



CERTIFICATE OF PARTICIPATION

This certificate is being presented to Neelam Sheoliha
of IMS NOIDA for participating in
the Discourse on ***“Balancing Mental Happiness during Covid Era”***
organized by School of Management, IMS Noida on July 12, 2020.

DR. MANJU GUPTA
Dean-Academics
Chief Convener

PROF. NEERJA ANAND
HOD-BBA
Convener



Two days
International E-Conference on
"Navigating The New Normal Post Covid-19"
29th-30th May, 2020
Organized By
IMS Noida

CERTIFICATE OF PARTICIPATION

This is to certify that **Ms. Neelam sheoliha**
of **IMS NOIDA**
has successfully participated in the two-days International E-Conference on "Navigating
The New Normal Post Covid-19" on 29th & 30th May, 2020 organized by IMS Noida.

Dr. Rashmi Chawla
PC- Scholar Program
Convener

Prof. Priti Rajvanshi
PC- BCA Program
Convener

Prof. Shardha Purohit
PC- SJMC
Convener

Prof. Neerja Anand
HOD- BBA Program
Convener

Dr. Manju Gupta
Dean- Academics,
Chief Convener

CERTIFICATE OF PARTICIPATION

Neelam sheoliha

Awarded on May 7, 2020

For attending the webinar on Topic "**Corporate Communication Skills for Workplace Success post Covid-19**" by
Prof. Sangeeta Gadhok Magan, Trainer, Author and Professor
(New Delhi Institute of Management)

Dr. Manju Gupta, Dean-Academics
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Shri Rajeev Kumar Gupta, President
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THIS IS TO CERTIFY

NEELAM SHEOLIHA

HAS ACTIVELY PARTICIPATED IN 2 DAYS WEBINAR ON
“PERSONAL BRANDING IN DIGITAL ERA”
FROM APRIL 18 -19, 2020

DR. VARTIKA CHATURVEDI
ASSOCIATE PROFESSOR

DR. NITIN KR SAXENA
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CERTIFICATE OF COMPLETION

THIS IS TO CERTIFY THAT

NEELAM SHEOLIHA

HAS ACTIVELY PARTICIPATED IN THREE DAY FACULTY DEVELOPMENT PROGRAM ON
“QUALITATIVE RESEARCH: PERSPECTIVES AND PRACTICES”
FROM MAY 15 -17, 2020

DR. VARTIKA CHATURVEDI
ASSOCIATE PROFESSOR

DR. NITIN KR SAXENA
ASSOCIATE PROFESSOR

International Conference on Management Practices for the New (Digital) Economy ICMAPRANE - 2018

February 9-10, 2018

Certificate of Participation

This is to certify that Dr./Mr./Ms. Nulani Sheelika of IMS Noida participated

& presented a paper in the International Conference on Management Practices for the New (Digital) Economy

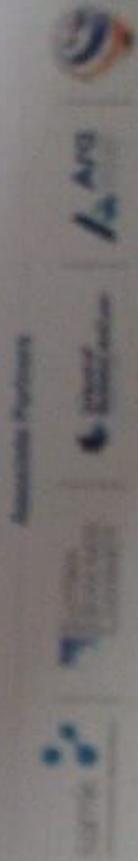
(ICMAPRANE-18) organised by Jaipuria Institute of Management, Noida on February 9-10, 2018.

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C-20/1, Sector 62, Noida, Uttar Pradesh
DEPARTMENT OF MANAGEMENT STUDIES

CERTIFICATE

OF PARTICIPATION

THIS CERTIFICATE IS PROUDLY PRESENTED TO

Neelam Sheoliha

for his/her active participation in One Week International Professional Development Program on “Emerging Trends in the New World of Work” through online mode held at JSSATE Noida by Department of Management Studies from 22nd - 27th June 2020.

Dr. Sapna Mathur
Asst. Prof. DMS, JSSATEN
Co-Convenor

Dr. Yogendra Singh
Prof. & HOD-DMS, JSSATEN
Convener

Dr. Gurulingappa M Patil
Principal, JSSATEN
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CERTIFICATE

This is to certify that Dr./Prof./Mr./Ms. Neelam Sheelina of Institute of Management Studies, Noida participated as Delegate

in Faculty Development Programme on "Entrepreneurship Development" organized by JSS Academy of Technical Education, Noida from 5th December to 7th December, 2016 under DIST-NEMAI PROJECT 2016-17. Sponsored by NSTED, DST & implemented by Entrepreneurship Development Institute of India.

Dr. Yogendra Singh
 Programme Coordinator

Prof. K. Kamal
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Promoting Entrepreneurship Across India's Rural Population

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Jugaad Campaign

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(Trustee)


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(Settlor)



THE UNIVERSITY OF
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UON SINGAPORE RESEARCH WEBINAR

Certification of Attendance

NEELAM SHEOLIHA

Thank you for participating in the UON Singapore
Research Webinar –
The Art and Science of Publishing:
Sharing of Experience and Recommendations

ON
17TH JULY 2020.

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A token of Appreciation

Mrs. Neelam sheoliha

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On behalf of organisation team



“ONLINE NATIONAL WEBINAR REGARDING
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KEY SPEAKER

Topic

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(First ever webinar on API)



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Importance of research in API

NEELAM SHEOLIHA
Assistant Prof- Marketing
PGDM ,MMM
(IMS NOIDA)



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LINK :- <https://forms.gle/tYTrSStoic1GGBEf8>

Importance of Currant online education trend for
academician

Advocate Bhumika J. Suthar
B.com,M.com,D.T.P,LL.B,LL.M



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Neelam sheoliha <neelamsheolih@gmail.com>

International Research Conclave SRCASW

3 messages

rableen kaur <rableenkaur@gmail.com>
Bcc: neelamsheolih@gmail.com

Tue, Sep 1, 2020 at 3:21 PM

Greetings from the Department of Management and Financial Studies, Shaheed Rajguru College of Applied Sciences for Women, University of Delhi.

We are pleased to inform you that our department is organizing **International Young Researchers Conclave 2020** on **25th-26th September 2020**, an online event to present your research papers.

We would like to take the opportunity to invite you to be impaneled with us for the Researchers' Conclave.

The Conclave aims to nurture business insights and promote entrepreneurial and research skills.

The objective is to encourage undergraduate, postgraduate students and research scholars to share and enhance their skills and knowledge in the area of research.

The last date for submission of the extract of the research paper is **22nd September 2020**.

For further details kindly refer to the brochure attached herewith.

For registration, click on the link <https://forms.gle/FWPNBFx1bJB5vk358>

We heartily look forward to your participation.



Thanks and Regards
Research Conclave Team
Department of Management and Financial Studies
SRCASW
University of Delhi
Attachments area

Thanks and Regards
Rableen Kaur Rao
Assistant Professor
SRCASW
University of Delhi

International Young Researchers Conclave 2020 (4).pdf
206K

Neelam sheoliha <neelamsheolih@gmail.com>
To: rableen kaur <rableenkaur@gmail.com>

Wed, Sep 2, 2020 at 1:36 PM

Dear Ms Kaur,

Greetings for the day!

Many thanks for your mail, and also I am thankful for the invitation to be a panel member in the conclave.

It's a pleasure for me to join you with your team in an International conclave and interact with Young Minds.

I would like to confirm my acceptance for your invitation ,

also Please I would like to know as How you come to know about me.? 😊

Looking forward to a fruitful association with you and your team

Regards
Neelam
09871390903

[Quoted text hidden]

10/28/2020

Gmail - International Research Conclave SRCASW

Tue, Sep 22, 2020 at 1:29 PM

Neelam sheoliha <neelamsheolih@gmail.com>
To: Neelam s <neelam.sheoliha@imsnoida.com>

[Quoted text hidden]

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DR. MARY VIMOCHANA

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DR. R VARADARAJAN

Founder-President



International School of Management Patna

E-Certificate of Participation

This is to certify that

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NEELAM SHEOLHA

has participated in the “DIGITAL MARKETING WEB SUMMIT” organized
on dated June 5th, 2020 by International School of Management, Patna

The theme of the session was -

“Digital Transformation for a Social Cause.”

Jagdish Prasad
Director

International School Management Patna



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UNIVERSITY

INSTITUTE OF MANAGEMENT STUDIES

Shivagangotri, Davangere -577007

CERTIFICATE OF APPRECIATION

Shri/Dr/Mr/Ms..... **NEELAM SHEOLIHA**

has participated and successfully completed Four - Day Course on "USE OF STATISTICAL TOOLS & TECHNIQUES FOR SOCIAL SCIENCE RESEARCH" held on Online platform from 20th to 23rd April 2020.


Bommanavar Santosh
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MANAGEMENT STUDIES



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CERTIFICATE OF PARTICIPATION

This is to certify that

NEELAM SHEOLIHA

has actively participated in Four Days Webinar on
" **An Effective Research Paper Writing Skills**"
from **April 13-16, 2020**

MR. HITESH PATEL
Co-Ordinator

DR. CHETA DESAI
I/C PRINCIPAL

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Certificate

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“National Education Policy and its implications on Indian Higher Education”

Neelam Sheoliha

This is to certify that Prof/Dr/Mr/Ms.....

IMS NOIDA

Faculty/Research Scholar/Student of

has participated in One day webinar on “National Education Policy and its implications on Indian
Higher Education” held on 17/08/2020.

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An Initiative of SMS-IQAC

Certificate of Participation

This is to certify that NEELAM SHEOLIHA, ASSOCIATE PROFESSOR
from IMS NOIDA

has successfully participated in International Webinar on

Business Analytics Driving Digitalization: The Road Ahead

Key-Note Speakers

Dr. U. Dinesh Kumar
Professor & Chair,
Data Centre and Analytics Lab &
Career Development Services
IIM, Bangalore, India

Mr. Kapil Malhotra
Director & Head of Analytics Asia,
Middle East & North Africa, PepsiCo,
Ex-General Manger-Digital, Accenture &
Ex-AVP-Analytics, Genpact, India.

Mr. Amit Kurhekar
Director, Data Science Solutions
Envestnet | Yodlee, Bengaluru &
Ex-Sr. Tech Manager Advanced Analytics,
Proctor & Gamble, India

Mr. Rohit Manghnani
Director, Uniplatform Tech Private Limited,
& Ex-VP, E-Commerce, Walmart India,
Ex-VP (Hotels) Yatra.com
Ex- Sr. Vice-President Naukari.com

Mr. Syed Rahim
Senior Director, Customer Success &
Consulting- Middle East and Africa (MEA),
Manthan Analytics & Ex-Head Marketing
(Stores), SPAR India (MAX Hyper Market)

Dr. Umesh Rao Hodeghatta
Chief Data Scientist
NU- Sigma U2 Analytics Lab, USA
Faculty, Walden University &
Kent State University, USA



BY THE BUSINESS INDIA
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Webinar Date : 30th June 2020

Mr. Veeresh Tripathi
Webinar-Convener, SMS-Varanasi

Prof. P. N. Jha
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NEELAM SHEOLIHA

has actively participated in Four Days Webinar on
" **An Effective Research Paper Writing Skills** "
from April 13-16, 2020

MR. HITESH PATEL
Co-Ordinator

DR. CHETA DESAI
I/C PRINCIPAL



Research Shiksha

This certifies that

Neelam Sheoliha, Associate Professor, Management, IMS, Noida

has successfully completed the one-week online certificate course on “**SPSS for Beginners**” from 18th May 2020 to 22th May 2020, organized and conducted by **Research Shiksha**, India.

Dr Ajay Kumar Chauhan

Founder & Chief-Consultant - Research Shiksha

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Email: researchshiksha@gmail.com

Mob: 9811216905



ITM UNIVERSITY
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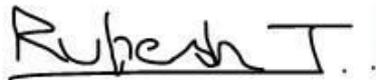
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June 05th 2020

He/She has also solemnly pledged to discharge his/her duties as a responsible citizen and strengthen the fight against COVID-19 pandemic.



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Assistant Professor & Organizer
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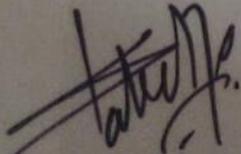
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International Conference

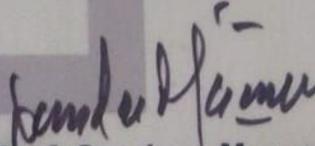
On

Digitization of Economy

This is to certify that Dr./ Mr./ Ms. *Neslan Shukla*.....
Associate Professor - Management, IMS - Institute of Management Studies, Noida
has participated / presented in absentia / presented a paper
entitled "*Omni Channel Retailing - Opportunities And Challenges
For Retailers*" in the
International Conference on Digitization of Economy "ICODE-2015"
held on 1st August 2015, Asian Business School Noida, India.


Dr. Lalitya Vir Srivastava
Director
Asian Business School




Prof. Sandeep Marwah
President
Asian Education Group

CERTIFICATE OF PARTICIPATION



THIS IS TO CERTIFY THAT

Neelam Sheoliha

HAS PARTICIPATED IN THE WEBINAR ON
**IMPACTS OF COVID-19 ON EDUCATION, CAREER OPPORTUNITIES
AND MENTAL STABILITY**
on July 04, 2020

ORGANIZED BY VIVEK COLLEGE OF MANAGEMENT & TECHNOLOGY, BIJNOR

WITH GOOD WISHES


DR. S.K. SHEETAL
HOD


Amit Kumar Goel
CHAIRMAN

**Proceedings of
Conference on
Brand Management
(CBM–2016)**

**April 16–17, 2016
Indian Institute of Technology Delhi**



**Emerald Group Publishing (India) Private Limited
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About the Conference

The Department of Management Studies, Indian Institute of Technology Delhi is conducting Conference on Brand Management (CBM–2016) on April 16–17, 2016. The conference is based on the emerging issues of brand management. It is an endeavour to aggregate and share the latest research findings on brand management. This conference has attracted papers from multiple areas.

The conference has served as a unifying platform for key stakeholders from both academia and industry to exchange ideas regarding the emerging issues in the area of Brand Management. Leading institutions from across the country have contributed their latest work. This rich and diverse range of ideas has led to the emergence of multiple research themes. We hope that the participants of this conference will carry forward these research themes.

We sincerely hope that the conference proceedings will become an important knowledge repository for researchers and practitioners.

The Editorial Board
CBM–2016
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Evolution of Footwear Brands in India

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Abstract

‘Evolution of footwear brands in India’ has strong bearings on consumer attitude based on needs and wants, which creates various consuming categories and brands. The paper contains varied footwear industry experience of 36 years.

History of footwear dates back to epic *Ramayana* period when Lord Sri Rama’s paduka was respectfully taken care of and worshipped by his brother Bharatha during his period of exile.

Bata, a visible and durable brand with its visionary goal of providing footwear to the barefooted Indian masses through a dual brand concept touched the Indian shores in 1931 and became public in 1973.

Bata as a brand and company inspired and encouraged many entrepreneurs to build several footwear brands and business. Bata also promoted international brands in India and manufactured private labels and international brands for the global retailers.

Market maturity plays an important role in absorbing new brands. International sports brands like Nike, Adidas, Reebok, Puma & Lotto had to learn and unlearn before getting to know the Indian consumer pyramid.

Governmental regulation played important role in the evolution of footwear brands in India.

Availability of raw materials (leather/rubber), weather conditions, dressing habits, apparel brands, religion, culture, literacy, profession, increase in household income, Gross Domestic Product (GDP), electronic media, social media and e-tail networks are the key influencers in footwear brand evolution. Business saturation in developed nations, opportunities in emerging nations and Chinese brands have created a spur in the number of international brands in India.

Brand visibility, real estate cost, store visibility, inventory management and customer services are also key influencers in footwear brand building vis-à-vis brand evolution.

Keywords: *Market Maturity, Market Saturation, Market Economy, Governmental Regulations, Demography, Store Operation, Brand Development, Brand Leadership*

‘Pragmatic CSR’: Is It a Favour or a Responsibility?

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Abstract

‘Corporate Social Responsibility is a hard-edged business decision. Not because it is a nice thing to do or because people are forcing us to do it because it is good for our business’

– Niall Fitzgerald, Former CEO, Unilever

Purpose, consistency and emotional connect are few of the building blocks of a triumphant brands. The major business giants have been investing crores of rupees to create a successful brand name, especially in case of cosmetic industry.

Cosmetics date back to early civilisations as a major source to improve one's persona and exquisiteness. Companies use lots of components, some safe and some unsafe. According to international regulations, it is against the law for a cosmetic to contain any ingredient that makes the product harmful.

Yet all the famous brands which store the maximum ledge spaces in our markets are full of so many detrimental ingredients that make us to ask a question that 'Is Corporate Social Responsibility (CSR) only confined to opening schools, running Non-Governmental Organisations (NGOs) or the scope of CSR is much more than it is perceived?' Is it not the liability of the companies to check what are they adding in the offerings?

Research methodology: There are two aspects to this paper. One, the theory where we talk about the presence of harmful ingredients in cosmetics and discovering that shouldn't it be the part of companies' 'intrinsic' CSR? The second side of the coin deals with understanding the psychology of the consumers. The primary data collected at Big Bazaar would assist in understanding consumers' preferences while purchasing the cosmetics? The question that haunts throughout is that are we really responsible enough to exercise the 'Right to Information' for ourselves and our families?

Keywords: Corporate Social Responsibilities, Cosmetics, Harmful Ingredients, Chemicals, FDA

'Vision with Passion' Creates a Brand of Restaurant: A Case from Dhaka, Bangladesh

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Abstract

A start-up restaurant turned out to be a brand in about a year. *Mezbaan Bari*, a partnership venture of four friends, shot off on 28 August 2014 at Bashundhara, in Dhaka city. Bashundhara, itself is a satellite sub-city, with two top private universities, a couple of renowned schools, one top private hospital, a mega super mall with amusement park, a handful of corporate houses and so on. The owners run the business venture with a philosophy, as described in their phrase, 'vision with passion'. To them, the restaurant serves dual mission, value with values; a secondary source of earning plus a hang-out place. At the initial round, they circumvented the challenge of capital shortage by keeping it small and simple as they invested less in interior decoration. Local customers *per se* university students were among the first targets whom they primarily attracted through POP display and then through follow-up ads by Facebook page. The core strength is product quality which connotes consistency and authenticity in reference to culture. The menu serves dishes that are culturally identified with Chittagong, a south-eastern district of Bangladesh. Owners, having

rooted in Chittagong, own the cultural knowledge which is at the very root of their passion. They remain vigilant at the point of source with chefs and at the point of destination with customers; in order to cross-check any deviation and validate their claim of authenticity and consistency *per se* quality. Key to success is a capital base of dedication by the owners geared towards employee satisfaction first and customer satisfaction as the second.

Keywords: *Mezbaan Bari, Brand, Vision, Passion, Dhaka*

Ayurveda—The Art of Life: A Study of Indian Youth as a Major Contributor in Regaining the Image of Ayurveda as Brand

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Abstract

The term Ayurveda is composed of two Sanskrit words—Ayush meaning Life and vid meaning wisdom or science. This science of life has got its origin in India about 5000 years ago, making it one of the world's oldest health care medical systems. It is also known as 'mother of all healing systems'. In India, for last few years Ayurveda is regaining its lost grounds in mass appeal that clearly means that large chunk of population is turning back to natural cures. There has been remarkable increase in demand of herbal therapies, natural medicines and yoga centre. This is due to various factors which are very common among the young generations such as stressful work culture, exhaustive lifestyles, the endless quest of peace and growing ailments with less healthy environment.

The paper has focussed on the youth and has tried to understand their level of perception about Ayurveda as well as the factors considered important in the buying decision for ayurvedic products. A structured questionnaire has been used to collect responses from 200 youth from Ajmer city (Rajasthan). The results have been analysed with the help of statistical tools such as correlation, Chi-square and factor analysis. The study concludes that as the Ayurveda providers are directing efforts for its endorsements and spreading awareness, Ayurveda is the future and people are moving back to nature.

Keywords: *Consumers Perception, Ayurveda, Indian Youth*

A Case Study of Nokia: Brand Challenges

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Abstract

One of the pioneers in mobile phones, Nokia started its existence manufacturing electronic goods in the year 1865. They made their first fully portable mobile phone in 1987 and developed their first GSM network with Siemens. In 1992, Nokia made its first commercially viable mobile phone. During the 21st century, Nokia phones were incredibly successful in Europe, Africa, Asia and Oceania. With the advent of touch screen mobile phones with Android systems, the preferences of mobile users shifted. Nokia failed to change its products according to the customer's requirement. For a few years, they barely managed to survive in the market, with the market share depleting periodically. In order to keep up with the current technology, they decided to launch devices loaded with the Windows operating system. This upgrade finally brought about an increase in their sales and allowed them to survive in the market for few more years. But it was too late for them because by then, Android had completely taken over the market, and sales of Nokia started dropping again. Finally, they realised the need to introduce Android devices which was too late as all other brands had already upgraded their devices and were properly set in the market. The customer trust towards Nokia was lost due to these reasons, and there was a huge erosion of customer base to other brands. This way Nokia went through major losses and was taken over by Microsoft. The existing customers are facing problems due to lack of service centres. The case of Nokia is a very good example of failure of a very prominent brand due to lack of change management. This study attempts to present the case of decline of a prominent brand—Nokia, challenges faced, reasons for their failure and corporate lessons learnt.

Keywords: *Nokia, Android, Change Management, Challenges*

A Case Study on 94.3 My FM: Strategic Re-launch of RJ Archana

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Abstract

In this case study, the author attempts to examine the strategic decision of re-launching RJ Archana, by the radio station 94.3 My FM, in Ahmedabad.

Radio Mirchi, was the front runner of the radio industry and had a head start of nearly 6 years over 94.3 My FM, a Bhaskar Group Company, which started its operations in Ahmedabad, in 2007.

The author had a series of interactions and dialogues with 94.3 My FM Director, Rahul Namjoshi and their CEO, Harish Bhatia to gain insight into their starting phase, the challenges of being a late entrant in Ahmedabad market and taking on Radio Mirchi. The discussions obviously led to the thought process behind the strategic re-launch of RJ Archana.

It was very enterprising to note that RJ Archana enjoyed a fantastic top-of-mind recall despite not being in Ahmedabad for nearly 7 years. It had a lot to do with the fan following she had created with her first stint at Radio Mirchi in 2001. With RJs redefining the radio game in the current scenario, it was a very calculated and thoughtful move by Harish Bhatia to recall RJ Archana.

Harish was proved right as RJ Archana achieved what she had been brought in for. My FM was topping the list on market share as well as on revenues. Her biggest strength...., her ability to connect with the listeners through her affable style of hosting the show, held her in good stead and she emerged the most listened to RJ of Ahmedabad.

The author would like to lay special emphasis on the commercial impact that was created as well. As per Afaqs, 2014, 94.3 My FM has announced the hike in its ad rates by 25–35% effective from April, 2014. Before a hike in ad rates, the channel was enjoying 240–350 per 10 seconds but after the hike 25–35% in its ad rates, the price went up to 300–430 per 10 seconds. This led to a dramatic increase in the top line of the revenue generated as well as the bottom line.

The author would like to summarise that the case study helps in providing valuable insight into the actual thought process and strategies that govern the operatives of a radio station.

Keywords: Repositioning, Relaunch

A Case Study on Street Food of Old Delhi: Small Joints, Big Brands

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Abstract

The present case study discusses the rich heritage of street food of Old Delhi, which always has been a source of pride for the Delhites. The study highlights how small-time food joints in nook and corner of the city became big brands in the food and beverage industry. Additionally, the study attempts to showcase the ups and downs these brands have faced over a period of time. Especially in today's time of globalisation, when more and more foreign restaurant chains are paving their way to India, such small-time street food sellers are getting affected. Are these 'big brands' showcased in the small corners of Delhi losing their charm or the city's street food will be able to preserve its rich culture and heritage in the times to come? The study includes examples of Paranthi wali Gali to Natraj Dahi Bhalla and from Jalebi Wala to Karim's, etc., which are age-old brands of Old Delhi. The problems of these brands, are explained using the two important factors including 'threat of new entrants' and 'threats from substitutes', of the Porter's Five Force model.

The case also highlights novel ways in which these heritage brands have differentiated themselves in the past and how they are struggling in the present as well as making their way with different outlets across the city. In order to compete with the new upcoming brands, these small-time players are adopting new strategies. The study concludes by quoting some strategic suggestions from the marketing and strategy gurus to the protagonist of this case, i.e. the street food brands of Old Delhi.

Keywords: *Street Food Brands, Old Delhi, Porter's Five Force Model*

A Case Study on Use of Sensory Branding by Abercrombie and Fitch

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Abstract

Purpose: In 2006, Abercrombie and Fitch, the American fashion chain, was impaired by online rivals, rise of cheaper alternatives, shrinking foot traffic of fashion industry and competitors like Forever21 and H&M impacted the sales and revenue of Abercrombie adversely. The power of advertisement had decreased and the power of brand became the only real differentiator. In such a situation, Abercrombie used sensory branding effectively to increase its turnover and enhance brand image.

Design/methodology/approach: The author has used case study method to explain how sensory marketing helped Abercrombie and Fitch to successfully re-establish its brand and build stronger ties with its customers.

Findings: Sensory marketing strategy of Abercrombie and Fitch revolved around the night club theme. Abercrombie introduced the following changes in its stores: SIGHT: The stores were staged with light that showcased the colourful clothes and plunged the rest of the store into darkness. Employees were chosen for their 'good looks'. SMELL: Their fragrance, 'Fierce No. 8' key point of their strategy was spread throughout the store, so that the customers would take the smell home. SOUND: the techno music gave shoppers the impression of being in a nightclub and matched aptly with their theme. TOUCH: The textiles were made softer to the touch. Moreover, the employees were encouraged to develop tactile feelings with customer. Customers came not only to buy clothes at Abercrombie but also to socialise with others. It was found that by implying sensory branding strategy the company was able to favour impulse buying behaviour and the company increased its turnover and strengthened its brand.

Keywords: *Sensory Branding, Brand Identity, Impulse Buying Behaviour, Brand Image*

A Conceptual Model of Employee Branding: Integrating Antecedents and Consequences

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Abstract

The present study aims to create a conceptual model of employee branding. Employee branding, also known as internal branding, is defined as a practice of, ‘Applying the philosophy and practices of marketing to the people that serve the external customers so that (1) the best possible people can be employed and retained, and (2) they will do the best possible work’ (Berry, 1980). Employee branding has received increasing focus in the last ten years in marketing literature. However, only a handful of models comprehensively address the employee branding phenomenon. In the present study, we undertake a comprehensive literature review of employee branding literature and understand the antecedents and consequences of employee branding. Based on a synthesis of the literature, we identify the research gaps or the missing relationships. We subsequently propose a model of employee branding that starts with internal branding practices and organisation culture as antecedents of employee brand equity. The focal construct, employee brand equity is modelled to affect employee brand commitment and employee brand loyalty. Both employee brand commitment and loyalty is proposed to affect employee brand performance that is finally expected to lead to competitive advantage. We also model perceived employee organisation fit as a moderator of the influence of both internal branding and organisation culture on employee brand equity. Based on the model, nine research propositions are developed that could be further validated. The study had important implications for employee branding theory.

***Keywords:** Employee Branding, Conceptual Model, Theory Development, Antecedents and Consequences of Employee Branding*

A Content Analysis of Dandeli Resorts and Homestays Websites Using Internet Site Evaluation Form

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Abstract

Tourism industry is leading in terms of volume of online transaction. Internet with multimedia features enables destination marketers to target prospective tourists. Hospitality and tourism research studies have established the fact that design and marketing characteristics of websites influence the traffic and level of business. For successful e-marketing, Web usability is one of the important

factors, and developing an effective content and a well-designed technology based website is essential. The primary objective of this study is to measure the usefulness of the websites promoting Dandeli in Uttara Kannada district of Karnataka as a place for ecotourism and adventure-based destination. Google search engine tool was used to get a list of websites promoting and marketing eco and adventure tourism in Dandeli. The keywords used were 'Tourism in Dandeli' 'Ecotourism in Dandeli', and 'Resorts and Homestays in Dandeli'. The total number of websites selected for the study was 30. This study utilises content analysis to analyse the websites in terms of site design characteristics and marketing practices on the Internet. Website design characteristics include three major categories: interactivity, navigation, and functionality. Marketing site characteristics include whether or not the sites provide a description of products offered, pictures of rooms, links to tourist information or price/tariff information. Each website was accessed directly via its website address and analysed to determine if it was effectively using the Internet as a marketing tool.

The findings showed that the resort and home stays included in this study are not utilising the Internet to its full potential and effectively marketing their offerings. Given the increasing usage of Internet in India and worldwide, the tourism operators should take advantage of full range of features of the Internet. The findings are limited to resorts and homestays in Dandeli and to the web design and marketing items included in this study.

Keywords: Internet Marketing, Content Analysis, Website Design, Marketing Characteristics

A Critical Study on Significance of Various Societal Groups Influencing Consumer Durables Brand Selection in Indian Retail Market

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Abstract

Prior researches have devoted considerable attention to the relationship between the durables and non-durable goods and how the overall market is affected by their presence. Lack of precise understanding of the brand selection pattern and buying habits of the consumer has often led to marketing failures. So there arises a need to fill this lacuna. In a highly segmented market of India with different races, subcultures, religions, castes, linguistic groups and geographical variations, it is only natural that significant differences exist with regard to the selection preference of the consumers. In the present research, it has been endeavoured to illustrate lifestyle of the buyers changes due to some of the factors, such as age, education, social class, income and some other factors. Every individual knows some people in the society who become their idols in due course of time and they are highly affected by their line of thoughts so owing to that they seek their opinion in every corner of life, be it choosing the products from an online retail shops or going for the utility or durability of that product. Referral/societal groups comprise people that individuals compare themselves with. Since people differ in culture, society, income, demography, psychology and their

psychographs in a continent it is very essential to understand the impact they have because of the various groups on the buying behaviour. It is an effort to understand how the societal groups effect the brand selection of durables in an online retail market keeping in mind that every individual has some people around, who influence him/her in various ways. In a very simple way, it can be stated that why people buy, what they buy, from where do they buy and why are they buying are the important questions which are required to be studied.

Keywords: *Brand Selection, Consumer Durables, Reference/Societal Group*

A Model of Creativity and Innovations in the Organisations

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Abstract

As a basis for a descriptive model, a study is presented that largely studies the aspects prompting creativity and innovation in organisations. Succeeding this, a model of creativity has been defined and combined into introductory model of individual creativity defined and combined into an introductory model of organisation innovations. There are four different measures for models of innovations that are established so that the present model is designed to meet: (i) the model should define the impact of organisational aspects on individual creativity, (ii) there should be an effort to combine all aspects of organisational innovation development, (iii) the model should show the major phases in the organisational innovation process, (iv) the total procedure of individual creativity should be measured as a vital element in the process of organisational innovations. The model is compared and weighed with earlier models and its limitations are discussed with its consequences for practice.

Keywords: *Promotion, Creativity, Innovations, Organisations*

A Neural Marketing Perspective from Branding Initiatives in India: Branding CSR a Paradox?

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Abstract

Organisations today recognise that it is not only important to engage in Corporate Social Responsibility (CSR), but that it is also equally important to ensure that information about CSR is communicated to audiences. At times, however, the CSR image perceived by audiences is not an accurate portrayal

of the organisation's CSR identity and is, therefore, incongruent with the desired CSR image. In this paper, we build upon the nascent work on organisational impression management by examining CSR communication from an impression management perspective. Increasingly, companies are putting a public face on their CSR activity, but is it driving customer trial, purchase and loyalty and ultimately brand equity? Too frequently these activities are unconnected or, worst of all, go in opposite directions, which for certain types of companies become catastrophes. The authors describe three different approaches for incorporating their CSR activities with their marketing activities.

However, despite this intense investment activity, results are few and far between. Neural marketing, in the right context, can measure variables like attention, engagement, emotion, pleasure/liking and memory. Each of these can be an extremely relevant dependent variable of interest when testing or evaluating many marketing stimuli.

Objective: We would like to understand how the various organisations specifically in social entrepreneurship, NGOs are using the neuralmarketing concept to pitch their points for before a consumer who needs to be altruistic, and in an attempt to create and deliver a positive image does it work or an odd impression is created.

Methods: We will be using two mechanisms

- 1) Small caselets on neural marketing initiatives by Goonj, Oxfam, WWF, Greenpeace
- 2) Focus group discussions on impact of campaigns by the NGOs and the neural market

Keywords: *Development, Engagement, NGOs, Neural Marketing*

A Review of Antecedents Capable of Alluring the Prospective Employees

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Abstract

Purpose: The purpose of this paper is to review the existing literature in the emerging area of employer branding and to list the antecedents capable of alluring the prospective employees by their future employers. A scale of employer branding is developed to measure the employer attractiveness in the IT sector.

Design/methodology/approach: The approach involves reviewing conceptual and empirical research papers from academic journals and other available literature. The review provides the insight as to which antecedents are important for the employees and to what extent. The various facets of job components discussed by the various researchers were identified and analysed.

Research limitations/implications: The main limitation of the review is that selected antecedents were included which are relevant to the IT industry in India.

Practical implications: The capability to attract and maintain best talent in the market is the key to any organisation, especially in competitive sectors where specialised skill sets are in high demand.

Various HR strategies are available which help the employers to not only retain the existing employees but also to lure the 'would be' ones. The review provides the antecedents which are capable of alluring the prospective employees and finally their relative worth will be studied and their response can be an eye opener to the changing demands of the next generation of the employees.

Originality/Value: The uniqueness of the review is that it provides the base for a new scale in employer branding in the IT sector in the Indian context. A few new antecedents have been added which are also important in the changing employment scenario.

Keywords: *Employer, Branding, Antecedents, Scale*

A Study of Contemporary Marketing Techniques: A Case of Cooperative Dairy

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Abstract

The research is aimed to analyse the impact of modern advertising techniques and its effectiveness in establishing a brand name for a medium scale cooperative dairy industry. The study also involves the overview of various players in the market for this specific sector. The milk market in India is very competitive with one major private brand having a major market share and this has resulted in the other dairies striving hard to sustain. Similar is the case for this cooperative dairy. The study focuses on the dairy, which is facing challenge to increase its sale and build a brand image. The study being descriptive and explanatory in nature, findings have been made through SWOT analysis and Delphi method in order to get an insight into the cause and effect relationship of advertising and consumers' perception relating to dairy products. For a paradigm shift from traditional advertising, a detailed description of specific issues concerning the consumers' purchasing behaviour and the effect of advertisement on this particular industry is being studied, using a detailed questionnaire to interview the consumers and employees to get their responses after which a detailed review is done.

Keywords: *SWOT Analysis, Delphi Method, Cooperative Dairy*

A Study of MICE Tourism Dynamics in Auto Expo 2016

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Abstract

Business tourism sector, which is also known as MICE—Meetings, Incentives, Conferences and Exhibitions sector—is a high value, high visibility niche tourism sector. It is one of the fastest growing sectors of tourism industry. As per International Congress and Convention Association (ICCA), International Convention Industry is estimated to be US\$280 billion. India ranks 31st globally with a share of US\$4.8 billion, and a potential to be among the top 20 destinations in the world for hosting international conventions, exhibitions and events.

Auto Expo is Asia's largest automotive show. From providing a platform to the Indian automotive industry for showcasing its expertise to becoming a sourcing hub for the global automobile industry to launch itself in the Indian market, Auto Expo has evolved significantly since its inception in 1985.

In view of the growth potential of business tourism sector and its impact on nation's economy, this research paper envisages to contribute to the understanding of MICE Tourism dynamics in Auto Expo with respect to the perceptions of four key players, viz. delegates visiting the event, exhibitors, venue management, and key organisers.

The study profiles the delegates and measures their perceptions with respect to their purpose of visit, and satisfaction levels in respect of venue infrastructural facilities and variety of automobiles exhibited. The paper also studies the various categories of organisations exhibiting in Auto Expo; their purpose of participation; the degree to which their business outcomes have been met; and their satisfaction levels with respect to venue infrastructure. The paper also discusses the roles and perceptions of key organisers like ACMA, CII and SIAM in sponsoring the event. Finally, it also studies the strategies formulated by India Expo Mart (Venue) in marketing Auto Expo to major stakeholders, thereby providing a comprehensive understanding of MICE Tourism dynamics.

Keywords: *MICE Tourism, Tourism Marketing, Auto Expo, India*

A Study on Brand Edifice and its Effectiveness with Reference to Service Industry

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Abstract

As the competition in labour market is increasing, companies are putting more emphasis on creating strategies to differentiate themselves. Companies are working towards building an image as a preferred employer. It is known that employees play a significance role in service branding. This paper aims to study the factors which are significant in brand edifice of an organisation as an employer, especially in service organisations. It examines the relationship between perceived employer brand, employee identification with the organisation, and employee satisfaction. Perceived employer brand among current employees is studied in terms of perceived attractiveness of employer with respect to interest value, social value, economic value, developmental value and application value. The data was collected through a structured online questionnaire from 180 employees of service industry in the financial sector. It tries to give an insight into employee's identification and satisfaction which is significantly influenced by perceived employer brand.

Keywords: *Employer Branding, Brand Effectiveness, Service Industry*

A Study on Brand Equity with Reference to Hedonic and Utilitarian Benefit of Sales Promotion

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Abstract

Purpose: Sales promotion tools provide certain kind of benefits to consumers and this benefit may have impact on consumer-based brand equity creation. This research aims to explore the impact of these benefits of sales promotion tools on brand equity creation in Fast-Moving Consumer Goods (FMCG) industry.

Design/methodology/approach: Based on the previous studies, the scale constructed to measure consumer-based brand equity and sales promotion's benefits. A model is proposed to show the relation between sales promotions benefit and component of brand equity. The present study used a sample of 265 actual customers from four different cities in India whose responses were used to test the proposed model.

Findings: Research findings reveal that hedonic benefit of sales promotion has maximum impact on brand association followed by brand awareness, brand loyalty and last perceived quality, while utilitarian benefit of sales promotion has maximum impact on brand loyalty followed by brand awareness, brand association and last perceived quality.

Research limitations/implications: This research is based on Fast-Moving Consumer Goods (FMCG) industry hence future research should attempt to explore the relation between benefit of sales promotion and consumer-based brand equity across many different Industries.

Practical implications: The paper shows that benefits of sales promotion have impact on different components of brand equity but hedonic benefits have maximum impact on brand association and utilitarian benefit has maximum impact on brand loyalty. Managers should use the hedonic benefits to make consumers associated with brand through attributes, benefits and attitudes while utilitarian benefit should be used to enhance repeat purchase.

Originality/Value: The principal contribution of the paper is that it provides important insights related to impact of benefit of sales promotion tools on customer-based brand equity in FMCG industry.

Keywords: Brand Equity, Sales Promotion Tools, Hedonic Benefit, Utilitarian Benefit

A Study on Consumer Attitude towards Interactive Marketing Practices

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Abstract

Brand is a name, term, design, symbol or feature that makes a product unique in the market. Brand management means the analysis and planning how that brand is perceived in the market. Today, marketing has changed a lot with developments in digital technologies. Traditionally, advertisements used for popularising the brand were one-way contents that pushed the information of the product to consumers. But today marketing requires being much more creative than traditional marketing. It should be flexible enough to include the consumer's ideas into the marketing content to know the perception of consumers. This refined form of pull marketing that brings consumers to brand through conversations, interactions and electronic word of mouth is known as interactive marketing.

This study aims to record the consumers attitude towards interactive marketing practices with the following broad objectives: (1) to study the consumer opinion towards traditional advertisements, (2) to know about the influence of advertisements towards brand purchases and (3) to know about the consumer perception towards interactive marketing techniques.

The major findings of the study reveal that more number of consumers are connected to the Internet, so companies can use interactive marketing to establish their brands. Consumer retention and loyalty can be easily achieved with constant interactions to consumers through the Internet and social media.

Keywords: Brand Management, Interactive Marketing, Consumer Retention, Consumer Loyalty

A Study on Customer Preferences towards Store Brands and Manufacturer Brands for Apparels in India

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Abstract

The world is driven by hardcore consumerism, and apparel brands across the world are trying to cash in the opportunities that the market is offering. The modern merchandisers are driving the market by offering wider-on-the-shelf products. Increasing consumerism has led to a jump in the demand for consumer goods, especially apparels. Higher disposable income and purchasing power has enabled the customer to purchase products at their discretion. Apparel manufacturers are utilising this opportunity by broadening the choices for the consumer. This has offered both the marketers as well as consumers a wider choice in terms of assortment and price. The apparel consumer can now choose from the various stores as well as manufacturer apparel brands that are offered under the same roof. This study tries to evaluate the factors affecting the customer preferences towards store brands and manufacturer brands for apparels in India. It also tries to analyse and compare the factors affecting customer preferences towards store brand and manufacturer brand. The paper is divided into two parts, the first part tries to analyse the consumer's demographic profile while the second part evaluates and analyses the factors using a self-structured questionnaire on five-point Likert scale. The target respondent size for the study is 200 respondents and the analysis is carried out using factor analysis on Statistical Package for the Social Sciences (SPSS). During the course of this study, seven factors were identified to affect the customer preferences towards store brands and manufacturer brands. These factors were identified to be the influencers for customer purchase decisions for both store and manufacturer brands.

Keywords: *Preference, Store Brand, Manufacturer Brand, Assortment*

A Study on Importance and Challenges of Brand Management in Indian Commercial Banks

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Abstract

The concept of branding is relatively new for the Indian financial services industry and moreover for Indian banks. However banks are slowly beginning to comprehend that there is a need to manage their brand. Although brand is an emotional connect that an organisation builds with its

customers which is based on integrity, reputation and quality of the organisation which customers develop only after repeated interactions with the organisation. This implies that brand is an asset for the organisation and thereby if not managed will affect the business performance.

However, with respect to banking industry, it becomes difficult to manage this strategic asset as they serve the clients with varied needs which makes it difficult for Indian banks to build one brand that is pertinent to all groups of customers.

This paper will discuss the importance of brands in banking business, the challenges of brand management in the Indian banking industry and the structure of implementation of brand management in Indian commercial banks.

Keywords: *Brand Management, Indian Banks, Branding*

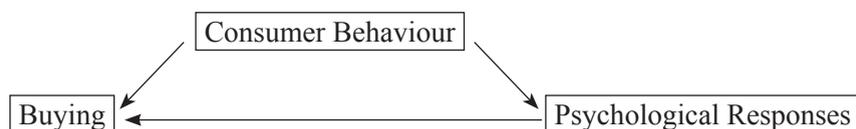
A Study on Online Visual Merchandising and its Influence on Women Consumer Behaviour in Chennai with Reference to Apparels

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Abstract

Introduction: Visual Merchandising is the presentation of the store, in this case the web store, and the merchandise, to attract potential customers. Consumer behaviour is the study of an individual group or an organisation and the processes they use to select, secure, use and dispose of products, services, experiences or ideas to satisfy needs and the impact that these processes have on the consumer and society.



This study has been carried out on women consumers, since various studies have proved that women focus more on aesthetics, colour and design and go for apparels while shopping online.

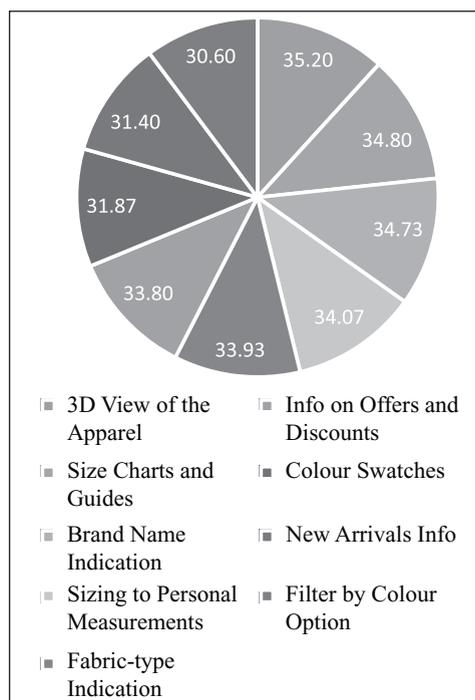
Creating visual appeal influence, through online visual merchandising to elicit consumer response and converting the response to buying is not an easy task, but it is mandatory for any online retailer to create web stores with visual merchandising factors like good online product presentation, with model appeal, product image quality, visually appealing website colour, theme, text, attractive and fashionable web layout which is neat, clean and organised to facilitate easy navigation. In addition to this, web advertisement with good banner ads and promotional texts is also necessary.

