to reach them through Consumer Generated Advertising (CGA) on Digital platform in form of videos, blog post, social media, hash tag, tweets/re-tweets and more. Successful online CGAs deeply engage viewers and therefore is seen as an important tool for online marketing. As more and more marketers attempt to harness the power of online CGA in C2C marketplace, rigorous investigation of antecedents that lead to consumers' engagement in online CGA via C2C sites is becoming critical. A close study of literature in marketing and consumer engagement reveals multiple constructs useful to explaining the intention to purchase goods and service influenced by online CGA. The current paper examines the factors influencing the behavior intention as an effect of CGA in C2C networking sites/ platforms and the underling processes of consumer engagement via CGA communications.

Marketing The Sport Or The Experience Sports Marketing In Latent Markets

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The global sports market, comprising of infrastructure, events, training and manufacturing and retail of sports goods is estimated at INR37.8–44.2 lakh crore (USD600–700 billion), accounting for approximately 1 percent of the global GDP.² The Indian sports market too is much evolved since the age when cricket was the only go-to investment option and everyone who talked about sports, subconsciously inclined towards cricket. In 2019, we now have superstars from a range of sports who market brands which were once reserved exclusively for the cricket legends. Sponsorships for franchise-based leagues grew 12% to reach Rs 7,762cr in 2018¹ including Badminton, Hockey, Kabaddi, Wrestling and Boxing.

But there is an apparent ambiguity about the scope of marketing in the sports industry. Advertising and marketing techniques which have so long worked for cricket seem to be suddenly not pulling crowds to the stadiums and eyeballs onto the screens. There is a lack in the comprehensive understanding of what to market, the sport itself or the experience of being a sports fan. In addition, the concept of marketing through sport has not been exhaustively implemented.

Through this paper an attempt is being made to understand the scope of marketing in the sports sector and the pitfalls of traditional marketing in the latent markets. The paper also outlines the recent trends in the market and reasons as to what is leading to these trends.

Keywords: Sports Market, Franchise-based Leagues, Marketing through Sports, Scope of Marketing, Latent Market.



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