Purpose: It is vital to carry out the study to investigate the following, which will result in supporting the online retailers to redefine their visual merchandising strategies.

1. Visual merchandising factors—whether it influences both customer response and buying decisions of women in specific with respect to apparels
2. To analyse whether the response stimulated by visual merchandising factors lead to buying.

Research methodology: The study adopts descriptive research design. It is based on the primary data collected through structured questionnaire. A sample size of 120 female consumers selected from various areas of Chennai is administered with the questionnaire to collect data. The sampling technique used for selecting the samples from the population is non-probability method, under which quota sampling is used. The hypotheses are formulated and tested using Chi-square and weighted average method and the data is classified and tabulated. Findings and conclusions are drawn based on the interpretations.

Results and conclusion:



It is in the hands of the online marketers to tap this segment with a feministic approach and innovative marketing methods .As the study concludes that online visual influence created by merchandising factors influence the buying decisions of women. Women like to explore sites that create emotional appeal and positive response through their visual merchandising factors. The effectiveness of the visual merchandising factors stimulate the women consumers to buy the product. The most influential factors are found to be the 3D display followed by product specification and factors related to colour and size and the webstore in general is expected to have advertisement banners, popups and promotional offers followed by colour themes, design and aesthetics if the

home page as well as easy navigation. If online retailers follow these strategies, giving priority in the same order can see considerable increase in women consumers who are visiting the website again and again. Women can be attracted to the webstore by attractive colourful pop-ups and messages which display the apparels. Chi square test reveals that all age groups are equally influenced by the design and promotional factors in the website. So there is a massive shift towards online purchase with respect to all age groups, being influenced by the visual merchandise.

Keywords: *Online Visual Merchandising, Women Consumer Behaviour, Consumer Response*

A Study to Understand the Role of Nation Branding in the Upliftment of Indian Tourism

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Abstract

We live in a world where countries are trying to achieve the same level of equality in terms of infrastructure and quality of life. Differentiation is the ideal way through which national objectives such as universal core agenda which in turn reinforces trade, travel/tourism and investment, are best achieved. When it comes to an emerging nation like India, the most crucial question that needs to be answered is: 'What can bolster international companies to invest here and the tourists to visit when other options in the form of legacy nations exist?'

This self-critical analysis might well lead to recognition of what needs to be done to make our country more attractive and compliant to international standards. In short, the query stands 'Are we really giving a complete package to foreign tourists to visit our nation or not?'

The purpose of nation branding is to position your country in the best way possible in the world system, given its strengths and weaknesses. Objective of nation branding includes garnering the maximum international clout and their recognition, robust business relations with the world, leading to a healthy tourism industry. After getting branded like this, a nation brings prosperity to its people by giving them dignity and employment.

The aim of the study is to evaluate the most important factors to be kept in mind while branding India. The study focuses on the reasons responsible for the slow growth of tourism in a fast growing economy. Also this study takes into view the steps that can be taken to ensure positioning of India amongst foreign tourists and investors in such a way, that not only do they invest in India but also promote Indian tourism. So that someday India represents the epitome of the tourism and the investment industry.

Keywords: *India, Nation Branding, Positioning, Place Branding*

Abhumka Herbal: A Social Enterprise

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Abstract

The case-study is called as Abhumka Herbal: A Social Enterprise. It sells both raw herbs and herbal preparation that are procured from the tribal belts of India. The enterprise has created a pool of Self Help Groups of tribes. The uniqueness of the enterprise lies in its ability to transform tribal knowledge into herbal preparations and a vast documented knowledge base. The case focuses on two dilemmas: the first is a marketing dilemma while the other one is a production dilemma.

The first dilemma is whether the enterprise should start selling its herbal preparations via physical store/s as well or not, since they have traditionally been selling them online. The lure of physical retailing cannot be ignored by the enterprise, considering the number of customers that brings it. However, they do not have enough funds to open physical retail outlets to compete rigorously with their competitors such as Himalaya or Patanjali and hence the dilemma.

Another dilemma faced by the company is whether it should opt for a wholly - owned production unit with a lab facility for testing, calibration, processing of raw herbs or to outsource the entire production line to some established labs that have a prior experience of extracting, processing of raw herbs and producing herbal medicines without hampering the intellectual resource of tribes, or to collaborate with a well established pharmaceutical company to use their production facility.

Keywords: *Abhumka, Social Enterprise, Dilemma*

Able the Disable

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Abstract

Marketing tactics are strategised employing disability to trigger and appeal to the sensitivity of onlookers. One witnesses models with flawless skins dolled up in front of the cameras everyday, breaking these norms, this case study is in regard to Viva N Diva, a brand based in Surat, which made an acid attack victim Lakshmi, the face of its campaign. The campaign was called 'Face of Courage', which was widely recognised, accepted and popularised via online and offline channels. The campaign not only tries to unvictimise the acid attack survivor by changing the conventional concept of beauty but also succeeds in giving them employment and a dignified life. The immense rise in brand's goodwill was a natural consequence. Moreover, the brand refused to accept any donations offered by the overwhelmed consumers, nullifying the idea of entertaining a charity

cause. The case will signify the effects of neuroscientific techniques on consumers by using disability as a tool. It will also examine the increase in popularity and sensitivity post campaign. To ablethe disable by enabling others to accept it is what the brand believes in.

Keywords: *Disability, Sensitivity, Neuroscience, Employment, Goodwill*

Accountability of Brand Endorsement Practices in the Indian Context: An Empirical Study

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Abstract

In today's competitive era, it is tough (yet imperative) for all the marketing experts of the corporate world to enhance their company's bottom line, maximise revenue generation along with sustainable growth. In this direction, companies are putting remarkable efforts which translate into ascendancy of the company. If the products manufactured by a company are of good quality, it leads to goodwill and sound corporate image thus resulting in an admirable position of the company. In this regard, marketing practitioners accelerate their efforts with the help of sales promotions, advertisement, publicity, early-bird discounts, etc. In fact, all these activities are being carried out by almost all the companies and firms without exception. Companies like Nike, Adidas, Tata Motors, Pizza Hut, McDonalds, etc. are well-known brands in their respective domains. For them, success and recognition were not achieved overnight. The brand's positioning is the spot in the consumer's mind that you want your brand to own. It is the inimitable aspect you want your consumer to perceive when s/he thinks of your brand. A strong brand position means that the brand has a unique, credible and sustainable position in the mind of the consumer. Celebrity endorsement acts as an effective promotional tool adopted by marketers worldwide.

Purpose of study: In the present study, the authors intend to ascertain the customer's opinion about the accountability of various parties (such as parent company, celebrity) towards effective brand communication campaign. In this regard, the research paper will explore how the below-par quality product (negative image) distorts the celebrity image and vice-versa.

Keywords: *Brand Positioning, Brand Image, Celebrity Endorsement*

Accreditation Tool for Institutional Branding: An Overview of Technical Education Institutes in Maharashtra

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Abstract

Private engineering institute setup in Maharashtra (India) is at a belligerent route. The recent scenario is highly competitive to sustain in the engineering education scenario. Along with strategies, tactics and operational measures for effective brand management is yet again the big challenge in front of technical education industry. In this paper, an overview is presented on identification of accreditation status of institutes as branding tool. There are large numbers of private engineering institutes in Maharashtra; most of them are pursuing process of accreditation as to market them in technical education market in Maharashtra. In order to activate organisation branding, institutions first have to strive for organisational excellence by proving themselves at superior edge on accreditation grades by following quality improvement initiatives and perform accordingly. The objective of this paper is to provide the impact of accreditation on institute's excellence resulting into overall branding.

Keywords: Accreditation, Institutional Branding, Engineering Institutes, Brand Management

Amazon India's 'Apni Dukaan': Branding Strategy

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Abstract

According to Morgan Stanley Report, Indian internet market is all set to rise to \$137 billion by 2020 and every e-commerce company is wrestling hard for its pie. One of the global e-commerce giants, Amazon has ramped up in Indian e-commerce space with its 'desi' (local) flavors of advertisement campaigns. This case aims to present unique branding strategy of Amazon with the help of its famous branding campaigns as 'Try to kar', 'Aur Dikhao', 'Kya Pehnu', 'Apni Dukaan' that enabled the global brand to reach to the masses of Tier II and Tier III cities in India. Facing a tough competition from existing market leaders Flipkart and Snapdeal, Amazon India strategises to attract Indian consumers by rightly capturing their behaviour in terms of demanding 'highest power of options', 'fashion choices', 'originality', and 'trust' with its local flavoured advertisement campaigns enabling it to create 'trusted, reliable and local' brand identity.

This case study provides a detailed analysis of Amazon India's branding strategy by the way of analysing these popular branding campaigns. The source of information will be primarily secondary data in the form of news articles, experts say and consulting reports. With the help of sufficient data and numbers about the industry, company and competitors, the analysis will present a clear

picture of current status of Amazon in Indian e-commerce space and leaves the readers with a food of thought that whether these 'culture-specific' branding strategy will enable Amazon to become the number one choice of Indian online shoppers in the coming future?

Keywords: Branding Strategy, GLOCAL Strategy, Amazon India, Case Study

An Analysis of Consumers' Perception towards Rebranding: A Study in the Indian Context

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Abstract

One of the significant marketing changes in the past decade involves the dramatic increase in the variety of ways in which consumers can express their identities. A key driver of this change has been the growth of one-to-one marketing and mass customisation. This trend has led many companies to rebrand and reposition their products or services focusing on functional attributes to focusing on how they fit into a consumer's lifestyle. In the recent years, we have seen a growing trend of rebranding in India starting with Vodafone, Airtel, to media channels, and many others across different industries.

Purpose/objectives: To understand the reasons of rebranding

Determine whether the changes incorporated are cosmetic or actual in products/service offerings Understand its impact on sales and brand image

Research methodology: Two focus group interviews were conducted with eight members in each group, first phase with pre-rebranding and the second with post re-branding scenario. Primary research was done with 162 respondents to understand the effect of rebranding on the consumers.

Findings: Some changes in the consumers' perception towards Airtel products and services could be observed, post-rebranding. Consumers could successfully recall the brand. But the recall may not be due to rebranding but because of the increased trust and better visibility of the brand. Important parameters of brand recall included brand name, brand logo, tagline, jingle, colour of the logo and celebrity endorsement. The brand has managed to create an emotional connect with the respondents and its impact could be noted in the purchase behaviour. Researchers also measured the perceptual differences between the consumers and non-consumers of Airtel towards the brand's new logo, tagline and also the colours used in the new logo, post-rebranding.

Keywords: Rebranding, Brand Recall, Consumer Perception, Emotional Connect

An Analysis of Critical Aspects of Brands and Branding

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Abstract

Branding has become one of the most important aspects of business strategy. Yet it is also one of the most misunderstood. Branding is sometimes considered to be merely an advertising function. And many managers and business writers hold the view that branding is about the management of product image, a supplementary task that can be isolated from the main business of product management. This paper provides an alternative perspective and widely discusses about a set of concepts and frameworks to guide the design of brand strategies. This paper also attempts to analyse critical aspects of branding, such as brand cultures, components of brand value, evaluating brand and process of designing brand strategy.

Keywords: *Brand, Branding, Brand Strategy, Brand Culture, Competitive Advantage*

An Empirical Research on Designing of Logos for Branding of B-schools in Delhi-NCR

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Abstract

Brand has become the latest buzzword in business education in the recent years. The increased competition in B-schools has triggered a renewed interest in branding themselves. Logos are a critical component of brand aesthetics. To one's knowledge, very little research has examined the relationship for considerable factors for logo designing. The purpose of this paper is to explore upon the factors about how B-schools in Delhi and NCR progress for selection of the institute logo. In this paper, the researchers have attempted to describe the different objectives that B-schools relate with their logo. For this purpose, the present research has been conducted through a self-structured questionnaire on 20 different B-schools in Delhi-NCR. The present research showed that the most common objective with an organisation logo is to create unique appeal of their institute. The results also highlight that the process is not systematically throughout, but the institutes go through a certain set of phases that are similar between the institutes. Moreover, the research shows that the buying centre in the logo selection process consists of five roles that are held with the senior management of the institute. Multiple regression analysis has been used to investigate

the relationship of factors affecting the design of logo of B-schools. The study offers a modern approach for explaining higher education brand image and brand equity.

Keywords: *Brand Building, Logo Designing, B-schools, Business Education*

An Empirical Study of Lovemark's Brand Love Theory in China's Luxury Apparel Fashion Market

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Abstract

Luxury market in China is growing manifold and many international luxury brands are entering into the Chinese apparel market. Chinese consumers like to adopt offerings that result in both high levels of respect and love which is the essence of Lovemark's theory. The emotional attachment of Chinese consumers with a certain brand called brand love is yet to be investigated and forms the essence of this research. With this research gap, the researchers conducted a survey among 100 respondents (youth) of loyal customers in the high street fashion market in Dalian, China. Using exploratory factor analysis technique, five powerful components viz; brand aesthetics, sensory branding, emotional branding, brand perception and brand connectivity, were extracted. Further three regression equations were developed on the basis of chosen predictor variables. The research indicated that some variables evolved as strong predictors on the basis of which we can conclude that Chinese consumers will be disappointed if the known brands are not found in the market. This research further highlights that the Chinese consumers exhibit a preferential buying behaviour towards the existing available brands. These research findings are of immense value to international luxury apparel brands already present or waiting to enter the Chinese market in the near future.

Keywords: *Brand Love, Lovemark's Theory, Luxury Apparel, Brand Perception, Brand Connectivity*

An Empirical Study of the Language of Brand Taglines: A Code Mixing Approach

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Abstract

Language is a vital tool of communication which takes deliberate use of thoughts and feelings to express explicitly. The power of mind, which overshadows the nervous system, is beautifully explained in terms of branding by Walter Landor, founder of Landor Associates as ‘Products are made in the factory, but brands are created in the mind.’ With this underline idea, the paper seeks to understand the association and connection of code-mixed language of taglines which is defined as the mixing and embedding of two different linguistic units from two different grammatical systems. Also it would try to have insights about the shift in the mind-set of consumers which can be influenced by reading the code-mixed taglines of advertisements. Proposed empirical paper will rest on primary data collection from respondents to understand the impact of code-mixed taglines on customers, lexical analysis of selected taglines from the linguistic point of view used in branding of different products in print advertisements and systematic literature review which includes selected seminal papers. Results obtained from the qualitative and quantitative study will show that incorporating linguistic factors in brand taglines are done keeping in mind multilingual reader’s psychology and its association with their own day-to-day language. The proposed quantitative research work will be helpful to check whether code-mixed taglines are influential in making the product memorable and unique. It will further provide insights to the advertisers for enhancing, developing and including new linguistic technique in branding.

Keywords: *Branding Taglines, Code Mixing, Language of Taglines, Sociolinguistics*

An Empirical Study on Leveraging Retail Analytics for Brand Promotions in Decathlon

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Abstract

The retail industry has undergone drastic changes over the last couple of decades. With a projected global market size of USD 20,002 billion by 2017, the explosive market growth continues but is hindered by slim margins. From handling simple predictable demands to varied and unique tastes, retailers now need to sift through and analyse terabytes of data to be able to understand customers’ requirements

more precisely. Decathlon, an original chain created in 1976, heralded a new concept in France: ‘All sports under one roof.’ Decathlon stores present in 21 countries are the only stores to sell Passion brand products and services linked to sporting activity and a passion for sport. Decathlon is a network of innovative retail chain and brands providing enjoyment for all sports people. The products are aimed at all sports enthusiasts, from beginners to experts, and are sold exclusively. The objectives of this research was to identify what is the best way for targeting individual customers and provide them with tailor-made offerings and also to come out with new brand promotions in different stores leveraging retail analytics. Data was collected from consumers that through structured questionnaire which was designed taking into consideration six factors which influenced store selection. Factor analysis was conducted using SPSS and Principle Component analysis (PCA). The factors considered are location, reference, brand name, discount and promotion offers, product availability and entertainment. A true brand promotional strategy also looks beyond sales marketing. Yet today, most retail business strategies are run by the marketing team, which creates a silo. While marketing is important, an effective social strategy considers the customer lifecycle. In my study mere 28% of businesses felt that they had a holistic approach to retail analytics, where lines of business and business functions operate in a unified and complementary fashion. Consider how marketing, service, HR and lines of business can work together to meet the needs and expectations of prospects and customers. The only way to break down silos is to work together.

Keywords: Retail Analytics, Brand Promotions, Loyalty Programmes

An Empirical Study on Public Sector Branding and Customer Orientation

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Abstract

Branding establishes a significant and unique presence in the market which attracts and retains customers. The current scenario is characterised by huge technological development, ambiguity and complexity of brand in market place which signifies to make a study. The motto of either public sector or private sector is to make today better than yesterday and tomorrow better than today in terms of overall performance. The objective of branding in the public sector may be different in nature from the private sector to consider a better responsiveness to public needs and wants, rather than focusing on the increase of customer strength. The main purpose of the current study is to evaluate the perception of customers (public sector’s product or service users) on the basis of their feedback about public sector branding. For the same, the researchers propose a number of models which include Customer Orientation (CO), Public Brand Personality (PBP) and Employee Customer Orientation (ECO). Perceptual data on public sector branding was collected from 300

customers through primary data—questionnaire survey. A composite measure was obtained by aggregating survey questionnaire. These models were tested by using structural equation modelling on data from a study of customers of a public company. An examination of all three variables shows that brand personality mediates the customer orientation and employee customer orientation. It was concluded that there is positive association of branding on customer orientation.

Keywords: *Branding, Customer Satisfaction, Brand Personality, Brand Equity*

An Evolution of Journal of Brand Management

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Abstract

This article presents a content analysis of Journal of Brand Management (JBM) for the period 1993–2013 to understand key trends in evolution of JBM. Through an iterative search, all the research articles published in JBM were identified and retrieved. For each article, a database was prepared for name of author, name of article, year of publication and number of citations as per January 2016. Using content analysis and citation analysis, a coding protocol for author demographics, citations and research themes was used to identify nature of authorship, ranking of prolific authors and most influential articles and most published research themes. The results of the study provide insights about key trends in the evolution of JBM for wide coverage of research themes related to brand management, inter-disciplinary nature and global authorships.

Keywords: *Journal of Brand Management, Citation Analysis, Branding*

An Exploratory Content Analysis of E-tailers Facebook Brand Pages

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Abstract

The emergence of e-tailing as an offshoot of e-commerce is transforming the retail market space in India. The growth of the new media has changed the way e-tailers brands interact with the consumers. The purpose of this paper is to examine the e-tailers' Facebook brand pages and analyse how online retailers use it to communicate with the customers. A content analysis was performed for 1387 posts present on 15 e-tailer brands in the time period from 01 Feb 2016 to 29 Feb 2016. The finding provides meaningful insights into e-retailers use of Facebook as promotion strategy. No previous

research investigated e-tailer brands' use of Facebook pages. This study fills the gap in the literature by addressing how e-tailer brands utilise their Facebook brand pages. Yepme leads in number of fans with 6,834,178 fans and Askmebazaar has the least number of fans 1,000,248. The results show that Askmebazaar has the highest engagement score of 0.86% and Fashionandyou got the lowest engagement score of 0.01%. The content of the posts and comments was analysed and presented.

Keywords: *Facebook Brand Page, Consumer Engagement, Content Analysis, E-tailers*

Analysing the Impact of User-generated Content via Social Media on Consumer-based Brand Equity

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Abstract

Over the last few years, social media has revolutionised the way people socialise. The increased adoption and integration of Internet and social media into the daily lives of people (especially youngsters) has generated interest among various academicians, researchers, and marketers towards understanding and analysing the impact of these new media on the social interactions, activities, and relationships of younger generations. The increased use of social media platforms such as Facebook, Twitter, YouTube, etc., has squeezed the marketing environment. Social media brings the marketers and consumers close, thereby, engaging people directly with various brands. The social media sites, Facebook to be more precise, provide a platform to the customers to voice their opinions or give feedbacks, which in turn, help other customers in choosing various products/services online. It is important to note that although brand equity is valued by large amounts of money invested by the companies, it is the customers who dictate the value of brand equity by the way they spread the word. In view of this, the present study focuses on analysing the impact of consumer-generated brand communication on *Consumer-based Brand Equity* (CBBE) constructs. For this objective, the data has been collected from 500 respondents, using a well-structured questionnaire, employing a convenience and snowball sampling technique. The respondents include people from Jammu city, within the age group of 18–35 years, as this age group has been found to comprise users most exposed to social networking sites. The findings of the study are expected to provide useful information so as to facilitate further research in similar area of study. Various statistical tools (such as *t*-test, correlation, regression, etc.) were employed to study the relationships among the different variables. Findings revealed a significant impact of *User-generated Content*, (UGC) on CBBE constructs and have implications for marketers and media planners for managing the user-generated content online.

Keywords: *User-generated Content, Social Media, Consumer-based Brand Equity, Facebook*

Analysing the Level of Ethical Conduct in Portrayal of Women in Advertisements for Brand Building: A Content Analytic Approach

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Abstract

Purpose: The role of women has been changing over the years in various fields around the world, like in advertising, academics, politics, etc. A woman has been used to promote brand in advertisements since time immemorial. Past research has shown that their depiction was by no means accurate and realistic. Moreover, the way in which women are portrayed in advertising affects people's perception of role of women in real life. Although the actual position of many women in society has improved significantly, the images of women in advertisements have not changed appreciably. There have been an endless number of growing concerns and criticisms about the portrayal of women in advertisements. Women are more or less used by many marketers as a tool of attraction. The issues associated with this are many in number and often constitute the famous and never-ending debates of today. The paper aims to analyse and compare the level of ethical conduct in portrayal of women in advertisements for brand building.

Design and methodology: Different advertisements have been analysed with the help of well-structured coding sheet and descriptive statistics and other techniques have been used to examine the content using SPSS-20.

Practical implications: This paper will help the marketers in administering the marketing strategies in building brand without harming the very image of the women and without violating the societal norms and values.

Originality/values: This paper adds value to the growing body of literature on portrayal of women in advertisement and it provides a close insight on ethical conduct being violated in the Indian advertisement industry.

Keywords: *Brand, Advertising, Women, Feminism, Gender, Portrayal, Ethics, Morality*

Analysing Drift in Brand Equity from Offline Retail to Online Retail

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Abstract

This paper is written with an objective to analyse the drift in customer brand equity when the customer shifts his/her buying preference from offline retail to online retail. This study is done on Indian offline and online marketplace. In this paper, we have used ordinal logistic regression technique where the dependent variable is the customer brand equity and to check the dependent variable, we have used seven independent variables (brand awareness, brand loyalty, brand association, perceived quality, product prices, shopping experience and customisation). The independent variables we have used here are common for both offline and online marketplace and to verify their significance, we have used factor-loading technique. The data is collected through a structured questionnaire from 250 respondents covering various age groups and occupations. The model is tested upon one null hypothesis, that is, there is no change in the consumer brand equity when consumer shifts from offline to online marketplace. The results from the study include that all the independent variables are significant in determining the dependent variables with coefficient of determination 0.83. Also, the study rejected the null hypothesis, thus there is some change in the consumer brand equity when the consumer shifts from offline to online. The results from the study have some major managerial implications, as the whole world is shifting to the Internet. These tradeoffs in the consumer brand equity should be taken care of and this study can also be used by them to analyse the tradeoff and reasons for the same. The key limitation of the study is in infancy of the consumer online presence in India which is less than half of the population that has the Internet access. This research can be further extended in the future considering the relevant factors at that point of time.

Keywords: *Consumer Brand Equity, Retail Market, Regression Analysis, Hypothesis Testing*

Anthropomorphisation in Persuasive Ads: Examining Differential Role of Holistic vs. Analytic Thinking on Pro-social Behaviour

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Abstract

Anthropomorphising social causes have been found to be effective in increasing the compliance by providing intrinsic motivation for individuals to act. Previous studies in the context have dealt with positive representation of anthropomorphic entities in the ads. Also, extant literature in marketing has dealt with positive effects of anthropomorphisation. However, examining effects of negative type of anthropomorphic representation remains largely untapped. The present study proposes to examine the effect of persuasive ads with negative anthropomorphic entities on individuals' pro social behaviour. In addition, the paper examines role of consumer's thinking style (holistic vs. analytic) in moderating the effect of negative anthropomorphic persuasive ads towards pro social behaviour. The holistic vs. analytic framework was primarily introduced to examine cultural disparities (Western cultures e.g., U.S. vs. Eastern cultures e.g., India, China) in the light of the thought that distinctive cultures have diverse social situations that advance certain styles of thinking. Researchers have later identified that there exist differences in holistic vs. analytic thinking styles not only between cultures but also within culture. The present study would embrace a within-culture focus to examine the effect of holistic-analytic thinking styles on persuasion of consumer's towards pro social behaviour in case of anthropomorphised ads. The study also provides direction for further testing the hypotheses through an experimental design. Towards the end, we state expected contribution to the existing body of knowledge in exploring anthropomorphisation in the field of advertising and branding.

Keywords: *Anthropomorphism, Persuasive Ads, Pro-social Behaviour, Holistic vs. Analytical Thinking Styles*

Application of Fuzzy Logic to Brand Assessment for Smartphones in India

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Abstract

For a common customer a brand assists him in identifying and differentiating the goods and services of one organisation from those of another. From a customer's point of view, brands simplify shopping, aid in the processing of information about products, and make them feel confident of their purchase decision. One of the fiercely fought markets with presence of many brands in India is the smartphone market, where we have the presence of well-established international players such as Samsung, Asus, Motorola, Panasonic, Lenovo, HTC, Gionee and many others. All these brands offer varieties of products out of which many of the products are near similar, they have the near similar prices, features and looks. In this situation, it becomes difficult for the consumers to make a choice unless he is brand loyal. Consumers look at a brand from various perspectives such as reliability, serviceability, design, price, credibility and durability. This research paper is an attempt to assess the aforesaid smartphone brands on the basis of fundamental factors contributing to overall brand value such as brand performance, brand health, brand judgement, brand feeling and brand dynamics. For the smartphone brands' assessment purpose we have collected primary data and used fuzzy logic technique. The usage of fuzzy logic enables us to understand and analyse the brand elements at depth and to arrive at a conclusion on brand's assessment. Our study discusses implications for better strategies in brand management that can also be used in crafting the advertising strategies in highly competitive Indian smartphone market.

Keywords: *Fuzzy Logic, Brand, Brand Assessment, Smartphone*

Are Brands the New Religion?

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Abstract

This case study makes an attempt to understand the role that brands play in a consumer's life. Every brand has a core offering or upholds some tenets that appeal to the person following that brand. People who can relate to that value system or offering become loyal to that brand. Can a brand go as far as to help fill existential voids or attach greater meaning to the life of people? Would it be an over-statement to assert that brands can and do serve the same purpose that religion supposedly does? This case starts with defining religion and brands as the authors understand them.

It then proceeds to identify and analyse the underlying human needs that both religion and brands serve, including, but not limited to, providing a visible and an invisible security blanket to the adherents of any particular religion or to the loyalists of any brand. This study tries to identify the attributes that the two concepts have in common. The analysis starts with the presumption that the common attributes are, namely, core belief or values; symbolism, myths and ritualism; and creating a community. Through a series of discussions analysing a number of brands across industries, the authors have strived to elucidate the attributes that organised religion and brands presumptuously have in common.

Keywords: *Brand, Religion, Ritualism, Symbolism*

Assessing Consumer Behaviour and Layout Planning: A Case of State-owned Cooperative Dairy

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Abstract

In marketing practices, branding is a strategic approach to encourage customers to buy a product and helps to create unique name and image of the product to attract the customers. This paper reviews the customer preferences for convenience product in small city. The buyer behaviour mostly depends upon various factors like quality, delivery, instructions, installation, warranties and selection. Milk being a perishable consumer good, falls under convenience goods and easy availability will be a positive factor to any consumer. The understanding of buyer behaviour can help a cooperative dairy in influencing the buying decision. A detailed survey was conducted on buying behaviour of the consumers of milk. It was noticed that buying behaviour is directly influenced by financial status, culture, family and social group and the availability of the product.

The cooperative dairy had low advertising budget and a poor layout of stalls and design. Most of the work of distribution is being done by the non-specialised resources (helpers of distribution vehicles). For the cooperative dairy, the factors such as poor quality level, customer service, display, packaging and ambience are leading to poor brand image. This paper contributes towards low budget branding of small business.

Keywords: *Branding Small, Consumer Behaviour, Layout Planning, Convenience Goods*

Association of Cause-marketing with Emotional Branding: Leading to Change in Consumer's Perception and Reinforcing Their Buying Habits

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Abstract

Emotional branding and cause-marketing have been around for over thirty years and have developed significantly over time. The purpose of emotional branding is to create a bond between the consumer and the product by provoking the consumer's emotional self. It also refers to the practice of building brands that appeal directly to a consumer's emotional state, needs and aspirations. This can be initiated by use of marketing strategies like cause-marketing. According to the American Marketing Association, 'Cause related marketing refers to promotional strategy that links a company's sales campaign directly to a nonprofit organisation'. Today, cause-marketing ranges from specific short term collaborations to long-term partnerships, and from product sales & promotions to programme-driven relationships. Emotional branding and cause-marketing has the potential to add depth to the relationship that a brand establishes with its target customers. This paper scrutinises the effect of social campaigns that a brand runs in establishing an emotional appeal to a consumer's mindset. This paper also discusses the outcomes of past strategies employed by corporate. A questionnaire is designed to document the statistics derived from three hundred forty-four varied samples. Analysis of variance is used where within column variance along with between column variance will be applied to the F-Hypothesis test to uncover the relationship; if any, between cause-marketing focus areas and demographics. The paper concludes with suggestions for implementing these campaigns and methods for better branding and increase in market share.

***Keywords:** Emotional Branding, Cause-marketing, Market Share*

Atree: A Case of Social Entrepreneurship and Not-for-Profit Branding

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Abstract

Mr Bob, Chief Coordinator at Ashoka Trust for Research in Ecology and the Environment (ATREE) was sitting in his office relaxed, thinking of the two questions that were shot to him during his recent interaction with management students, at a local institute. The questions posed were 'How do you

look at branding your organisation?’ and ‘Does branding a not-for-profit-organisation (NPO) like yours, benefit by award of new and prestigious projects in the future?’ He is meeting up with the same students next Monday, during the fish count session and he plans to answer these questions, they asked. In the back of his mind he remembers that ATREE never wanted such branding; but, can ATREE benefit by branding and easily getting noticed among the project awardees? What should they do differently to create branding benefits for the organisation?

This case looks at this NPO’s branding proposition by facilitating social entrepreneurship models like in this case, building fish sanctuaries in a public-private participatory democratic model. Creating self-help groups and later grouping them into federations, ATREE also connects with the local self-governance body and takes on social entrepreneurship to greater levels. Branding is an offshoot of what they do, based on the mission of the organisation. This think-tank specialises in dissemination of information from their research and providing advice and ideas on specific economic problems. They do not solicit any kind of branding around their name, but fortunately for them, branding automatically follows.

The national focus on growth based on sustaining nature’s assets has grown in importance than ever before. Continued investments and interventions in nature are critical for our long-term well-being. ATREE is a research institution working in the areas of biodiversity, conservation and sustainable development. This NPO focuses on applied science through research, education and action that influence policy and practice on conservation of nature, management of natural resources, and sustainable development.

Keywords: *Branding, Non-profit, Social Entrepreneurship.*

B2B Branding in Grey Cement in India

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Abstract

In India, construction is the second largest employment generator after agriculture. Its contribution to Gross Domestic Product (GDP) is about 7%. Basically, there are two types of cement, namely grey cement and white cement. More than 90% of cement sold in India is grey cement and less than 10% is white cement. When we say cement, we normally mean grey cement. Grey cement is one of the most important construction materials. About 80% of the grey cement, in India is bought by organisations such as real estate companies, Ready Mix Concrete (RMC) manufacturers, road contractors, concrete pipe manufacturers, etc. and about 20% by consumers for construction of own bungalows, etc. There are many manufacturers/brands of grey cement in India. Unlike consumer products, there is no significant differentiation in different brands of grey cement. Quality in case of product such as grey cement means conforming to specifications given by Bureau of Indian Standards (BIS) and it is compulsory to have ISI mark to sell grey cement in India, even if it is imported grey cement. For a particular grade of grey cement such as OPC 43 Grade, all the brands

when tested conform to the specifications set given by BIS. Moreover, B2B buyers unlike B2C buyers are expected to behave rationally and not get carried away by impressive advertisements. The paper explores why organisational buyers of grey cement remain loyal to a particular brand although there is no differentiation and under what circumstances they shift to buying some other brand.

Keywords: *B2B, Branding, Cement*

Big Data Analytics in Retail Marketing

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Abstract

The exponential increase in data generation, storage capacities, processing power and data analysis capabilities has resulted in the development of a technological phenomenon termed as big data (Salvador and Ikeda, 2014). Most of the publications on big data are based on technical algorithms or system capability development. While studies on the application of big data have been conducted previously, there remains an apparent lack of research with a specific focus on the retail industry.

Retailers can utilise big data analytics platform for obtaining new insights on customer behaviour and then utilising these insights in order to improve the decision-making process (Russom, 2011; Singh and Singh, 2012). In this research paper, we have first explored the potential of big data in the retail sector, and then we have discussed the existing terms and concepts of big data after which we have explored the application of big data in the retail sector and finally we have discussed some of the challenges and barriers that affect big data analytics in the retail industry. Brand managers would be able to predict trends and future consumer interactions with their products. Techniques like sentiment analysis and knowledge mining can also help in understanding customer behaviour and creating differentiation at point of purchase.

This research paper is an exploratory study, and we have based our findings on secondary data. We collected data by conducting interviews with professionals from the retail industry and by referring to other studies in this field. The main finding of our paper is that big data holds immense potential and has several applications such as price optimisation, customer micro-segmentation and targeting, inventory management, customer sentiment analysis, in-store behaviour analysis, location based marketing, multichannel experience and cross-selling in marketing in the retail industry.

Keywords: *Big Data, Big Data Analytics, Retail, Marketing*

Brand as Promise: Evaluating Public Policy Initiatives with Special Reference to Rashtriya Swasthya Bima Yojana (RSBY)

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Abstract

Unlike the private sector where a product is analysed from all perspectives, i.e. legal, social, economic and marketing to build it as a market leader, the government products, such as the public policy initiatives related to health, education, etc., were hardly studied in establishing them as a brand. One can witness a major change in government/public policy initiatives in terms of branding these initiatives as now most of them have a unique logo, name and even a brand ambassador. A citizen/consumer is looking at these initiatives in terms of brand as promise rather than brand as differentiation; hence, there is a need to investigate this further. This paper evaluates various branding strategies that the public organisations can use to match their policy products with citizens' need, thereby building their trust, generating positive attitude and finally creating public connect with special reference to government's health insurance policy Rashtriya Swasthya Bima Yojana (RSBY) launched in April, 2008.

Keywords: *Branding, Consumer Trust, Rashtriya Swasthya Bima Yojana (RSBY), Public Policy*

Brand Associations and Celebrity Endorsements

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Abstract

Celebrities are individuals who are well known to the public. Celebrity endorsements in advertisements have proved quite beneficial in inducing positive consumer response. Celebrity endorsement as a phenomenon became prominent in India in 1980s with the advent to television and it is still growing in current times. But, despite the growth, little is known about the connect of celebrities as part of brand associations. Brand association refers to any brand knowledge relating to the brand in the customer's mind. It is anything linked in consumer memory to a brand. A set of associations are considered as the underlying value of a brand name and associations may include usage situations, product categories, product attributes and customer benefits among others. Celebrity associations are considered as non-functional product attributes. The existing knowledge base presents that brand associations have a significant role in brand building in the mind of consumers. On the other side, celebrity endorsements play a role to seek attention of the audience resulting in high recall of brand and building brand image. Therefore, the research question is whether consumers are able to associate celebrities with respective brands which the celebrities

endorse. There are no studies which directly focus on celebrity-based brand associations. The present study focuses on this gap and is an attempt to study the brand associations towards celebrity endorsing a brand. Thus, the objective of the study is to identify whether consumers are able to associate celebrities who endorse a brand in their mental brand associations' framework of that brand or not. The proposed methodology is to use the indirect approach of free brand association method to understand the brand associations from consumer perspective. The data collection is under process. The analysis will be able to identify the presence or absence of celebrity recall as brand associations.

Keywords: Celebrity Endorsement, Brand Association, Brand Image

Brand Building Exercise: An Experiment with Petro-retailing Companies Operating in India

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Abstract

Brand building is not a recent phenomenon. Almost all industries and firms in the world have undergone such demanding exercise as it helps in rejuvenating energy of all stakeholders of business. The brand building exercise leads to enhancing company's overall visibility and its presence in the competitive market. The dismantling of administered pricing mechanism on petroleum products and entry of private players (Essar, Reliance and Shell) in the year 2003–04, in petroleum retailing in India has changed the overall market structure. Before the entry of private players, Public Sector Enterprises (PSUs), namely Indian Oil Corporation Limited, Bharat Petroleum Corporation Limited, Hindustan Petroleum Corporation Limited were holding monopoly in the Indian market. The PSUs had confined its business with the mere distribution of petroleum products only and apparently marketing concept did not exist.

The objective of this study was mainly to understand the role of petroleum retail outlets in brand building to see how value added services, non-fuel retailing, promotional efforts and strategic locations of the petroleum retail outlets can help in the brand building. The study emphasised to cover the role of consumer behaviour in the selection of petroleum retail outlets. The study also made an attempt to understand the brand building exercise in petroleum retailing in other developed economies in the world, to propose a model of brand-building in India. The primary data was collected from two and four-wheeler vehicle owners from the various cities of Gujarat through structured questionnaire as part of descriptive research for the study of research objectives. Judgemental and convenience sampling was done meticulously, considering the layout design, ambience, location and availability of other factors at the petroleum retail outlets.

The interesting result suggested that this is just a beginning for Oil Marketing Companies (OMC) in India to get into brand building exercise. Brand building exercises have become stronger

after the opening up and deregulation of the sector. Each OMC, private or PSUs, has been taking efforts in brand building. A few of them could make large progress in this dimension, whereas others shall still make better efforts to boost up their brand awareness, brand image and brand loyalty. The study produces revealing facts in this area of enquiry. Industry is expecting many changes; customers are expecting better services and retailers are optimistic for improved profits. The key to success is to design and implement the policy in the line of customer expectations.

Keywords: Petroleum Retailing in India, Branding, Non-fuel Retailing, Promotional Efforts, Location, Consumer-buying Behaviour, Loyalty Programme

Brand Consciousness among Youth: A Positive Approach in Context towards Rural India

Lata Batra

Abstract

The scope of this paper is to look at the brand consciousness of rural India and also promote strategic brand building connectational process of rural people. The objective of this paper is to centralise on the brand consciousness of the rural youth, increasing literacy levels as well as credible information. People in rural area have now been demanding better and sophisticated lifestyle. So, in this regard, it's important to mention that rural youth encourage curiosity towards the brands, and it will help in developing a good relationship between brands and their users.

In recent years, brands have been creating positive impact on rural market, here experience exhibits that credible information and word-of-mouth publicity plays a significant role, although technology makes things easier, net friendly behaviour of young rural consumer creates positive impact over the brand image building. In addition, eye opening, energetic and entertaining signature presentation of various online shopping stores is the best example of knowledge movement among rural youth. The biggest online stores also available as an app on mobile enhance the quality of thoughts towards the brand identity. So many choices confronting, the question is what should they choose, and why on this subjective attitude mouth publicity creates a positive picture, if the product used by someone else within their acquaintances, they will easily believe on it and without any hesitation they go for it.

The study of this experience sharing paper revolves over brand awareness and consciousness of young generation of rural India. In this regard, I must mention that online shopping also enhances brand consciousness of young rural people, even occurrence of delivery problems does not lessen their interest to purchase the product, I myself experienced, as I am living in a small place where delivery of the product is not accessible. People buy products and get them delivered to the address of their close ones, though the rural people are also aware of the different brands, which are available in the market. But these things are approaching where technology exists.

The main purpose of this paper is to exhibit that rural youth plays a significant role in the promotion of brand building, and profitable possibilities also exist in rural India. Brand gurus are well aware of this fact that earlier rural people used branded goods and services in terms of their personal vehicle or commercial vehicle, but today, things are very concerning as in their day-to-day life, they have started using branded products as part of defining their personality. So, we can say that there are new opportunities in the rural India as far as online marketing is concerned. But new perspectives also create tough challenges for the existing and the newly introduced brands. Experience findings reveal that the future growth in this area requires a broadening of perspective, new theories and understanding features. Therefore, we can conclude that with good strategies, there will be increase in the growth prospects and the brand industry will move towards unstoppable growth path.

Keywords: *Brand Consciousness, Strategic Planning, Technology-based Development*

Brand Controversy and the Effects on Consumers' Attitude Structure

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Abstract

At the time of encountering brand crisis, it is essential for a company to understand the impact of brand controversy on the consumer to chart corrective actions. Though there are limited academic studies on brand crisis management, there is a serious scarcity of research measuring post-controversy consumer attitude on product and corporate brand under stress. This paper aims to address a gap in the literature relating to effects of brand controversy on consumers' attitude. The study is based on primary research and the recent brand controversy linked with 'Maggi' has been taken as the focal point of study. An attempt has been made to examine the impact of controversy on brand perceived quality, brand credibility, brand trust and brand loyalty and attitude about brand and company; considering attitude about controversy cloud as moderator. Based on the literature review, a conceptual model based on theoretical argument in the relevant literature is developed to examine empirically the cause and effect relationship among theoretical constructs. The objective is to examine the impact of brand controversy on product and company brand and its marketing consequences on a controversy-hit highly reputed brand and company. The result may provide substantive insights into consumers' behavioural intentions and the same may provide inputs to marketers on brand controversy. Data has been collected with the help of structured questionnaire during July–September 2015 when the brand Maggi was banned by the Government of India due to quality related controversy. Multivariate data analysis technique like hierarchical multiple regression has been used to test the proposed hypotheses. The study found that Maggi controversy has significant impact on consumers' attitude about the brand in terms of post-controversy brand perceived quality, brand credibility, brand trust and brand loyalty considering the moderating role

of attitude about the controversy. Moreover, it has a profound effect on consumers' attitude about the manufacturer of the brand.

Keywords: *Brand Controversy, Brand Perceived Quality, Brand Credibility, Brand Trust, Brand Loyalty, Brand Attitude*

Brand Crisis: Sentiment Analysis of User-generated Comments About @Maggi on Facebook

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Abstract

One of the major forms of brand crises are product-harm crises which are defined as discrete, well-publicised occurrences wherein products are found to be defective or dangerous (Siomkos and Kurzbard 1994). Product-harm crises carry negative product information that can adversely affect brand preference and favourability of brand associations. Previous research highlighted that greater the severity of consequences and the perceived product quality, greater is likely to be the negativity of consumer responses but committed consumers are likely to mitigate the impact of negative brand issues. However most of such research analysed fictitious brands/crisis scenarios and also did not study health/life-impacting issues. There is therefore a need to test if such effects would be valid for extremely negative information relating to brand transgressions (Ahluwalia et al., 2000).

This research aims to study the real life case of the Maggi instant noodles crisis in India, in order to analyse the extent to which a health-related crisis can impact consumer response for a strong and trusted brand. Corporate response to a crisis is known to be a key determinant of the impact of a crisis on consumer beliefs. Therefore this study analysed the official Facebook page of Maggi and undertook sentiment analysis of User Generated comments (UGC) on this page. The text mining of the UGC was done in two phases: (i) when Maggi was banned from the Indian market and (ii) when Maggi was re-launched. The polarity score for each comment was computed using a sentiment analysis algorithm and brand associations were ascertained through generation of word clouds. It was found that the negative polarity score during the crises was mitigated to a significant extent due to high positive valence of counterarguments put forth by committed consumers. At the time of the brand re-launch, the volume of comments did not decrease, but positive polarity increased indicating a wider acceptance and forgiveness.

Keywords: *Brand Crisis, Sentiment Analysis, Facebook*

Brand Endorsement by Celebrities in Indian Context

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Abstract

A brand is the ‘name, term, outline, image, or some other feature that recognises one merchant’s item distinct from those of other sellers’. Celebrity endorsement is a major market in India and keeps on becoming greater. Be that as it may, in spite of pervasive utilisation of celebrities for support, not all celebrity endorsements have been fruitful. The rundown of unsuccessful illustrations recommend that it will not be right to consider celebrity endorsement as a viable reaction to media clutter in all situations in spite of the power of involvement individuals have with famous people in India. This paper is an endeavour to consider whether celebrity underwriting really adds to the data search of consumers about an item and its impact on the purchase decision procedure of consumers.

This paper attempts to give a structure to branding and the culture adopted in India by recognising its key features and shortcomings in its working and emphasises requirement for innovative methodologies. This is offered by resorting to literature review in prestigious academic journals. The data has been collected for the study by means of questionnaire. Questionnaire was framed to attain information about the respondents and the significance of celebrity endorsement on purchase decision process.

This is a highly contemporary issue that has engrossed a great deal of attention in policy discussions, both in India and in the region. Very few papers combine the critical and descriptive considerations in this topic.

Keywords: *Celebrity Endorsement, Brand, Effectiveness, Brand Culture*

Brand Identity and Culture Interaction: A Grounded Approach

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Abstract

The research focuses on developing the interaction between the factors of brand identity and culture. Multiple frameworks of brand identity and culture have been assessed, factors were identified and interactions between the factors of brand identity and elements of culture were explored. Grounded theory protocol is used as a holistic inductive research technique for identifying the interaction between factors of brand identity and elements of culture. Based on Glaser and Strauss approach of grounded theory, two-stage approach is used where open coding and axial coding were performed. This paper has explored the interrelationship between the strategies adopted by managers in creating brand identity and its consequential perception. Customisation is viewed as an indispensable

principle to be followed in the global market and elements of culture and cultural indications such as customs, values, norms, etc. shall drive the branding strategies. Consequently, the managers must make parallel groundwork for their strategies so that the company-centric variables of brand identity are well in sync with the socio-cultural indicators of the region they are serving.

Keywords: *Brand Identity, Culture Variables, Culture Dimensions, Factor Exploration, Grounded Theory, Open Coding, Axial Coding, Brand Culture Interaction*

Brand Loyalty Levels between Foreign and Indian Students: A Study at University College, Osmania University, Hyderabad

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Abstract

Branding has become order of the day, products hardly being sold without a brand. Globalisation effects penetrated the premium brands into remote rural pockets, the consumption of multinational brands increased all over the nation ever since the liberalisation and economic reforms. Many studies revealed that Indians are core brand loyals, and keeping this statement in view, an attempt is made in this paper to know and measure brand loyalty levels through David Aaker brand recall test. At our University college where 80 foreign students are pursuing MBA, their brand awareness and brand loyalty levels are compared with Indian student counterparts who are also pursuing the same course. A well-designed questionnaire is administered for target respondents, the data analysed using descriptive statistics. The findings are very interesting as brand awareness and brand loyalty levels are matching with each other. The tastes, preferences, quality, fragrance and packaging aspects are found to same with both foreign and Indian students. Thus this paper presents the importance of branding and the role of brand loyalty in business growth.

Keywords: *Branding, Brand Personality, Brand Loyalty, Brand Equity*

Brand Management in MSMEs: Problems and Prospects

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Abstract

In both developing and developed countries, promoting micro, small and medium-sized enterprises is one of the most viable strategies for achieving national development goals such as economic development, strengthening the industrial base and local production structure (Hallberg, 2000). Small or Medium Enterprises (SMEs) represent a sector of growing importance and play an important role in the growth of emerging nations especially with regard to providing employment

and driving economic development (Kula and Tatoglu, 2003). Brand management has been discussed a lot in many big companies and multinationals, and branding also creates tremendous value for them. However, the small and medium-sized enterprise group constitutes 95% percent of all businesses which cannot be ignored (Thurik, Risseeuw and Uhlaner, 2003). ‘The big challenge for the Micro, Small and Medium Enterprises (MSMEs) is to build a brand. There is a need for proper branding of the products to win consumer confidence over other established Multinational Corporation (MNC) brands. Young India is brand conscious hence in the modern era focus on brand management is an essential requirement,’ (JS Juneja, Chairman SME Taskforce, All India Management Association [AIMA]).

This study aims to examine the importance of brand management in MSMEs and investigate the problems encountered by MSMEs in building strong brands. The study was conducted in the Coimbatore district among 250 industries registered as MSMEs. Questions relating to brand, brand awareness, brand importance, problems in branding were included in the questionnaire. The study identified problems like lack of resources, lack of awareness in branding, narrow interpretation of brand management and less attention given to brand management. The implications of the findings are that brand management is very much essential for MSMEs and MSMEs should pay more attention to brand management. This study provides information and suggestions for MSMEs to build and manage a brand.

Keywords: *MSME, Brand Awareness, Brand Importance, Brand Management*

Brand Management Practices of Public Sector Organisation: A Case Study of BSNL

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Abstract

Purpose: The aim of the study is to analyse the factors influencing corporate brand management practices of the Bharat Sanchar Nigam Limited.

Design/methodology/approach: Purposive sampling technique was used to collect data from a total sample of 344 respondents, and then the data was analysed by applying factor analysis and multiple regression analysis.

Results: Finding of the study reveals that Integrated Marketing Communication (IMC), service quality, brand personality and corporate credibility have significant effect on corporate branding. Among these factors, IMC was the most significant and important factor which accounts for more variance in corporate branding.

Conclusions: Brand managers are suggested to give considerable importance to IMC activities and service quality to create an effective corporate brand in this competitive era.

Keywords: *Corporate Branding, IMC, Service Quality, Brand Personality Corporate Credibility*

Brand Names vs. Cybersquatting

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Abstract

Every brand name is a mark—a trademark if used for products, a service mark if used for services or a trade name if used as the name of a company. Domain names have become precious commodities as the Internet has no boundaries and no closing hours and unlike trademarks, each domain name is unique. This means there can often be some pressure to be the first to register a domain name, and this can lead to disputes on the ‘right’ to register.

This study focuses on the issue of cybersquatting which includes, (a) cybersquatters who occupy a name hoping that a trademark owner will make an offer for it, (b) activists who register confusingly similar versions of domain names, pointing them to gripe sites that carry propaganda for a cause and against the company, (c) typo-squatter who registers domain names incorporating variations of well-known trademark terms such as misspellings (micr0soft.com) and uses them for websites to take advantage of unwary Internet users.

‘In *Acqua Minerals Ltd. vs. Pramod Borse*’ (2001 PTC 619 (Del)), popularly known as Bisleri case, the defendant was restrained from using the bisleri.com which is the registered trademark of the plaintiff. In this case also, the defendant got registered bisleri.com for the purpose of squatting.

Thus, looking at the current situation prevailing in the world, it can be safely assumed that cybersquatting is a menace, a menace which has no boundaries and cybersquatters have been tarnishing brand names. The miscreants devise new methods to dupe and extort money from the big corporations. The lack of a direct law furthers their cause as they can easily find loopholes in the law which would exonerate them from any trial. The need of the hour is for India to amend its legislature so as to provide for cybersquatting and domain name-related disputes in the Information Technology Act, 2000 and to legislate a law like Anti Cybersquatting Consumer Protection Act (ACPA) of the United States.

Keywords: *Brand Names, Domain Names, Cybersquatting*

Brand Personality and Its Congruence with Consumer Self-concept: Challenges in the Consumer Decision-making Process

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Abstract

Differentiating brands has become one of the most interesting challenges that brand marketers are facing every day. Brand personality as a tool in creating image-related differentiation for

a brand cannot be undermined. The paper studies the congruence that happens because of the similarity between the created brand personality of a brand and the self-concept of a consumer. The research explores the effect of this congruence on the consumption decision-making process. The research design is descriptive and both inductive as well as deductive methods of inquiry have been followed. The effect of congruence is studied on each stage of the decision-making process in the Indian scenario. A sample of 400 consumers was drawn from the Delhi/NCR region. A multiple regression analysis was conducted to measure the effect of congruence on the different stages of decision-making. Interestingly, it was found that brand personality and congruence have a profound influence in search for alternatives and also in the evaluation of alternatives stage. Post-purchase stage was also found to have a positive significant relation with brand personality and consumer self-concept congruence. Also, there exist differences in the effect of congruence, with respect to males and females as well as graduates, postgraduates and professionals on the consumer decision-making process.

Keywords: *Brand Personality, Self-concept, Consumer Decision-making, Congruence*

Brand Personality of Landing Pages: A Case Research

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Abstract

Landing pages of websites with interactive formats are known to drive significantly greater interaction and stickiness of websites. In order to get better returns for dime spend on webpages, marketers should understand the efficiency and effectiveness of marketing investments in various generic style landing pages of websites. This study focusses on Not-for-Profit-Business Schools (NFPBS) to test and recommend landing page designs, which has visual appeal of the website, brand personality for excitement, good attitude of potential customers towards website and the highest website visit intention. This study follows a case study research design and the case of Saintgits Institute of Management, a NFPBS with its current and two other suggested landing pages based on the best rankings of websites are investigated. The tools used in this study include adopted scales which have been tested for reliability, which can measure the website on the four dimensions described above. It is a descriptive longitudinal study, using the factorial one-way repeated measures ANOVA comparing several means from the same participants. The result suggests patterns that may be suggested to be adopted by NFPBS marketers to achieve business worthy brand personality designs for landing pages, for such institutions.

Keywords: *Brand Personality, Not-for-Profit, Landing Page*

Brand Personality Perception of Mobile Operating Systems: A Comparative Study of Indian Market

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Abstract

With the growing competition and maturity of market structure, companies will not succeed purely on the basis of what product or services they offer as the product functions and quality has gained homogeneity. It is the symbol and the personality that differentiates a product. Consumers in India are different from users in the rest of the world in their application usage and installation behaviour, Apps Flyer-H2, 2015. Operating system has revolutionalised the way humans modulate their working abilities towards completion of task. Therefore, brand marketing has become a competitive strategy employed by firms. Brand personality, the set of human characteristics associated with a brand, has become a centralised concept within the marketing literature (Aaker 1997; Azoulay and Kapferer 2003; Keller 2003). Brand personality is an important antecedent in the formation of brand attitude (see Aaker 1999; Chen & Wells 1999; Helgeson & Supphellen 2004; Batra & Homer 2004). According to data collected by net market share, February 2016, the India's market share statistics for Internet technologies represents the share of Android as 59.65%, whereas the share of iOS as 32.28%. This paper investigates and compares the impact of leading operating system Android and iOS on consumer perception in context of Indian market. The conceptual model is based on the hypotheses that brand personality may nurture the consumer-brand relationship and that these factors will influence the consumer buying behaviour. It also analyses the impact of marketing campaign used by consumers. Both primary and secondary data was collected for study. Secondary data was collected based on reports, journals, articles and research papers and primary data was collected based on the questionnaire filled by 400 respondents selected through random sampling. The results were analysed based on correlation found between brand characteristics and operating system. In the concluding section, the impact of brand personality on consumer perception has been discussed and suggestions are based on the factors which make a consumer buy a particular brand.

Keywords: *Brand Personality, Operating System, Consumer Perception*

Brand Positioning of Sula Wines: A Case of Leader's Strategic Vision

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Abstract

This case revolves around how Rajeev Samant, Founder and CEO, Sula Vineyards, Nashik (Maharashtra, India) changed the face of Indian wine industry and made Sula Wines a successful brand in both Indian and international landscape. From a sale of 50,000 bottles at start in 2000 to 7 million bottles in 2013, brand Sula has become a pioneer brand which not only changed the consumption pattern of Indian alco-beverage market but also led to the acceptance of wines in Indian scenario. Sula Vineyards is also a leader in sustainable winemaking and has created direct and indirect employment opportunities for thousands of rural youths. It is positioned itself globally as India's largest and leading wine producer. The case exhibits how well planned brand building strategies can make an unacceptable product acceptable in the market. It clearly exhibits various strategies adopted by Samant in building Sula Wines, a brand to reckon with. This includes an exploration of the mindset of consumers to strategically place a new product among the existing pallet of choice.

Keywords: *Branding, Marketing Strategy, Consumer Perception, Positioning, Leadership*

Branded Content in English Travel and Tourism Magazines in India as a Tool for Destination Branding

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Abstract

The study emphasises on how branded content improves destination branding which creates, distributes and integrates advertisement through travel and tourism magazines in the English language by expressing the real meaning of the content. Branded content is a platform of advertising an idea or creation using advertisement, news, info graphics, etc. The branded content in the English travel and tourism magazines has certain functions like entertainment, information and education about the destinations which create a destination brand image. Destination branding helps in providing a unique identity for the destination among the readers as the potential tourists. This paper describes brand content as a tool for destination branding through select travel and tourism magazine in the

English language. A content analysis examined the English travel and tourism magazines in India are based on the brand content that promotes the tourism destination. The objective of the study is that know whether branded content in magazines creates positive brand image of destinations. The study concluded that the branded content featured in the magazines pursue the target audience, i.e. the readers as well as the tourists to visit the destination.

Keywords: *Branded Content, Destination Branding, Advertisement, Travel and Tourism, Tourists, Magazines, Image, India*

Branded Health Foods and Beverages: Need for a Consumer Acceptance Model

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Abstract

Global growth rate of lifestyle diseases is continuously increasing and simultaneously the importance of healthy lifestyle is becoming popular among the world population. As a result, the need for branded health food products is getting attention in consumer food market. Research studies are showing that health food and beverage market is lucrative and is an emerging trend in the food and beverage industry. One of the important health food products categories is Fortified Foods and Beverages (FFB). Moreover, the demand for FFB has increased and it is expected to continue increasing in the future. Hence, it is unhealthy to reject the presence of fortified foods and beverages in the Indian market. The healthy lifestyle concept and the development in the field of FFB are still in the nascent stage in India. Understanding the consumer behaviour and its various determinants is very important in marketing particularly in positioning a novel product in a highly competitive consumer market. Earlier research concerning the consumer acceptance process with regard to branded fortified foods and beverages was limited. The present research paper aims to assess the different factors on the acceptance of branded FFB in India. Consequently, by applying the underlying tenets of the Theory of Planned Behaviour (TPB), the present research is proposing to develop FFB acceptance model that incorporates FFB acceptance at the individual level. The proposed model will be useful for the marketing managers to make appropriate strategies to popularise the brand of food and beverage products among the prospects. The study will also help the health policy-makers to develop the necessary programmes to improve the public health by promoting the FFB market in the country. The research study has implications for future health conscious segment based brand communications to end consumers and, potentially, for the development of a healthier generation in the country.

Keywords: *Health Food Brands, Consumer Health Consciousness, Labelling, Fortified Foods*

Branding and Repositioning of Tier-III B-school

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Abstract

The Masters of Business Administration (MBA) programme originated in the United States at the Wharton School of the University of Pennsylvania in 1881. There is a phenomenal growth in the number of B-schools, and as per AICTE Approval Handbook 2016–2017, there are 350,161 AICTE-approved MBA institutions in India. This paper deals with the case study of branding and repositioning of B-school in Nagpur city in Maharashtra. The case will elaborate the issues and challenges the institute is facing in the branding and repositioning of the institute. The said institute has a presence of 25 years, with NBA accreditation twice and one of the best faculty pool with academic and industrial experience. Institute belongs to one of the very reputed brands in the education sector in Vidarbha region. In spite of all the above strengths, the institute is facing branding challenges and is struggling for admissions. Case will explain the Strength, Weakness, Opportunity and Concern (SWOC) of the institute and will suggest the strategy for branding, by considering the ecosystem of the place where the institute is located.

Key Areas of Discussion:

- To find the reasons of pull strategy from the institute, instead of push strategy from the market.
- To find the reasons for lack of brand visibility, in spite of 25 years of existence.
- To study the repositioning strategy the institute should adopt.
- To establish differentiator and competitive edge for the institute.
- To implement effective branding techniques .
- To design a technique to attract good students.

Keywords: Brand Visibility, Repositioning, Competitive Edge

Branding Higher Education on Vivekananda’s Spirituality-based Value Education System: A Study of Ramakrishna Mission Institutions

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Abstract

Ramakrishna Mission founded by Swami Vivekananda in 1897 bases its work on the principles of *Karma yoga* (work is worship), which is headquartered near Kolkata (West Bengal). Looking back to

the ancient period we can see that in the old *Gurukul* system, young learners would receive a proper orientation to be ahead and imbibe necessary values from the conduct of *acharya* (teacher). Swami Vivekananda said, 'My idea of education is personal contact with the teacher...*Gurugrih-vasa.*' Values: The key to a meaningful life. We all want our life to have some meaning, some direction and some self-evolved authority for guidance. Values give us all this. Now, why is there need for incorporating these values in educational institutes? Value education is necessary to become an ideal gentleman. Swami Vivekananda said: the ideal gentleman is one who has three H's—Heart, Head and Hand, meaning sensitivity, intellect and activeness. Whether spiritual practices are significant into the process of incorporation of these values? According to Swami Vivekananda, education should have a positive content. Practice of purity, selflessness, concentration and self-control can help a person to manifest the perfection that is already in him/her. The Indian ideal is essentially spiritual. The educational institutions must be turned to this ideal. They must have simplicity and purity as their characteristic features. An air of holiness should pervade the atmosphere of such an institution. The teacher will do well to take up his task with a spirit of renunciation and service. An effective educational system should make giant strides in science and technology with morality and harmony as the base.

This paper analyses the organisational structure, management practices followed by Ramakrishna Mission residential academic institutions from spiritual dimension view point. This paper also focuses upon the need of spiritual dimension to create a value-based education system.

Keywords: Value-based Education, Spirituality, Vivekananda, Ramakrishna Mission

Branding in Insurance Sector: Brand Recall of Insurance Companies among the College Students of Delhi and Mumbai

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Abstract

The study highlights the awareness level and brand recall of life insurance companies among the college students of Delhi and Mumbai. The intent of the study is to understand the outlook of college students, and the brand recall of insurance companies among the young generation of India. The college students are the potential customers for insurance companies and their outlook towards insurance is critical for the insurance players. The study uses a survey approach methodology of around 800 college students from Delhi and Mumbai to gauge their understanding level and brand preference for life insurance companies in India. Data from the study confirms that 1% of the respondents have life insurance policies and around 2.5% of the respondents are aware about insurance as a concept. Among the life insurance companies, LIC, HDFC Life, ICICI Prudential and Max Life are the top companies with the highest brand recall, whereas LIC and ICICI Prudential are the companies with whom the students are most likely to get insured with. Factors such as age,

gender and education qualification are significant determinants of overall awareness levels and brand recall. In addition, geographic location also had a significant impact on the awareness and brand recall towards insurance companies. College students in Mumbai are more aware and have a positive outlook towards insurance as compared to Delhi. It can be concluded that the awareness pertaining to insurance in India is low and even lower among the college students. Secondly, even though every insurance company has a branding strategy in place, but the brand recall for insurance companies varies from individual to individual. Brand recall for insurance companies in college student is influenced by marketing and advertising efforts and parents preference towards a particular brand.

Keywords: *Branding, Brand Recall, Brand Awareness, Life Insurance*

Branding in Retail: Understanding Shoppers for Brand Connect

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Abstract

Retailers across the world want to be the most favoured destination for shopping. They want an emotional connect as a brand with shoppers. Developing better brand connect requires retailers to understand shoppers' preferences for various product- and store-related attributes. This paper is an empirical research on hundred shoppers to study their preferences for product- and store-related attributes for organised retail in Delhi. The study also studies the differences in the preferences among male and female shoppers in order to have better brand connect as retail organisation. Based on the findings, the research provides retail branding strategies.

Keywords: *Shopper, Retail, Branding, Store Attributes, Product Attributes*

Branding is Marketing and Networking, It's Netmarking!

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Abstract

Today is an era of globalisation. The globalised markets for homogeneous products and services have emerged. Marketers now realise that there is a global need to standardise the products, packaging and communication to attain a least-common denominator as positioning that would be successful across nations. However, the problem faced by the brand managers is how to implement the strategies that can release the full potential of their brand in and across multiple markets at

a given time. Multinational corporations must be receptive to the different markets they serve, including language and cultural requirements. They must empower local marketing teams and agencies to ‘translate’ corporate branding for the local audience. Globalisation and technology has gifted the ability to create logos and other proprietary brand images that has certainly increased the efficiency and lowered the cost of reproducing and distributing branded materials. But at the same time, this ease of sharing, along with widely available graphics applications, make it just as easy for anyone with a computer to alter logo and brand files. It can be a difficult balancing act. But, they need to manage this process so the brand isn’t diluted.

Keywords: Brand, Brand Management, Globalisation, Issues, Challenges in Global Branding

Branding Not-for-Profit Organisations: Research Trends and Future Directions

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Abstract

In the past few years, the not-for-profit sector has emerged as a significant catalyst for mobilising communities. Branding provides these organisations, an avenue for differentiation, thus offering them better prospects in this competitive world. Rather than building increasing profits by persuading people to purchase a product or a service the goal of branding for not-for-profit organisations is the need of hour to increase their reach for community awareness and engagement and also facilitate interventions for community empowerment. The research attempts to provide a comprehensive review of literature on branding of not-for-profit organisations and its various themes and research trends. The methodology applied is the chronological review of relevant articles published during the last two decades. The research presents the developments that happened in the area and the research trends that emerged in two decades by analysing and categorising past research works. The results show that past research works primarily focused on branding as a tool for generating awareness, engagement and inclusion, and are primarily conceptual in nature. The article also elaborates a roadmap for future research.

Keywords: Not-for-Profit Brand, Branding Not for Profit, Chronological Review

Branding of Hospitals in Healthcare Sector

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Abstract

Indian health sector has been at vanguard of growth in the past decade. The main propellers of growth have been increasing health awareness, disposable income, increasing population, growing lifestyle-related health issues, thrust in medical tourism, improved health insurance penetration, private and public sector initiatives, etc. The role of private sector is accentuated by the increased demand being nominally met by government sector plagued by resource crunch and delayed decision-making.

Three key sectors of private sector participation have been hospitals, health insurance and pharmaceuticals. The multiplicity of participants in each of these sectors has led to deployment of traditional marketing tools of branding to catch the attention of clients.

The size of the private hospital industry in India is estimated to be around US\$25 billion and growing at a Compound Annual Growth Rate (CAGR) of 20%. It accounts for 71% of the industry revenue. Viral communication, personal experience and doctor referral has been the key factor behind selection of brands supplemented by other factors, viz. complete health solution, uniformity and innovative technology.

The Indian Health Insurance industry is valued at US\$3 billion, growing at a CAGR of 20% that is expected to reach around US\$13 billion by 2020. Burgeoning young population and spurt in awareness has played stellar role. Healthcare, education and awareness have led people in the country to take precautionary steps to fight lifestyle and other diseases. Branding of service sectors, especially healthcare and hospitals, is different; it is mainly dependent on word of mouth and patient experience.

Growth strategies in the healthcare industry are based on the consumer satisfaction, recall of brand and create a visible position of the brand. As consumers totally depend on the doctors, the hospital branding exercise should focus on doctors and their management.

Keywords: *Healthcare, Hospital Branding, Medical Tourism, Patient Satisfaction*

Branding of Pilgrim City ‘Gaya (Bihar) as a Case Study’

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Abstract

Tourism appears as a major growth sector in the global economy. It can be defined as movement of people from native destination to new place with some purpose for a short period. Branding of

pilgrim city is an activity to pull crowds. Gaya is city in Bihar which has ancient historical and mythological significance for various religions. Thus, government has started establishing local organisations which are concerned with promoting the city abroad. This research paper investigates the factors that can build a brand, pilgrim city for Gaya (Bihar) in India as well as in the world. At present, the State Government of Bihar is promoting tourist places in Bihar to some extent but not at large scale. The work will find out various developed cities and their branding strategies which can be applied for branding of Gaya.

Keywords: *Tourism, Gaya, Pilgrim City, Branding, Government Initiation*

Branding of Renewable Energy and Economics of Installation for Solar Panels in India

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Abstract

Energy consumption is increasing year by year in India. It had reached 243,000 MW in 2014 from mere 1362 MW at the time of independence. The gap between demand and supply was reported at 12.8%, in 2014. The average increase in power generation per year in last 20 years is 1500 MW and has been found insufficient to fuel the growth in India. Moreover, the contribution of thermal power is more than 50% of installed capacity, which is an area of concern for environmentalists. This scenario warrants shift towards renewable resources for energy generation in India.

This paper develops an operation research model for the study of feasibility, addition of solar energy supply, to the power grids. The model takes care of constraints like capacity, growth rate, availability of completed projects and financial constraints. The objective of the study is to maximise the revenue generation by combination of renewable and conventional energy sources.

This paper also discusses the means to encourage the use of renewable energy by the consumer. The paper will contribute to the study of economics of renewable energy in India.

Keywords: *Renewable Energy, Operation Research, Project Feasibility, Revenue Generation*

Branding of Shopping Malls and Preference of Customers: A Study with Reference to the City of Kochi

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Abstract

The organised retail industry in India is rated as the fifth most attractive emerging market and is being seen as a potential goldmine. It has been ranked second in a global retail development index of 30 developing countries drawn up by A. T. Kearney. Among the organised retail types, shopping malls have become a significant part of urban lifestyle today. These shopping-cum-entertainment destinations are getting bigger and better and attracting shoppers with sporting multiplexes and food courts. Dominant retail activity is visible not only in the top cities, but in tier II and III cities also. In a market like Kochi, where there is no shortage of quality shopping options and distance travelled for reaching stores is less, shopping mall developers need to think something different and fast. The present study focuses on determining the latest mall trends in India, the reasons for customers' preference towards a particular mall, the relevance of branding the mall, top challenges for mall managers and using best practices and international standards aimed at enhancing the customer experience thereby increasing the value of the mall through effective marketing for owners, mall managers, investors, tenants, researchers, academicians and other stakeholders. Items related to mall attributes were identified and analysed to find the leading factors that influenced customers in preferring a mall. Finally, a retail marketing strategy has been proposed for mall managers to create shopper's loyalty, i.e. to ensure repeat and dedicated patronage. The paper concludes that with many purchasing options and channels available to the consumer today, staying top of mind to the consumer is very important to a shopping mall, for the long term survival. A well-branded shopping mall can dominate its market, provide superior sales opportunities for its tenants, while also being more successful in attracting the most desirable tenants, all leading to higher customer satisfaction and returns for the investors.

Keywords: *Shopping Mall, Brand Loyalty, Customer Preference, Organised Retail, Retail Strategy*

Branding Opportunities for Nonprofit Organisations in India

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Abstract

Branding in nonprofit system is very different from branding in for-profit organisations. Some of the concepts which are guiding nonprofit branding these days are creation of internal brand

ambassadors, integrating brand meaning across the organisation, expanding the brand by mobilising an external community, cultivating partners to extend the brand reach and influence etc.

Nonprofit branding is not limited to fund raising campaigns but the scope has extended to social impact and organisational cohesion. Branding, as a strategic tool, has multiple dimensions. A well defined identity builds internal structural cohesion and collaborative arrangements with external constituents. This helps the organisation enhance its brand equity and impact the world with higher efficacy.

This paper focuses on variety of dimensions of nonprofit branding in India and suggests achievable strategies for putting ideas to work by nonprofit leaders. The paper has also taken reference from the conceptual framework for nonprofit branding, name as IDEA and tries to find out the relevance of this framework in Indian context. The study involves an in-depth review of the related literature and models of nonprofit branding, usually based on the assumption of its relevance in Indian context where the governance, operation and risk management of the brand still exist at a very nascent stage.

Keywords: *Non-profit Branding, Social Impact, Organisational Cohesion, Internal Structural Cohesion, External Constituents, IDEA, Indian Context.*

Branding Practices and its Effectiveness in Banking Sector (with Special Reference to Ajmer)

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Abstract

In the ever-changing world where customers' preferences and behaviour in making decisions about which product to buy or service to use the selling company has to build and retain their brand in a way which makes it essential to the customer. Customers respond differently to company and brand images. In the view of the development of the customer perception in selection of the banks and their services, the study focuses on the brand management practices and its effectiveness in banking sector at Ajmer. The study will help to know the perception of the customer and executives of the bank regarding service quality and that what strategies they are using or will use to meet the emerging competition.

Keywords: *Service Quality, Strategy, Brand*

Branding Small

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Abstract

More than 95% of enterprises worldwide, including India, fall in the category of small enterprises. Small enterprises have to face many challenges in their functioning as compared to large enterprises. The constraints faced by small enterprises result in limiting their growth and performance. Most of the small enterprises do not focus on brand management and creation of their brand in spite of the fact that following a proper branding strategy can improve their performance significantly. In today's globalised world where rapid technological and managerial changes are taking place, small enterprises can become large at a much faster rate than ever before. In order to generate the pull power, small enterprises need to follow a proper branding strategy.

In this paper, the importance of branding for small enterprises, along with the other related aspects will be discussed. In order to become a brand, it is not necessary that the enterprise should be very large. Small enterprises can also become powerful brands. Some strategies and techniques which can help small enterprises for effective branding will also be discussed.

Keywords: *Branding, Small Enterprises, Factors Exploration, Framework Design*

Branding Spirituality: A Consumer Perception Study of Patanjali Products

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Abstract

According to a detailed report in the Economic Times, Patanjali Ayurved clocked Rs 1,200 crore in revenues in the fiscal year 2014, and crossed Rs 2,000 crore in the year 2015, which makes its turnover equivalent to companies like Emami. A recent report in Business Standard marvels at Patanjali's success as a brand and tries to analyse the factors that have made it a highly profitable venture in a very short span of time in an era when big Fast-Moving Consumer Goods (FMCG) giants are battling an industry-wide slowdown overall. Started in 2006, Patanjali Ayurved Ltd, has moved from selling its products from *ashram* premises and tuck shops to dedicated outlets and now even hypermarkets. Casual interactions with retailers and shopkeepers reveal how big corporates are changing their marketing strategies, even slashing down prices significantly to compete with the Patanjali bandwagon.

This research study aims to investigate the consumer perceptions of the Patanjali brand. This study will be conceptually based on Jobber's perceptual mapping tool to conduct a survey on

consumers in the city of Pune to understand their perceptions of the mix of spiritualism with materialism. Using Aaker's brand positioning theory, this study will question consumers to compare Patanjali with other FMCG brands. The study will also highlight the key factors that influence the consumers for the final purchase of Patanjali products thereby augmenting its market share. Statistical analysis of survey results and will throw light on how customer perception works and how the brand building has transformed in this case.

Keywords: *Patanjali Products Case Study, Consumer Perceptions of Patanjali Products, Branding of Patanjali Ayurved Ltd*

Branding Strategies for FMCG Products in Rural Markets

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Abstract

The rural lifestyle is changing. With media exposure and increasing literacy levels, people in rural India are now demanding a better lifestyle and there is increasing brand awareness in rural markets. Rural consumers are aspiring to purchase branded, high-quality products. Market research firm Nielsen expects India's rural Fast-Moving Consumer Goods (FMCG) market to reach a size of US\$100 billion by 2025.

Strong branding is a vital factor for success in the competitive FMCG industry. In order to create a strong and compelling brand message, understanding the target customers, their demographics, motivations, trends, specific needs and wants (rational and emotional) is essential. In rural areas, the strategy for a firm to create its own brand is significantly different than that in urban areas. This is not just due to income level but also due to the fact that there are deep-rooted community values, joint families, and social customs and taboos. Here, the traditional routes of market entry and brand building employed in urban India may not be feasible. Hence, a study on the 'Branding Strategies for FMCG products in rural markets' with the following objectives: (i) to study the impact of branding on consumer's buying behaviour, (ii) to study the factors that lead to choice of brands, and (iii) to provide suggestions on the branding strategies to be adopted in rural market.

The study reveals that rural consumers expect value for money and, hence, companies should try to deliver quality products at affordable price. They also believe that products of well-established brands are of good quality. Word of Mouth, TV and Radio Ads, discounts and offers, and recommendations of shopkeeper play a huge role than packaging and attractive logos. Brand ambassadors coupled with good brand stories play an important role and brand positioning should be based on local beliefs, culture and traditions.

Keywords: *Branding, Rural Market, Consumer Behaviour*

Branding Strategies in a New Branch

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Abstract

The new branch opening of Indian Overseas Bank is a unique case that documents the design and execution of new branch in an over-branched city area. With the competition faced from other public sector banks, private sector banks and cooperatives, the branch manager, Mr Sanjay Jindal, sets an objective to create a differentiated advantage for customers. It describes how branch was launched and analyses the progress in its initial years. The branch plays an important role in creating desired brand image for the bank. Establishing a brand for a new branch is a difficult task. The task becomes more challenging when the branch is set up in an area with intense competition from other bank branches. The case describes the unique branding strategies involving moments of truth and marketing of fee-based products.

Keywords: *New Branch, Differentiated Advantage, Brand Image, Branding Strategies, Moments of Truth*

Branding Strategy and Market Share: A Case Study of Jet Airways

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Abstract

Branding strategy is considered as an indispensable part of organisation's market strategy by managers. However, formulation of a branding strategy is exigent. Branding Sstrategy becomes, even more, demanding in the event of new product, new service, or for a new market segment. A mistaken branding strategy may lead to shrinking of the market share of an organisation. The market share of Jet Airways was 34% in the year 2006 which reduced to 19.6% in the year 2014, and it is believed that the confusion in branding led to the reduction of Jet Airways' market share. This phenomenon prompted this study to investigate the relationship of branding strategy and market share in Indian air travel business, using a qualitative case study approach, with Jet Airways as the case. The data were from the secondary sources including reports of Airport Authority of India, annual reports of Jet Airways, interviews and newspaper reports. The qualitative instrument is specifically developed for this paper so that it is relevant to the Indian aviation market. The results of this study indicated that incorrect brand strategy led to inexact business operation management.

This inaccurate business operation culminated in withering market share of the Jet Airways. These are discussed and reported in detail in the study.

Keywords: *Branding Strategy, Brand Dilution, Market Strategy, Jet Airways, Market Segment*

Branding through Government Schemes

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Abstract

India is emerging as a global brand and witnessing formidable growth, both in numbers and goodwill. The numerous welfare schemes and monetary incentive programmes started by the government make the economic environment ripe for corporates to en-cash upon. The Fast-Moving Consumer Goods (FMCG) sector is the first one to jump into the rat race with players like Hindustan Unilever, Dabur India, Reckitt Benckiser India, Rohit Surfactants Private Limited, making big on the Swachh Bharat Campaign (Clean India Initiative), launched by the Government of India in 2014 to promote cleanliness throughout length and breadth of the country. Capitalising on the scheme as a part of their brand strategy, these firms have associated their brands with Swachh Bharat Mission (SBM) to deepen their rural footprint and cement their position in the urban market.

A brand is an image, an association, an idea of a particular product or service that consumers connect with. The purpose behind this new branding concept is ostensible as there does exist a clear agreement that the brand distinguishes a product from its unbranded counterpart through the sum total of consumers' perceptions and feelings about the product's attributes, performance and in this case association to a government mass campaign. In order to intensify the relationship, a brand shares with its customer and to tap the potential hygiene market in India, the concept of branding through popular government schemes is innovated. Here, conventional rules for branding are not adhered to, rather corporate giants look to gain public, government and media favour to achieve a competitive edge. Initial evidence of sales number and public acceptance is suggestive of this being a successful approach. This study attempts to explain how government schemes can be used to capitalise upon co-branding with the help of specific case studies.

Keywords: *FMCG (Fast-Moving Consumer Goods), Swachh Bharat Mission, Branding, Association*

Brands are Status Symbols: Understanding Reality Using Mystery Shopping

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Abstract

Getting attracted towards a particular brand is due to the ‘emotional attachment’. Customers are now attracted by various private players showcasing their brand label and do customers have a mindset to accept only those goods which process a popular brand name, especially the youth community. Creating emotional brand attachment is now the job of the marketer. Are brand being preserved by the marketer? Or are the marketers taking initiative to protect their brand from the competitors? Are they a few questions which need a perfect solution? At the same time the popular established brands do concentrate only of the classy lifestyle community and have hassle in concentrating with the unaffordable community. Thus, brands are subjected to discrimination based on a person’s earning capacity. Thus, this research paper will intend to throw light on the key discrimination factors which has an influence on brand. The researchers have made use of mystery shopping observation to determine and understand the concept of customer discrimination which comes out of brand strategy. Thus, the primary objective of this research paper is to determine whether brands are ‘status symbols’. The study also intends to recommend the marketers to avoid discrimination in their branding concept which would help them to have a lasting relationship with customers of all classes apart from status. The researchers being mystery shoppers have been motivated to study the reality in the view point of normal customers. The golden tomorrow has various areas to be explored by the future researchers, this unique tool ‘mystery shopping’ can be used to improve SERVQUAL and can be used to as an index to measure brand performance.

***Keywords:** Brand, Discrimination, Customer Lifestyle, Unaffordable Community*

Brewing Brand Loyalty through Experience: The CCD Way

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Abstract

The rapid spreading out of the Internet and sustained disintegration of mass media have brought the need for tailored marketing into sharp centre of attention. It will not be an understatement if one maintains that the present economy celebrates the power of the personalised customer.

Experiential marketing promotes a product not only by communicating a product's skin tone and benefits, but also connecting it with distinctive and appealing consumer experiences.

Using the standard scale of brand experience developed by Brakus, Schmitt and Zarantonello (2009) and brand loyalty scale by You and Donthu (2001), the present study tries to analyse several experiences that customers encountered at Café Coffee Day (CCD as it is known among the youth), the company that established coffee drinking in the country which was until now the home of tea drinkers. Based on four dimensions, sensory, affective, intellectual and behavioural, an attempt has been made to know about how these four factors have helped Café Coffee Day to ensure that the core customers, of whom 80% are below the age of 29, stay engaged with the brand, even as new competition is expected to enter the Indian market. Further, results will show the degree of sensory, affective, intellectual and behavioural impact on brand loyalty of a customer towards CCD which will guide the company to further strategise and offer better services for customer delight.

Keywords: *Brand Experience, Brand Loyalty, Experiential Marketing, Sensory, Affective, Intellectual, Behavioural*

Building Organic Food Brand: Issues and Insights from Indian Market

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Abstract

This paper intends to enumerate various issues and insights of organic food brand and organic food sector in India. It examines the importance of understanding organic consumer behaviour and market issues in building an organic food brand. Case study approach was used by studying some of the existing organic food brands, Organic India, Pristine, Fab India. Down to earth, Pro nature to understand the past, present and future of these organic food brands. Factors like brand awareness, trust and health consciousness were considered most important factors for choosing a brand, and the organic food brands were suggested to build trust in the minds of organic consumer. It was found that the organic food sector is in a very nascent stage and has to face various challenges in supply chain and other economic factors. This paper provides conceptual approach to build organic food brands in India. The existing framework can be referred for further academic research in the field of consumer behaviour and organic food sector.

Keywords: *Organic Food, Consumer Behaviour, Brand, India*

Can Real Estate be Branded?

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Abstract

The real estate business include builder/developer along with professional service providers; such as architect, structural engineer, legal experts, brokers, property management, real estate marketing, financial institutes, land holders, etc. Types of interests which subsist in the real estate include freehold, lease hold, and rental. The business has been divided into three segments, namely commercial, residential and agricultural, which attracts investment for capital appreciation, rental income, agriculture produce, lease and commercial use.

This market itself is heating up, the entry of the companies whose core competence is not 'real estate development', but which have clearly scented a killing in this market. Despite being infants in the business, they speak of providing a complete solution to their customers and have changed the game a lot. This has created the need for brand, for the non-corporate players who otherwise were happy with whatever share they could get in this unorganised sector. Now, they need to enhance themselves to create and redefine them as a brand. They will have to comply with the need of the hour as the tag is high and exists in million rupee plus bracket. What makes it worthwhile is the size of the market. The market itself is expanding both vertically and horizontally, making it more attractive. Whether companies would undertake a branding exercise or simply sell? If yes, what could be their key branding decisions? What could be their branding strategies? And how will they manage their brand? Or is it just not possible to BRAND this business? And the corporate will have to take help from the 'family' brand to explore and survive.

Keywords: *Key Branding Decisions, Role of Brands, Brand Equity, Branding Strategies, Brand Management*

Category Involvement and Brand Attitude in Cooking Oil

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Abstract

The Indian cooking oil industry is highly fragmented with the presence of a large number of organised and unorganised players competing to gain a strong foothold in the market. There is extreme variation in the consumption pattern and brand preferences of Indian consumers with respect to cooking oil. The cooking oil consumption has increased due to rise in overall household income, increasing health awareness, growing population and increasing demand. India offers a huge market

full of potential and demand for cooking oil, due to which several companies have entered into this market and are trying to attain favourable brand attitude towards their brand. The leading cooking oil companies and their respective brands are Marico-Saffola, Adani Wilmar Limited-Fortune, Agro Tech Food Limited-Sundrop and the emerging companies are Borges, Field Fresh, etc. Despite companies using massive brand-building strategies by creating awareness on health, low-absorb, taste, etc. to differentiate their products, not all brand experts are sure about the effectiveness of their efforts in branding of the product. We have conducted a segment-level analysis for cooking oil, to understand the effect of category involvement of the consumers on the brand attitude formation. After reviewing the key benefits and value proposition of different cooking oils through advertisement and content analysis, we have segmented this market into: regular, health and lifestyle. To investigate category involvement across the segments, we analysed the responses of 105 consumers in Delhi-NCR through a self-administered questionnaire. The findings suggest that consumer involvement varies across the three segments; however, the brand attitude is independent of the involvement in 'regular' category whereas health and lifestyle enjoy high cognitive beliefs. The research indicates a clear difference in consumer behaviour across different segments of cooking oil category which implies different marketing and branding strategies for the marketers.

Keywords: *Cooking Oil, Category Involvement, Brand Attitude, Segmentation*

Cause-related Marketing: An Assessment of Campaign-related Constructural Elements and the Demographics on the Consumer's Responses

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Abstract

Cause marketing initiatives are increasingly becoming the prominent aspect of the marketing mix; a lot of companies are jumping into the bandwagon primarily to distinguish themselves in the homogeneous markets. However, it is only a recent phenomenon that the companies are beginning to appreciate how corporate giving may be adopted as an effective strategy to market their products in the competitive markets. The paper is aimed at examining the effect of various constructural elements of the Cause-Related Marketing (CRM) campaign and the demographic variables on the buying behaviour of the consumer. It identifies the various factors that drive the behaviour of the consumer exposed to a CRM initiative and examine the impact of the same on the consumer responses. A survey instrument was developed based on extensive literature review and the exploratory research. The survey was pre-tested, duly revised and filled by 506 respondents out of which 478 were found to be in the usable form and were thus used for the purpose of this study. Results suggested that the campaign enjoined constructural elements as identified and

the demographic variables positively impacted the consumer's attitude, behaviour and purchase intentions towards the cause marketing companies. This in turn provides valuable insights to the academicians and the practitioners as to how to plug the compelling elements in the construction of the campaign to get the favourable consumer response and also help in identifying the characteristics of consumers that affects the perception and evaluation of the CRM offer.

Keywords: *Cause Marketing, Consumer Behaviour, Research, India*

Certification of Standardisation (NAAC, NBA, ISO) can Result into Branding of a Management Institute

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Abstract

Certifications of Standardisation provide guidelines for the desirable upgradation of existing programmes and for the development of new programmes. These certifications deal with the requirements that organisations are aiming to meet for the standardised performance. Standardisation encourages the maintenance of standards of excellence and to stimulate the process of continual improvements. Standards play a vital, though largely invisible role in national and international infrastructures, economies and trade. By providing agreed ways of naming, describing and specifying, measuring, testing, managing and reporting techniques. Education plays a vital role in the development of any nation. Therefore, there is a premium on both quantity (increased access) and quality (relevance and excellence of academics programmes offered) of higher education. Accreditation of higher education in India is carried out by National Academic Accreditation Council (NAAC) and the National Board of accreditation (NBA). ISO 9000 series standards provide clear guidelines for the top management of an institution or university to improve the effectiveness of their education system.

Keywords: *NAAC, NBA, ISO, Management Institutes*

Challenge of Counterfeit for Alcoholic Beverages Manufacturers: Underlying Cross-cultural Differences a Key

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Abstract

The escalation of counterfeiting practices and piracy and rampant infringement of IP (Intellectual Property and Copyright) rules are creating multiple challenges to the many Fast-Moving Consumer

Goods (FMCG) companies. Product counterfeiting poses a serious threat to the beneficial aspects of intellectual property rights and the concept of branding. According to the KPMG-FICCI Report 2015, counterfeit products now account for more than a fifth of the FMCG market in India. The market share of counterfeit is 65%. The case discussed here describes the current scenario of alcohol industry and the challenges of counterfeit products. It explored the cultural perspective as a viable elucidation in understanding the counterfeit challenge. Despite provisions of IP (Intellectual Property) Law and Copyright Act set of strict penalties for counterfeiting and piracy, the main impediments remain technical and physical rather than just legal. Though the existing form of academic literature only partially reflects the real complexity of the counterfeiting problem, the demand side of the counterfeiting market has received some attention. It is indeed difficult, if not impossible, to estimate the magnitude of the advent of alcohol counterfeiting. The origins and the methods of frequently cited occurrences are still unclear and unpredictable. Nevertheless, estimates over time point out to a large strategic threat which involves national/international organised crime, and hence needs to be addressed strategically.

The present study examines the defining characteristics of counterfeit products and respective rescue strategies. It provides a situation analysis with the growing magnificence of counterfeit in alcohol industry. The case endorses the concerns about the growth of counterfeit market in alcohol beverages. It subsequently attempts to propose a cultural framework for assessing the propensity of a product that is counterfeited or pirated.

Keywords: *Counterfeiting Practices, Multiple Challenges, Provisions of IP, Strategic Tactics*

Challenges and Strategies of Global Branding in Indian Market

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Abstract

Branding has been around for centuries as a means to distinguish the goods of one producer from those of another. Marketers now realise that there is a global need to standardise the products, packaging and communication to attain a least-common denominator positioning that would be successful across nations. The perception of quality that is associated with the global brands is difficult to unlock, but it's easier to create an ocean of opportunities for Indian brands.

Branding is a major issue in product strategy. The marketing implementation may make or break a brand and is most vital as consumers actually experience the brand through adverting, promotions, purchase and after sale service. Global marketers need to make a sustainable brand strategy which lists the character traits intended for the brands.

Hence, the researcher attempted a study on challenges and strategies of global branding in Indian market with the following broad objectives: (i) to identify the global brands and strategies

for global brands (ii) to identify marketing strategies of global brands in India market (iii) to identify six challenges (6 E's) of global brands marketing in India and (iv) to provide suitable recommended strategies and conclusion

However, the problem faced by the brand managers is how to implement the strategies that can release the full potential of their brand in and across multiple markets at a given time. Globalisation and technology has gifted the ability to create logos and other proprietary brand images that has certainly increased the efficiency and lowered the cost of reproducing and distributing branded materials.

Keywords: *Branding and Strategies, Global Brand, 6E's*

Challenges for Vindhya Herbal: A Public Sector Brand

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Abstract

Indian herbal industry is growing at 20% annual compounded growth rate with herbal products playing the role of strong disruptive force for the non-herbal equivalents since the last few years. The recent trend characterised by a shift in shelf-space for herbal brands is a result of influence of Ayurvedic and health fads.

The Madhya Pradesh State Minor Forest Produce Federation was set up to undertake marketing of non-timber forest produce (natural products) under the Vindhya Herbal brand name by organising the collection, processing and marketing efforts through participation of the forest-dwelling communities. Branding strategies have been prominent in strengthening business of profit-making organisations and commercial brands. However, in the brand-building process, public sector organisations face a number of challenges in positioning their brands in a highly competitive market landscape. Vindhya herbal brand, a government of Madhya Pradesh initiative is not immune to this trend. Despite vast opportunities in the fast growing herbal market space, the sales growth of Vindhya herbal has been less than its potential.

This research paper thus examines the consumer attitude towards Vindhya herbal brand in order to understand and analyse the challenges faced by public sector firms in their brand-building journey. A descriptive cross-sectional research was conducted among consumer groups in Bhopal city to describe competitive positioning of Vindhya Herbal vis-a-vis other herbal brands. The results show that consumers prefer herbal brands on the basis of product quality (perceived by brand communications), ingredients used (natural ingredients), and wider availability (store locations). Commercial brands that are highly advertised and widely distributed score well than a government-sponsored brand which faces the challenge of poor visibility.

Keywords: *Herbal Products, Consumer Attitude, Brand Visibility, Public Sector Brands*

Comparative Efficacy between Societal Promotion and Ad Promotion: A Strategic Branding Perspective

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Abstract

Understanding about Corporate Social Responsibilities (CSR) has undergone sea changes in the recent past. Few years back, business considered CSR as only statutory obligation and has been forced to pay for CSR. At present, situation has not so improved that corporate has changed their mindset to consider CSR as a philosophy, but time has come that they can view it more strategically. In this backdrop, some have pointed out as to how CSR can be used for brand building. Presently, when promotional mix and therefore Ad believability is less among customers, trust building is a challenge, a corporation can consider strategically employed CSR as a panacea.

But only claiming of efficacy of CSR in comparison with advertisement without empirical validation is not acceptable. Thus, necessary hypothesis has been drafted to check the comparative efficiencies between marketing expenditure and societal expenditure vis-à-vis sales of the firm.

Authors have selected 13-year figures of sales, advertisement expenditure, selling expenditure, miscellaneous expenditure and compensation to employee for the purpose of empirical testing. Further, these have been clubbed into three groups of data, namely (i) sales (ii) marketing expenditure (advertisement and selling expenditure), and (iii) societal expenditure (rest all). Since the data are longitudinal in nature, authors have checked whether all of these maintain stationary process or not. Hence, authors have employed Box-Pierce Q-test procedure and converted non-stationary data into a stationary one. Further authors have tried to fit the sales data (as dependent variable) with ME marketing expenditure (as independent variable) and SE societal expenditure (as dependent variable) data assuming linear and log-linear model. Appropriate model has been chosen based on the R^2 value. Meanwhile, authors have examined the assumptions of regression model.

At the end, authors have inferred that in majority of the cases, even though the spending of ME is higher compared to the SE (excluding employee compensation), contribution of SE on sales is higher than that of ME.

Keywords: *Corporate Social Responsibility, Marketing Expenditure, Societal Expenditure, Sales*

Computer Anxiety as a Moderator of the Relationship between Social Loneliness and Attitude towards Social Media

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Abstract

Purpose: Social media is transforming the way people communicate today. However, preference to use social media is characterised by the users' individual factors. Within the social media, Facebook has emerged as the top platform in digital marketing in India, presenting an opportunity for brand managers to promote their offerings to the target consumers most effectively. This presents a need to understand the psychological factors posing as barriers to the use of social media. The present study aims to measure the moderating effect of computer anxiety on the relationship between social loneliness and attitude towards social media.

Design/methodology/approach: A survey of 189 adults was used to generate responses for the variables under study. The revised Loneliness Scale (Russell, Peplau and Cutrona, 1980) was used to measure participants' loneliness. Preference for online social interaction (POSI) was measured with four items based on the concept and instrument developed by Caplan (2010).

Findings: Based on the findings of the present study, it is suggested that social loneliness is significantly associated with attitude towards social media use and that this relationship is moderated by an individuals' computer anxiety. Furthermore, study results suggest that attitude towards social media has a positive relationship with intention to use social media.

Research limitations/implications: The findings are limited to north India, and therefore results of the study cannot be generalised across India. Additionally, this was an exploratory study to examine the Indian consumers' preference for social media and used only survey for data collection. It will be meaningful to explore behaviours in greater depth.

Practical implications: The present research provides an in-depth understanding of Indian consumers' attitudes towards social media. Findings are useful in understanding consumers' loneliness, a psychological construct, with their attitude and intentions to use social media. Also findings are useful for marketers as it deepens their knowledge of this new digital platform which can help in optimising their media plans, given that the Indian users have a voracious appetite for online social media.

Originality/value: Although the unprecedented popularity of the social media has driven research in this context, yet exploration into the reasons for low social media acceptance has been an area less researched. The present study is among the few to research the effect of a psychological construct on the likelihood of engaging in online social interaction.

Keywords: *Social Loneliness, Computer Anxiety, Social Media, Attitude, Intention*

Concept of Brand in Higher Education

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Abstract

Purpose: This study attempts to contribute to literature on the concept of ‘brand’ in higher education and enhance academic understanding of related constructs like brand, brand equity, image and reputation in the context of universities.

Methodology: Informative paper approach has been followed in this work by drawing upon extant literature on branding in higher education.

Findings: The review consolidates the existent thoughts on brand and related concepts as applied to higher education.

Value: The paper provides consolidated view of brand on an area of emerging interest. University administrators, brand researchers and academicians may find it interesting.

Keywords: Brand, Image, Reputation, Higher Education, Universities

Conceptual Framework of ReConnect Process for Consumer Brand Relationship

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Abstract

Purpose: The purpose of this paper is to draw attention to the diverse strands that underpin the still emerging concept of ReConnect process as consumer-brand engagement tool. The research also aims to assess the feasibility of ReConnect process as Brand-Consumer co-creation framework.

Design/methodology/approach: Conceptualisation entails analysing and synthesising previous studies in similar domain and reasoning new relationships between relevant engagement platforms. Brand-consumer co-creation framework is explored by operationalising the concept through a theoretical design.

Findings: The impact of ReConnect process was demonstrated by leveraging the consumer helpline setup, by extending it beyond the transactional interface. Integrated Customer Relationship Management (CRM) was conceptualised to facilitate two-way engagement across platforms with required flexibility for Channel. Using consumer lifetime value metrics, it was recognised as the

most efficient process to elevate consumer commitment for the brand. Evidences were collated to establish its potential to co-create differentiation in marketplace.

Managerial implications: The study provides a level of clarity on how to leverage the consumer care touch point as an engagement platform. The research provides a new insight for marketers on metrics to look for while evaluating investments across engagement platforms. Importantly, it provides a road map which organisations' can use as a reference for improving their customer experiences. It also suggests that ReConnect process can be leveraged as a two-way engagement platform that will strengthen the advocacy and advance the knowledge of co-creation.

Originality/value: This work brings together disparate but highly relevant consumer-brand relationship theories to progress the engagement literature and improve understanding of the influence of co-creation upon the brand and customer.

Research limitations: As the research area was fairly new in the engagement platforms domain, the key limitations included the availability in-depth and longitudinal past studies. The inferences were drawn from a mix of conceptual understanding of consumer care set-up and secondary data on CRM platforms. Further work is needed to further test the findings in using actual data from organisations.

Keywords: *Consumer Engagement, Brands, ReConnect, Co-creation, Loyalty, Consumer Lifetime Value, Conceptual Framework, CRM*

Consumer Evaluation of Determinants of Successful Brand Extensions: A Study of Select FMCG Products in Indian Market

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Abstract

Brand extension, which involves introducing a new product under the existing brand name, has become a popular new strategy because of its attractive advantages. The strategy of brand extension is a way to capitalise the equity of brands by providing a new source of revenue. In order to determine whether a brand extension is able to capitalise on its parent brand while avoiding or minimising potential disadvantages, it is crucial to understand how the extensions are evaluated by consumers. The success of a brand extension is largely determined by how consumers evaluate the extension.

The purpose of the study was to examine and empirically test whether determinants of brand extension's evaluation, such as perceived similarity, brand reputation, brand association, brand awareness and brand loyalty, can be used for predicting extension acceptance in the current context or not. The dependent variable for the study was the overall consumer evaluation of brand extension. The study investigated the effect of these factors on hypothetical potential brand extensions of two well-known brands, Dettol and Dove in the Fast-Moving Consumer Goods (FMCG) sector. For Dettol, the

two potential extensions considered were Dettol toilet cleaner (related) and Dettol toothpaste (unrelated). For Dove, the related extension was Dove foot cream and unrelated potential extension under study was Dove dish wash liquid. Consumer response towards these hypothetical/potential extensions was examined based on the consumer relationships with the brand. Regression analysis was used to empirically test the data obtained.

The research revealed a clear difference in the mechanism behind consumer evaluation of related and unrelated brand extensions. The research supported the postulate that a well-known brand acts as an aid for consumers to have a more favorable evaluation of the brand extensions. More loyal consumers evaluate brand extensions more favourably.

Keywords: *Brand Extension, Perceived Similarity, Brand Reputation, Brand Association, Brand Awareness, Brand Loyalty*

Consumer Perception of Brand Personality Dimensions

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Abstract

Purpose: Brand personality has been defined as ‘the set of human characteristics or traits that consumers attribute to or associate with a brand’ (Aaker, 1997). Attaching personalities to the brands contributes to a differentiating brand identity, which can make brands more desirable to the consumer. India is a rapidly growing market in which the importance of brand personality is likely to increase in the years to come. Thus, the present study has two objectives: (i) to focus on the strategic importance of brand personality construct in India, (ii) to identify the underlying dimensions of brand personality applicable to the Indian market. To fulfil these objectives, the present study empirically measures the personality of Micromax brand (a well-known brand in India) using Aaker’s five dimensions framework (consisting of five dimensions which is divided into 11 facets).

Methodology and results: The study administered a questionnaire-based survey on the users of Micromax brand. Total 120 customers of Micromax brand participated in the study where 90 were active users at the time the study was conducted and the rest had used Micromax brand in the past. The majority of sample participants belonged to 18 to 36 years age bracket. Participants’ responses on brand personality questions were examined for dimensionality, reliability and validity for which factor analysis was performed. A K-means cluster analysis was also performed to segment the market. Factor analysis of this study resulted in total nine dimensions where single items were loaded on the last two dimensions. Therefore, these two items were dropped from the analysis and total seven dimensions were taken for further analysis. The seven-dimension structure extracted from the analysis was somewhat different from Aaker’s model.

Conclusion: Overall, Micromax brand was perceived to be sincere, elite and gritty, exciting, graceful, dependable and inventive, and self-reliant. Traits like small town, family oriented, real

and wholesome under sincerity dimensions and daring under exciting dimension was not found to be applicable to Micromax brand personality. These findings are useful for marketers to design effective positioning strategies.

Keywords: Brand Personality, Factor Analysis, Micromax

Consumer Skepticism towards Brand: Advertising on Television

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Abstract

Problem definition: Television advertising is a costly affair for any organisation as it is aimed at informing and persuading a large number of consumers about the organisation's product. But this substantial advertising cost incurred may sometimes become meaningless when the consumer displays distrust towards TV advertising and the products advertised. This distrust or doubt towards advertising is called 'consumer skepticism towards advertising.' A skeptical consumer is likely to doubt the credibility of advertising, which in turn may weaken the acceptance of the advertising claim (Holbrook, 1978). Therefore, this paper studies consumer skepticism towards TV advertising across varied demographic profile of consumers.

Purpose: This paper aims to examine the level of consumer skepticism towards the brand claims on TV advertising and how it is affected by the consumer's demographic profile.

Design/methodology/approach: The author employs deductive research approach by testing the pre-defined hypothesis. Further, this paper uses cross-sectional research design for collecting quantitative data. Primary data is collected from 86 respondents (≥ 18 years) in Delhi through non-probability convenience sampling technique. Data is collected by using self-completion questionnaire. The scale developed by Obermiller and Spangerberg is used in the questionnaire for measuring consumer skepticism towards advertising. And for the purpose of analysis of data, Chi-square, correlation and univariate analysis tools were used.

Findings: The results show that consumer's gender and age have influence on consumer skepticism towards the brand advertising on television.

Practical implications: By understanding consumer skepticism towards advertising, marketers could overcome problems related to failure of brand advertising and will be able to position the advertised product well.

Keywords: Skepticism, Consumer Skepticism, Consumer Skepticism towards Advertising (CSA), Brand Advertising on Television

Controversies of Dairy Brands in India

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Abstract

Study Level: The case is designed for business students at the undergraduate or MBA levels in courses that deal with marketing of food products. The case describes the controversies faced by three of the dairy brands in India around the safety and quality of their products.

Case Overview: Food safety refers to the absence of harmful levels of chemicals in food, either introduced intentionally or unintentionally. India is the world's worst food violator, reports global food source monitoring company, Food Sentry. India has Food Safety and Standards Authority of India (FSSAI) which lays down food regulations, monitors and certifies food. Food marketers should realise the importance of adhering to the food safety norms in order to gain brand credibility. This case describes about the controversies faced by three of the major dairy brands in India.

Amul is a dairy co-operative in India formed in 1946 and managed by Gujarat Co-operative Milk Marketing Federation Ltd (GCMMF). Verghese Kurien, who is known as the father of white revolution in India was the founding chairman of GCMMF and was responsible for the creation and success of Amul brand of dairy products. Its annual turnover is greater than 8000 crores. In 2014, a customer published a post on facebook about the presence of unsafe substance in milk.

Mother Dairy was founded in 1974 in Delhi and is a subsidiary of National Dairy Development Board. In 2015, Uttarpradesh Food and Drug Administration found detergent in one of the samples of milk picked from a collection centre.

Aavin is the trademark of Tamilnadu Co-operative Milk Producers Federation Ltd which was registered in 1981 and is the apex body of 17 district cooperative milk producers's union. Aavin sells 11.7 lakh litres of milk every day. In a scam that got unearthed in 2014, it was found that 1000 litres of milk got replaced with water in the tankers that carried the milk to aavin plant from the chilling centres.

Expected Learning Outcomes: The case has been documented to help the readers to understand the strategies used by the brands to resurrect themselves after facing controversies. The readers shall learn the strategies by answering the questions like: What is the role of latest communication channels like social media in the controversies? Why is it important to build a loyal customer base?

Keywords: *Food Controversies, Food Safety, Dairy industry, Social Media, Strategies*

Corporate Communication and its Impact on Brand Building in Healthcare

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Abstract

Post LPG, service sector predominantly occupied a pivotal role in the society. Unlike the primary agricultural sector or secondary industrial sector, which is concerned with production of tangible goods, the service sector is basically intangible and perishable in the sense that neither the service provider nor the receiver can store a service. Healthcare industry which is one of the most crucial components of service sector unlike banking, insurance, hotel, transportation and education is one of the world's largest and fastest-growing industries. Healthcare industry includes many subsectors in it comprising hospitals, medical infrastructure, medical devices, clinical trials, telemedicine, health insurance, etc., all of which delivers goods and services to treat patients on preventive, curative, rehabilitative, and palliative care basis. The role of the hospitals has been broadened crossing the limits of curative health to health care. Financially, they account for about 50% of overall health care expenditure. Symbolically, they are viewed by the public as the main manifestation of the health care system. Aging baby boomers, advances in medical technology, dramatic government reforms and a call for increased transparency in the healthcare delivery are a few of the challenges facing today's hospitals in the healthcare industry. Getting a secured position in this competitive healthcare environment calls for an innovative approach to communication and this is where corporate communication can help in healthcare delivery system. Corporate communication is an ideal tool to correspond appropriately and actively with the target audience such as patients, relatives, staff, politicians, etc. From the hospital perspective, for private providers who have appeared on the market within recent years, it is vital to have a sophisticated communication framework to quickly build and maintain a strong corporate identity and a respectable image and reputation. The main focus of communication lies on brand management, on promoting a coherent corporate identity and on establishing a professional corporate design and an effective communication enables the formation of favourable brand awareness and a positive brand image. These then form the brand knowledge structures which in turn trigger the differentiated responses that constitute brand equity. Hence this paper is an attempt to revisit the literature that will examine the relevance of corporate communication in healthcare leading to positive brand image and the role corporate communication plays in successful healthcare branding.

Keywords: *Branding, Brand Equity, Corporate Communication, Healthcare, Hospitals*

Counterfeit Consumption of Fashion Apparels: Role of Personal Ethics and Social Motivations

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Abstract

This paper sets out to examine how consumers' personal ethics and social motivations influence their attitudes towards counterfeits and how these two sets of variables influence purchase intention.

Design/methodology/approach: 210 respondents were surveyed. Instrument items from Forsyth's 'Ethics Position' Questionnaire, 'Self-expression' scale and 'Self-presentation' scale were used. Data was analysed using MANOVA and other statistical techniques.

Findings: A significant relationship between ethics and behavioural intention towards counterfeit fashion apparels among Indian youth was found. Study also found that social motivations (self expression and self presentation) have a significant effect on inclination towards counterfeit fashion apparels. The attitude towards counterfeit fashion apparels was also found to influence purchase intention.

Research limitations/implications: The findings are limited to north India, and therefore results of the study cannot be generalised across India or other international markets. Further, only fashion apparels were considered. Other cultural contexts and product categories may be investigated in the future. The research is limited to youth thereby leaving scope for future investigations in other age groups.

Practical implications: The research provides an in-depth understanding of Indian consumers' attitudes towards counterfeits of fashion apparels. Findings are useful in understanding the value orientation of consumers who purchase counterfeit fashion apparels. Segmenting consumer groups of varying ethical beliefs and social motivations and targeting them through appropriate marketing messages could be successful in encouraging greater socially responsible purchase behaviour.

Originality/value: Since purchasing counterfeit products is specifically a consumption activity related to fashion brands, it seems plausible that a relationship between an individual's ethical beliefs, social motivations and purchase behaviour of counterfeit apparel goods could exist. Moreover, the present study is among the first attempts to establish relationship between personal ethics and counterfeits, as this area of research has been sparsely explored yet.

Keywords: *Counterfeiting, Ethics, Self Presentation, Self Expression, Attitude, Intention*

Crafting a Reprioritisation Narrative for Foreign Policy: Do the BRICS Need One?

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Abstract

The rise of emerging countries has seen a proliferation of multilateral mechanisms in the Global South. Various emerging state actors have increased and diversified their membership in multilateral organisations as well as lobbied to broaden the agenda within these platforms. This process is accommodated with development narratives aiming for recognition and inclusion. This article identifies and evaluates the identity narrative of the Brazil, Russia, India, China and South Africa (BRICS) group and reflects on the impact of the economic downturn in 2015–2016 on its coherency. The BRICS is a group consisting of five emerging countries: Brazil, Russia, India, China and South Africa. An identity narrative falls within the three categories of strategic narratives according to Miskimmon *et al* (2014), next to system and issue narrative, and is a politically drafted storyline to make sense of state identities as well as collective identities. The central question in this paper is how the identity narrative of the BRICS is projected in light of the economic downturn. A narrative analysis of public statements in addition to ethnographic observations obtained through field research within the respective BRICS countries created a discussion on the necessity of drafting a reprioritisation narrative for foreign policy. This objective in strategic communication would be necessary if this group of emerging countries is maintaining their political aspiration to reform the international order, while addressing more attention to other foreign policy strategies including that of bilateral agreements and re-engagement with the ‘old countries’. The first half of the article explores the concept of a reprioritisation narrative to accommodate a sustainable identity narrative, while the second half of the article is devoted to the question whether the BRICS alliance needs a reprioritisation narrative.

Keywords: *BRICS, Emerging Countries, Identity Narrative, Strategic Narratives*

Creating Brand Loyalty through Customer Experience Management in Telecommunication Services

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Abstract

There have been tectonic changes in the telecommunications landscape over the last decade—huge growth of smartphones and data traffic, proliferation of various applications including social

networking and video streaming, Internet of Things (IoT), adoption of mobile money, rise of analytics, etc., which present challenges as well as opportunities to service providers.

One of the most effective levers of creating brand loyalty in the complex ecosystem is to ensure superior customer experience management. However, in the changing business landscape, even the key aspects or parameters of customer experience are also evolving. Customer experience management should cover all the possible touch points from brand attraction to service consumption to service renewal or end of service consumption. The new age customer experience management demands personalised, real-time and pro-active actions with a 360 degree view of the customer.

The transformation towards better customer experience management is strategic in nature and has significant impact on its people, processes and systems (technology). However the benefit of such transformation is enormous—it results in higher brand-loyalty, better share of customer wallet, reduced churn and more profitability.

In this presentation, we intend to provide some insights and examples from the telecommunication industry on various initiatives and solutions towards creating brand-loyalty through customer experience management.

Keywords: *Customer Experience Management, Brand-loyalty, Telecommunication Service, Churn Reduction, Analytics*

Creating Brand NDRF: Using Awareness, Engagement and Intervention for Community Empowerment

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Abstract

The case study analyses the use of brand management as a tool for creation of awareness, engagement and intervention for community empowerment by not-for-profit organisations, a sector which is traditionally believed to be unrelated to marketing in general and brand management in particular. The case study focuses on the National Disaster Response Force (NDRF), which is the first of its kind force in the world for disaster response, disaster risk reduction, and mitigation and disaster prevention. It exists for improving the disaster response mechanism in the country and to create an impact on lives of people who are living under constant fear of impending disasters. It acts as a carrier for impact creation by acting as a catalyst for bringing change and, thus, helping the community in becoming self-sustainable after certain time. The study analyses how NDRF is adopting brand management as a tool for fulfilment of its goals and for community empowerment. The research emphasises on the fact that adoption of tools and practices of brand management in these unconventional sectors can further improve their impact on community. The case discusses the initiatives undertaken by NDRF in the areas of disaster response, awareness, recovery and community empowerment and the role played by branding in improving the efficiency and

effectiveness of the force and how such forces can be helpful in effectively and efficiently managing the disasters in today's disaster-prone world.

Keywords: Not-for-Profit Brand, NDRF, Community Empowerment

Crisis at Maggi: A Wake-up Call for all Multinationals

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Abstract

The case will discuss the effect of social media and the blow given to Maggi, the most popular instant noodle brand of the country because of the report that it had high levels of lead as well as the presence of Monosodium Glutamate (MSG). The reports later on gave a different picture where it was again tested and found at permissible levels in different countries around the world. It was later visualised that the way it was tested in India especially in most of the parts of the country had errors. So, who is guilty, the company authorities who could not visualise the surging tide against them or the testing authorities who tested the wrong way. Nestle if we see did not have an inbuilt response mechanism to withstand and counter this swelling crisis. Their silence in the social media enhanced the crisis to such a level that they were not able to counter the damage. So, this is a wakening call for all multinationals to rectify their mistakes and come up with better products, promises and testimonials, otherwise they may also will have a similar fate. Confusion after all has to be confronted with possible communication and not be left to be discussed among the consumers themselves. In this case, we will discuss the missteps of the company that led to the withdrawal of the products to give a wakeup call to strong brands as well as multinationals to not take the market, the competition and the consumer for granted because any wrong move or silence can destroy them to a limit which is hard for them to resurrect.

Keywords: Noodle, Instant, Crisis

Cross-cultural Brand Perception: Understanding Differences in Perceived Brand Luxury in Global Markets

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Abstract

Problem statement: Over the past several years, there has been a tremendous increase in wealthy consumers and the demand for exclusive brands is no longer the monopoly of few homogenised group

of customers. Due to the changing profile of consumers and the rate of economic growth around the world, global companies need to become aware of what constitutes luxury in different cultures. What is perceived as luxury brand in one culture might be a mass market brand in another culture, thereby requiring the attention of brand managers and marketers in contemporary organisations.

Purpose of research: The aim of this research paper is to explore how the image of one global brand differs across cultures and the need for repositioning luxury brands in different cultures for sustainability. Specifically, the focus is on investigating how the global economy is offering growth opportunities for luxury brands around the world. Hofstede's (2001) cultural taxonomy has been used to define different types of cultures and to explain possible variations in consumer behaviour.

Methodology: A qualitative research approach based on thorough review of literature has been adopted to meet the purpose of study.

Results: The study reviewed consumer characteristics in ten broad cultural clusters (Anglo, Latin Europe, Latin America, Eastern Europe, East Asia, South Asia, Africa, Mid East, Nordic, and Germanic) as outlined in study, 1991. The analysis yielded that culture influences the way individuals perceive a luxury brand. The dimensions such as power distance, individualism, etc. influence the parameters of luxury and, thus, a highly priced brand is not necessarily the only sign of luxury.

Implications: The study helps in identifying differences and similarities in the perception of luxury brands between cultures so that marketers and brand managers are able to develop 'glocal' brands as per each market's requirements.

Keywords: Brand, Brand Associations, Brand Perception, Brand Personality, Cultural Dimensions

Culture and Branding Importance in the Tourist Development: A Case Study—Varanasi

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Abstract

Tourism is an important sector in the developing countries like India; it generates not only direct income to the government but also employment to the people. For the tourism development in the India branding is necessary. Tourists can get attracted due to the ancient culture prevailing in that place as well as its potential or natural attraction. Our tourism policy through add-on attractions can prolong the tourist stay at a site.

A case study has been conducted in Varanasi to know as to what perception of a tourist for Varanasi was and what his real feeling is.

The study shows that hygiene, yoga, music and add-on attraction are the most important factors.

Keywords: House of Quality, Tourism, Branding

Culture as a Tool for Branding: A Reality Check of Indian Wineries

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Abstract

Historically wine has evolved as a part of cultural complement to food and fine lifestyle in the western world. Today with the advent of globalisation, Indian consumer is greatly influenced by the western food and beverages trends which signify fine lifestyle. Wine consumption is one of the latest trends for Indian upscale consumer. As a result Indian wine market is showing double digit growth for last five years.

This market is yet to be matured in terms of moving from product to brand. For many consumers, price rules the mind for purchase decisions than a particular brand. There are various ways for creating a brand. As far as wine producers are concerned, one observes that the producer uses traditional branding.

The purpose of this paper is to explore the relation between current wine consumption culture and branding strategies adopted by Indian wine companies. This paper addresses the change in growing cultural trend of wine consumption in India and new branding opportunities for Indian wine companies through cultural branding. It discusses the role of wineries to establish wine culture in India to facilitate their branding strategy. It also examines the role of wine tourism for establishment of wine culture in the mind of consumer. This study is based on questionnaire administered to respondents in the city of Mumbai which is one of the key markets for wine in India. To understand manufactures perspective towards wine branding strategies, in depth interviews are conducted with wine manufactures. This is an original study, conducted to understand the need of imbibing wine culture in India, to facilitate branding by Indian wine companies.

Keywords: *Wine Culture, Cultural Branding, Positioning, Consumption Culture, Lifestyle*

Customer Profiling of Generation-Y Females Purchasing Handbags in Jammu

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Abstract

This study emphasises on the concept of customer profiling in the handbag market of Jammu, and the first step to finding and creating profitable customers is determining what drives profitability. Psychographic segmentation is a crucial strategy on target markets. Customer profiling gives competitive edge to the companies by generating their customer base to uncover those profit drivers using the knowledge of their customers, products and markets. India's population consists of a major section of Generation-Y, and about 60% of India's population is young. In this article, attention has been given to the female shoppers. Female shoppers are considered as very dynamic and trend followers. Profiling of the Generation-Y female shoppers is done in this paper by using a well-structured questionnaire, and the data has been collected from 100 females of different areas of Jammu. Cross-tabulation of data is done to determine relation between variables.

Keywords: *Customer Profiling, Brand Consciousness, Fashion Consciousness*

Data Analytics for 'Digital India' Branding for Improved E-governance Services

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Abstract

Stronger democracy can be achieved through trust, visibility and transparency in the system, and these traits can be acquired through branding of various public sector institutions. The current study is based on the premise that data analytics can help in achieving trust and transparency in the system which leads to branding and success of a particular campaign or programme launched in any country, which in the current study is 'Digital India'. The various issues in the public sector can be resolved through parameters of branding, including communication, consistency, clarity and competition.

The research design of the study is qualitative and uses desk research to find out how data analytics is generally used in public sector to gain normal insights and to improve branding. The data analysis involves rating and ranking analysis of government apps, social media analytics,

text and speech analytics, media analytics, statistical analytics and data mining, telecom analytics and people demographics for government programmes and specifically for 'Digital India'. The study also provides recommendations for the use of data analytics and improvement of branding to enhance the transparency of the system. This research will be majorly helpful for policy-makers and researchers in developing successful branding strategies for national level campaign related to E-governance and using analytics to keep a track over its performance.

Keywords: *Data Analytics, Branding, Digital India, Public Sector*

Decoding Advertisements and Brand Campaigns of Early Twentieth Century India: Some Reflections

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Abstract

It is said that advertising is the folklore of the consumer society. In the last century, when consumer culture increased manifolds, the engine of consumer culture advertising acquired powerful iconic significance. Advertising, by embedding selling messages with the values and beliefs already held by its audiences, reflects on the prevailing culture, but at times, it subtly injects new ideas and attitudes with the help of images and mesmerising verbal communication. Thus, advertising is also an apostle of new culture. Either way, advertising is undoubtedly a mirror of social cultural life.

The print media advertisements of the early twentieth century India are also the treasure house of the information. The brand campaigns are loaded with sociocultural and sometime political connotation. Energy drink brands like Ovaltine and Wincarnis adopted the Foreign Consumer Culture Positioning (FCCP) strategy in their brand campaign, where they also stressed upon the harsh climatic conditions of the 'East'. There was the Hindu Biscuits, which boast to be made only by high caste Hindus and there were some newly emerging Indian brands like TATA, which had Swadeshi as their tag line.

In India, the academic studies of advertisements are largely confined to the fields of marketing and management but cultural and historical significance of advertising has been, by and large, neglected.

In the present paper, some brand campaigns and advertisements published in the first half of the last century have been studied. We aim at understanding how cultural brands were positioned at that time and how changing sociopolitical realities influenced brand campaigns. The paper also delves into constantly changing scenario of product campaigning and correspondingly shifting yardstick of elitism in India. Thus, we find upholds advertising as a mirror of the society.

Keywords: *Culture, Cultural Brands, Nationalist Campaign*

Determinants of Attitude towards Mobile Advertising

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Abstract

The use of mobile communications for marketing purposes has paved a new way to look at the consumer brand relationships. Indian marketers are viewing mobile platforms as a tool for promotion to communicate with the consumers. The marketers are basically using the location-based communications and television style communications. This study analyses the consumer attitudes towards mobile advertising. The study borrows from the Technology Acceptance Model (TAM) and the Gratification theory as these models are majorly used in marketing literature to understand the behaviour of consumers for the acceptance of technology. A conceptual model has been developed based on these models in which five constructs have been used. The constructs, Attitude Towards Mobile Advertising (ATMA), Entertainment From Mobile Advertising (EMA), and Irritation From Mobile Advertising (IMA) have been borrowed from the gratification theory and Acceptance of Mobile Advertising (AMA) and Perceived Usefulness of Mobile Advertising (PUMA) have been borrowed from the TAM. Hypotheses have been proposed to know the influence of AMA, PUMA, EMA and IMA on the ATMA. A questionnaire has been designed on five point likert scale (strongly disagree to strongly agree) where strongly disagree stands for 1 and strongly agree stands for 5. The questionnaire has been borrowed from existing literature, i.e. ATMA four items (Taylor and Todd, 1995); AMA three items (Merisavo et al., 2007); EMA three items (Tsang et al., (2004), Ducoffe, 1996); irritation four items (Ducoffe, 1996); PUMA five items (Karjaluoto et al., 2008), (Bauer et al., 2005). The study has been done in National Capital Region (NCR) and the questionnaire has been administered to 400 respondents and we have received 250 responses. The data has been analysed with the help of SPSS by using multiple regression analysis. The results indicate that AMA, EMA and PUMA influence the attitude towards mobile advertising while IMA negatively influences the attitude towards advertising. Indian marketers can use the findings of the study by improving the perceived usefulness, entertainment of their mobile marketing communications while at the same time permission must be solicited from the mobile user while sending the message. Mobile messages should not be bombarded to the mobile user as it will irritate the mobile user which will lead to the negative attitude towards mobile advertising.

Keywords: *Mobile Advertising, Technology Acceptance Model, Irritation, Entertainment, Perceived Value*

Developing Brand Identity and Image for Kairali: A Strategic Design Perspective

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Abstract

Background: 'Kairali' is a sales outlet and a brand name for the handloom corporation facilitated by Kerala government. It has 19 showrooms spread at strategic places all over India, and it is marketing handicrafts procured from the artisans directly. There is a need to come up with innovative branding design strategies which would enhance penetration of Kerala handicrafts to various strata of the society.

Methods: We conducted observation, interview, behaviour mapping and task studies for understanding the working and functioning of Kairali. Further, design audit, scenario study and consumer journey were documented to identify specific areas for designing strategies for developing brand identity. Basic management tools of Strengths, Weaknesses, Opportunities, and Threats (SWOT) and Boston Consulting Group (BCG) Matrix for product classification were employed to understand the strategic positioning of the outlets.

Results: The design team developed varied strategies to develop a brand identity for Kairali. These strategies focused on 1. A communication and image based strategy which involved developing promotional material, multimedia content, packaging, taglines, jingles, slogans, advertisements and others 2. Cost-based design strategy directed at cost reduction, 3. Product innovation strategy directed towards designing new products to create a niche in the handloom and craft sector.

Conclusion: Design has an essential role in brand management and creating brand identity. This study sets an example of how design strategies and designers can play a key role in branding and communication at grass root level. It also brings out the role of design in developing handloom and handicraft sector.

Keywords: Design Strategy, Communication, Branding

Developing Multi-item Scales for Measuring E-WoM Effectiveness

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Abstract

In the marketing context, Word-of-Mouth (WoM) communication is defined as informal communication, directed at other consumers, about ownership, usage, or characteristics about

particular goods and services and/or their producers/sellers (Matos & Rossi, 2008). Whatever the taxonomy of referrals, customer initiated, company initiated or cross referrals (Buttle, 1998), WoM has a greater impact than other means of communication. Web 2.0 and specially social media enhanced the effectiveness of WoM, moving it from a one-to-one, to a one-to-many communication. Although literature on WoM is abundant, research of e-WoM, particularly social media is scarce. Extending research on WoM communication to an online context, especially given the present focus on social networks, is also recommended (Sweeney, 2010). Past studies have looked at different aspects of effectiveness; however, a comprehensive multi-item scale covering all key aspects has not been developed. This paper is an attempt to identify the key effectiveness variables and develop a multi-item scale for measuring WoM effectiveness on social media.

An exploratory study was conducted through in-depth interviews, to understand and list possible responses and actions taken by consumers in response to WoM received by them on various social media platforms. The dimensions identified by Walter (2008)—pass along likelihood, inquiry likelihood, preference likelihood and purchase likelihood—were taken as the basis for developing the effectiveness outcomes for e-WoM. Based on the qualitative analysis and existing literature, a set of items was generated for the effectiveness outcomes. These items were tested with a primary survey among the youth in Delhi. Based on the survey response, the items were reduced using factor analysis and tested for reliability and validity. The final outcome was a set of six multi-item scales to measure effectiveness of WoM on social media.

Keywords: *E-Word-of-Mouth, WoM Effectiveness, E-WoM measurement, E-WoM Scale*

Digital Branding and its Impact on Psychology of Youth and Middle-aged People in Delhi-NCR

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Abstract

Branding is an understanding or a position established by a team in any company with the consent of customers with excellent and effective communication, services and products. The branding of any company may lead to success whereas negligence on branding efforts may cause failure. The impact of the brand will reduce competitiveness, inaccessibility of products and services and will also avoid customer's dissatisfaction. In the present age of globalisation, digital branding has emerged as a one of the very strong tools for direct marketing. With digital marketing a company can directly and interactively communicate straight and with their target customers. The present study is indeed very important for the corporate world, corporate leaders, researchers and academicians as digital branding is emerging as one of the strongest tools for sustainable development and growth.

This study has attempted to analyse the merits and demerits of digital branding and also to understand its affect on the psychology of youth and middle-aged people in Delhi-NCR. Primary and secondary sources of data collection have been used to attain the objectives of the study.

Keywords: *Digital Branding, Globalisation, Psychology, Media, Networking*

Digital Branding of Pantaloons

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Abstract

Purpose: The aim of this paper is to determine as to how digital media channels can be used to extend an organisation's marketing overstep and achieve a favourable return. The objective of this study is to examine the existing effective digital marketing strategy in order to increase visibility and induce acceptance of brand and to reach a maximum of threshold transactions. The main motive of this study is to determine which digital marketing strategies are being preferred by Pantaloons that are effective in influencing consumer behaviour. There are chances of potential growth and value creation using digital marketing, which leads to building positive perception among net savvy generation.

Design/methodology/approach: The research paper examines the success factors of digital strategy of Pantaloons as carried by Aditya Birla Group covering the prominent cities of Uttar Pradesh on the basis of semi structure interview. Questionnaire was floated to collect the responses and later the responses have been evaluated by a statistical tool like Wilcoxon, etc. The questions mainly focus on the technique and medium that Pantaloons apply for promotion of their products and services digitally.

Conclusion: The research analysis of this study is focusing on the impact of digital media on the product and services in context of the increasing visibility, accessibility and building image through digital strategies among the customers. Although this research focuses on the strategy and implication of the digital marketing in context of reach and wide market coverage, yet it does have some limitations. This study targets only ten cites of Uttar Pradesh which is a minimal number in measuring effectiveness towards a huge population.

Keywords: *Visibility, Value Creation, Accessibility, Effectiveness*

Digital Branding: An Empirical Study with Special Reference to E-commerce Startups in Pune

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Abstract

Introduction: Advent of new technology, media and tools are rapidly reshaping the traditional ways of branding. Branding is the challenge for any e-commerce startup.

Objectives: The context for this study is the e-commerce startup firms based in Pune city in India. It has three main objectives, namely, to study the digital branding practices followed by these e-commerce startups, to understand the level of consumer awareness due to the digital branding techniques adopted by these e-commerce startup firms and to study the impact of the digital branding of these e-commerce startup firms on the consumer buying behaviour.

Purpose: This paper aims to highlight the digital branding practices of e-commerce startups and study the level of consumer awareness along with its impact on the consumer buying behaviour.

Design/methodology/approach: A primary survey using a structured questionnaire was conducted among 380 consumers in Pune city. Multiple Linear regression technique was used to understand the impact of digital branding practices of the e-commerce startups on the consumer buying behaviour.

Results and findings: The results clearly show that there exists a significant impact of the digital branding practices on the consumer buying behaviour.

Research limitations/implications: This research was carried out in city of Pune in the state of Maharashtra. This study is specifically limited to the digital branding practices of the e-commerce startups. As with most studies, it would be important to test these measures in different sectors and other cities of India to improve the reliability and validity of this study.

Practical/managerial implications: This study makes both academic and practical contributions. From the academic point of view, it contributes to the existing literature on the digital branding of E-commerce startups. It helps marketers to understand the impact of digital branding on the consumer buying behaviour.

Originality/value: This study attempts to interweave the disciplines of digital branding and consumer buying behaviour, a crucial activity for the survival of startups, given their lack of resources and the fundamental need to find and maintain clients. The significant contribution of this paper is that it provides a basis for conceptualising a model of digital branding practices for the e-commerce startup firms performing under dynamic and competitive global environments.

Keywords: *Digital Branding Practices, E-commerce Startups, Impact and Consumer Buying Behaviour*

Dimensions of Service Quality and Their Impact on Customer Loyalty: A Study of Major Telecom Players in Delhi-NCR Region

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Abstract

Purpose: The study attempts to identify the factors related to service quality that impact Customer Loyalty and thus the strength of the brand, against a backdrop of Mobile Number Portability (MNP) factors. The study focuses on understanding the linkages between service quality and customer loyalty of major telecom player brands like Airtel and Vodafone in Delhi-NCR.

Research methodology: The study is based on empirical data collected in Delhi-NCR mobile telephone users who have been using a mobile phone connection for more than a year. The data was collected using a 41 point structured questionnaire. A total of 805 responses were collected. The study is focused on the youth segment as they are of long term importance to the companies given their high data usage. Data was analysed using SPSS AMOS 21, after testing for reliability using Cronbach's alpha test. An Exploratory Factor Analysis (EFA) was done for structure detection. Further, Confirmatory Factor Analysis (CFA) was performed on the 41 items using Maximum Likelihood extraction method with Oblimin rotation to confirm the dimensionality of the derived instrument. Conclusions of independent variables were drawn at a 5% significance level.

Results: The result indicated five main factors that emerged with high factor loadings. In terms of service quality, Responsiveness, MNP factors like network quality, complaint handling, billing and price influence loyalty in telecommunication services for our sample. Further, results also revealed that among the identified factors the composite score was highest for Responsiveness followed by MNP and Price.

Conclusions: MNP factors do have a significant impact on customer loyalty and thus are important to gain customer loyalty. Price followed by promotion emerged as the most significant here. In Service quality factors, Responsiveness emerged as the most significant factor. It gives significant inputs to the industry for meeting the challenges posed and also help academia in understanding the concepts of the linkages between service quality and customer loyalty in the backdrop of MNP.

Keywords: *Service Quality, Mobile Number Portability, Customer Loyalty, Customer Retention, Indian Telecommunication Sector*

Does Customer's Patronage Loyalty Differ with Brand Loyalty Type? Insights from a Study on Manufacturer and Store Brands in Jeanswear Retailing

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Abstract

The increased stability of store brands in the market for past few decades and the growing competition between store brands and manufacturer brands in the current era, is posing a biggest challenge to marketers, retailers and manufacturers in designing marketing strategies. Consumers are seeking an integrated shopping experience across various channels, formats and anticipate retailers would deliver this. Further brands are making it more complex, as retailers do not know when exactly a customer quits. Added to this, the store brand proneness is more category specific rather than customer specific and uneven across various product categories. Against this backdrop, this study aimed at understanding whether the patronage loyalty of customers do differ with manufacturer and store brand loyalty across four retail formats, departmental store, specialty store, hypermarkets and shopping malls with respect to a specific category, jean wear retailing. This objective is attained through gathering information using random mall intercept method from 505 customers through structured questionnaire at Hyderabad, Telangana state in Indian retail context. The data was analysed through descriptive and inferential statistics. Customers were segmented based on their brand preferences using cluster analysis. Structural equation model was used to examine the patronage loyalty of customers with respect to manufacturer and store brands across various retail formats. The findings of this study revealed that the study variables do differ in terms of separation of clusters of store brand choice and manufacturer brand choice which clearly indicates that the choice patterns between two segments are not identical.

Information from this study aids retailers who market both private brands and manufacturer brands in understanding and designing a distinct strategy for serving the customers better. This study explored the hardly ever researched area, especially studies in segmenting customers based on brand preferences in Indian context are quite a few and hence add more value in understanding customer's buying behaviour across various retail formats.

Keywords: *Retail Format Type, Manufacturer Brand Loyalty, Store Brand Loyalty, Patronage Loyalty, Jeanswear Retail*

Does Product Relatedness in Extensions Lead to Increased Brand Familiarity?

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Abstract

Previous studies have established brand familiarity as a basis of consumer's subjective and objective knowledge and a key enabler in the brand's purchase, possession and usage decisions. It has been defined as the number of direct and indirect experiences that have been accumulated by the customer related to the product which provides a strategic competitive advantage. Product extensions have added value to the brand's familiarity when there is a high level of perceived fit by the consumers between the parent brand and the new extension. Relatedness between the new extensions and existing product categories can lead to strong associations in the consumer's mind. The purpose of this study is to explore the role of relatedness in brand extensions in enhancing the brand familiarity. The research includes proposing a set of brand extensions with different degrees of relatedness and the perceived impact on brand familiarity is assessed thereafter by conducting a survey using a close-ended questionnaire. The measure of relatedness used in the study is based on consumer's personal interpretation of the same with respect to the product-market attributes like product benefits and retail distribution channels. The results demonstrate the significance of product category relatedness as variable influencing decisions with regards to new product extensions and brand familiarity. The study is limited to the youth segment and takes into consideration only certain categories of consumer products in the Indian context. The perceptual data of the consumer towards new brand extensions provides the managers a model to launch extensions based on actual and perceived relatedness.

Keywords: Brand Familiarity, Brand Extensions, Product Relatedness, Youth

Does Voluntary Disclosure Influence the Corporate Brand? A Study of Indian B2B Firms

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Abstract

This paper investigates the impact of voluntary disclosures on corporate brand equity of B2B firms in an Indian context. Due to the proven inadequacy of mandatory corporate disclosures, the focus of this study is on the voluntary disclosure of information, particularly those dimensions that are

expected to influence the customers, one of the most important stakeholder groups for any firm. Extracted from company websites and annual reports, these dimensions have been used to develop a voluntary disclosure index to assess the quality of disclosure. Unlike most of the previous studies, where corporate brand equity is assessed through the lens of marketing managers, this paper introduces Customer Based Corporate Brand Equity (CBCBE) to emphasise brand performance on the basis of buyer's appraisal as the buyer is of primary importance in the business marketing scenario. Based on a sample of 131 Indian B2B companies, the results suggest that voluntary disclosures do impact corporate brand equity. The findings indicate that disclosures help in communicating reputation to the buyers which, later gets reinforced through the actual experiences of the customer and additional information. This has implications for the senior management team of B2B firms in identifying the dimensions and the extent of voluntary disclosures as one of the most important determinants of corporate brand equity. It is also particularly vital for the organisational buyers who largely depend on the annual reports of their vendors for information search and gauging the reliability and corporate reputation.

Keywords: *Corporate Brand Equity, Corporate Voluntary Disclosure, B2B Marketing*

Drivers of Green Behaviour and Green Image through University Education

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Abstract

Greening has witnessed growing attention among scholars, policy-makers, institutions and organisations in the recent years. Participation of universities has increased in this novel effort to meet the green standards through its education. The present study delves into understanding the role of green education in university branding. Attempt has been made to investigate the extent to which incorporation of sustainability in various dimensions of the university including curriculum, campus operations, research, outreach activities and reporting promotes the green image of the university. Structural equation modelling has been used to analyse the data collected through questionnaire survey from two central universities of India. The results suggest that outreach activities being the dominant factor contribute to the green behaviour of students, and sustainable reporting plays a vital role in building university green image. Implications of the study have been discussed.

Keywords: *University, Green Education, Green Image, India*

E-branding Strategies for Real Estate Sector in India

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Abstract

A brand is the proprietary visual, emotional, rational and cultural image that one associates with a given company or a product. The brand resides within the hearts and minds of the customers and prospects. While branding can create a good impression, it can even spoil the image of the product or service. Modern-day marketing has greatly developed. And many organisations use E-branding to promote their brands on the Internet. Companies now use consumer-driven approaches to promote their abilities to satisfy the needs and wants of the modern consumer. E-branding is one of the processes that let a company to promote their products and services over a broad and open platform, accessible to half the world. More than 4 billion people access the Web all over the world. Real estate is one of the booming sectors in India and after declaration of the first 20 smart cities out of 98 smart cities across the country, one can expect a further extension of this sector. In the coming years, more people are expected to buy a new property. In that case, the existing real estate companies, real estate brokers and real estate property portals have very good business opportunities to come up as a brand in the real estate sector. In this particular study, the main purpose is to understand the various concepts of e-branding in real estate segment and to evaluate the importance of branding strategies adopted by various real estate companies, real estate brokers and real estate portals in India by observational research method.

Keywords: *E-branding, Real Estate, Portals, Consumer*

Ecotourism: A Tool for Rebranding Tourism in Millennial Generation

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Abstract

Erratic consumer behaviour costs firms a million of dollars a year. The tourism industry is also affected majorly by the aberrant change in tastes and preferences of young techno-literate consumers. Lately, a new mega trend in tourism industry has surfaced—i.e. ecotourism. The last century, tourism was known for degradation and destruction of landscapes and ecological places due to untrammelled development and commercialisation. The ecotourism model has been widely championed as a means of addressing some of the environmental consequences posed by destination

and architectural branding. Ecotourism lately has been proposed to foster a new partnership among the travel industry, tourists and conservation community to promote and enhance environmental sensitivity through responsible travel. Recently, a new upsurge can be seen in the travel industry that the young millennial generation is highly inclined towards nature travelling. The tourism industry of India can tap this rising trend to gain more revenues as many young metropolitan city dwellers are inclined towards trading their leisure time and money, with a want to escape their urban existence of hustle and bustle into the beauty of nature. Earlier, our tourist destinations were marketed through architectural and cultural branding. From a range of various political and social perspectives, proponents have proved that ecotourism as a branding tool will provide income and opportunities to local communities while promoting environmental conservation. The aim of the study is to investigate how ecotourism can be positioned to brand the concept of green marketing as a tool to rebrand tourism among Generation-Y.

Keywords: *Youth, Environment, Repositioning, Destination Marketing, Green Tourism*

E-CRM Scale Development and Validation in Indian E-commerce Sector

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Abstract

The present research work aims at developing an Electronic Customer Relationship Management (e-CRM) scale in the Indian e-commerce sector. A standard methodology of scale development has been used for scale development and validation. The findings demonstrate e-CRM in the Indian e-commerce industry as a multi-dimensional construct comprising four major constructs namely, core functional attributes, trust and customer support, ease of use and membership benefits. Although there is no dearth of literature in the relationship marketing and customer relationship management domain, however the electronic customer relationship management is a fairly recent concept and only a handful of studies exist in this domain, especially in the context of Indian e-commerce industry. The originality of the research work lies in the development and validation of a scale from customers' perspective that may serve as a strategic and diagnostic tool for Indian e-commerce players. The research findings also bridge the gap in the existing literature by proposing an e-CRM scale as a comprehensive tool to identify and focus on the critical areas of concern. From the managerial perspective, the scale will help Indian e-retailers in maintaining the relationship with their customer base much more effectively with a long-term focus. This in turn will lead to enhanced customer satisfaction, thereby increasing customer loyalty, which will affect the profitability of the Indian e-commerce industry for years to come.

Keywords: *E-CRM, Scale Development, Indian E-commerce*

Effect of Brand Loyalty on Perfume Brands

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Abstract

Brand loyalty is a concept widely used in marketing, especially in branding, and has been a hot area for many researchers in order to determine the variables which are key determinants of loyalty and marketers strive for brand loyalty in order to find a loyal customer base for their brand and increase the profitability. This study identifies the factors influencing brand preferences in perfumes. The Indian fragrance industry, which is growing at a compounded annual growth rate of 40%, is likely to reach a figure of ₹10000 crore by the year 2015. This research study adopts the descriptive research design and structured questionnaire is used for data collection. This study covers 250 respondents, and they are selected using snowball sampling method. This research measures the product involvement towards perfume and captures the emotional attachment towards their preferred brand. Brand preferences are measured through Kendall coefficient test and emotional attachment and product involvement are captured through factor analysis. This study establishes the model to predict the brand loyalty through multiple regression analysis. Variables are identified based on the literature review. All the variables are tested for its reliability by using Cronbach's alpha. Emotional attachment has significant influence on brand loyalty in perfumes. There are significant differences between male and female consumers in selecting their preferred brand in perfumes. Packaging carries more significance among female respondents' when compared to male respondents. The willingness to try a new variant of their preferred perfume brand is greater in female respondents. Consumers are highly involved in making the purchase decision of perfumes based on eagerness and engagement. Majority of the consumers are loyal towards their preferred perfume brand. 80% of the respondents are willing to try a new variant of their preferred perfume brand.

Keywords: *Consumer Involvement, Emotional Attachment, Brand Switching, Brand Conscious, Novelty Seeking*

Effect of Brand Prominence and Product Involvement on Ad-persuasion in Advergaming

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Abstract

Purpose: This paper examines the effect of brand prominence and product involvement on advergaming players' ad-persuasion. Specifically, this investigation elucidates the conditions under

which brand placements in online games create attention, elaboration and subsequent ad-persuasion by taking the insights from limited capacity model of attention and elaboration likelihood model. As a whole, this study investigates the effect of branded entertainment on ad-persuasion.

Design/methodology/approach: A 2 (brand prominence: prominent or subtle) \times 2 (product-involvement: low or high) between-subject measures design is used. 200 students participated in the study. A 2 \times 2 between-subjects ANOVA is used to test the hypotheses.

Findings: The findings of this empirical study reveal that in the context of advergames, for a low-involvement product, a prominent brand placement results in higher ad-persuasion than a subtle brand placement. However, for a high-involvement product, a subtle brand placement results in higher ad-persuasion than a prominent brand placement.

Research implications/limitations: The results are highly significant for marketers in terms of advergame designing, implementation and for an effective use of brand placements in advergames. Effective advergames with an objective of increasing persuasion effects can be built by either placing a low-involvement product prominently in an advergame or embedding a high-involvement product subtly in an advergame. Since this study has examined the effect of only two variables, i.e. brand prominence and product involvement, therefore, future research studies can be piloted by taking other variables, such as game-product congruence, game involvement or game repetition into consideration. Also, advergame effects can be tested on various other dependent variables, such as brand recall, brand attitude, game attitude and advertising attitude.

Originality/value: This research augments the online advertising literature, specifically the branded entertainment context by exploring the simultaneous roles of brand prominence and product involvement in creating ad-persuasion effects.

Keywords: *Brand Prominence, Product Involvement, Advergames, Branded Entertainment, Brand Placements, Ad-persuasion*

Effect of Celebrity Endorser on Endorsement Recall

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Abstract

The purpose of this paper is to evaluate the effect of celebrity gender and popularity on recall of celebrity and product brand combination in jewellery advertisement. The online survey tool, survey monkey was used for data collection. The survey was conducted for a ten day period starting from 10/05/2015 morning to 20/05/2015 morning. A total of 61 respondents participated in the survey of which 57 responses were taken for analysis. The study used non parametric test like Kruskal-Wallis test, Wilcoxon Signed Ranks Test, and Mann-Whitney U test for evaluating the hypothesis. It was found that there is no difference in recall of advertisement on the basis of celebrity gender and celebrity popularity. But when it comes to recall of female celebrity and product combination

female respondents tend to have more recall than male respondents. The findings of this paper suggest that celebrity popularity and gender has not much impact on endorsement recall.

Keywords: *Unaided Recall, Celebrity Endorsement, Celebrity Gender, Celebrity Popularity*

Effect of Communicating Corporate Social Responsibility through Social Media on Brand Image

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Abstract

Purpose: In today's competitive era, using social media as a marketing communication is not a new concept. Many marketers are using social media for communicating Corporate Social Responsibility (CSR). The purpose of the paper is to analyse the effect of communicating CSR through social media on brand image.

Design/methodology/approach: This is an exploratory study based on literature review. Literature review of research papers, articles, books and case studies is extensively done. The secondary data is critically analysed and further supported with the help of case studies.

Findings: It is concluded that CSR has been the focus of organisations from past many decades. Most organisations use CSR as a tool for creating positive or favourable brand image in the mindset of target customers. Communicating CSR through social media has a positive impact on brand image as social media facilitates real time two-way communication between the brand and customers. Social media has the capability of mass customisation, thereby enabling the organisation to communicate their social efforts as per target customers. Thus, making social media a powerful persuasive tool, for enhancing positive attitude and stronger identification in the mindset of customers as a customer not only buys a product/service but also their image. It has the ability to amplify social efforts and brand associations, thus making social media a useful tool for building and influencing brand image. Social media helps in building trust of customers on brand by minimising customer's scepticism. This is possible as social media empowers customers to follow organisation's efforts down to seconds. Increased fan base, website page reviews, word-of-mouth communication and enhanced relationship with customers are few benefits of using social media as CSR communication tool for enhancing brand image. Social media facilitates rich content in forms of storytelling, pictures/images, videos, etc. which influences brand image. With the help of case study analyses of the organisations like Canon, Ford and Tata Docomo, the advantages offered to marketers can be further concluded.

Keywords: *Social Media, Brand Image, Corporate Social Responsibility*

Effect of Tie Strength on Intention to Pass-along e-WoM: Exploring the Role of Trust in s-Commerce

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Abstract

Till now marketers have mostly used social network sites for spreading Electronic Word of Mouth (e-WoM) among the existing and potential consumers by either getting involved in direct communication through various virtual groups or by undertaking viral marketing. On the other hand, members often ask for advice and feedback about online stores in Online Social Networks (OSN) to help them in decision-making process. The rapid rise in popularity of s-Commerce can be attributed to a large extent on the availability of trustworthy feedback from fellow consumers and other users.

As people build and maintain relationships in OSNs, they form ties of varying strength with each other in the computer-mediated environments, just as they do in off-line environment. OSN ties can be built for a variety of reasons, and where the exchange of useful information succeeds, trust may be presumed to follow. Computer-mediated social networks can help to maintain both weak and strong ties. Social network sites add trust to weak ties because they place weak ties within a social context of friends and facilitate the verification of their identity. Thus, we may state that tie strength among the communicators will reflect on the perceived trustworthiness of the store. This phenomenon also facilitates positive association of tie strength with e-WoM behaviour.

Based on these arguments, various established theories and extensive literature survey, the present research paper explores the effect of tie strength in formation of trust, attitude and intention to pass along e-WoM in s-Commerce. An online survey conducted on a random sample of 150 students of a prominent technical institute of India is analysed with the help of Partial Least Square (PLS) path modeling. The implication of the analysis is discussed in detail and scope for further research is elaborated at the end.

Keywords: *s-Commerce, Tie Strength, Trust, e-WoM, PLS*

Effect of User-centred Design on Brand Image and Brand Equity

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Abstract

In order to cater to the demand of the customers, the organisations are ready to experiment with anything. As a result of such experiments, the term ‘user-centred design’ has developed. User-Centred Design (UCD) is a framework of processes (not restricted to interfaces or technologies) in which the needs, wants and limitations of end users of a product, service or process are given extensive attention at each stage of the design process. There have been many arguments that ‘UCD’ enables firms to reduce new product development costs, improve time to market and, most importantly, create products that can meet the consumer demand in a better and improved manner.

Based on our analysis of the existing literature, we found that ‘UCD’ has positive implications for brands dealing in generic consumer goods and negative implications for brands dealing in luxury goods market. Therefore, the objective of this study is to analyse long-term effects of ‘user design’ on variables such as brand image and brand equity. In broader sense, we investigated long-term consequences of using UCD framework rather than much discussed short-term gains.

Since variables such as brand image and brand equity constitute a major part in the company’s performance, therefore from marketing perspective, it becomes mandatory to analyse the long-term effects of such actions because marketing is concerned not just about the present profits but also about creating a base for future gains. The analysis is essential to save potential long-term gains rather than chasing short-term gains. The study suggests pitfalls in following UCD approach for short-term gains. The study also suggests areas of concerns that a marketing manager must raise to upkeep the company’s brand image and eventually the brand equity while the organisation follows user-centred design.

Keywords: *User-centred Design, Brand Equity, Brand Image, UCD*

Effects of Customer Brand Relationship on Brand Advocacy in the Indian Healthcare Sector

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Abstract

In emerging markets such as India, service choices and communication channels are exploding, empowering customers to evaluate a service brand on various dimensions. Word-of-mouth plays a vital role in the decision journeys of emerging market consumers than for those in developed markets. Private sector in health care industry is one among the fastest growing service industry in which hospital brands are finding their space in the minds of Indian consumers and building loyal base of customers. In the context of many health care services, loyalty through repeat patronisation is not relevant, whereas loyalty through positive word-of-mouth recommendation is proved effective as a marketing tool. Brand advocacy in the form of positive word-of-mouth from friends and family is perceived as originated from less biased and more trustworthy, which helps to lessen consumer anxiety. The purpose of this paper is to examine how emotional customer brand relationships are developed and lead to brand advocacy in Indian health care industry. Empirical data has been collected from 200 surveys and tested the conceptual model using structural equation modelling.

Research results indicate that referent influence, corporate social responsibility and trust are the three most important variables that establish affective commitment in customer brand relationship. This relationship leads to brand advocacy. Understanding the effect of different dimensions that attribute to the development of trust and impact successful customer brand relationship, marketing managers of hospital brands in India can devise new strategies to strengthen their brands.

Keywords: *Affective Commitment, Trust, Health Care, Branding, Brand Advocacy, Word-of-Mouth*

Effects of Product Characteristics on Online Buying: Case of University Students in India

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Abstract

Previous studies have highlighted that product characteristics played important role while considering buying online. However, most studies focused specific product category, for example, banking and financial services, fashion apparel, electronics, grocery, etc. Due to this, previous studies had

limited generalisation on the same. To overcome this limitation, the present study focused on the product characteristics like goods vs. services, branded, tactility, deals and offers; and monetary value, in case of online buying done by university students in India. The objective of the current research was to study online buying and effects of different product characteristics affecting online buying of university students in India which had been relatively neglected research area. A survey-based approach was employed to determine their attitude towards online buying. IBM Statistical Package for the Social Sciences Statistics 20 was employed for analysis and interpretation of valid and completed responses collected during the study. Reliability of the instrument was checked before testing hypothesis. Additionally, University Students' Internet usage behaviour was also studied to highlight the relation with online buying. Their preferred online websites were also asked. The finding supported the relation of product characteristics with online buying, whereas student's characteristics, e.g. age, gender, hostler vs. non-hostler were not found significant factors, moderating the relation between product and online buying. It was found that online buyer's attitude significantly and positively affects their online buying behaviour. The insights gained out of the current study can be employed by the online marketer, while developing marketing strategies tailored to respond to the specific requirements of growing young population in India. Specifically, price sensitivity and preference for specific type of products with service characteristics is useful in further extending the product assortment offered online. Further, the paper concludes with a series of discussion questions designed to stimulate the development of generalised theory in the field of online buying behaviour.

Keywords: *Online Buying, Product Characteristics, University Students, India*

Effects of Social Media Promotion on Mindful Consumers of FMCG Products

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Abstract

In a world full of buzz and surface interactions, people seek more depth and meaning. This intensity can also come from a very different angle, in the form of mindfulness. People think about and take responsibility for the ethical status of brands they buy and support. The shopping that they do is now more mindful and not just throwing items into basket without thinking twice. Companies always desire to follow consumerism orientation that portrays consumers as consuming anything and everything. This trend is changing now. More and more consumers have started to consume and spend apt to their needs. Even in this age of the Internet, they feel paying through cash rather than card is a better option. It is something tangible and they do not want to hand more of it than is strictly necessary. In case of FMCG products, they now prefer to go to nearby markets where they get better value for money rather than big names.

Objective of this study is to determine whether growing promotions on social media have any effect on decisions of mindful consumers of FMCG products. The main purpose is to determine whether the promotion on social media platform helps mindful consumers in decision-making. Study also gauges whether social media promotion persuades them to buy the product which is not even of much use to them, that is, making them less mindful.

This study assists companies to decide about the type of promotion that should be done to attract mindful consumers and to check whether the money spent on social media promotion generates revenue from mindful consumers. Study also guides marketing managers to make changes in its promotional methods to attract customers with different preferences. Above all, the study supports that market can be segmented on the basis of mindfulness and gives companies more ammunition to target customers.

Keywords: *Mindful Consumer, Social Media, Promotion, Consumer Decision-making*

Emergence of Brand LIC as Icon of Indian Life Insurance Market

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Abstract

Indian life insurance market is a sixty-billion dollar industry catering to 1.2 billion people. There are 23 private life insurance companies and one public sector company, Life Insurance Corporation of India (LIC). Majority of the private companies are owned by Indians with foreign collaborations, the stakes being 76% and 24% respectively. From 2015, the limit of private holding has been increased to 49%. When insurance sector was opened up to private players in 2000, it was expected to bring global expertise in the form of new products and services and thereby give tough competition to LIC.

A cursory review of the performance of private companies vis-à-vis the LIC for the past fifteen years indicate that the market share of private companies is almost stagnant at less than 25% and nearly 75% of the share is being held by LIC. Public sector organisations are owned by the government and are bound by government rules and regulations. The private players have flexibility in operations and enjoy the technological acumen and sophistication of foreign expertise. How is it that the global companies could not catch up with the local LIC? Is it due to intrinsic worth of LIC, better brand image, product range and sophistication, operational experience, adaptation technique to competitive environment? Indian public sector is normally characterised by delay in operations, procrastinating of decisions, much of governmental interferences, restricted freedom in the investment decisions etc. Then how could LIC retains its dominance in the face of competition from global life insurance players? What LIC has been systematically doing to nurture its brand image to withstand the global competition? The study tries to analyse the facts threadbare to answer the question in right perspective.

The research work is inductive in nature associating nine areas of building a brand image, viz, visibility, rural focus, grievance redressal, claims settlement, attrition rates, operating expenses, adaptability, mechanisation and social responsibility. Secondary data (mostly in the form of annual reports) for the last ten years have been studied from Insurance Regulatory & Development Authority of India (IRDAI) and websites of individual life insurance companies. The analysis revealed how over the years LIC successfully sustained its position in the global competitive marketplace.

The study is helpful for foreign companies to understand the nuances of life insurance market in India before foraying and investing in India. The study is helpful for the students of business in understanding how local strategies aimed at local/ rural connect help in developing a strong brand image for a local company to withstand global competition.

Keywords: *LIC vis-à-vis Private Companies, Global Competitive Pressures, Brand Image*

Emergence of Digital Marketing Strategies in Telecommunications: A Case Study of BSNL in the City of Allahabad

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Abstract

Telecommunication industry has seen a rapid growth with the advent of digital technologies in recent years. With the advent of Internet, various services such as mobile, landline, broadband, Wi-fi and many more relating to Data and Voice over IP (VoIP) are being demanded by the users. This new spurge in the industry has created new opportunities as well as challenges for the marketers, to effectively manage the business model and make it more sustainable. This paper is focused on the advent of digital marketing into telecommunication sector and precisely emphasising on how service providers are currently addressing the issues, challenges as well as opportunities which they encounter in this new digitise world where the flow of information from the company to consumer in terms of product or a service is in real time. The case study is based specifically on the digital marketing techniques, before and after the advent of digital technologies in telecommunication sector, which has been adopted and practiced by major player Bharat Sanchar Nigam Limited (BSNL) in the city of Allahabad (Uttar Pradesh). The case study not only examines the impact of digital marketing strategies of BSNL in outreach activities, but also provides a roadmap for its future growth.

Keywords: *Digital Marketing, Telecommunication, Sustainable, Outreach Activities*

Emergence of Small Brands: Analytical Study of Indian Clothing Sector

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Abstract

Given the diversity in its culture, weather and other demographic variables, India is a complex market for marketers of clothing brands. Clothing industry integrates different types of operations including manufacturing, marketing and financial management. The purpose of this paper is to analyse the process of emergence of small brands of clothing in India. Opportunities and challenges for small brands of clothing and their strengths and weaknesses have been assessed. The study also intends to evaluate the strategies formulated by marketers of small brands to overcome challenges and weaknesses. It also examines how the change in lifestyle, income-level, consumption pattern and government policies have affected the sector. Brands, which have evolved during last twenty years and had regional presence, low spending on promotions, narrow categories or few sub-brands at the time of launching have been considered for the study. Primary data has been collected from seven marketers of small brands of clothing using structured interviews. Questions related to challenges, opportunities in markets, marketing strategies employed, target segments of customers, initial sources of fund, strengths, weaknesses, procurement, differentiation strategies and future planning were asked. It is concluded that increase in income-level, consumers' inclination towards readymade and branded clothing and globalisation have been seen as opportunities by firms to launch their brands while competition, frequently changing customers' preferences, shortage of funds and setting up efficient distribution network are the challenges. To overcome these challenges, entrepreneurs decided to start business on 'small' scale by targeting smaller geographical segments or fewer customer segments. The spending on promotions was also kept low. The study shows small variations in the clothing firms' strategies to survive and grow. The findings, results and recommendations of the study might be useful for academicians, policy makers, entrepreneurs and managers of clothing industry.

Keywords: *Emergence, Small Brands, Clothing, Apparels, Opportunities, Challenges, Strengths, Weaknesses*

Emotional Attachment to Brands, Creation on Brand Loyalty

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Abstract

In today's competitive business environment, the success of an organisation depends on its ability to create brand loyalty among customers. This can occur only when the customers develop deep emotional attachment with brands. To create emotional attachment, marketers must understand controllable antecedents of emotional attachment in developing brand identity. While there is a huge research on brand loyalty and its antecedents, little has been done to examine the relationship between these emotional attachment antecedents to brand and brand loyalty in consumers. Going through the various literature reviews, this paper identifies four primary antecedents (e.g. perceived quality, value, satisfaction and differentiation) of emotional attachment create trust towards particular brands in predicting brand loyalty. The results show that consumers are significantly more loyal to a focused brand that creates trust. The study offers several theoretical implications. First, this research confirms the presence of trust on brand is due to emotional attachment antecedents. Second, the research suggests that the brand loyalty can be integrated with emotional attachment perspectives.

Keywords: *Emotional Attachment, Brand Trust, Brand Loyalty, Brand Identity*

Emotional Branding through Virtual Reality in E-marketing

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Abstract

Online market has become a new trend for shopping, where different brands uses versatile marketing strategies. There are different brands using different virtual reality software for emotional branding in e marketing. Appropriate design strategies are required for using interactive capabilities of the virtual reality software and internet in an online marketplace. This study was conducted to identify the effects of virtual reality software for emotional branding on purchase decisions. The study has been done on different modules and brands like lenskart, Asian Paints, hairfinder, caratlane, Adidas. In this paper, we have examined the effects of virtual reality for emotional branding on current market place. The results of the study showed that all the factors of emotional branding were positively associated with consumer's purchase decision.

Keywords: *Emotional Branding, E-marketing, E-brand, Online Shopping, Virtual Reality*

Emotional Branding: A Conceptual Framework towards Branding

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Abstract

As the world is moving from an industrially driven economy to a people driven economy and where companies compete to make their brands distinctive, the decisive solution seems to be the establishment of consumer-brand linkages at the sensual and emotional level (Marc Gobé 2001). In today's almost demystified world of consumption people are increasingly looking for the products which not only satisfy their desire but also fill their lives with meaning (Ahuvia, 2006; Wallendorf and Arnould, 1988). In this context, the development of close relationships between consumers and brands are reported (Muñiz and Schau, 2006; Schouten and McAlexander, 2002). As opposed to traditional benefit-driven branding approach, emotional branding focuses on interaction with consumer lives (Thompson et al., 2006) and is more influenced by heart and emotion than logic (Gobe, 2001). Emotional branding is a consumer-oriented, relational, story-driven approach that builds profound and lasting bonds between customers and brands (Roberts, 2004).

Emotional branding, 'the acumen of brands' is about creative thinking in developing, nurturing and managing the brand to build trustworthiness, drives perceived quality, differentiation, and creates credibility. (David Arnold, business consultant, 1993) identified attributes, benefits and essence as the key elements of emotional branding. Emotional branding is crucial in breaking the clutter of technological, causal and benefit-based differentiations by proactively enriching consumer lives and becoming part of their memories and social networks. The brand-consumer relationships based on emotions are gaining recognition for marketing. The marketers keep on identifying the opportunity to differentiate from other brands by promoting experience-based relationships and placing high values into consumer lives.

The importance of building strong brands in highly competitive environments has been increasingly emphasised in the brand management field. Branding literature emphasises the role of emotions as a leveraging force in the attachment of consumers to brands with emotional content communicating and creating brand value. The concept of emotional branding has been studied from multiple perspectives including emotions in brand attitude formation, emotions in Business to Business branding, emotions in building brand relationships, emotional content in advertising, emotions in brand value and purchase intention, emotions in service brands, the role of emotions in brand attachments and emotions in customer loyalty.

Keywords: *Emotion, Trustworthiness, Perceived Quality*

Empirical Study of Consumer's Perception towards E-marketing: A Scale Development Study

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Abstract

In the present digital age, information technology has made a radical effect in the business arena. As we entered the 20th century, the Internet became the hottest marketing channel ever known. The paper is based on the objective to examine the perceptions of respondents towards E-marketing and its implications thereof as well as to frame the scale. The factor analysis technique applied on perceptions of the respondents regarding the various attributes in E-marketing revealed specific factors, which clearly define the perceptions of the respondents. The results indicated that the respondents prefer varieties in the products to be purchased online as they are free to take decisions regarding the choice of product and services they want based on their previous experience and product information they got through the process of E-marketing. The respondents also understand the risk aspect in E-marketing and their decision to buy online is based on the website reputation and personal information's protection provided by the merchants. The path analysis conducted using structural equation modelling technique revealed that most of the variance in the perceptions towards E-marketing is explained by two different variables (factors), 'product variety' and 'desired facilities'. In a nutshell, it can be said that in order to develop positive attitude of consumers towards E-marketing, the marketers must focus on these qualitative attributes of E-marketing. As far as the 'perceived risk' factor having least variance, respondents consider E-marketing as more risky as they do not feel security in online transactions.

***Keywords:** Spamming, Cookies, Spyware, Frauds, Perceived Value*

Employer Brand Perception and its Influence on the Commitment and Job Satisfaction Level of Millennial Employees in Bengaluru

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Abstract

Employer brand is the identity of a company as an employer of choice. Branding of the employer builds an image of the organisation confirming the organisation as a good place to work or a preferred destination to the current and future employees. Employee's perception about the employer's brand

influences their behaviour towards it. More than 50% of India's current population is below the age of 25 and over 65% below the age of 35, which makes the country affluent with largest available labour force that belongs to the millennials. It is therefore important to study perceptions and expectations of millennial generation about employer brand for which they work.

A multidimensional measure of corporate brand personality is used to measure employer brand association in survey of 50 millennial employees working in various Information Technology (IT) companies in city of Bengaluru. The sample represents employees from IT industries based in Bengaluru. Corporate character scale (Davies et al., 2004) is used to judge how employees perceive the reputation of organisation.

This scale provides seven dimensions of 'Employer brand', these are—Agreeableness (honest, socially responsible), Competence (reliable, ambitious), Enterprise (Innovative, daring), Ruthless (arrogant, controlling), Chic (Stylish, Exclusive), Informal (Easy-going), and Machismo (tough). The employees' perception of reputation about the employer was expected to influence their behaviour towards the organisation, i.e. commitment towards the work and organisation and their job satisfaction level.

This paper seeks to explore role of employer brand in influencing satisfaction and commitment levels of millennial employees working for IT companies in Bengaluru.

Keywords: Employer Brand, Perception, Commitment Level, Job Satisfaction, Millennial Employees

Employer Branding a Strategic Tool to Employee Retention: A Study on IT Industry in India

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Abstract

Purpose: The prime purpose of this study is to investigate the relationship between employer branding and employee retention in IT sector in India. This study also attempts to identify dimensions of employer branding in the organisation. Further it also throws light on how employer branding helps in influencing employee engagement, organisational culture, and perceived psychological contract.

Design/methodology/approach: The approach used for the study includes reviewing books and academic journals from the area of employer branding and employee retention. Theoretical contents and research findings from literature has provided a valuable insight in the area of employer branding and its effect on employee retention.

Findings: Employer branding is a new dimension in retaining employees in the organisation. Finding of the study suggests that the brand image of an organisation has significant and positive influence in the decision of the employee to stay in the organisation. Through the study, it is also

identified that there is significant relationship between employee satisfaction, organisational commitment and employer branding.

Research limitations/implications: The focus in the study has only given to Information Technology (IT) industry in India and the literature review which has been done for the study is from the past few years.

Originality/value: Organisations face significant challenges in retaining employees. Through this study researchers investigate the correlation between employer branding and employee retention. This paper also suggests the need to create conducive work environment by the employer to enable employees feel more comfortable and remain associated for long term in the organisation.

Keywords: *Employer Branding, Employee Retention, Brand Equity, IT Industry*

Employer Branding: State of the Concept and Practice

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Abstract

Employer branding is a relatively new concept in the marketing/branding space compared to product or services branding. This paper looks at evolution of the concept from its origins from the late 1990s till now. The research/sharing of the practices in this area has focused on primarily four areas—need for employer branding, Employee Value Proposition (EVP and its components), concept of ‘living the brand’—through employee experience and finally brand communication. Employer branding is an area where the practice has grown beyond the research, and this paper attempts to link the practice of employer branding to the research. The paper provides an overview of accepted approach of employer branding, positioning of EVP based on the various attributes, accepted benefits, building experience and culture through touch-point analysis, and application of social media in employer branding. The review of research and practices shows that employer brand management as a concept has moved beyond just a ‘fad’ to an accepted practice that links talent management and branding.

Keywords: *Employer Branding, Talent Management, Organisational Culture*

Enhance Green Purchase Intentions: The Roles of Green Brand Association and Green Trust

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Abstract

Purpose: This study aims to combine the literature on green consumer's behaviour and brand marketing into a new managerial framework of green trust. In addition, the present study proposes an original framework to explore the influence of green brand association on Green Buying Intentions (GPI) of consumers through the mediating role of Green Trust (GT).

Design/methodology/approach: The current study summarises the literature of three concepts, namely green brand association, green trust and green purchase intentions to develop a new framework to enhance green purchasing intentions. A questionnaire was administered to empirically verify that the hypothesis and data collected from Indian consumers were analysed using Structural Equation Model (SEM).

Findings: The study found that attributes of green brand association positively and significantly affect the GPI through GT. In addition, the relationship between green brand associations and green purchase intentions are partially mediated by green trust. The conclusions drawn in the study are useful to advertisers to understand the factors that affect the purchasing intentions of the viewers and will help them improve the advertisements in order to increase sales. Indeed, green marketing is a distinct and distinguish way of positioning a product or company which can benefit the society with improved environmental conditions and healthy products.

Originality: Although researchers have been studying the role of green trust, particularly in the context of green purchasing behaviour, it may safely be asserted that the broader dimension of green trust and green brand association have been remained under-researched. This study proposes an original framework to enhance green purchasing intentions via green brand association and green trust.

Keywords: *Green Brand Association, Green Trust, Green Purchase Intentions*

Enlightened Marketing: A Key to Enlighten Marketer for Enlightening Marketing Activities for Successful Brand

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Abstract

Enlightened marketing affirms that a company's marketing should shore up the best long-run performance of the marketing system. The concept of enlightened marketing contains five concepts,

i.e. consumer-oriented marketing, innovative marketing, value marketing, sense-of-mission marketing and responsible marketing. The purpose of this study is to understand the importance of enlightened marketing in producing successful brands. The present study depicts the association of enlightened marketing concepts with company's marketing activities. No brand is worth a hoot unless the value that consumer gets back is phenomenal. The study talks about major issues and challenges in enlightening the marketer to enlighten marketing activities. The study depicts through practical examples that core ideologies of enlightened marketing are expansive and strengthen the brand of the company. It also highlights that enlightened marketing is a better option to align marketing activities with values of brand. This philosophy holds that company should examine its actions from customer's perspective by introducing better options in products through responsible marketing practices working on value proposition which is reflected in its purpose of existence in the market. If this philosophy is clear to marketer, then only he can be called enlightened marketer. Any company can give successful brand if a brand is given with purpose because this purpose would lead to growth. The concept of enlightened marketing is a small step for marketer but a giant leap for the brand.

Keywords: *Consumer-oriented Marketing, Enlightened Marketing, Innovative Marketing, Sense of Mission Marketing, Responsible Marketing, Value Marketing*

Era of 'Storytelling': Managing Integrated Marketing Communication in Modern Times

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Abstract

To define communication in today's era, it would be appropriate to draw an analogy with the movie Kill Bill Volume 1 by Quentin Tarantino. The movie can be recalled via the blood-soaked scenes 'The Bride vs Crazy 88' and others which coerced the audience to a state of acceptance and even numbness to the ferociously laid out sequences. Roger Ebert, a film critic and lecturer on films for the University of Chicago extension programme reviewed the film and concluded, 'The movie is all storytelling and no story. The motivations have no psychological depth or resonance, but are simply plot markers.' Marketing communication in today's era with an 'Always on' social media angle might be on a similar track. 'Technology and other factors have profoundly changed the way consumers process communications and even whether they choose to process them at all'. This is how the 14th edition of marketing management—a South Asian Perspective by Kotler, Kelly, Koshy and Jha introduces the role of marketing communications and the changing communications environment.

The paper is an attempt to showcase the issues and challenges of managing integrated marketing communication in modern era. The monograph attempts to highlight how more and more brands are falling for storytelling, while the intrinsic plot remains sketchy and imprecise leading to unimpressed customers who find the communication increasingly invasive and unbelievable. It

encases how managing the integrated marketing communication strategy is vital and fundamental to customer loyalty and favours. The paper also reflects on few new paradigms of communication that have surfaced in the modern day and era.

Keywords: Storytelling, Customer Behaviour and Integrated Marketing Communication

Essentials of Communication Skills for the Life Insurance Agents in the State of Manipur

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Abstract

Today, in the world of fast moving insurance market, advancement of communication skill becomes very essential and it plays a vital role in branding the life insurance product, building true value and decision-making, satisfactory service, eventually yielding high revenue and enhance market penetration. Primarily, the success of any insurance marketing is credited to the smart and hard work of field agents or advisor. In other words, we may say that agents represent the face of the organisation.

Thus, this paper highlights and discusses the essential of training and developing communication skills for the existing and potential agents who operate geographically in the state of Manipur (rural and urban). The geographical boundaries, existence of multiple linguistic, religious, cultural differences and socio-economic may be duly considered as the main factor for low penetration in the market.

Objectives of the study:

1. Identification of communication domain for life insurance agents.
2. Enhancing and managing relationship between insurer and policy-holder.

This study can also serve as a conduit for encouraging the educated unemployed to choose as career path or self-employability. On the other hand, it can add value to the existing agent to enhance their performance and sustained healthy relationship with the policy-holder/consumer.

Keywords: Life Insurance Branding, Communication Skills, Training, Development

Establishing Brand India: Strategic Approach for FDI Promotion

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Abstract

Establishing India as a brand is an exciting, complex and controversial phenomenon. Nations are making conscious efforts to establish themselves as 'brands', in order to fulfil the major objectives like, attracting tourists, stimulating inward Foreign Direct Investment (FDI) and boosting exports. Developing countries and emerging economies across the world are trying hard to establish and exhibit their competitive strength and image, so as to reap sustainable development.

In 2015, India ranked seventh in the most valuable nation brand. The nation brand is the unique, multi-dimensional blend of elements that provide the nation with culturally grounded differentiation and relevance for all of its target audiences. When seeking strategic investment opportunities, investors tend to be more market-focused and less focus and attention is given to growth fundamentals, absorptive capabilities of a nation. The objective of this paper is to examine the current status of brand India, repositioning brand India image, identifying the influence of brand India on inward foreign direct investment, and finally to establish India as a brand in order to receive more foreign direct investment. The authors tried to build a theoretical model on nation brand strength taking into account governance, society, people and skills and market on the one side and the factors determining favourable inward FDI conditions for India which includes economic fundamentals, ease of doing business, quality regulations to investments and rule of law on the other side. They made an attempt to integrate the concepts theoretically. It is a descriptive study and adopts deductive method. The results specifically denote that inward FDI is a function of nation brand strength and favourable FDI conditions. This paper is the first of its kind where a nation is being established as a brand in order to enhance its brand image so as to receive more inward foreign direct investments.

Keywords: *Brand India, Foreign Direct Investment, Nation Branding*

Ethical Brand Positioning: An Innovative Tool for Indian Telecom Service Providers

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Abstract

The telecom sector in India is witnessing fierce competition for not only the acquisition of new customers but also the retention of their subscribers. Mobile Number Portability (MNP) enables

the consumers of a telecom service provider to shift to other service providers without losing their mobile number for varied reasons, for example, lack of network quality, higher call drops, lack of product innovation and new service launch—4G. Indian telecom companies are investing heavily in building their brand as a core marketing effort for capturing customer imagination, preferences and loyalty. This study is carried out to identify the key challenges faced in building a telecom brand in India in the present era. It further investigates the brand evolutionary stage of Indian telecom industry and suggests key elements for ethical brand positioning framework for a telco.

Keywords: *Ethical Branding, Ethical Brand Positioning, Mobile Number Portability*

Ethical Branding and Organisational Image

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Abstract

Purpose: The purpose of this paper is to explore the new ways of building a strong and stable ethical branding in society which maintains a sound organisational image. Conventionally only economical construct of branding had been studied and understood but social construct was less understood and much research work was also not carried out so far.

Design/methodology/approach: The area of discussion would be elaborated with the help of practical examples and available literature.

Findings: This study helps the organisations to grow consciously towards ethics as it creates competitive advantage over other company's image or organisational image. In today's contemporary era organisations are not only looking for some uniqueness or differential capabilities to gain and sustain their consumers but most importantly serving them ethically. Traditional brand models have lot of limitations especially the brand equity aspect where it was calculated in economic/financial terms. But obligations putting by law and a system of moral aspect were missing which are the core qualities of brand equity. Traditionally brand models were focusing on product brands only rather than corporate brands. Branding and its decisions are not only for consumers or shareholders but their impact could be seen on wider public and on the society as a whole. Any unethical aspect may damage the organisational image which is an intangible aspect whereas any ethical brand will enhance the image or goodwill of the organisation and this enhanced goodwill will reciprocate the brand in return.

Research limitations/implications: Present paper puts questions before traditional practice of branding and explores the relationship between ethical branding and its responsibility towards society and organisational image.

Practical implications: Ethical branding may provide the organisations with competitive advantage as users are ethically conscious now.

Keywords: *Ethics, Competitive Advantage, Brand Equity*

Ethical Branding Issues among the Online Users: Do Customers Really Care for It

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Abstract

Today we are going through an ‘ethics era’ (Crane and Matten 2007; McGoldrick and Freestone 2008; Smith 1995) where a growing number of consumers are becoming aware of the ethical implications of the products they buy and are adapting their purchasing behaviour accordingly (Harrison et al. 2005; Hendarwan 2002; Mason 2000; McGoldrick and Freestone 2008). As India’s e-commerce economy barrels ahead, one of the biggest challenges for customer-facing technology companies like Flipkart, Foodpanda and Uber is to contain the creeping instances of graft that tear into their businesses and reputations, with social media as an unwitting accomplice. The aim of the study is to analyse the ethical branding issues among the online users and whether the customers are really care for it or not. The methodology adopted for the research paper is the secondary data wherein various case examples are taken into consideration to find out the customers’ approach towards the e-commerce giants in India. The results shows that with the advent of the Internet, many aspects of life have become fully or semi-automated and online shopping is no different. With just a few clicks, users can send their money to virtually anywhere in the world for nearly any product. Items as simple as pens and paperclips, to luxury cars and even homes are bought and sold online. There are drawbacks to online shopping with the most notable being the exposure to fraud. Many types of fraud surround the online shopping industry, and being knowledgeable about them is the first step to prevent yourself from falling victim to these schemes.

Keywords: *Ethical Branding, Online Shopping, Fraud*

Ethical Branding of Educational Institutions

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Abstract

Purpose: The purpose of this paper is to establish specific parameters that educational institutions may use to position their brand ethically keeping in mind the beliefs, culture, sentiments, values, preferences and behaviours of stakeholders and society. This paper is based on the underlying knowledge that an ethical Higher Educational Institution (HEI) will be able to differentially position itself in the industry and gain competitive advantage.

Design/methodology/approach: After a preliminary review of the literature available on the subject, eighteen broad parameters were identified which were crucial for the brand of a HEI and seven broad parameters which were fundamental in ethically positioning the brand. The parameters were further validated by using the grounded theory framework. The opinion of 20 subject matter experts was sought for validation. This theory does not begin with constructs and their linkages and, then, seek proof instead, it begins with the area of study and allows them to emerge from that area of study. Considering the sensitivity of the area of study of ethics and moral values, it was thought appropriate to follow the grounded theory approach.

Findings: Key parameters have been identified which if followed will enable HEIs to create an ethical brand and differentially position themselves in the minds of all stakeholders.

Research limitations/implications: This research is limited to the universe of the respondents and subject matter experts based in India. The views may vary slightly due to the cultural differences in other nations and across different societies.

Practical implications: The analysis shall be of importance to the management of HEIs in determining a business/marketing strategy.

Social implications: The study shall encourage the HEIs to follow more ethical practices while branding themselves, which will be highly appreciated by the society as a whole.

Originality/value: The area of ethics in education has remained mostly ignored. The paper aims at providing a solution to both HEIs and stakeholders of this sector.

Keywords: Ethics, Higher Education, Ethical Brand Positioning

Ethical Branding: A Holistic Approach to Create Value and Empower the Brand

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Abstract

Ethical behaviour is an important consideration during the purchase decision and consumers are willing to pay higher prices for that (Creyer and Ross, 1997). The ethical behaviour of companies and brands is relevant to consumers. Ethical branding requires brands to be evaluated not just by the economic or financial criteria but also by the moral ones. A company with a bad reputation will have a hard time holding onto customers and attracting top talent. Consumers care about ethics. Job seekers and potential candidates care about ethics too. Eighty percent of consumers believe it is important for companies and brands to behave ethically according to the study by Trade Extensions on UK and US consumers' attitudes towards ethics and sustainability. Ethical brands make every effort to maintain the right balance between their social, environmental and commercial responsibilities because that is what vast majority of stakeholders are interested in and are concerned about. An ethical brand respects the needs, interest and concerns of their

stakeholder communities. It attracts enormous respect and bolsters brand loyalty for the firm. Now days, businesses require many efforts for creating value, image and good reputation in the mind of customers in order to create good image. Ethical branding can be a competitive advantage for firm and helps it to add value for the customers. This paper discusses the benefits of ethical branding and its role in corporate reputation management and how ethical brand positioning could benefit the company with a differential advantage over competition.

Keywords: *Consumer Perceived Ethicality, Ethical Positioning, Ethical Consumerism*

Ethical Crafting with Ethical Maintaining: A Maxim of Ethical Positioning

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Abstract

Positioning is defined as ‘the act of designing a company’s offering and image to occupy a distinctive place in the minds of the target market’ (Kotler *et al.*, 2013: 240). Crafting a position may be a necessary condition for a marketer to become a successful player in the market, but it is not a sufficient condition. In order for a marketer to become successful, the crafted position should be maintained across time (Park *et al.*, 1986). This paper analyses the ethical dimensionality in positioning and proposes that the marketer is required to be ethical in crafting a position in the minds of the target market and in maintaining the crafted position across time.

Keywords: *Positioning, Ethics, Marketing Ethics*

Role of Ethical Climate in Employer Branding and Employee Engagement

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Abstract

Purpose: Employer branding acts as a tool that helps to attract and retain employees for a longer duration. Thus, the purpose of this study is to analyse the impact of employer-branding strategies on employee engagement as well as to investigate the moderating role of ethical climate in the relationship between emotional exhaustion and employee engagement.

Design/methodology/approach: Data for the study has been collected from the 721 employees working in privately owned banks located in the central Delhi region, capital of India. Data

collected has been validated using CFA and hypotheses have been tested through SEM. Hierarchical regression has also been applied to confirm moderation.

Findings: The study reveals that among the various employer-branding strategies, inspirational communication and motivation highly contribute towards employee engagement. The findings further confirm the moderation of ethical climate between emotional exhaustion and employee engagement.

Research limitations/future research: The study has been restricted to banking sector and Indian context only, which can be extended to other sectors and countries. Further, other employer-branding techniques such as organisational justice can be taken into consideration in future. Future research may also assess the impact of employer branding on the co-creation of value as a result of mutually beneficial dialogue between management and employees.

Implications: The study contributes towards internal marketing theory. Employer branding affects the organisational culture and brand image, and it further influences employee brand value perception, which enhances the organisation–person fit. It is also conceived as a unique source for generating a sustainable competitive advantage.

Keywords: Employer Branding, Employee Engagement, Ethical Climate

Exploring Service Innovation through Customer's Demand and Competitiveness: The Role of Service Marketing Capability for Brand Management

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Abstract

Purpose: The purpose of this study is to investigate the impact of customer demand and competitiveness on the propensity for innovation in hospitality sector. Further, the study tends to explore the outcomes of the propensity for innovation and the role of service marketing capability as a moderating variable in competitiveness and propensity for innovation relationship to promote brand awareness, resulting in enhanced customer's perception toward brand.

Design/methodology/approach: Data were collected from 209 managers working in 2-Star, 3-Star and 4-Star hotels of Katra city in Jammu region (Northern India) on the basis of census sampling. Statistical techniques like CFA, SEM and hierarchical regression were used to analyse the data. Further, reliability and validity tests were also performed.

Findings: The study finds that customer demand and competitiveness has direct and positive impact on propensity for innovation. It is also verified that service marketing capability act as a moderating variable in the relationship between competitiveness and propensity for innovation. Further, the outcomes of propensity for innovation were also confirmed and it was found that propensity for innovation has highest impact on exploratory service innovation.

Research limitations/implications: The study is limited to hospitality sector of Jammu city only. It is one of the limited numbers of studies that has empirically addressed the service innovation in hospitality sector. This study will be helpful for managers in recognising the increasing emphasis on customer-specific elements, behavioural, customer-focused attitudes and creating an innovation culture that encourages openness and value co-creation for the service brand.

Keywords: *Competitiveness, Propensity for Innovation, Service Marketing Capability*

Exploring the Determinants of Education Branding and Image Creation Model of B-school Using Factor Analysis

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Abstract

Over the last decade, business education is the most demanded subject of interest for students attaining higher education. The IIM's/IIT's and Top B-schools are not sufficient to fulfill this demand, and so, this gave the room for private players to enter into market. This has led to a fierce competition among the B-schools and the education industry has become competitive as never before. The cutting edge competition amongst the B-schools (specially the private institutions/universities) leads them to go for branding their education. This study is conducted with a core aim to find out the most influencing factors in developing the business school as a brand from the student's perspective. Structured questionnaire was utilised for the purpose of tapping respondent's rejoinder towards the concept of educational branding. Factorial analysis is used as the statistical tool to investigate the determinants of the educational branding. This article explores the exhibits of educational brand image creation model by the private institutions and the articulation perceived by the future managers. This also helps the institutions to give more emphasis on the factors which have high rating among the students instead of considering all.

Keywords: *Educational Branding, Factorial Analysis, Image-creation Model*

Factors Affecting Brand Relationship Quality: A Qualitative Inquiry of Rural Consumers

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Abstract

Marketing is a contextual discipline and it has adapted well to generate new constructs and schools of thoughts largely through context-driven discovery process. A major recent context is the growth of brands in emerging markets, which is reinforcing the contextuality of the discipline. Consumers in these markets are exposed to the entire continuum of brands including generic products, spurious or counterfeit brands, local or regional brands, misbranded products, national brands and luxury brands. As variety of brands enter the lives of consumers in emerging markets, a question arises; whether the brands are able to foster a long-term relationship with its consumers, and if so, what are the various factors influencing the quality of the consumer brand relationship. We attempt to address these broad questions in our research through an in-depth qualitative inquiry of fifteen consumers from rural India.

There is substantive body of scholarly work available on the subject of Consumer-Brand Relationship (CBR) in the context of developed markets, which provided the theoretical foundation to this research. The qualitative data captured in the study included interview transcripts, field notes and images. It was analysed to examine meaningful and symbolic content in data with respect to the research questions. Analytic displays in form of matrices and networks were attempted to identify the drivers of heterogeneity in the process of consumer brand relationship formation across different categories of brands and consumers.

Rural consumers in India do foster relationship with brands, and factors like trust, satisfaction, self-brand connection, passionate attachment, nostalgic connection influence the quality of relationship in terms of their attitudinal and behavioural commitment towards the brands. However, the intensity of these factors varies across the categories of brands and consumers.

Keywords: *Brand Relationship Quality, Consumer Brand Relationship Typology, Rural India*

Factors Impacting Internal Branding: An Exploratory Study of the Indian Services Sector

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Abstract

This research effort aims to offer a deep insight into the factors that impact internal branding, focusing specifically on the services sector in India. The focus is to understand as to how firms bring in a customer-centric perspective to the organisational task of building a connection between the employees and the firm they work with. Factors that impact internal branding are identified through the application of the grounded theory, which is subsequently validated.

The findings, we believe, will help firms better deliver on their internal branding effort and enable the positive impact on the employees to extend all the way to the customers in terms of better and consistent service delivery. Identification and validation of the factors that impact internal branding and how they are set against each other in a practical environment will provide immense value to the practitioners of the function in the corporate world. The knowledge would provide a defined direction for their efforts in building a brand that employees connect and bond with. Further, in the context of a growing service economy such as India, the relevance of this study and its application in the real world set up gains significant value.

This is an exploratory study that primarily aims to draw the various factors impacting internal branding, both from literature and from expert practitioners, using grounded theory. Since information collation is limited to a small set of companies, and judgemental sampling technique has been applied, a wider study would be required to help validate the research findings. Further, the scope of this research effort is only to determine the factors; understanding their inter-relationship and any empirical analysis of the same is not a part of this effort.

Keywords: *Branding, Internal Branding, Grounded Theory, Indian Service Sector*

Factors Inducing Success of Online Branding: An ISM Approach

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Abstract

In today's digital age, it is essential to analyse the factors that influence the success of online branding. Pure play e-tailer, Brick and mortar, click and mortar companies are required to follow online branding strategy. As online branding is the need of the hour, companies are moving on the track where the ultimate destination is to adopt online branding as the strategy to stay ahead. Online branding is to move at the pace of the light. To keep up, companies need a robust foundation with the judgement to think precariously about the critical success factors for online branding. The purpose of the paper is to identify factors that influence the success of online branding, interrelationship among those factors and categorise them in line with its driving and dependence power. These factors will help to prepare the model for companies which are planning to go for online branding strategy. Interpretative structural modelling approach is used to construct this model. The result found that both online factors and offline factors influence the success of online branding. Future research may endeavour to statistically validate the proposed model and may also expand the model by suggesting other factors that are influencing the success of online branding. Little research has investigated the interrelationship among factors which are affecting the success of online branding, thereby inducing companies to go for online branding. In addition, the present paper contributed insights developed from the model that would help companies in taking decision related to online branding.

Keywords: *Online Branding, Interpretative Structural Modelling, Critical Success Factors*

Factors Underlying Ethical Decision Making of Product Mangers of Telecom Companies in India

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Abstract

This study analyses the possible differences in ethical decision-making process of product mangers of telecom companies in India. In this paper, we first examine the relative influence of individual-related factors, like age and type of education, and organisational factors/situational factors, like peer group influence, organisation culture and industry acceptable norms/practices on the ethical decision-making of an individual. Then, we examine the interaction between these two individual

factors and, lastly, we study the degree to which situational factors affect the ethical decision-making. These variables have been considered for examination due to their significance as proven in multiple empirical and theoretical research work and also because of their relevance to this context. Product managers working with telecom companies throughout India have been selected as target respondents. The result shows that there is a significant interaction between two individual factors. Younger product managers with low level of professional education have less ethical intention; however, younger managers with high level of professional education have high ethical intention or are more involved in ethical decision-making. Ethical behaviours of peers and organisation culture have the most significant impact on ethical behaviour. Industry acceptable norms/practices got the mixed response. Lastly, the implications of the findings are discussed.

Keywords: *Ethics, Ethical Decision-making, Telecom, Ethical Factors, Marketing Ethics*

Flexible Healthcare System for Diabetes Clinic

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Abstract

Indian healthcare consumers are more informed and demanding than ever before. With increasing awareness, the expectations as well as options are increasing in healthcare. The consumer expects to receive the best total experience from every healthcare interaction with hospitals, doctors and pharmacies. Gone are the days when patients were ready to invest their complete day, waiting to meet a doctor in his clinic. The consumer has become restless and this scenario demands flexibility of healthcare systems in India. The diabetic patients develop multiple complications with advancement of disease and need to meet various specialists for their medical care. This paper discusses the rule-based flexible healthcare system in case of a diabetes clinic so that waiting time per patient per visit can be minimised. The paper uses a case study of private diabetes clinic in Varanasi, and the method used for the study is discrete simulation. The paper will contribute towards the knowledge of superior clinic management in case of chronic disease.

Keywords: *Branding, Flexible Systems, Healthcare, Waiting Time*

Food on Wheels: A Case on Branding Strategies Followed by Food Trucks in Bengaluru

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Abstract

A food truck is a large vehicle equipped to cook and sell food. Some, including ice cream trucks, sell frozen or prepackaged food; others have on-board kitchens and prepare food from scratch. Sandwiches, hamburgers, french fries and other regional fast food fare are common. Food trucks, along with portable food kiosks and food carts, are on the front line of the street food industry that serves an estimated 2.5 billion people every day.

In India, the cuisine offered by food trucks requires simple skills, basic facilities and a relatively small amount of capital. They are plentiful, with large potential for income and often a very large sector for employment. Street foods predominantly reflect local culture and flavour. Food trucks appeal to consumers in that they are often an inexpensive means of attaining quick meals. Location and word of mouth promotion has been credited for their widening success.

This case study aims to compare the branding strategies of food trucks in Bengaluru. Bengaluru is an ideal place for operating a food truck as the city is cosmopolitan with people from all over India along with expatriates. Food trucks in Bengaluru serve various cuisines to different target segments and at varying price points. The researchers will analyse the impact of 7P's on branding for each of the food truck and compare them across the food trucks chosen for the study. The researchers have designed an open-ended questionnaire which they have administered to the food truck owners telephonically and in person in order to collect their data. The researchers have also made use of secondary sources like past research and Facebook pages of the food truck owners.

***Keywords:** Branding Strategies, Food Trucks, 7P's, Open-ended Questionnaire*

Fragmenting the Social Marketing Activities to Augment the Firm's Brand Image: A Study Undertaken from Customers' Perspective

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Abstract

The social marketing activities of Indian Fast-Moving Consumer Goods (FMCG) companies are no longer a substitute agent but an agent of change in creating a brand image. FMCG companies

recognise social marketing activities such as cause-related marketing, green marketing and social group endorsement to reinforce the marketability of their brands. Conversely, establishment of segmentation strategies among these social marketing activities is a challenging task. To overcome this, FMCG companies fragment these activities towards a specified group. This research intends to explore the relationship between market fragmentation of social marketing activities and brand building process of firms. Past research conducted by Hill (2009) and Hiller (2007) proved that social marketing activities in the form of Corporate Social Responsibility (CSR) strengthen the brand image; but the trivial relationship between the marketing activities, branding and fragmentation has not been studied.

This research aims to explore the relationship between demographic fragmentation strategies and brand image. The research enables the marketers to find out the integration strategy linking social marketing activities with the brand image during market fragmentation.

The research was carried out among 1126 customers fragmented on the basis of regional values. Brand image is measured through the customer rating method (Carl Driesner, 2014). The segment identification in fragmented groups is measured using discriminant analysis.

The research reveals that market fragmentation enables to create the brand image. Fragment based on the consumers' occupation is the foremost discriminant variable and cause-related marketing is the positioning segment.

To conclude, fragmenting the social marketing activities according to the customer demands is essential in fulfilling the social promise made to the customers, thereby yielding social currency.

Keywords: *Fragmentation, Cause-related Marketing, Social Group Endorsement*

Franchising: Issues and Effects on the Brand Value of the Business Franchised

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Abstract

The basis of the research paper is to understand and analyse the effect of franchising on the brands and to issues pertaining to brand dilution. The paper will focus upon the different franchise models and their effects and issues relating to the brand's success or failure. Moreover, it will be a consolidated study in analysing the other issues faced by the franchisor when it franchises its business. It will also report on primary data representation of brands across the country on the issues like brand dilution that they faced after franchising their business. The conclusion of the study would then be suggestions on what newer ways could be adopted to ensure quality of brands after franchised and what policies/practices could be adapted by the franchisor to ensure that the brand value of the business does not defoliate.

Keywords: *Franchising Models, Brand Issues, Franchise Business, Brand Management*

Freedom 251: The Paradox of Branding Frugal Innovation

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Abstract

Frugal innovation is the ability to ‘do more and do better—with less.’ It is a breakthrough growth strategy that enables companies to develop high-quality products and create more business and social value while minimising the use of vital resources such as energy, capital and time. Once the preserve of companies in developing markets, frugal innovation is now being adopted by global enterprises, large and small. It is not only a game-changing business strategy but also a new frame of mind—one that perceives resource constraints as an opportunity, not a liability.

With an estimated trillion-dollar global market for sustainable products and huge cost savings to be gained, frugal innovation is revolutionising business across industries and is reshaping management thinking worldwide. One of the major products that is making a lot of news is the Freedom 251 mobile. It is making a lot of news in the initial stages but is also leading to the complexities for order mechanism, payment mechanisms and credibility associated with the product. The case study deals with paradoxes in branding communication of frugal innovations and how negative news associated with and new frugal innovation may destroy the brand that may turn up and how companies deal with the negative news that gets circulated through the various media forms.

Keywords: Branding, Frugal Innovation, Negative Branding, Social Media

From Made in India to Make in India: Ultimate Challenge of Reinventing Brand India for the World

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Abstract

Of all forms of branding, the exercise of rebranding a nation is the most challenging and complicated. Nation branding as a concept has been researched heavily and much of the contribution has come from the public relations perspective. Of late, the bug has also bit India. Practitioners, academics and researchers have presented different conceptual frameworks for branding and rebranding the nations. Given the size, heterogeneity and scale of issues rebranding India through Make in India, Skill India, Digital India and Swachata Abhiyan is a challenge. This paper will explore these concepts and how it is going to play a critical role in reinventing Brand India for the world. Driven by the literature, the purpose of this paper is to explore conceptual

frameworks, analyse the elements critical in the image formation of nation rebranding, difference between the nation branding and nationalism 'swadeshi vs. videshi'.

This paper examines the case of repositioning a damaged nation brand and seeks to suggest an approach that could help develop India to make its mark on the global level. The paper will outline the critical factors like international relations, internal conflicts of class, commune, region, technology and leadership and differentiators which will impact the exercise of rebranding India. Additionally, the paper examines the extent to which India can borrow ideas from nations who have successfully rebranded themselves.

Keywords: *Rebranding, Nation Branding, Brand India*

Geographical Trademarks and Place Branding

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Abstract

Geographical Trademarks (GTs) are essentially attributable to their geographical origins. GT identifies to characteristics of quality, delimited geographical area for production and reputation that differentiates a product on its uniqueness compared to competitors. Indian cities have their own recognised typicality like Darjeeling tea, basmati rice. This cultural and symbolic association is embodied in geographical location but not all of which have been awarded geographical trademarks. While such a trademark is limited to a particular product, by virtue of it seeping into our colloquial, it is possible that there is higher recall for these cities. Hence, the main purpose of this paper is to understand how GTs can contribute in creating value for place branding. This paper is an attempt to understand the linkages between geographical trademarks and tourists' decision to visit a location with geographical trademarks. Methodology includes listing of lesser known or famous GTs and its importance in the place branding by stakeholders. Perceptual mapping is used to examine the attributes of geographical trademarks on recall and willingness of prospective tourists to visit the place for touristic experience. This study provides both policy and managerial implications to gain insights on transfer of local knowledge and valuable geographical indications for differentiating a city/place. However, it is possible that heightened tourism builds a better case for GT applications in an indirect way.

Keywords: *Geographical Indications, Geographical Trademarks, Value Creation, Place Branding*

Green Tea: A New Health Drink—Study on Brand Image and Consumer Choice

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Abstract

With the increasing consciousness for healthy lifestyle, Indian consumers are getting attracted towards healthier options in terms of what they eat and drink. Tea, being the most popular and much needed beverage in India, is gradually adding new variants to its basket. Green tea with its bundle of health benefits is the buzzing brew today. Urban, educated, health conscious and economically strong consumers are experimenting with this new health drink.

From a small consumption base, demand for green tea is increasing. People have started to add green tea as a part of their healthy diet as it is high in antioxidants which reduces risk of cancer and also helps combat obesity by increasing the metabolism rate. Looking at the growing demand and market potential of green tea, this study aims to determine the factors that influence people to consume green tea and to study the impact of the brand image on the choice of green tea consumed.

The study was undertaken in two phases; the first phase of the study was exploratory in nature wherein three focus group discussions were held to understand the motivation behind consuming green tea, brand image of top players in the market, how does the brand image influence their choice of the green tea. For the second phase of the research, a self-structure questionnaire was designed and piloted.

Stratified Random sampling was used, and questionnaire was rolled over a sample of 270 customers through online and offline mode in Mumbai region. Factor analysis was used to extract factors that influence customers to consume green tea. Results of the factor analysis were put through the Cronbach's Alpha reliability test and various other statistical tools were used to meet the objectives.

The findings of the study provide opportunity to marketers to better understand this emerging market and manage the image of their brand to maintain the right connect with their customers.

Keywords: *Green Tea, Brand Image, Healthy Lifestyle*

Halal Branding: Perception and Prospects in Cosmetics Industry

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Abstract

A brand which is relevant and that appeals to consumers can retain its target market and enjoy brand repurchase. Halal brand has a significant influence as important key to consumption for Muslims and for health-conscious consumers all over the globe. Halal is a landmark symbol of hygiene, safety and standards. The Muslim consumer market comprises 1.8 billion people. This market by far is untapped and is undeniably the next important global opportunity. The halal market alone is worth an astonishing US\$2.1 trillion a year and is increasing at US\$500 billion a year due to the growth of the global Muslim population.

The present paper deals with halal cosmetics as an emerging brand category. The research paper is exploratory in nature. The market for Halal cosmetics is booming across the Middle East, growing at the rate of 12% annually. With the Middle East only accounting for 20% of the Global Muslim population, the overall market could be worth in excess of US\$13 billion. Also, there are the non-Muslims looking to go beyond 'natural', searching for products that align with their ethics. Indian herbal products have already taken a centre stage for being safe and secure substitute for chemical-based beauty products. Principally, Halal and herbal products being on the same side have only sweeten the deal for the consumers.

Keywords: *Halal Products, Herbal Products, Cosmetics*

Higher Education Branding and Students' Choice of Selecting a University: An Empirical Study on MBA Students at Bareilly

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Abstract

Purpose: The present paper is an attempt to understand the perceptions of MBA students towards university/institution branding and promotional efforts. It also explores into the influential factors that lead to the decision to take admission in a particular MBA programme: namely infrastructure, course fee, placement avenues, practical learning opportunities, teaching competency, etc.

Methodology: For this paper, descriptive research methodology was employed, convenience sampling procedure was used to select respondents, a questionnaire survey was employed as the

tool to collect primary data and the research instrument was administered to 350 MBA students from various management institutes in Bareilly. The data was analysed and interpreted with the help of SPSS software, hypothesis framed for the research work have been tested with the help of *t*-test and Chi-square test to measure the variance and to accept or reject the null hypothesis.

Findings: The findings of the study suggest that student's choice of selecting higher education institutions is greatly influenced by various factors and promotional measures associated with university branding. The study also reveals that demographic variables such as gender, household income and native place have a significant impact on student choice of particular management institute.

Managerial implications: The study provides a powerful tool for strategy determination in the areas of higher education marketing, brand positioning, etc.

Scope for future work: In future, comparative study may be undertaken between private and government university MBA students; the study may also be conducted for students of other programmes; the study may also be conducted in other geographic locations.

Limitations: As the study is conducted on MBA students in the vicinity of Bareilly, the results may not be generalised in other regions and courses.

Keywords: *Higher Education, Brand, Decision-making, Demographics*

History Turned to Luxury: A Case Study on Cire Trudon

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Abstract

Luxury is state of comfort with close association of high expenses. Cire Trudon one of the less spoken about luxury candle brand has always had a very close relation to the French history and culture. The brand till now continues to maintain the essence of the French history and culture. Cire Trudon was reinterpreted in 2007 by the Renaissance man Ramdane Touhami. Even if the brand was reinterpreted, the touch of 'France' is always there in each and every product. The close relation of Cire Trudon with the French culture has always been behind the success and exclusivity of the brand. Candles were always of noble use to people, for example, from domestic use to use in churches, it has always survived and still surviving the miracle of electricity. The way of developing candle in France as a luxury brand could be adopted in India. India has a very strong history and above all varied culture. Each region of India has a specialty product. The products developed by small enterprises or Self-Help Groups (SHG) could also be developed as a brand in the long run. Moreover the Make in India policy of Government of India could be of good help and supportive and could be used as a platform in developing a brand in India. Through this case study about the candle brand Cire Trudon, I wish to convey how this candle brand which is unique could be taken as a model for developing brands in India by linking to culture and history of India.

Keywords: *Luxury, History, Culture*

How to Shape Hospital Brand through Improving Patient Experience

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Abstract

This paper explores the role of marketing in creating valuable hospital brands by increasing patients' satisfaction. A holistic experiential marketing perspective is adopted by measuring the effects of three experiential dimensions on overall satisfaction: atmosphere and comfort, empowerment and dignity, and patient–doctor relationship. Perceived quality of atmosphere and comfort is meant to have a positive impact on overall satisfaction. In addition, the mediating role of perceived quality of empowerment and dignity and of perceived quality of patient–doctor relationship are hypothesised. Furthermore socio-demographic variables such as gender, age and educational level are tested as moderators.

Method and data used: The research methodology is based on the use of standardised structured interviews with patients in private and public hospitals across Italy. The sampling is simple and not stratified. 259 interviews were conducted to autonomous and collaborative patients selected by hospitals' staff. Results confirm that the perceived quality of Atmosphere & Comfort has a positive impact on overall Satisfaction. Furthermore, perceived quality of Empowerment & Dignity and perceived quality of Patient – Doctor Relationship partially mediate this relationship. The moderator role of socio-demographic variables is only partially confirmed: educational level is the only relevant moderator in the relationship between perceived quality of Patient – Doctor Relationship and overall Satisfaction.

Key contributions: The main strength of this study is measuring opportunities for hospital brand value improvement starting from patients' experiences. We provide evidence of the importance of optimising Atmosphere & Comfort items as enablers of Empowerment & Dignity and Patient – Doctor Relationship, in order to offer a strong value proposition to patients.

Keywords: *Healthcare Marketing, Hospital Brand, Patient Satisfaction*

Identification of the Factors Influencing Green Consumerism in the Indian Context

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Abstract

Purpose: The concept of green consumers lays emphasis on responding to demands of consumers for products and services that are environment friendly.

Green consumerism aims at creating a balance between the expectations of consumer and businesses' profit motives by adopting sustainable marketing practices. In the age of rapid transformation consumers have been showing interest for green products and markets have seen a rise in demand for such products.

Businesses today are expected to innovate and respond quickly to consumer demands. Products should have an environmental impact; however this may range from small to large. Green products have also increased competition among businesses to generate more environment friendly products.

Level of consumer awareness towards adoption of green products is still a matter of debate. Brands have been loaded with green benefits as a tool to be in the evoked set of consumer recall. In order to create long-term impact of green concept consumer attitude and awareness towards the use of green products need to be deeply studied.

The present research work is aimed to measure consumer awareness towards green products and overall sustainability of environment.

Results: Over the years various studies have investigated the concept of green consumer behaviour and have listed out factors that work as either barriers or enablers when it comes to consumer adoption of environmentally sustainable products or lifestyles. The present study aims to identify and evaluate the enablers that facilitate consumer adoption of green products. Using Structural Modelling a series of relationships was established to predict how the combined effect of these factors affecting green consumer behaviour and green product adoption.

Conclusion: The hypothesis testing reveals a positive relationship between factors influencing green product and demand of such products. The present study shows that manufacturers should focus on positioning their products as green products because the need of the product has been increased in the customers continuously.

Keywords: Green Product, Green Consumer Behaviour, Consumer Adoption

Identifying Factors of Customer ‘Motivation and Engagement’ to Interact with Brands on Social Media

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Abstract

The digital marketing landscape has changed dramatically in the last few years with greater emphasis on social media and its utilisation for customer engagement by major brands globally. It is evident through surveys that around 1.2 billion Internet users spend one in every five minutes on social networking sites. In the 2015 study published by Smart Insights, author Dave Chafey has indicated that Indians are extremely active on social media. The maximum numbers of users are on Facebook followed by YouTube, Twitter and Google+. Across platforms, the usage by Indians is ranked between 1 and 10. In order to encash this opportunity, the consumer facing companies engage

with prospects by establishing their presence on social media. Instead of traditional monologue marketing, practitioners are chasing interactive promotions which delivers 'frictionless sharing' by fostering a synergy of online content with consumers. These platforms are quite popular and one can observe the same by monitoring the sheer number of comments and reviews submitted on the brand pages every day. De Vries et al. (2012) in their paper have indicated that likes and comments on a post initiated by the brand acts as word of mouth, and more the number of such instances the brand can assume its popularity. Thus, firm can establish that customer engagement is an evolving process of intensifying an individual's involvement in organisational activities and capturing prospect's set of behavioural patterns towards brand offerings. Due to scarce scholarly support, nature of customer engagement remains ambiguous and its relationship with marketing strategy is yet to be discovered. This paper attempts to augment the understanding of customer engagement on social media platforms by developing a conceptual model capturing customers' and brands' motivations to interact on brand pages of social media websites and the outcome of such engagement. Data was collected through a questionnaire and tested empirically.

Keywords: *Digital Marketing, Social Media, Customer Engagement, Brand Promotion, Word-of-Mouth*

Identifying Sustainable Consumers of Delhi

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Abstract

Sustainable development is the development that meets the needs of the present without compromising the ability of future generations to meet their own needs. Successful companies will have little option but to get involved in sustainable development. Sustainable marketing is marketing within, and it is supportive of sustainable economic development. Creating meaningful progress towards sustainability requires promotion and acceptance of concepts such as responsible consumption, consumption reduction, voluntary simplicity and sustainable lifestyles. Without sustainable consumption, sustainable development is impossible. Sustainable consumption is not about consuming less, it is about consuming differently, consuming efficiently and having an improved quality of life.

This study attempts to understand consumers in Delhi on their sustainable behaviour. The study uses scale for consciousness for sustainable consumption that was already tested for reliability and validity in another growing country. Probability sampling techniques were employed and data was accordingly taken from different parts of Delhi to get a representative sample. Results helped in identifying different consumer groups within Delhi using new socio-economic classification given by market research society of India.

Results have direct implication for industry to focus on different consumers as per their sustainability focus. These different consumers behave in specific ways and should thus be treated

differently by marketing managers. The study contributes to the body of existing literature by providing additional basis for segmenting the market in terms of sustainability. Future research can be conducted in other markets for market-specific insights.

Keywords: *Sustainable Consumption, Sustainable Marketing, Sustainable Development, Sustainable Behaviour*

Impact and Influence of Culture on Branding: A Collaborative Study on the Success and Failure of Various Brands in Indian Market

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Abstract

Culture is a collective concept which includes knowledge, belief, customs, practices and any other habits acquired by people as members of society. Culture plays a pivotal role in consumption pattern of individual or institutions. Depending on underlying cultural philosophies, consumption pattern of consumers fluctuates. Culture has very strong influence on founding brands. Many brands have successfully emerged in many global markets adopting the culture and customising and tailoring its products as per the global culture. Successful brands have been able to adopt their branding strategies in line with this dominant cultural philosophy and integrating their brands into the specific cultural fibre. In the Indian scenario, the alluring face of the Indian business landscape has highly sensitive and demanding customers. In spite of the flourishing economy and the ever-increasing disposable income, Indian consumers are very cautious and clear in their priorities. Also there are increasing numbers of Indian brands that are offering superior quality of products to consumers at affordable prices. In such a scenario, global brands can win only if they attune themselves to the local conditions and culture.

Looking into the prospect and impact of culture in shaping a brand the researcher through this study is making an attempt to understand the impact and influence of culture in branding of products in Indian context. The study will also highlight cases of various brands that tried to establish themselves in India, some of them turn out to be huge success, some couldn't succeed at all and some having initially fallen out, but later re-gained the momentum. In the final stage, the study will conclude with survey solidifying the facts that how culture plays crucial role in establishing a product in target market.

Keywords: *Culture, Branding, Consumer Products*

Impact of Brand and Retailers Equity on Purchase Intention

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Abstract

In the era of perfect competition, organisations are finding it very hard to differentiate their products just on the basis of features and selling it to the target customers. Therefore, organisations are using different measures such as advertisement, logo, punch lines, packaging, etc., to influence the purchase decision of customers. Many authors have indicated in their researches that brand equity increases purchase intention towards the products. Once the brand has been finalised, the customer decides where to purchase the product from. Thus, the decision about the retailers is also very important. Overall evaluation of retailer's equity seems to be an important factor influencing the purchase of products. Since the concept of retailer's equity has not been studied much, this research paper tries to fill the research gap and identifies the impact of brand and retailers equity on purchase intention.

Keywords: Brand Equity, Retailers Equity, Purchase Intention, Perceived Advertisement Spending

Impact of Brand Equity on the Top-of-Mind Awareness for Toothpaste Category with Special Reference to the Youth Segment

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Abstract

Toothpaste category in India is one of the most challenging categories in terms of the number of brands that are present, making the market highly competitive and saturated. Hence it is difficult for any one brand to be on the top of the mind of the consumers. Although Colgate has maintained the top position because of its strength in brand equity with the consumers, it is constantly being challenged by other toothpaste brands. This research paper relies on the relationship between brand equity and the top-of-mind awareness drawn from the study titled *Discriminant analysis of Aaker's brand equity model on top-of-mind awareness/brand preference congruence in prospective hospital patients* by Bohrer (2007). It takes into consideration Young & Rubicam's Brand Asset Valuator model (Differentiation, Relevance, Esteem, Knowledge) as the brand equity model and understands its operational variables that would impact the brands in reaching top-of-consumer's mind. For this study, the paper has considered four toothpaste brands (Colgate, Pepsodent, Oral-B, Dabur) and Two

Top-of-Mind Awareness (ToMA) parameters (germ-free teeth and whitening of teeth) to understand the impact of brand equity variables on the ToMA parameters. It takes into account quantitative survey method with a sample size of 300 respondents through stratified random sampling of youth between 18–25 years. The findings of this study through co-relational and regression analysis will lead to understanding specific variables of brand equity model which will enable toothpaste brands to retain top-of-mind awareness of consumers and guide companies in designing effective promotional strategies to gain competitive advantage in this challenging category.

Keywords: Brand Equity, Top-of-Mind Awareness, Toothpaste, Brand Asset Valuator Model

Impact of Brand Experience, Prestige, Personality, Trust on Customer Satisfaction

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Abstract

Customer satisfaction is the key to build long-term relationships with customers. Satisfaction occurs when the performance of organisational goods and services is in accordance to the customers' expectations. Organisations nowadays are trying to provide such goods and services to the customers which can provide them more than just satisfaction. This research paper tries to identify the impact of brand experience, brand prestige, brand personality and brand trust on customer satisfaction. The study was conducted on customers visiting different pizza stores. Sample size was 200 respondents. Non-probability quota sampling technique was used to collect the data. Structural equation modelling was used to develop a model and test the impact of brand experience, brand prestige, brand personality and brand trust on customer satisfaction.

Keywords: Brand Experience, Brand Personality, Brand Prestige, Brand Trust and Customer Satisfaction

Impact of Brand Familiarity on Brand Experience Dimensions for Financial Services Brand

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Abstract

The purpose of the paper is to explore the impact of brand familiarity on various dimensions of brand experience. The study used convenience-sampling technique and finds the difference of brand experience dimensions with the change in brand familiarity. The improvement in brand familiarity is positive for sensory, emotional, behavioural and relational brand experience. Exploratory factor analysis and confirmatory factor analysis found four-factor brand experience model for low brand familiarity and five factor brand experience structure for high-familiarity financial services brand. Our study for financial services brand experience for high familiarity validates the service brand experience as provided by Nysveen et al. (2013). There is a need for marketers to comprehend various dimensions of brand experience in the context of financial services brand which is witnessing increased competition with the entry of non-banks. The study makes important contribution to the existing literature as the concept of brand familiarity and its relation with brand experience received scant attention in the past.

Keywords: *Brand Experience, Brand Familiarity, Sensory Brand Experience, Emotional Brand Experience, Behavioural Brand Experience, Relational Brand Experience, Cognitive Brand Experience*

Impact of Brand Personality in Influencing Consumer Purchase Intention and Satisfaction: With Reference to Fastrack Brand

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Abstract

This paper examines the significance of brand personality on consumers' purchase decision and satisfaction obtained through the purchase. The concept of differentiation is used by the marketers to combat hostile competition in the market place. Both Plummer (1985) and Aaker (1996) have identified the importance of brand personality in gaining competitive advantage and brand loyalty

of the consumers. This brand identity enables to gain desirability of consumers which acts as an expression of their lifestyle and personality. This facilitates to create a connect with the brand.

The study focused on measuring the brand personality of Fastrack brand as has been perceived by its consumers—studied through its product category of watches, sunglasses, bags, wallets, belts and helmets. The consumer perception of these products was observed to explore the model validity of Jennifer Aaker's five dimensions brand personality scale analysed through sincerity, excitement, competence, sophistication and ruggedness of the brand. The study thus aimed to analyse the influence of the brand personality dimensions on the purchase decision of the customers and their level of satisfaction being measured through price, quality and design of the brand.

This empirical research through factor analysis had observed that Fastrack was perceived as a sincere, exciting and sophisticated brand by the users. The regression model explained the relationship of the independent variable to influences their purchase decision and level of satisfaction. The overall satisfaction could be explained with the help of the perception users had about the price, quality and design of the products offered by Fastrack. Though price could not be used to explain the purchase intention of the respondent.

The study was carried out in Mumbai, and 102 respondents were interviewed through a structured questionnaire between September and December 2014.

Keywords: *Brand Personality, Customer Satisfaction, Purchase Intention, Competitive Advantage*

Impact of Branding on Passenger Preferences of Domestic Airlines in Rajasthan

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Abstract

Brand and branding was initially started from Fast-Moving Consumer Goods (FMCG) companies and sticks themselves in practicing branding, and garner the benefit of it over the years. Slowly and gradually, companies engaged in other sectors (service) felt the necessity of branding to get the benefit of differentiation, customer association and loyalty. One of the important service sectors which feels immense need of branding is aviation. In passenger behaviour research, a significant attention has been given for branding, which influences the passengers to purchase a particular brand. This research paper focuses upon the impact of branding on passenger preference in Indian aviation industry. A distinct identity when built and developed as a brand creates a unique image on passengers' mind. A brand must possess qualities to transpire company's trustworthiness and convey it to target prospect, motivates the target passengers to associate and strengthen passengers' loyalty. A passenger purchases branded products on the basis of name, logo, tag line or texture. Passengers' purchase is always associated with tangible products with intangible benefits. Strong

branding differentiates products and services and also provides reasons to select a brand over a number of others which are present in the market. One of the challenges in service marketing is that they are more intangible. In aviation sector, passengers easily get influenced by any airline brand, but they have to choose them according to their preferences. Excellent passenger satisfaction makes a passenger loyal for a particular brand and affects their attitudes as well. Through their good experience, they make positive attitude towards the brand and get strongly associated with that particular brand. Correct brand positioning in any market segment makes a clear brand image on passengers' mind. This research paper would enhance the airline brands to improve their brand identity and brand personality which automatically improves the passenger preference, association, loyalty, and attitude towards the brand.

Keywords: *Branding, Brand Identity, Passenger Preferences, Brand Association, Brand Loyalty*

Impact of Celebrity and Non-celebrity-endorsed FMCG Advertisement through Online Advertising on the Consumer-buying Behaviour

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Abstract

In the present era of information explosion and media influence, advertisements play a major role in changing the perception or thinking of consumers. Across the world, celebrities have been used for a wide variety of brands. Celebrity endorsement is extensive; nevertheless, there is limited study on consumer perception of celebrity versus non-celebrity advertisement on social media for the products that come under Fast-Moving Consumer Goods (FMCG). The extent and variety of online advertisement is growing dramatically. Businesses are spending more on online advertisements than before. Understanding the factors that influence online advertisement effectiveness is vital. This study seeks to explore the factors that contribute to the effectiveness of online advertisements and affect consumer-purchasing intention.

Keywords: *Celebrity Endorsement, Non-celebrity Endorsement, Consumer Perception, Television Commercials, Fast Moving Consumer Goods, Online Advertising, Social Media*

Impact of Corporate Social Responsibility by Nestle (Milo) on Buying Behaviour of Mothers

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Abstract

The purpose of the study is to investigate the impact of Corporate Social Responsibility (CSR) on buying behaviour of mothers with children (aged 4–12 years) for Nestle products (Milo) at KL Central, Malaysia. The sample size of the research is 150 mothers. Convenience sampling used to collect the primary data. The study explore the factors that influence mothers' buying behaviour towards the CSR. The data has been collected with the help of self-administered questionnaire. The finding shows that overall the respondents are satisfied and prefer Milo products as drinks for their kids because of its nutrition and strong name in the market, and the most important is that Nestle (Milo) sponsors a lot of school events. This entire activity influences the buying behaviour of mothers to buy Milo products as their kids normally drink and prefer Milo products than other products in the market. Mothers in this world want the best for their kids and also the school events help the kids to grow up with good health.

Keywords: *Corporate Social Responsibility, Mothers, Buying Behaviour, Nutrition, Milo*

Impact of Customer Analytics on Brand Value: An Empirical Study with Special Reference to E-retailers

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Abstract

Purpose: Customer analytics tools are applied by the e-retailers (electronic-retailers/e-commerce retailers) to analyse customer data. The purpose of this paper is to explore customer analytics factors that facilitate enhancement of brand value of e-retailers. We used the Aaker (1996) brand value framework as the reference model for the design and analysis of our work.

Design/methodology/approach: Survey method enabled gathering of primary data for empirical analysis. Two sets of questionnaires were administered: one for subject matter experts and the other to customers. A total of 33 subject matter experts comprising academicians, digital marketing experts and marketing consultants responded to provide insights about customer analytics used by e-retailers. Questionnaires from 207 customers were used to measure online brand value for e-retailers. The data was analysed through factor analysis.

Results/findings: Customer life time value, customer sentiment analysis, churn detection, customer profiling and cohort analysis were significantly driving customer analytics. Moreover, these factors had significant impact on brand value comprising brand-specific associations, general brand impressions and brand commitment.

Research limitations: The scope of the study is limited to e-tail market only with a sample which may not be generalised to the universe at large. However, the research can be extended to customer analytics measures from both a geographic and industry-centric perspective.

Practical/managerial implications: This research can be used to fine-tune brand positioning and measure improvements/results from e-retailing strategies. Future direction of the this study can lead to the application of customer analytics in the promotion of brand value across different market sectors.

Originality/value: This study discovered the effects of customer analytics on three brand value components: brand-specific associations, general brand impressions and brand commitment.

Keywords: Brand Value, Customer Analytics, E-retailers, Customer Life Time Value

Impact of Employee's Skills Development on Ethical Branding of the Company

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Abstract

One of the international studies conducted by Greendex in 2010 revealed that in India, 76% consumers are influenced by the increasing concern for the environment. Ethical branding is a process wherein an organisation achieves its goals by working in the interest of its stakeholders. It aims to listen, learn and respond to the interest and needs of its stakeholders respectfully and timely. They earn the rewards of quality, increased loyalty, innovation, productivity and competitive advantage by investing in the products and services in a way to yield maximum satisfaction for the society.

Through this study, an attempt has been made to understand whether the employees' skills development activities contribute in the ethical branding of the organisation and if yes, than how. Method of pilot study involving data collection from general people has been taken to achieve the research objective.

Keywords: Ethical Branding, Skill Development, Stakeholders

Impact of Green Marketing on Consumer Buying Intentions Through Bureau of Energy Efficiency (BEE) Star Labelled Products in Demand Side Management of Energy

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Abstract

The paper discusses the impact of green marketing on consumer-buying intentions through Bureau of Energy Efficiency star-labelled products (BEE label) in demand side management of energy. In the last 14 years, since Bureau of Energy Efficiency was set up in 2002, based upon the provisions of the nation's 2001 Energy Conservation Act, under the Ministry of Power, the government is focusing more on demand side management of energy, rather than supply side management of energy. The results for the same have also been very encouraging.

Demand Side Management (DSM) programmes not only benefit the customers but also ultimately benefit the society on the whole. As a customer strategy, DSM programmes encourage the installation and use of end-use technologies that will use less energy. In turn, it helps to reduce the customers' overall electric bill. Energy efficient technologies also have higher efficiency operating characteristics; they tend to last longer, thus reducing the operation and maintenance cost. It may be a possibility that in the beginning, the prices of BEE labelled products are high, but energy savings in the longer run offsets the higher cost of these technologies. Thus, the ultimate beneficiary is the society. With the reduced energy usage due to usage of BEE Star labelled products, it leads to less air pollution and less carbon emissions. Thus, it also lowers the potential environmental threats, associated with global warming. On the whole, this paper discusses the role and importance of BEE star labelled products in changing consumer buying intentions towards greener products.

Keywords: *Green Marketing, Consumer Behaviour, BEE Star Label, Energy, Bureau of Energy Efficiency, Demand Side Management*

Impact of Internet Banking on Customer Brand Loyalty: An Empirical Study

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Abstract

Brand loyalty is an essential as well as inevitable part of the diverse concept of brand management. It is called the tendency of customers to abide by a particular brand. Leading to consecutive as well as repetitive consumption of goods and services belonging to the preferred brand. It depicts the impact

of Internet banking on the brand loyalty of the customers. The main purpose behind the research is to analyse the effects of Internet banking facilities being provided by banks on customer loyalty. The paper throws a light on the extent to which such mobile banking services impact the preference for a particular bank over the others. The paper indicates that the enhanced Internet banking services lead to an enhancement in the loyalty of customers towards the Internet banking enabled banks. The findings also depict that Internet banking which people undertake using the banking applications might many times prove to be unsafe. As it may lead to leakage of private information like account number details or other vital financial information. But bank customers are still willing to take the risks. As the benefit in the form of ease as well as convenience in banking in the form of Internet banking is humongous.

Keywords: *Internet Banking, Brand Loyalty, Applications, Account Number*

Impact of IT Infrastructure and Smart Classrooms on branding of k-12 schools: Comparative Perspective of Parents and Schools in India

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Abstract

Objective: Branding is used to communicate the attributes, information and salient features of the products or services. With a large number of public schools opening up in the last few decades in developing countries in general and India in particular, the need of schools to differentiate themselves from other schools has increased manifolds. With increasing school choice parameters, the choice-making criteria for parents have become difficult and so has the branding process by the schools. This paper looks at one such choice-making parameter, i.e. Information Technology infrastructure and smart classrooms and its impact on decision-making process of parents.

Design/methodology: This paper uses structured questionnaires to gauge the attributes and features of IT infrastructure and smart classrooms that schools use to brand themselves distinctly and response from the parents on the effectiveness of those features on the brand image of the school. Exploratory Factor Analysis (EFA) has been used to find out the factors that contribute significantly towards IT-oriented school brand. Factors identified through EFA are used for a Confirmatory Factor Analysis (CFA) and a model of loading of intent of branding exercises (from school side) to its efficacy on the brand image from the parents' perspective is developed.

Findings: The impact of IT infrastructure and smart classrooms is gauged and the activities/parameters are identified with their corresponding loadings on the development of brand image of the school.

Keywords: *Branding of Schools, IT Infrastructure, Smart Classrooms, k-12 Schools, Branding of Services*

Impact of Marketing Environment on Brand Market Position: A Case Study on Maggi's Ban

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Abstract

The present case focuses on the different aspects of market position of Nestlé's noodles brand Maggi, with specific reference to FSSAI ban on Maggi as it contains high amount of Monosodium Glutamate (MSG) and lead. This shocking revelation came to fore after samples from many parts of Uttar Pradesh were tested in the lab. It has been found that Maggi contains 17 parts per million (ppm) lead, while the permissible limit is only 0.01 ppm.

Maggi appreciates approximately 75% of the piece of the pie before boycott by FASSAI in Indian Market. Nestlé India's net profit declined 44% in the quarter ending December due to the absence of Maggi noodles in its product portfolio during the first half of the quarter. The entire packaged foods market could come under scrutiny. The incident has woken up consumers and their concern increased related to all noodles brand. ITC Foods' Sunfeast Yippee has garnered 18–20% of the market. Hindustan Unilever, which markets Knorr soupy noodles, holds the balance share with other brands. After ban has uplifted, it has been discovered that Maggi noodles returned to store shelves and kitchen cabinets, the flagship instant noodle from food major Nestlé recaptured the number one spot in the instant noodle category in India. The ban period, however, has clearly taken its toll on the erstwhile category leader-by-a-mile; January, 2016 data from Nielsen shows its share of the ₹2,000 crore instant noodles market dropped to 42%, down from a commanding 77% in January 2015. Meanwhile, ITC's Yippee capitalised on Maggi's absence to catapult to a 33% share. The recent study states that it can take around three years for Nestle Maggi to completely recover its Indian revenue which got affected due to ban.

This case explores the journey of Nestlé Maggi brand prior FSSAI ban, during ban and after ban . The case discusses the emergence of competition due to the absence of Maggi from retailer shelves. This case study will be the advantage to students pursuing the course of management strategies and marketing management for understanding the impact of marketing environment acceptance for success of brand.

Keywords: Nestle, Noodles, FSSAI, Maggi

Impact of Perceived Fit and Risk on Brand Extension Success Incorporating Moderating Effect of Parent Brand Trust in a Personal Care Brand

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Abstract

Given the growing popularity of brand extensions, an understanding of how consumers evaluate brand extensions and how brand extension strategies affect parent brands is needed. Identifying such relationships and their influence on brand extension success may provide insight into how organisations may launch improved brand extensions to gain an edge over competitors and improve their market shares. The study explores the impact of perceived fit and risk and the moderating influence of parent brand trust on the success of brand extensions in the personal care category, in particular Dettol. Dettol has been chosen as for the study as it has multiple popular brand extensions in the Indian market. Data were collected from 500 consumers who were familiar with the brand extensions of Dettol in related and unrelated product categories. Regression results show that although perceived fit and risk directly influence the success of brand extension, yet on incorporating parent brand trust as a moderator the relationships between perceived fit and brand extension success and risk and brand extension success are weakened. Managerial implications and future scope are also discussed.

Keywords: *Brand Extension, Perceived Fit, Risk, Parent Brand Trust, FMCG, Personal Care Brands, Dettol*

Impact of Personal and Social Orientation on Attitude of Luxury Consumers and its Implications on Luxury Brand Managers

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Abstract

Although India is witnessing monumental growth in luxury segment still there is dearth of knowledge in understanding the drivers behind Indian consumers' luxury purchase intention. In the past, very few empirical studies have been conducted to determine motivators of luxury goods consumption in Indian context. The present research aims at bridging this literature gap. Moreover,

so far no quantitative study has been performed to understand, examine and analyse the effect of personal and social factors on Indian consumers' attitude towards purchase of luxury fashion goods. The key objectives of this study include, firstly, to examine the impact of various personal and social orientation on the consumer's attitude towards luxury fashion brands and secondly, to clearly state the implications of the study to luxury brand managers who are seeking to penetrate and expand in growing Indian luxury market.

Social value, uniqueness value, hedonic value and quality value are found to have positive and significant relationship with attitude. However, conspicuous value has negative impact on Indian consumers' attitude towards luxury fashion goods. This finding underlines that Indians consumers are becoming mature. They no more buy luxury brands just to 'show off.' Therefore, luxury companies should design appropriate strategies to capture the Indian luxury market.

Keywords: *Attitude, Brands, India, Intention, Luxury*

Impact of Product Placement in Bollywood Movies from Student Perspective: A Study in Kota City

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Abstract

Bollywood movies are the most popular means of entertainment in India. Impact of this media is evident from the fact that Bollywood film stars are stereotypes of youth in India. They want to identify themselves with characters of Bollywood hence try to imitate them in terms of their attire, looks, etc. Therefore a particular product being used by characters in the movie can influence their attitude and perception to a great extent. Such product placement in movies is the purposeful incorporation of commercial content into non-commercial settings.

This research paper aims to find the brand recall, purchase intention, attitude and perception based on the product placement in select bollywood movies. This study is based on descriptive research. A group of audience consisting of 80 management students was shown Bollywood movie clippings from two successful and two flop movies. These clippings included product placement of branded products in different instances in movies. The purpose of such activity was not disclosed to them. Audience belonging to the age group below 25 years were then asked to fill a structured questionnaire pertaining to brand recall, attitude, perception towards the brand, purchase intentions and willingness to recommend the brand. The major finding of the study is that the success of the movie does not lay impact on brand recall. Therefore, it was concluded that product placement in Bollywood movies is an effective alternative to advertisement, based on results of brand recall, purchase intentions, change in perception towards the brands and improving attitude towards the brand.

Keywords: *Movie, Bollywood, Brand, Product Placement, Brand Recall, Purchase Intentions*

India and Indianisation: The Buzz across the Oceans

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Abstract

The fragrance of the very word ‘globalisation’ has grown in leaps and bounds, and mesmerised people across the seven seas. The amalgamation of ideas, products, cultures and technologies has been the driving force in developing placid, blithe and blooming lifestyles. The serene, scenic, sublime and spiritual atmosphere of India has been attracting people for ages for business, education, tourism, fun, etc. Indians, being acclimatised to the ever-changing trends in technology and culture, do feel the zeal and ignition to Indianise the globe. The basic motive of this paper has been to depict, highlight and analyse the concept of Indianisation of the globe—India’s rich cultural heritage, products, technologies, etc. turning omnipresent, thus creating a dynamic identity for the people of India, through indigenous practices. The essence of yoga and ayurveda is being acknowledged widely as India’s gift to the world. Conducive investment policies, increase in Foreign direct investment (FDI), establishment of Special Economic Zone (SEZ) sandbusiness clusters and extensive collaboration with foreign firms have propelled the emergence of India as a global manufacturing hub, thus enhancing India’s growth in economy in an appreciable manner. Thanks to various sports tournaments like the Indian Premier League , Hockey, Pro-Kabaddi leagues, this has only promoted brand India on a much wider scale. The peace and tranquillity of tourist places coupled with the rising culture of medical tourism have propagated the agenda of Indianisation manifold. Campaigns like Incredible India, Make in India, Digital India, Global Initiative of Academic Networks have expanded India’s footprint, and set to reap huge dividends pushing India to the apex. Reversing the trend of brain-drain is a major challenge and urgent need of the hour for India. To sum up, Indianisation of globe is still in a very nascent stage, yet to bloom. Hopefully, over the years to come, things would turn out to be better and Indians would have a dominating say and identity across the world.

Keywords: *Indianisation, Investments, SEZ’s, Medical Tourism*

Indian Cricket and its Commercialisation—Boon or Bane: An Exploratory Study

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Abstract

Cricket as a game and as a profession has evolved over the years in different nations. The shorter the game, the intense is the competition. The changing face of the game has not only infused talent in the country but also added glamour to the game. India, where cricket is worshipped is no

exception and commercialisation therefore is an interesting topic to investigate in such a scenario. The present study explores the factors responsible for enhancement of cricket in India. It also aims to develop a conceptual framework for linking the factors to increase the popularity and charm of the sport in the positive manner. The study uses a Total Interpretive Structural Model to explain the relationship between the identified variables from systematic literature review. The study proposes to formulate best practices to understand and integrate the factors responsible for commercialisation of cricket in India. The results indicate that the promotion and branding of the sport is highest amongst the young generation which should be coupled up with state of the art infrastructure and facilities provided to them at the grass-root level. The results also reflected that facilities like trained coaches, affordable gaming equipments and proper training along with studies are the most important factors which forms the base of the pyramid for positive commercialisation of cricket in India. The results also prepare a plot which integrates the role of social media and screening of matches which would act as catalyst for commercialisation of cricket. The endorsement of players with brands which increases the sale of a particular brand although popularises the game but at the same time increases the glamour which might act negatively while understanding commercialisation which is highlighted in the results. The study adds a fresh dimension towards branding and commercialisation of cricket in India.

Keywords: *Commercialisation, Cricket, Total Interpretive Structural Model, India*

Influence of Cultural factors on Customer Brand Preference: A Study of Insurance Products in India

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Abstract

Consumer behaviour is a complex phenomenon arising out of interactions between the inner self of an individual and outer stimuli involving sociocultural cues. This study examines the role played by sociocultural factors in customer preference for a particular brand of insurance product in India. It uses Hofstede's dimensions of culture for identifying factors of culture influencing customer choice of insurance products and their preference of one brand over the other. A blend of individual and group beliefs is what determines the consumption pattern. A marketer's job is not over by just attracting the customer to the product, retaining the customers is also a responsibility. Marketers must identify the cultural cues that may provoke customer to switch their brand preferences so that they may design multiple offerings to suit diverse needs of customers. The analysis reveals that there is very strong relation between Hofstede's dimension of individualism/collectivism and power distance on customer choice of brands.

Keywords: *Hofstede's Dimensions of Culture, Brand Preference, Brand Loyalty, Insurance Products*

Influence of Brand Experience and Satisfaction on Consumer's Brand Loyalty: An Analytical Study in Electronic Consumer Durable Industry

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Abstract

Brand experience and satisfaction are prerequisites to create brand loyalty. Brand experience is considered as feelings, emotions, perceptions and behavioural responses induced by the brand linked stimulus like quality, design, personality, communications and packaging. Consumers like to buy only those brands by which they get remarkable and unique experiences. Therefore, brand experience and satisfaction have become important areas of research for the marketing practitioners. The goal of this research is to examine the influence of brand experience and satisfaction on consumers' brand loyalty. The responses have been collected from 250 consumers of electronic consumer durable products. The study assumes enormous significance due to presenting useful insights of consumer behaviour in the research industry. The findings revealed that brand experience and satisfaction positively influence the consumers' brand loyalty in electronic consumer durable industry.

Keywords: *Brand Experience, Brand Satisfaction, Consumer's Brand Loyalty*

Influence of Promotional Strategies on Role of Teenagers in Family Purchase Decision-making: A Comparative Study of Rural and Urban Haryana

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Abstract

The present study aims at measuring the impact of promotional strategies on the role of teenagers in family purchase decision-making in Haryana. This study is exploratory cum descriptive in nature. It was measured with the help of self-structured questionnaire which was finalised after pilot survey of 120 teenagers. Universe comprised teenagers in the age group of 13 to 19 years, who were the sample of the study. A total of 1005 samples were collected from four administrative zones of Haryana which were made by the Government of Haryana, namely Ambala, Rohtak, Hisar and Gurgaon. One district was chosen from each administrative zone on the basis of having most population in that zone and two blocks were chosen from each selected district and two villages from each block. Reliability of the questionnaire was Cronbach's alpha 0.886.

Study reveals that a large majority of teenagers (89.8%) watch the advertisement. Advertisement and media had impact on purchase decisions of teenagers since around 58 per cent relied on advertisement and media while making purchase decisions. It was found that not only they watched and relied on advertisement, but they also demanded products they saw in ads. More than 57 per cent teenagers demanded products in family which they liked in advertisements. Advertisement helps children in collecting information and evaluating alternatives of products available in the market. Using celebrity in advertisements also had impact on the role of teenagers in family purchase decision-making as 62.5 per cent teenagers insisted on buying those products in family which were endorsed by their favourite celebrity. Thus, advertisement had a significant impact on the role of teenagers in influencing family purchase decision-making as it plays the informative role in children's participation in family buying (mean 4.144). Thus, the study reveals that advertisement played a significant role in shaping the mindset of teenagers and making them dominant players in family purchase decision-making by making them more informed and learned consumers.

Almost all of the teenagers (87%) considered discounts while searching and evaluating products and most of teenagers (76.9%) got success in buying those products in family for which promotional discounts were available. Seasonal discounts had less influence on the role of teenager in family purchase decision-making as they didn't wait for seasonal discounts to buy any products in family. Majority of teenagers (55.1%) did shopping during discounts in family and most of teenagers were allowed to buy discounted products on their own discretion by their parents, and thus the parent also responds positively in buying discounted products.

While measuring the variation in influence of promotional strategies on the role of teenagers in family purchase decision-making across the area of residence, i.e. rural and urban, it was found that urban teenagers were more influenced than rural teenagers by promotional strategies used by marketers while making purchase decisions in family as they watch advertisement, rely on advertisement, demanded products advertised, insist on buying products having promotional offers and buy more products than rural teenagers during discount. However the purchase decisions of rural teenagers in family are more influenced by celebrity endorsement than urban teenagers. Rural teenagers wait for seasonal discounts more than urban teenagers.

Thus, the promotional strategies played a significant role in teenager's participation in family purchase decision-making. From the above analysis, it can be concluded that advertisement and discount were the defining factors in shaping the mindset of youngsters about products and services to buy, and urban teenagers are more influenced than rural teenagers by promotional strategies of marketers. The rural teenagers were less influenced than urban teenagers by promotional strategies, so the different marketing and promotional strategies should be designed for urban and rural market as they differ by socio-demographic background like income, literacy, thinking process and behaviour. So, the marketers should keep these factors in mind while designing marketing and promotional strategies and be in touch with teen trends.

Keywords: *Teenagers, Influence, Promotional Strategies*

Integrating Employer Branding with Corporate Branding to Strengthen Corporate Brands

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Abstract

In a world characterised by intense competition, turbulence and huge uncertainty, no business organisation can afford to have people who are not committed to the success and growth of the organisation. In recent times, the concept of employer branding has emerged in order to attract the best available talent to the organisation. Employer branding has been actively used by various multinational corporations such as Google, Facebook, etc. in order to attain a competitive advantage over their competitors and make them a 'workplace-of-choice' for employees. Besides accruing the usual advantages related to acquisition of 'world class employees' such as higher involvement, improved motivational levels and better commitment, employer branding may be leveraged to strengthen corporate brands.

The phenomenon of communicative expansion and strategic orientation of communication processes have made it imperative for corporations to consider each and every aspect of their functioning from the perspective of branding. Modern corporates have started to emphasise on integrated approach to create brands. This means that everything from marketing communications to human resource management has a role to play in creation and sustenance of brands. The paper proposes that integration of efforts made for employer branding with corporate branding initiatives taken by an organisation is expected to create stronger corporate brands leading to attainment of sustained competitive advantage and better growth prospects for the organisation. Integration of employer brand with corporate brand is expected to create a propitious situation for any corporation as it would lead to the creation of an employee pool well aware of corporate goals and willing to work actively towards achieving those goals. The paper would attempt to propose approaches that would enable the organisations to understand the benefits of the linkages between employer branding and corporate branding and use them to their advantage for creating more powerful corporate brands.

Keywords: *Employer Branding, Corporate Branding, Sustained Competitive Advantage*

Interpretative Structural Modelling of Drivers to Electronic Retailing for Indian Markets

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Abstract

With 1.25 billion population and 350 million Internet users, India has become one of the most upcoming and promising emerging markets in the world of electronic retailing. It contributes to 30% of the entire e-commerce business in India. There are various driving factors of electronic retailing. Although literature depicts numerous drivers to electronic retailing such as product category, information availability, access to price information, novelty, accessibility, convenience, flexible time, affordable smart phones and many more. There is a need to identify other key enablers and the interrelationship among them. In this study, a model is developed which depicts the interactions among various drivers which encourage the growth of electronic retailing in India. Interpretative structural modelling and MICMAC analysis is used to develop the model. Finding shows that affordable Internet packages and rising youth population are two of the most important drivers to electronic retailing in India. The paper contributes to the extant literature by providing new insights to the driver and the dependence power of each enabler and their hierarchal relationships. These insights will be of interest to academicians as well as practitioners interested in electronic retailing.

***Keywords:** Electronic Retailing, Drivers, Interpretative Structural Modelling, MICMAC, India*

Investigating the Macro Developmental Initiatives by PM Modi's Government for Economic Development as an Indispensable Tool for Country's Branding and Growth

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Abstract

India is undergoing a highly escalating image and growth prospects under the strategic, focused, dynamic and multi-facet development oriented leadership of Prime Minister Mr Narendra Modi , who exhibits multiplicity of roles and has paved the roadmap of an immensely secure and bright future.

On 26th May 2014 Narendra Modi took oath as the Prime Minister of India, becoming the first ever PM to be born after India attained independence. Dynamic, dedicated and determined, Narendra Modi reflects the aspiration and hope of over a billion Indians. Ever since he assumed

office in May 2014, PM Modi has embarked on a journey of all-round and inclusive development where every Indian can realise their hopes and aspirations. He remains deeply inspired by the principle of ‘Antyodaya’, of serving the last person in the queue. Through innovative ideas and initiatives, the Government has ensured that the wheels of progress are moving forward and has transformed the image of the country globally thus branding India Inc as a promising country.

The present paper will aim to focus on various initiatives, policy and reforms that have been initiated, improvised, facilitated under his able leadership thus branding the country in the eyes of others. The present paper will be an attempt to conceptually assess different major steps been taken in different fields, namely environmental friendly initiatives like Swachh Bharat Abhiyan, Clean Ganga, National Air Quality Index, Toilets before Temples, Mount Everest Ascent or Financial Inclusion, Jan Dhan Yojna, Beti Bachao Beti Pado, Smart City Projects, Railway up gradation, Fast defense purchases, fund raising approvals, Make In India, Digital India Campaign, Urban Development initiatives etc. It will focus on vital agreements that were signed between India and other nations in spheres like energy, trade, culture and economics. Thus the present paper will help in understanding prospects for the country with such initiatives to make India a flaring brand.

Keywords: *PM Modi, Macro Development Initiative, Branding India Inc, Make in India, Sectoral Growth*

Jaipur Elephant Paper: Elephant Prints Larger than the Elephant?

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Abstract

Doodling absentmindedly on a used and wasted letter head of Jaipur Elephant Paper, Vijendra Shekhawat, the producer and marketer of the paper brand made out of elephant poo, wondered if his conscious hand was manifesting his unconscious worries. The doodle art read something like *Great brand, Grim business*. He winced at the possibility of *déjà vu* and placed the much postponed call to Mr Deven Patel, the Branding Expert. It was time to take some serious suggestions and actions on the brand promotion and management of Jaipur Elephant Paper. Everything has been so perfect so far despite the journey not being so easy. But the time had come to give the startup brand the much-needed acceleration and strategise for some orbit shifting innovations for brand promotion and increasing brand valuation.

Elephant Poo Paper, branded as Jaipur Elephant Paper and Haathichaap, unlike other players in generic paper industry, started with a branded offering communicating the brand’s surprise essential ingredient and harnessing customer curiosity and attention. Since beginning in 2003, the

single overriding product differentiation strategy was, the brand names, literary meaning elephant print. For the first four years, the company only exported but in 2007, it started selling in India too. Scalability is not an issue as it's not on agenda, but sustainability. And so is brand promotion and increasing brand valuation.

Mahima Mehra, retailer and distribution partner, and Vijay Shekhawat, producer of handmade elephant poo paper, call their product *pooper* and fondly recollect their first encounter with the *pooper* and the precise moment when the idea struck them.

The case *Jaipur Elephant Paper: Elephant Prints Larger than the Elephant?* is the journey of elephant poo paper and the brand promotion and valuation problems faced by the promoters of the brand through a mixed methods of narratives, interviews, reviews of stakeholders and content analysis of available literature.

Keywords: *Brand Promotion, Branding Strategies, Marketing Strategies, Brand Valuation*

Knowledge Dissemination of Green Products: Is There any Dilution?

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Abstract

The premise of the present research is to study the consumers' observation towards the green product differentiation strategy deployed and the message disseminated by manufacturers. Consumers have become more ecologically conscious and have started demanding green products, which give rise to the movement of environment-friendly products. This situation has persuaded manufacturers to create competitive advantage through the product differentiation by considering the green aspects. But, any differentiation of green products must be valued by consumers. Therefore, the research steered to know consumers' awareness towards knowledge dissemination of green products and to find significant elements to comprehend the consumers' awareness on green products differentiation as well as to discover the popularity of green brand in the proposed domain. The research is partially descriptive and partially analytical, conducted at the Kollam Corporation area in Kerala state. The data collected by administering questionnaire based on judgemental sampling method, pre-testing conducted prior to final survey and collected 138 samples. Four hypotheses have been tested in the study. The major findings show that knowledge dissemination of green products is not in an adequate level. In green product differentiation, getting information about the ingredient of green products from manufactures is the significant element noted by green consumers. Consumers cited that the green products only available at particular places or difficult to find it in market. Therefore,

manufacturers have to improve the knowledge dissemination by giving the ingredient used in green products, moreover logically increase the distribution outlets.

Keywords: *Knowledge Dissemination, Product Differentiation, Green Products, Competitive Advantage, Green Brand*

Kodak Files for Bankruptcy

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Abstract

In 2013, according to Internet.org people uploaded 350 million images to Facebook each day. In the year 2014, people on an average uploaded 1.8 billion images every single day. Every two minutes people take more photos than the photos that ever existed in total, 150 years ago. On January 20, 2012; on page 15, *The Times of India*, carried a news item bearing the caption 'Photo pioneer Kodak files for bankruptcy.'

A high school dropout by the name of George Eastman founded Kodak (also known as Eastman Kodak Company) in 1880. There was a time when Kodak was one of America's best-known companies. The company is known for some of mankind's greatest inventions such as hand-held cameras, roll-up photo film, and digital camera. Eastman Kodak is credited with bringing the first pictures from the moon to earth. The company was having over 1,100 digital patents. Around 2003, Kodak was employing 63,900 employees and by 2012, the employee strength had shrunk to 17,000. Kodak's market value was close to \$31 billion around 1998 which fell to \$150 million by 2012. Kodak faced immense competition from Apple, Research in Motion, Samsung (South Korea), HTC (Taiwan), Canon, and Fuji. The camera feature available on cellphones/smartphones probably led to shrinking of Kodak's market.

According to Antoinette McCorvey, one of the CFOs at Kodak, the company eventually suffered from a 'liquidity shortfall.' According to the papers filed with the USBC, Kodak's assets stood at \$5.1 billion and the liabilities were \$6.75 billion.

A number of questions deserve thought: What are the reasons due to which a pioneering company like Kodak had to file for bankruptcy? A number of books which provide a number of equations for predicting bankruptcy well in advance with reasonable accuracy are available in the market. Why was corrective action not taken?

Keywords: *Bankruptcy, Market Dynamics, Competition*

Leveraging SMAC for Employer Branding to be an Employer of Choice

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Abstract

Convergence of technology and management is driving economy and business universe. Two important pillars of employer branding are employer and employee who act as a catalyst for driving, facilitating, managing and embracing change. Leveraging, integrating and infusing SMAC, i.e Social, Mobile, Analytics and Cloud technologies, to win the war for global talent has become mandatory for the organisations. Employees are the brand ambassador and provide competitive advantage to the organisation. Attraction and retention of the right employee is a market differentiator. Innovation and transformation followed by digital distraction and disruptions are the biggest reality and challenge of the 21st century. Technological revolution and workforce diversity has necessitated proposing a practical framework of employer branding. Sustainable talent management strategy is required to be reinvented for attracting and retaining right talent. Virtual workplace and millennial, which are digital natives entering into the workforce, have emerged as the need to leverage SMAC for employer branding strategy. The 4 Pay Scale report suggests for iconic brands like Amazon and Google median employee tenure rates are about one year. Further, this report suggests that highest employee attrition rates are being faced by the high-profile and best-performing companies in existence. The 4 Pay Scale report suggests that even for iconic brands like Amazon and Google employees are working around one year; retention has become a challenge. This report further suggests that highest employee attrition rates are being faced by the high-profile and best-performing companies in existence. Talent management lifecycle has got influenced by demographic dividend as more Gen-Y and Gen-Z are ruling the workplace. Its point of prime concern for human capital management professionals for customising innovative employer branding dimensions to become an employer of choice. This paper will focus on leveraging SMAC for better talent attraction and retention. Employer branding dimensions are required to be reformulated in alignment with the changing talent and trends. Organisations are required to be guided right to integrate SMAC for promoting employer branding. Implementation of innovative approach can fuel and open the door for better attraction and retention of employees. This paper has attempted to explain the need and role of SMAC from employer branding perspective. Contemporary employment scenario and human resource management practices of organisations have also been explored to relate this and employer branding dimensions. It is a descriptive paper content from research papers, and company insights, survey reports and white papers have been referred to conclude the role of SMAC as a facilitator of employer branding for organisation to be considered as an employer of choice. This is an exploratory study and the main purpose of the study is to identify the role of SMAC in employer branding from human resource management dimension. Survey, reports, research insights of

prominent organisations like SHRM, People Matters and others have been explored extensively for deep understanding of the subject from multidimensional perspective.

This is an exploratory study which has tried to find out application of SMAC technology for developing employer branding dimensions. Research insights of prominent organisations like SHRM, People Matters, Cognizant and others have been explored extensively for deep understanding of the subject from multidimensional perspective.

Keywords: *Digital Distraction and Disruption, Employer of Choice, Gen-Y, Gen-Z, Great Place to Work, Innovation, Talent Management, Transformation, War of Talent, Workforce Diversity*

Linkages between Brand Experiences, Shopping Style and Purchase Decision Involvement: An Empirical Investigation in Indian Apparel Retail Context

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Abstract

There is a large-scale consumption of apparel in India by volume and apparel retail segment is one of the largest segments after food and groceries in India. If we compare Indian retail market with respect to retail market of other countries, it stands as the fifteenth largest retail market in the world as per GRDI 2015 among developing countries. The sales mainly consist of men, women and infant's wear including the various types of traditional apparel. It has been forecasted that domestic and apparel industries in India will reach US\$141 billion by 2021 from US\$67 billion in 2014. As we know that India is the young nation with majority of population being young people, there is change in consumer attitude and buying behaviour because of changing income level and other demographic and cultural changes. Shopping style may be influenced by consumer decision-making process and shopping style also which acts as a bridge between cultural and psychographic dimensions with purchasing behaviour. Customer satisfaction, loyalty and word-of-mouth communication are related to consumers' shopping benefits and shopping benefits further related to experience of purchasing retail-related products.

The objective of our research is to investigate linkage between brand experience, shopping style and purchase decision involvement in Indian apparel retail context. Structured questionnaire is used to collect data from tier 1 and tier 2 cities of India. In this study, One Way ANOVA and Multiple Regression analysis are used to analyse the data. The findings will help the apparel retail brands to design their marketing strategies to enhance patronage towards their brand.

Keywords: *Brand Benefits, Shopping Style, Purchase Decision Index, Regression, ANOVA*

Localised Strategies for Brand Revitalisation of Luxury Fashion Brands in India

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Abstract

Purpose: The purpose of this paper is to present various Localised Strategy Framework (LSF) that enables to understand luxury consumer and market in Indian environment, i.e. heterogeneous consumer segment, the cultural tightropes, supply chain issues, etc. A qualitative approach was selected to understand the trends, tactics, techniques of luxury fashion branding by studying 25 luxury fashion brands selling in India and reviewing luxury industry in India. Revitalisation techniques were employed to identify key dimensions of localised strategy framework. Findings revealed the importance of adapting localised marketing communication strategy for brand revitalisation. It was also inferred that luxury fashion brand must balance standardise-localise dilemma in India by adapting to challenging market conditions. It was suggested that luxury fashion brands undertake strategies to create brand awareness and increase brand loyalty. The paper contributes the framework for adopting localised strategies for luxury fashion brands to enter and operate in Indian market conditions and provides theoretical framework for future studies on luxury fashion brands' strategies to be successful in India.

Keywords: *Luxury Fashion Brands, Brand Management, Brand Revitalisation, India*

Maggi Noodles in Controversy Soup

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Abstract

Nestlé India Limited (NIL) Maggi controversy began on March 2014, when the Food Safety and Drug Administration (FDA), Lucknow, found a few samples of Maggi Noodles containing lead beyond permissible limits. It was also found that Maggi tastemaker contained a flavour enhancer, Monosodium Glutamate (MSG) even though the packet said 'No MSG'. The UP Food Safety and Drug Administration (FDA) department filed a lawsuit in the Barabanki court against Nestlé for its Maggi range of instant noodles. Nestlé India vehemently opposed the allegation stating that the kind of glutamate that was found was natural MSG which was mentioned on the packet. The negative publicity continued to pour in from all media channels. The brand image got affected not only in India but also in other countries. In order to do some damage control, Nestlé appointed APCO worldwide, a US Public Relation (PR) firm.

The case is designed to revolve around a typical situation faced by Nestlé, India Maggi, controversy that impacted not only the Maggi brand image but also the consumer perception. This case can be taught for an elective course on brand management, consumer behaviour and marketing management. The objective of this case is to highlight the steps taken by the company to arrest brand image. The focus of the case is on strategy for managing brand crisis. The learning objectives:

- Rebuilding brand image
- Strategy for managing brand image during and after crisis

Students will be made to appreciate and understand the involvement and efforts put by the company. The case provides an opportunity to the student to step into the role of the consultant to provide possible solution to deal with crisis and ultimately revive brand image.

Keywords: *Brand Crisis, Consumer Perception, Brand Image, Product Harm Crisis Management*

Maggi Noodles: A Pilot Study on how Consumers feel about the Brand Post-crisis?

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Abstract

Ever since Maggi Noodles were discovered with high lead content and Monosodium Glutamate (MSG) levels, it became a case of a brand that broke the trust of thousands of consumers. Indeed a great fall, which took a toll on the way consumers looked at and were emotionally connected with the brand. Maggi, for most of the consumers is nostalgia and a larger than life symbol. This could explain why the Indian consumer, who is not unused to suspect food standards, feels a deep sense of betrayal towards the brand.

The study, qualitative in nature, aims to look at how long consumers have been associated with the brand; what are the memories associated with the brand; how did they grow-up with the brand; how did they reinvent the brand; how did consumers feel about the brand post-crisis; how did they cope with the absence of the brand from the shelves. The study, therefore, would provide subtle insights into consumers' mind.

The students would constitute one of the appropriate samples for the study as they are major consumers of the brand. The study intends to use an in-depth interview method. The results obtained would be coded and categorised.

The study can be used to understand the extent of emotional connect that Maggi shares with the consumers and especially students.

Keywords: *Maggi, Crisis, Insights*

Maggi: The Rise and Fall of a Giant

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Abstract

In May 2015, Nestlé was asked by Food Safety and Standards Authority of India (FSSAI) to recall its most popular product ‘Maggi Noodles’ from market after laboratory tests conducted on samples of the product showed higher than acceptable levels of lead and Monosodium Glutamate (MSG). Maggi pioneered the concept of instant food and soon became the leader in this category. But this ban took its toll on the market share and despite several claims by Nestlé, it had to be brought off the shelves from Indian market. The case discusses the brand communication strategies adopted by Nestlé for Maggi prior to the ban and how it helped Maggi in capturing the largest market share in the category. It will also discuss the implications of this ban on Maggi’s brand image and tries to identify the steps being taken by Nestlé to recapture the market share.

***Keywords:** Brand Communication, Brand Image, Maggi*

Mapping the Customers Profile for Online Purchase Decision

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Abstract

India is witnessing a cusp of digital revolution with its e-commerce industry, growing at a phenomenal rate, of 35% Compound Annual Growth Rate (CAGR) and is expected to cross a 100 billion dollar mark in the next five years (ASSOCHAM, 2015). In spite of favourable growth opportunities, the losses of the top 22 e-commerce sites in the country have soared by 293% in the financial year 2015. Thus, it creates a gravity to understand the domain in a broader light, especially what are the factors that drive a customers to make online purchase decision.

The paper explores the profile of the customers and the factors that lead to purchase decision on e-commerce sites. Among the several characteristics of purchase behaviour of customers identified, online shopping is affected by demographics. Even more the lack of physically touching or experiencing the product was a major issue among users. Thus, the present study sequentially develops an empirical framework for digital marketers to bridge the gaps and to devise strategies to target as well as position their products for the identified customers.

***Keywords:** E-commerce, Purchase Behaviour, Digital Marketing*

Market Study to Understand Role of Customer Perception for Choosing a Hospital

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Abstract

The image of healthcare facility has transformed from chaotic and filthy to spa and hotel like. With this transformation cost of treatment has also gone up, branding the super specialty and tertiary care hospitals only for patients from high income group. Patient satisfaction and service quality is becoming a critical objective in the strategic planning process of creating a brand image for hospital. A cross sectional study was conducted in the outpatient departments of a well-established 543 bedded multi-specialty hospital in the city of Pune. Data was collected through questionnaire, variables included demographic details and other parameters related to services provided by hospitals. Responses were obtained on Likert scale. Valid percentage, factor analysis, sign rank test was performed. It was found that 40.6 % relied on family and friends for recommendation. 61.51% said that having tie up with insurance companies is important. 87.3% were aware only about few services offered by the hospital. 26.7 % follow advertisements in newspapers and e-media while making decision. 31 % respondents said that they would consider to re visit same hospital in case of future illness. Factor analysis revealed factors like Accreditation, Awards and Honors and Availability of all the services under one roof as important for a person choosing a hospital. Sign rank test revealed panel of doctors, cost of treatment, location and experience as major parameters that affects their perception in forming image of the healthcare facility. The study established that there are few areas which are important for creating positive image and perception amongst the customers. Hospitals should consistently communicate what they have to offer to their customers. This is necessary for brand building. The best way to reach out to customers is by advertising services and milestone achievements of the hospital.

***Keywords:** Brand image, Customer, Hospital, Perception*

Marketing Flexibility and Branding: Its relevance and Implications in Marketing Management

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Abstract

The purpose of this study is to explore flexibility in the context of branding in marketing area. Marketing flexibility has enabled organisations to navigate through tough times in hypercompetitive,

globalised environment. Innovation and technological advancement has widely changed the way an organisation makes strategies and how it plans and executes the marketing programmes. Thus, branding strategies too are reviewed more continually by practitioners and academicians in the backdrop of dynamic business environment. This paper evaluates and examines branding through the prism of marketing flexibility. Extensive literature review has been undertaken to refine and present flexibility and marketing concepts. Study concludes with findings and outcome that in turbulent environment how flexibility in branding can equip an organisation to achieve defined short-term and long-term goals efficiently.

Keywords: Branding, Flexibility, Marketing Flexibility, Customers

Marketing Innovation: A Branding Tool to Increase Public Awareness about Radio Signal

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Abstract

Marketing managers increasingly face innovation dilemma. Marketing innovation is one of the critical components of branding. The process through which a product is marketed and communicated to a target group, their adaptation to technological evolution and their changing trends in market demand influences the consumer awareness in a great way. The main aim of this study is to use marketing innovation as a branding tool to increase the public awareness about radio signal. Knowledge of branding and its components is important for the success of any organisation. For this study, we have taken telecom operators, vendors and retailers as a target group for conducting the survey. The findings suggest that various innovative marketing ideas can help in increasing public awareness about radio signal. The telecom operator can use this innovation technique as a differentiating tool to market a product, and then the awareness of a consumer would be impacted to a much greater extent. The awareness of EMF would be greatly amplified if a telecom provider innovates to create newer products and markets them as safe to use.

Keywords: Marketing Innovation, Branding, Radio Signal, Public Awareness

Marketing of Information Products and Services in Digital Era

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Abstract

Information has become essential for developing countries. In India, people are becoming conscious that information is not only the raw material for prosperity and growth of society, but also an important commodity for industry and commerce. Information like all others commodities is supposed to be produced, priced, marketed, labelled, packaged, patented and supplied. Marketing of different information products and services is like customer product and services in many respects. In the libraries, a new sector, i.e. information industry is emerging. The selection, acquisition, processing and dissemination of information are labour-intensive and cost-oriented activities. Therefore, in today's time period, libraries are moving towards marketing of their products and services. The marketing of library and information services and products in India is of great importance in the contemporary societal setup. The marketing plan should include services, i.e., need of remote access library, packaging of information, hyper linking relevant sites, user education programmes, forum and seminars on Information Technology (IT) and consultancy services, etc.

Keywords: *Marketing, Information Product and Services, Libraries, Digital Era, Marketing Segmentation*

Marketing to Kids: Case Study of Big Success of Chhota Bheem

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Abstract

Kids are the first love of marketers today. Marketing to kids is a multimillion dollar business today. They have become big time spenders and the products being marketed to them have considerably increased with rich varieties—right from comic books, clothes, puzzles, bags, crockery, perfumes, characters themselves, just to name a few. Their purchasing power has increased phenomenally and that creates big success for characters like Chhota Bheem. Kids and kids' products are dominating the silver screen, the shelf spaces at malls and are being sold at unthinkable prices and still sales are unstoppable.

This paper attempts to deal with the primary market of toys, apparels, accessories, snacks, etc., how it is being influenced by kids and how they form their purchase decisions. The three interesting

zones—zone of preference, zone of pester and zone of purchase and their influencing patterns as highlighted by most of the researchers—are also used in this paper to devise a conceptual framework.

In this paper the authors also highlight how the interesting marriage of marketing and psychology has emerged and child psychologists are increasingly playing a role in the marketing extravaganza. The character like Chhota Bheem emerged on Pogo Channel in 2008 as only a cartoon series, and it has since then moved beyond a comic strip and has never looked back. Chhota Bheem product licensing and varied promotions speak about its length and breadth of success. This paper will also draw the attention towards who were the advertisers and marketers for Chhota Bheem in the last six years and what all they have gained or are there really any losers on the go? This paper clearly highlights how smartly kids are using social media tools and what spaces they look for getting into their favourite characters.

Keywords: *Consumer Marketing, Kids, Chhota Bheem, Marketing to Kids*

Measuring Farmer's Satisfaction and Brand Loyalty towards Indian Fertiliser Brands Using DEA

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Abstract

The present study has made an attempt to identify the farmer's level of satisfaction and loyalty pertaining to purchase and use of fertiliser brands. Owing to the vital role of fertiliser towards success of green revolution along with high yielding variety seeds and credit extension services, the need for study on fertiliser has attracted much attention in recent years. Fertiliser brands have to operate with prevailing constraints, such as uncertainty in weather conditions, the nature of the product and its usages. Further, subsidy provided by government of India has decreased, resulting in escalation of complex fertiliser prices from ₹500 per bag to more than ₹1200 per bag. In order to gain competitive advantage through bigger market share and increased profitability under the aforementioned constraints, retention of the existing customers and strengthening their brand loyalty has become the key preference for fertiliser selling firms.

Using a Data Envelopment Analysis (DEA) approach in this study, we analysed and compared the customer satisfaction and loyalty efficiency for fertiliser brands in India. The constructs of European Customer Satisfaction Index (ECSI) model has been used as the input and output indicators of our DEA model. The perceptual feedbacks were gathered from 557 progressive farmers of 17 districts across the state of Odisha who were using fertiliser of the top five suppliers. The data analysis revealed that PPL Navratna (Paradeep Phosphates Limited), featured as most preferred brand (47%) followed by IFFCO (Indian Farmers Fertiliser Cooperative Ltd.) and Gromor (Coromandal International Limited) in terms of farmers satisfaction and loyalty efficiency, whereas IPL (Indian Potash Limited) and TCL (Tata Chemicals Limited) preferred as the least

efficient brand. The study has several implications. Managers can use these findings for their self-assessment of the fertiliser brands and then can improve upon or manage the behaviour of farmers' satisfaction and loyalty patterns.

Keywords: *Fertiliser Brand, DEA, Brand Loyalty, Farmer Satisfaction*

Measuring Green Brand Equity in Developing Economies and its Impact on Consumer Attitude

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Abstract

With increasing awareness towards environmental issues and rising consumer demand for environmental friendly products, companies are shifting their brand equity management to managing green brand equity. This has led to the novel marketing phenomenon: green brand equity. Most of the previous studies on green branding, green marketing initiatives and social economies have been conducted in developed countries, and there is lack of such studies in fast developing Asian countries like India. Therefore, this research tries to fill the gap to measure the green brand equity in developing economies like India.

This research measures green brand equity through five different constructs: green brand image, green brand satisfaction, green brand trust reference group, green brand loyalty, green advertisement and its impact on consumer attitude. In addition, this research also measures the difference in the degree of green brand equity in metro and non-metro city. Consumer behaviour of metro and nonmetro cities in India has been found to be similar and dissimilar in many ways. Linear regression and z-test was used to measure the impact of these attributes on consumer attitude and difference in metro and non-metro customers respectively.

The present study presents the different dimensions of green brand equity and its impact on consumer attitude. Green brand image, satisfaction, trust, loyalty, reference group and green advertisement have emerged as strong influencing agents of customer attitude towards green brand equity. The result of measuring difference of these constructs in metro and non-metro consumers revealed that there is a significant difference in all the constructs except green advertisement. Marketers have to understand these differences and formulate different market strategies while moving from metro to non-metro cities.

This research is not only providing green brand equity dimensions as a conceptual contribution but also establishing the relationship between green brand equity and consumer attitude as empirical contribution.

Keywords: *Green Marketing, Brand Equity, Consumer Attitude*

Metaphors as a Way to Determine Core Brand Identities of World's Top Brands

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Abstract

Metaphors are effective tools of language to have clear understanding of a concept or to generate the creativity or the thought process of the individuals. The use of metaphor in marketing and brand communications has increased a lot by brand and advertising experts. But in today's scenario, the effect of using these metaphors in creating core brand identities is yet to be studied. This issue has been identified and studied with respect to world's top ten brands. The paper focused on identifying core identities of already established brands using metaphors. A typology is mentioned for the metaphor usage in understanding concept branding. Three underpinnings are identified: brand awareness, brand association, brand recognition. The qualitative study was carried out with the help of synectics-based questionnaire and projective association techniques. The content analysis clearly showed that metaphors are the way to define top brands and establish their core identity.

Keywords: *Metaphor, Brand, Advertisements, Logo, Tagline*

Modelling the Personality Construct of Brands and its Consumers: A Study on Laptop Brands

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Abstract

Brand personality, which is defined as the personality attributes associated with the brands, forms the core of the symbolic benefits associated with the brands. Marketers use the personality attributes of a brand to obtain a differential position in the minds of the consumers. Although theoretical studies have illustrated the construction of brand personality and also identified important constructing factors of consumers' personality, empirical validation of the theories and the constructing components was not done. Moreover, identification of the relative importance of the constructing components across different brands and their consumers was also not empirically identified. In this research work, an attempt has been made to create a model of brand and consumers' personality, in the light of previous theoretical studies in the field. A methodology is also developed to empirically justify

the relevance of the theoretical construct. The relative importance of the constructing components of both brand and consumers' personality is also measured across different brands of laptops.

Keywords: *Brand Personality Constructs, Direct Association, Indirect Association, Modelling Brand Personality, Demographic Features, Modelling Consumers' Personality*

Modelling the Relationship of Consumer Perception towards Change in Logo

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Abstract

Change or modifications in logo of a company are essential aspects in bigger phenomenon of rebranding. Rebranding can be carried out by doing modifications in name, logo or slogan. A logo is represented by a particular colour, design or font style as such a selection reflects certain emotions or feelings of targeted consumers. Any change in one or combination of these elements of logo might have either positive or negative impact on consumers' perceptions towards such a change. The purpose of this article is to investigate the impact of changes made in logo on consumer perceptions of curiosity and scepticism by conducting three studies. Study 1 involved investigating this relationship with change in only the colour of the logo by using the case of Godrej company. The results indicated that the presence of similar colour of red in both old and new logo resulted in creating doubts regarding the aim of change in logo. Green colour in new logo fulfilled the objective of company of creating curiosity among consumers of Godrej. Study 2 used rebranding exercise of Hero Motocorp which launched its new logo with modifications in font and design. New design of logo excluded the feelings of being unforgettable and gentle resulting in the formation of curiosity among customers of Hero products. But comparison of design of new and old logo was considered to be similar in reflecting trendiness and sophistication leading to scepticism among respondents. Font of both logos was also found to reflect similar feelings without creating distinctiveness. Lastly, in Study 3, impact of change in colour, font and design of logo was studied by examining rebranding of Airtel. All the three elements of new logo were found to be favourable among new generation consumers and created perception of curiosity among them.

Keywords: *Rebranding, Logo, Colour, Design, Font*

Moderating Role of Brand Loyalty on the Relationship between Promotional Offers and E-impulse Buying

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Abstract

Purpose: E-Impulse buying, i.e. a consumer's tendency to buy something online spontaneously, unreflectively, immediately and kinetically (Rook and Fisher 1995) without any prior planning and shopping intention—is facilitating a new stream in online context. It is evident from the literature that both promotional offers and brand loyalty have a direct or indirect influence on the impulsive online purchase decisions of shoppers. In this era of the Internet, it is essential to analyse online impulsive buying behaviour as well as its stimuli. This paper aims to examine the moderating role of brand loyalty on the relationship between promotional offers and shoppers' e-impulse buying.

Design/methodology/approach: This study is descriptive in nature. For the data collection an online questionnaire has been constructed which includes 30 items at 5 point likert scale of agree-disagree continuum and some other questions to capture impulsive shopping intention, demographic characteristics and brand preferences of respondents. Snowball sampling is used for this study to reach to a wider population.

Findings: Structural equation modelling has been applied by which a model has been proposed indicating the impact of promotional offers and impulse buying tendency on e-impulse buying moderated by brand loyalty.

Research implications: This study provides useful insights about the role of promotional offers, impulse buying tendency and brand loyalty in e-impulse buying that can be focused by retailers to make better online strategies. This model can also be utilised to fill the academic gap.

Keywords: *E-Impulse Buying, Brand Loyalty, Promotional Offers and Moderation*

Nation Branding and India

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Abstract

The last few years have seen an explosion of 'nation branding', shorthand for coordinated government efforts to manage a country's image, whether to improve tourism, investment or even foreign relations. Firms specialising in nation branding have sprouted up around the world. Today, nation branding as a concept is well accepted. Nation branding as a strategy straddles both the

developed and developing world. Now, it has evolved beyond the tourism promotion needs and leveraged by developed and developing world to promote their nation brands. Given the long-term character of brand development as a marketing strategy, the effectiveness of nation branding in achieving its global stated goals is a question for further and ongoing research. Nation branding can be seen as branding and marketing communication technique to promote nation's images.

The article first considers the recent development of nation branding as a global phenomenon and then explores the details of one such campaign in India. The study illustrates the ways in which nation branding enjoins the populace to 'live' the national brand, and to promulgate it nationally and internationally in the name of taking responsibility for the homeland's economic development. This study aims to understand the nation branding conceptually. The article concludes with a consideration of the way in which nation branding's framing of the state as an 'enterprise' fits with the logic of emerging forms of so-called commercial nationalism.

Keywords: *Brand, Nation Branding, Nation Brand Identity, Cultural Diplomacy*

Neglected Impact of Online Customer Reviews in Healthcare Sector

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Abstract

It is no secret that the way consumers make decisions using the Internet has dramatically changed over the past decade. Before making any buying decision, consumers search on the Internet and read extensively, follow blogs, discuss with friends online and then take the final decision. With the growth of social media and its endless updates throughout the day (and night), it is unsurprising that 61% of customers read online reviews before making a purchase decision. Thus, reliance on online reviews will only grow in the future.

Objective of this research is to find out the effect of positive and negative online reviews on customer decision. Although brand equity plays a major role in buying decision process, we need to see that whether it would withstand negative reviews. Research is conducted on online buyers. This study aims to recommend how important online reviews are for enhancing brand equity as well as customer experience management. Paired comparison is used for this study where change in customer preference is analysed after exposure to positive and negative online customer reviews.

Leading healthcare companies have continually neglected the online reviews of their customers and prospects. This study suggests that healthcare service providers are lagging to catch up with online customer reviews. Study also recommends steps to be taken by managers if the online customer reviews are negative to reduce the effect of these negative reviews and to manage the

overall customer experience. Study also recommends if and how company can utilise online customer reviews to improve its brand equity.

Keywords: *Online Customer Reviews, Social Media, Brand Equity, Healthcare, Consumer Decision-making*

Non-deceptive Counterfeit Brands: A Descriptive Approach to Understand Consumer Perspective

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Abstract

The development of modern marketing offers unprecedented opportunities to increase consumers 'choice and access across the different brands available in the market. Ever since the evolution of brands the business has marked a trend in the society where everyone wants to associate himself with the latest quality fashion trends in different forms like branded clothes, accessories and other branded products. Rapid advancement in technology and liberalisation of the Indian economy have created an ideal market for people misusing existing brand values that have been cultivated and nurtured over a period of time. However, it is not just luxury items and consumer electronics that are being copied. The World Health Organisation says that up to 10 percent of medicines worldwide are counterfeited. Now, the question arises here is that is it the popularity factor which promotes counterfeiting among people or the need factor. While some who cannot afford to buy genuine branded items may always buy fakes, other consumers will find that buying a counterfeit motivates them to later buy the real thing. This research paper focused on how consumer's perception of brands and its equity are affected and utilised by the market of counterfeit brands. This deductive research study follows the descriptive research design since the research problem and theoretical part is widely researched and stated. It contributes with information to various brand managers by stating what consequences these counterfeits brands might lead to various brands. The aim of this study is therefore to primarily answer the affect of non-deceptive counterfeit brands and secondarily what consequences this affect might lead to.

Keywords: *Brands, Brand Equity, Counterfeit Brands, Non-deceptive Counterfeit*

Online Shopping: ‘A Focus on the Factors Affecting Consumer-buying Behaviour’

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Abstract

Online shopping is a form of electronic commerce which allows consumers to directly purchase products or services from a seller over the Internet using web browser. Online shopping provides all types of goods to be available in the virtual world. Companies are facing a strenuous rivalry in this vigorous arena of business. They are always looking for new opportunities so that they can raise the contact with consumers and for the same, they are leaving no stone unturned. In this regard, the latest trend is online shopping. The increasing trend of technical education is directly related to an increase in online shopping. The growing use of Internet by the youth in India bestows a promising potential for online retailers. Marketing can be further and better developed if online retailers are aware of the factors affecting the buying behaviour of the Indian consumer's in association between these factors and types of online buyers with the strategies to convert potential customers into active ones.

This study attempts to examine the traits related to the shopping behaviour of online shoppers. Consumer's behaviour in respect of online shopping was studied using different socio-economic variables. The data was collected through questionnaires.

The results of study bring to light that online shopping in India is significantly affected by various demographic factors like age, education, gender, and income. It also helps retailers to understand the drivers of consumer's attitude, the goal to shop on the Internet and the perceptions regarding ease of use and usefulness. Conclusions derived from the analysis can be used as useful guide for market orientation.

The outcomes of the study suggest the assessment of consumer's shopping behaviour to contribute to a better understanding of consumers in respect of online shopping, which in turn would add mileage to the service providers for building them as a successful brands.

Keywords: *Online Shopping, Brand, Technology, Consumer Shopping Behaviour*

Opportunities and Challenges in Branding a Social Initiative: A Case Study of Karmaarth (Karma—The Deed and Arth—The Meaning)

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Abstract

The case looks at *Karmaarth*, a Corporate Social Responsibility initiative of Jagannath Gupta Memorial Educational Society, guided under the mentorship of a social entrepreneur, a philanthropist and the chairman of Jagannath Gupta Memorial Educational Society. Established in the year 2010, Karmaarth has brought a change in the lives of over thousands of people belonging to socially and economically deprived sections of society. The Non-governmental Organisation (NGO) imparts employability skills through vocational training programmes to the underprivileged. It develops community network initiatives in various development outreach programmes encompassing health, adult literacy and primary education. By 2025, 70% of Indian population will be in the working age group and as per the national agenda, this population needs to be equipped with employable vocational skills which bespeak the relevance of writing the case. The case study marks the milestones in the journey of the NGO and discusses some of the past, present and future branding challenges of a social enterprise.

Most non-profits continue to take a narrow approach to brand management. They use branding for raising funds. This narrow approach keeps them at bay from looking at the broader, imperative role that branding can play, which will eventually fulfil long-term social goals alongside building internal identity and cohesion.

The case highlights some of the distinctive practices at the NGO-like employability gap analysis, student competency mapping, in-house mentoring and industry interface programme that gives a competitive advantage to Karmaarth. It deliberates on the concerns, issues and obstacles that a social initiative has to confront in its endeavour of building a trustworthy brand. The study is qualitative in nature and has been developed through in-depth interviews with all the stakeholders and exploring the role of internal and external communication for such a venture.

The case study offers learning on how branding can leverage a social venture in not just one but many ways and can promise a sustainable identity. The case concludes with the testimonials of the beneficiaries of the NGO who vouch for the reliability of the brand's determination and relentless efforts in making a contribution to the society.

Keywords: *Social Enterprise, Branding, Welfare*

Patanjali Yogpeeth: A Case Study on Spiritual Marketing Practices and Consumer Buying Behaviour

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Abstract

Spiritual marketing is a latest trend. It has got wings because customers have become health conscious. Hence, the spiritual organisations have launched diversified products which ensure health, beauty and purity of mind. Yoga is present since ages in our country and it is not only a practice but considered as a method to worship Lord and keep your mind and body stable. It cannot be denied that yoga which was present since ages but not practised by many people generated a boom after Swami Ramdevji started spreading its benefits. With his excellent leadership skills he created millions of followers worldwide. The customer target market is huge as it covers all the age groups. With the initialisation of yoga practices, Swamiji registered a company 'Patanjali Yogpeeth' and started manufacturing Ayurvedic medicines and later moved to Fast-Moving Consumer Goods products as well. The present paper is a case study based approach. The study highlights the reasons for the growth and success of Patanjai Yogpeeth, and a brief comparison with the competitors. The study is qualitative based and data was collected from the customers who are the users of Patanjali product by using structured face to face interview method. The study location is Gurgaon and the data is collected from the different age groups to derive better results on the consumer buying behaviour.

Keywords: *Patanjali, Spiritual Marketing, Yoga, Ayurveda, Consumer Buying Behaviour*

Patanjali, Ayurveda and Ramdev: Redefining Brand Building—The Indian Way

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Abstract

Purpose: Brand loyalty and emotional attachment have always had a synergistic relationship. When a customer develops an emotional attachment with the brand, it may lead to customer loyalty and brand resonance. The study aims to understand the tremendous success of Patanjali Ayurved Limited an FMCG company, established in 2006 and its foray into Ayurvedic herbs, food, cosmetics and juices and touched an annual turnover of 2500 crore (US\$370 million) in 2014–15.

Research methodology: This case study is based on secondary research to trace the growth trajectory of the brand Patanjali that combines the names of India's ancient medicinal system

of Ayurveda, and the famed yoga saint of yore, Patanjali. It will trace the genesis of this brand from humble beginnings in Baba Ramdev's ashram—a yoga guru and founder of Patanjali, in Haridwar, who works on the objective of healthy nation and character building through preaching and promoting it on Astha channel. The brand gained its strength from its founder's image on one side and fair price, organic products in its product portfolio on the other hand, that is challenging market giants like Unilever, Proctor & Gamble, Dabur, and Marico.

Conclusions: Brand differentiation is becoming an important tactic for combating competition in the hostile marketplace (Thomas & Sekar, 2008). The concepts of brand building and positioning have been built around the principle of the 'battle for the consumer's mind' (Reis & Trout, 2000). Using this concept, companies try to differentiate their product with points of parity and points of differences as a tool to capture the attention of consumers. It may be possible that achieving an emotional connect with the consumers could be used by organisations to build competitive advantage and a USP which they can own. Brands like Patanjali that are able to develop on an emotional attachment that consumers have with the founder and strategically designed marketing are likely to succeed in today's highly competitive marketplace. It will help academia in teaching concepts of brand strategy, disruptive marketing and marketing mix.

Keywords: *Brand Loyalty, Brand Strategy, Disruptive Marketing, Emotional Attachment, Ayurveda, Indian FMCG Sector*

Patanjali: Building of an 'Indian' Brand

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Abstract

Brands are built painstakingly over a period of time. A brand is more than a name that is added at the end of the production process. It is a value that precedes production and is not over once the product is produced. To create a brand, especially in a mature market that is dominated by many global corporations with established brands vying with each other, is difficult. However, Patanjali has achieved estimated revenues of ₹2000 crore (USD 294 million) in 2014–15, within the domestic Indian Fast-Moving Consumer Goods (FMCG) market in a very short span of time. It has been able to successfully position itself in a market dominated by established FMCG brands with intensive supply chain operations by disrupting the existing markets and marketing conventions.

Companies have long used ayurvedic and herbal positioning planks but have been relegated to being niche players in limited product categories. This case study traces how Patanjali has used being 'natural' as its positioning base and leveraged cultural values to create a homegrown brand. It further explores how Patanjali can continue to leverage this advantage in the near future as well, keeping in mind that this strategy is now open to all and other FMCG players who are also focusing

on the herbal plank. The case also looks at how Patanjali was able to endear itself to the market and how it can acquire a national pan-Indian character by connecting equally successfully with the different sub-cultural groups in a culturally and linguistically diverse country like India, so that they identify with the brand and develop preference and loyalty for the same.

Keywords: *Patanjali, Brand Equity, Brand Image, Brand Positioning*

Paytm: The Innovative Startup Brand

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Abstract

Today's era of Internet revolution has led to the change in the consumer shopping behaviour from physical to virtual market. Consumers today enjoy the liberty of buying from across the globe anytime, anywhere and getting it delivered to their doorsteps through Internet. This phenomenon has been aggregated along with the usage of smartphones by customers to make purchases on the go. The proliferating growth of Internet along with the tech savvy customers has resulted in more and more expectations towards quality-oriented brands. The current research makes an attempt to discuss the startup business which revolutionised and innovated the way of doing business online. Started as a simple mobile recharge company, Paytm has grown to become one of the largest players in the payment gateway business. The company's prime focus is on the differentiation based on the user experience. The website of Paytm is simple, straightforward and user friendly. With the virtual market place cluttering with E-commerce websites, most of the companies have missed on the prime deliverable, 'value to the customer'. Paytm on the other hand has deviated from the strategy of 'consumer promotion' to the strategy of 'building brand by quality services'. This case study attempts to present the history of Paytm, analyse the innovations in the business model and understand the strategies adopted by the company to manage the challenges posed by its competitors. We also discuss the strategic alliances with uber and other e-commerce businesses which propagated the growth of Paytm. Conclusions would be drawn by giving an insight into the challenges faced, the present status and the road ahead for Paytm.

Keywords: *Paytm, Online Business, Payment Gateway*

Political Branding: The Contemporary Facet of Indian Polity

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Abstract

There is hardly any facet of modern world which is untouched by the reach of branding. Politics is no exception to the same. Modern-era polity is like any other field in the sense that the voter needs to be treated like a potential customer who should be given choices out of which s/he would opt for the best option (read leader). A politician needs to be seen as a brand in the contemporary perspective as s/he helps the political outfit to connect better with the electorate. As is the case with any brand, the effectiveness of a political brand can be gauged from the success or failure which it ensues for its parent party. The Western democracies like the US and the UK abound in terms of having bankable political brands which have single-handedly changed the fate of their respective parties, but it is a relatively new phenomenon in the Indian context. However, the past few years have seen the rise of many political brands, specifically during the last general election and such assembly election as the ones witnessed in Delhi and Bihar.

Purpose of the study: Through this paper, the authors would explore the evolution of political branding in the Indian context and whether or not it affects the participation of the **electorate** in a said election and would provide conceptual evidence for the same. The study is based on inductive research on the virtue of being a qualitative one and descriptive in nature as it describes the concept, application and significance of political branding in the Indian context. The authors intend to support their finding with secondary data and past research done in the Western democratic context as the concept of political branding is relatively new to India. At the same time, the authors would propose a model wherein they would attempt to identify the factors which affect political participation in any election. This research paper would delve into various aspects which go into the making as well as unmaking of a political brand, thus differentiating between the success and failure of a political outfit. The authors hope that they would be able to present their point of view in an effective and conceptual way.

Keywords: *Political Marketing, Political Branding, Political Participation*

Private Labels: A Summative Solution for Profitability and Branding Challenges for Organised Retailing—A Modelling Approach

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Abstract

Brands, according to (Rumelt, Schendal, & Teece, 1991), are parts of the strategic assets responsible for developing competitive advantages in organisations (Castelo, 2016).

Private labels (aka, ‘store brands’ or ‘home brands’) are brands that the retailer owns and distributes selectively (Schutte, 1969). Private labels are important to retailers as they have the potential to drive store loyalty and earn higher profitability than national brands (Dodd & Lindley, 2003), (Sethuraman, 2014). Indeed, all around the world, retailers continue to invest in private labels, introducing new lines and several price quality tiers (Nenycz-Thiel, 2012). As the share of private labels is growing at a considerable rate in the pie of retail owner’s business the focus on developing, maintaining and fostering one’s own private label has become a vital point of consideration for retailers.

Mass retailers, like Wal-Mart, that have coveted store brand programmes are being challenged by the onslaught of private label products offered by other retailers, which includes convenience stores (NPN, 1997).

Chain consolidation, bigger stores, rising capital expenditures and category management are among the factors creating a more favourable climate for private labels (Harrison, 1999).

In the Indian market, which is highly fragmented in terms of customer tastes and preferences on one hand and income patterns on the other, the role of private labels in achieving hastened retail business growth is highly remarkable. The present study attempts to understand the need, importance and influences of private labels in retailer’s pie in India. The study attempts to offer findings through certain brand models:

1. A model based on loyalty and profitability of private labels
2. A model based on the growth drivers of private labels
3. A model based on the structural composition of private labels into the business portfolio of retailers.

Keywords: *Private Labels, National Brands, Profitability, Structural Composition, Growth Drivers, Brand Loyalty*

Psycho Geometrics: An Insight into Purchasing Behaviour of Luxury Watches and Shape Selection

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Abstract

The efficient method to keep track of the time is through watches. There are different national-multinational organisations that manufacture wall clocks and wrist watches. Wrist watches used to be the need of the day. Many products possess brand personality, but certain factors are influencing the buying of the product, As a research says, it depends more on social meaning than on functional utility (Solomon,1983). This would lead products that can be seen beyond their product utility and creating a connect between the buyer. However, the question remains why a particular product design appeals to a customer. It shows that high product-personality congruence results in a higher degree of product attachment than little product-personality congruence (Govers and Mugge, 2004).The personality attributes associated with a product are distinguished from the functional characteristics in that the latter describe the product regarding substantial costs and benefits such as quality, space, price and performance. These personality images are not determined by the physical characteristics of the product (e.g., tangible products, suppliers and services) alone, but by lots of other factors such as advertising, price, the stereotype of the generalised users, and other marketing and psychological associations

In this research, Psycho geometrics analysis will help to find the relation between the personality of individuals and their watch selection, we have done an empirical search by using psycho geometrics instrument to identify if a shape choice has a correlation with consumer buying a particular watch, having more than 130 respondents. We have also interviewed the consumers whether the same choice affects their buying behaviour and does there exist a congruence in personality and watch shape purchase.

The congruence of the watch selection by the watch design and personality will be through a different methodology, analysis with the practice of psychometric tool where a clear idea can be generated about the personality of the candidate comparing it with Psycho-geometrics (Callaghan, 1989) and other physical attributes. The understanding of the shape and its relation with the personality will be put to practice, where the choice of shape and the personality are clearly correlated for the consumer.

Keywords: *Consumer Choice, Shapes, Personality, Psycho geometrics, Watches*

Purchase Preference for Foreign Brand Names: Insights from an Exploratory Study

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Abstract

One of the most fundamental tasks of branding is to choose a brand name for the product. Due to the inexorable pace of globalisation and Westernisation in emerging economies such as India, evoking foreign associations through the use of foreign brand names (i.e. spelling a brand name in a foreign language) is increasingly being adopted as a branding strategy by marketers looking for global positioning of their product offerings. It is in this context that the present study aims to obtain a deeper understanding of the influence of foreign brand names on consumers' preference to purchase the same. Qualitative research using structured in-depth interviews was conducted to comprehend consumers' attitude towards products with foreign brand names and its consequent influence on their buying decisions. Extensive literature review formed the basis of the ten questions included in the interview guide that sought information on pertinent aspects such as: relevance of foreign branding and its probable success in developing markets such as India, consumer's brand evaluation for foreign brand names, and appropriateness of foreign versus domestic branding for consumer durable vis-à-vis non-durable product categories. The responses obtained from 30 in-depth interviews revealed that products with foreign brand names stimulate a greater inclination towards its purchase than products with local brand names. The findings also suggest that foreign brands are perceived to be better in terms of quality, technology, reliability, durability, modernity and contemporary appeal and hence are preferred over local brands. In all, the paper presents the view that foreign brand names provide better opportunities for both international and domestic marketers across all product categories. The concluding part of the paper presents important discussion and outlines the scope and possibilities that can be leveraged by marketers through the use of foreign brand names.

Keywords: *Foreign Branding, Globalisation, Buying Decision, Consumer Behaviour*

Purpose and Use of Media Channels by Start-ups to Build a Brand

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Abstract

This has been a dream long in existence. ‘Connecting people’ to ‘One world’. The *technovation* world has been working on enabling the society to become more interconnected to an ever-upgrading level; hence, marketing through all media channels is an advent which is here to stay. As an increasing number of marketers across the world continue to alienate from the permanent world and flock to an audience consuming media in vast quantities, how should new marketers and more importantly start-ups use media channels to build a brand?

Are the traditional mediums of communicating, keeping in touch and building relations with the market no more relevant? Should the start-ups consider the ever-evolving and fast-adapted digital platform for its promotion requirements? Or is a mixed model of media communication more appropriate.

New start-ups should realise that the future of marketing is social, the transition from virtual reality to augmented reality. In terms of social networking media, augmented reality offers a number of possibilities. The technology is the catalyst driving digital integration with the real world. Marketers need to stay cognizant of multiple choices of an influential factor and understand the implications and consequences of the new paradigm. While traditional mediums cannot and should not be ignored, start-ups can benefit both in terms of cost and reach with the use of the fast emerging non-traditional and digital media platforms.

Considering the emerging trends in marketing, this conceptual paper looks at how start-ups can use a combination of different media channels to create a brand and do well by infusing freshness into their communication.

Keywords: *Digital Media, Start-ups, Traditional Media, Branding*

Qualitative Dimensions of Brand Audit: An Exploratory Analysis for Measuring the Immeasurable

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Abstract

Today in the world of new opportunities and changing demographics, brand audit is a very relevant concept and this concept is still in an evolution phase. As subjectivity, perception and emotional values are associated with brand, and psychic cost for parting with a particular brand is relatively more important for valuing brand equity and assessment of brand, hence this paper focuses more on qualitative dimensions of brand and elaborates qualitative research techniques for measuring the immeasurable. Each brand contains unique image value; hence different kinds of strategies are required for assessment of brands. Brand audit analyses the strength of brand equity and it describes the positioning map of the brand in terms of its present position, market share and most importantly overall impression of the brand and core brand values in the minds of customers. Brand audit is required for all kinds of organisations irrespective of goods and services as brands have a tendency to become less relevant gradually. Most of the companies do not exercise brand audit due to complexity associated with measurement of assessment of subjective attributes of the brand. Modern research associated with neuro-marketing suggests that customers make decisions through emotions, senses and instinct and whenever a clash takes place between emotions and logic, emotions always triumph and customers thus give priority to take intuitive decisions over deliberative decisions. It has been found from the study that high emotional value and psychic cost increases the zone of tolerance of the customers and promotes sustainable development of the brand. As brand value depends more on intangible values and it lies in the mind set of customers so the perception, thoughts, belief, image and emotional attachment of the customers are investigated apart from reviewing the actual impact of brand knowledge on consumer response. Efforts have also been made to review and examine subjective attributes associated with brand.

Keywords: Perception, Brand Audit, Brand Equity, Psychic Cost, Neuro-marketing

Quirky Contemporary Brand Names: A Relook at Consumer Insights

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Abstract

A reputed brand name is often considered to be a prerequisite of consumers' buying choice as it represents the main factor for including a brand in the consideration set (Moiescu, 2011).

Time and again, it has been made evident that brand names need to follow certain rules to achieve success. From being unique and distinct, the brand name is supposed to be easy to pronounce, suggestive, indicate concrete qualities, etc.

Nevertheless, in these times of 360-degree engagement, one comes across a few highly successful brands that seem to defy theory.

Funky, quirky and cool names, many times bordering on being derogatory in common parlance stick like a glue in the minds of the buyers. Educational forums, such as PaGaLGuY.com, Total Gadha.com, Chumbak, the Indian lifestyle brand, have attained iconic status, with a rapidly growing user community. Petoo, Bewakoof.com, restaurants like 'Chor bazaar' in Mumbai and 'Fired Karmchhari' in Delhi are a few others on the same bandwagon. One thread that runs through all these examples is the common age group that they target.

The purpose of this paper is to create a deeper understanding of the influence of a quirky brand name in customers purchase decision and thereby add to the already existing body the knowledge regarding rules of branding. The specific objective of the study is to explore why quirky brand names appeal to a consumer in his/her choice process. The study also investigates whether the shift in quirky brand names vis a vis product relevant meaningful brand names will be equally successful in other product categories specially if the targeted consumer groups are not the younger generation. The study was carried out in Delhi/NCR. The collected data were analysed to comply with the objectives and also to draw conclusions. Implications and future research directions have been suggested as well.

Keywords: Brand Name, Branding, Consumer Behaviour, Funky Quirky Names

Redefining Backpacker Culture in India: Case of Zostel

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Abstract

Purpose: The case aims to acquire insights about the emerging backpackers' culture in India and conceptualisation of backpacker tourism transformed by Zostel chain of hostel.

Design/methodology/approach: This case study adopted qualitative research methods using in-depth interviews, content analysis of print material and online reviews about backpacker tourism. Data acquired through primary and secondary sources is used to enlist key destinations in India for backpacking. In addition, content analysis of online reviews about Zostel unravels most important and uncertain drivers with regard to backpackers.

Findings: The finding highlights the existing demand that a destination presents and how Zostel bridges gap between demands of place and desires of backpackers. Moreover, it explores the amalgamation of marketing tactics of Zostel to create experiential space for backpackers and its social connectivity. It further covers detailed information about the developments in the phenomenon of backpacking in India and scenarios for the future of backpack tourism.

Practical implications: The paper has policy implications as competitiveness in this sector requires new and fresh initiatives from multiple business and government stakeholders. Also, the evolutionary patterns of budget travellers find implications for marketers who venture in providing platform for young solo travellers across the world.

Originality/Value: Backpacking literature is not well explored and scope for development in this area of research is well captured in this case. It holds significance for both local community development and economic growth.

Keywords: *Backpackers, Budget, Marketing Tactics, India, Young Travellers, Zostel*

Redefining Brand Mantra: Leveraging the Power of Senses to enhance Brand Experience

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Abstract

Purpose: Consumers today indulged in different marketing stimuli by their five senses. This interdisciplinary paper explores how different faculties of human senses—individually and in multi modal sensory inputs, create a comprehensive image of a brand in the consumer mind. The study

is about multi-dimensional conversations of marketing stimuli, thereby eliciting brand experience. The study explores how relatively and in combination marketing of brands triggers the senses and thus our brain from a neuroscience perspective.

Methodology: The paper is a scientific study with exhaustive literature review of scholarly papers analysing scientific literature on consumer psychology, economics and neuroscience as well as industry-based case studies.

Findings: Reviewing rich literature from scholarly papers, it was observed that integration of multi-modal stimulation to our senses amplifies brand experience of the respondent, and thereby, the purchasing intent.

Research limitations: It is a conceptual study taking source from various scholarly papers and not an empirical analysis. The study has not included the traditional behavioural models; instead the study is how five senses are triggered by the marketing stimuli—individually and in combination as to how multi-modal senses interact within the brain to elicit brand experience.

Research implications: Conceptualising the sensory marketing through neurobiological perspective provides the brand managers the mechanism of action of various marketing stimuli interacting within the consumer brain through consumer's senses. This also aids managers to understand the emotional linkages of various marketing cues that get feasted to the senses resulting in brand experience.

Keywords: *Sensory Marketing, Senses, Marketing Stimuli, Multi-modal Sensory, Brand Experience*

Reverse Consumer Preference from Global Brands to Local Brands in the Soft Drink Industry

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Abstract

India as a nation is still being exposed to global brands though multinational soft drink players have had a good hold on the market for the past two decades. While Indian consumers are still experiencing benefits of globalisation in the last few years, a new trend has emerged where these consumers are showing reverse preference to local brands as well. Reverse consumer preference does not imply rejection of global brands or acceptance of local brands alone; however, it does imply that the love or loyalty towards a local brand has superseded that of global brand in competition. This argument is also proved by the fact that local players are reporting higher growth rates compared to global giants in soft drink industries. Strong affinity that a consumer displays towards the culturally rooted flavours is not affected by exposure to wide array of global brands or a change of nationality. This study investigates factors that capture the consumers attention, i.e. if the local flavours offered by local brands or global flavours offered by local brands. The other important factor examined is if consumers display a different behaviour in terms of choice of their beverages while they

are in company of others, in public view or socialising versus carefree individual/lone time, i.e. choose a drink of their true choice without thinking of implications of observability. Sample of 50 respondents is surveyed with a structured questionnaire.

Keywords: *Local Brands, Global Brands, Reverse Consumer Preference, Culturally Rooted Flavours*

Revival of Kagadbags: Awakening the Brown Attitude of Customers to Become ‘Green Partners’

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Abstract

Radhika Joshi, a visionary and owner of KagadBags belongs to the true green community. It was her first green venture of newspaper bags, which she started in Bengaluru somewhere in the mid of April 2010. The business concept was based on ‘reduce & reuse’ model. Her entire business from procuring material to delivery was done single-handedly and managed from Small Office Home Office (SOHO). Later with the help of her friend, Radhika launched an e-commerce model to her business for widening brand visibility. Under product line extension, Radhika also introduced a glamorous green concept to her business and started getting appreciation from various groups of the society. Meanwhile, KagadBags got some venture capitalist for converting its existing model to SME's, but some unforeseen risk stopped her and her green passion started to dwindle due to host of challenges in the form of brown attitude, negative environmental forces and inappropriate marketing strategies. By the end of 2013, KagadBags closed down in spite of excellent media reviews and recognition in the form of awards. What were the reasons of the closure of this green venture? Will only Brand Revitalisation solve KagadBags problems? Can Radhika revive her green passion again? Are the environmental forces more conducive today for this green venture? How green partners can uplift KagadBags again? The case is primary in nature and gives an account of conversation with Radhika to understand the major flaws of her business.

Keywords: *Green Partners, Brown Attitude, Brand Revitalisation, Green Venture, Glamorous Green, SOHO*

Rocket, Mars or Venus: Consumer Attitude towards Brands

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Abstract

Resonance University was born out of Corporate Social Responsibility initiatives of the Arora group almost half a century back, in the year 1968. Dr Haranhad Singh was the director in the year 2015. The nearest town to the campus was Ropar (21 km) in the state of Punjab. Since the university was located in a remote area, it was a challenge to keep it well connected in terms of communication and other related infrastructure. The mobile signals were weak in the campus because it was located near the border of Punjab and Himachal Pradesh.

Dr Singh had to decide on the selection of a mobile service provider which would provide voice as well as data connectivity. He had constituted a core team of three professionals, namely, Mr Khosla, Dr Hussain and Dr Jannat to take the call on finalising the service provider. Mr Khosla was heading the administration team of the university. Dr Hussain was in charge of the postgraduate programmes while Dr Jannat, chair of the core team, was looking after the undergraduate programmes.

The core team decided to evaluate all the service providers in terms of their attributes and attitude of a sample of consumers towards their brand. There were three service providers in the fray, namely Rocket, Mars and Venus. The first task before the core team was to identify the attributes which are considered important by the users for this kind of service. They decided to accomplish this task by talking to various stakeholders. They then decided that they would collect feedback from 500 users (faculty, staff and students) in the campus about their experiences with the three service providers through an online questionnaire on these identified attributes. This would give them a fair idea, based on users' perspectives, to arrive at a decision.

Keywords: *Mobile Service Provider, Attributes, Attitude Towards Brand, Experience*

Role of Branding in Adoption of E-banking

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Abstract

Technological advancements and innovations have made a significant impact on the banking industry and have made transformations in financial services. The new channels help customers to transact their accounts and interact with banks with ease. E-banking is being provided by banks as a channel which would reduce their costs while improving the service quality but the concerns have been raised for its acceptance. This paper explores the usage level and factors which influence the adoption of E-banking. The study also identifies the contribution of perceived brand image in

building customer association. Existing literature on theory of adoption and diffusion of innovation has been studied to evaluate the adoption decision process and determine the effect of brand image on knowledge and persuasion in the mechanism of diffusion process. Variables identified through literature review were brand Image, E-service quality, trust, accessibility, digital skills, perceived usefulness and demographic characteristics. The data was collected through a self-administered questionnaire, from a convenient sample of 250 Internet banking users in Delhi. Exploratory factor analysis and multiple regression technique were applied on the data obtained. Seven major factors were found influencing consumers' intention for E-banking adoption in India; five of them were supported by literature where as the other two factors resistance to change and security concerns had limited literature. The findings suggest that out of these seven factors, three were found significant for adoption of E-banking which were trust, accessibility, digital skills; perceived usefulness and E-service quality, brand image and it was also observed trust, accessibility and digital skills were prominent attributes of one factor and similarly E-service quality and brand image were prominent in another factor. This study can help Indian Banks to understand the needs of customers and segment them based on the prospects of using E-banking.

Keywords: *E-banking Adoption, Diffusion of Innovation, Brand Image, Trust, Digital Skills, Perceived Usefulness*

Role of Cultural Convention in Digital Commercials

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Abstract

Digital era has witnessed several turns in the ways media is being used. Among the many arms that media possess, advertising has turned into its right hand. Digital ads, newspaper (or magazine) ads and outdoor advertising are the varied ways of using persuasive language in commercials. Advertising is meant to spread awareness about a specific product or services and is supposed to reveal the benefits that it entails (somehow hiding the pitfalls). The paper highlights the recent researches in the field of advertising and culture from the year 1990 to 2015. Studies reveal that advertisements incorporate target culture into home culture as a consequence, viewers (esp. youngsters) mark the advent of acculturation. This researcher adopted a questionnaire to analyse the present day scenario of advertisements that use culture conventions as a tool towards market building. Ads using culture (culture script) and ads building culture, the aspect of culture hegemony is also taken into account to analyse the above findings. For instance, copying celeb styles fascination for their outfits, hair-do, apparels and foot wears, etc. is an illustration of culture building which is in contrast to culture awareness.

Keywords: *Advertisement, Culture, Acculturation, Intercultural Communication, Receptive Communication, Home Culture, Target Culture, Objectivity, Subjectivity, Socio-cultural, Linguistic, Regalia, Culture Capsule*

Role of Relational Value in Brand Building through Customer Referral Value

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Abstract

Purpose: The present study aims at examining the importance of interpersonal relationship along with offering the core service to the customer to assure improved service quality, generation of positive word-of-mouth resulting into brand awareness and brand building.

Methodology: The data were collected from 512 students of top shortlisted institutes located in the Mukherjee Nagar and Karol Bagh area of New Delhi, providing coaching for civil service examinations, like Indian Administrative Service (IAS), Union Public Service Commission (UPSC), Indian Police Service (IPS), etc. on the basis on purposive sampling. Statistical techniques like Confirmatory Factor Analysis (CFA) and Structural Equation Modeling (SEM) have been used to analyse the data. Further reliability and validity test were also performed.

Findings: Based on the usable sample of 482 students, the study finds that engaged customers do not get satisfied only from the core service provided by the service provider, however they also seek some interpersonal connection to spread positive words and referrals about the firm.

Limitations: The study is confined to the education sector of Delhi region only, so, future research can be conducted to examine the same relationships in other sectors like MNCs, banking, hotels, etc.

Implications: In the attempt to build successful service brands, it is essential for marketers to know the underlying processes of cultivating a relationship with customers so that firms can strengthen their brand through customers' positive referrals.

Keywords: *Customer Engagement, Knowledge Value, Relational Value, Referral Value*

Role of Social Media Marketing in Brand Building: The New Age Marketing Strategy

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Abstract

India, being the second largest in population, third largest by purchasing power parity and seventh largest economy by nominal Gross Domestic Product (GDP), is a significant destination for all

marketers to generate revenue. Brand plays a very significant role in generating sales. Different marketing strategies are adopted by marketers to create a brand. In the information age, the companies try to exploit every possible avenue to create their brand image. No longer are today's techno consumers contented with the traditional marketing communication channel hence social media marketing has become the essential part of their marketing communication. Also the demographic shift in India is in favour of young population, forcing the companies to adopt new marketing strategies for creating their brand. As majority of young population uses one or other social media networking site, it presents a unique opportunity to companies to reach a million of potential customers in a fraction of the cost as compared to traditional communication mix. The objective of this paper is to identify the role of social media marketing in brand building and influencing the consumer buying behaviour while making a purchase decision in buying a product. This study has used primary data collected from 265 respondents through survey method using structured questionnaire. Convenient sampling method was used to analyse significant factors through ANOVA and factor analysis which differ across different demographic variables such as age, income, education and occupation. From the factor analysis, five factors were identified as (a) brand impact, (b) brand recognition, (c) brand approval, (d) brand association and (e) brand reliability. These findings highlight the utility of social media marketing in building brands.

Keywords: *Social Media Marketing, Communication Mix, Consumer Buying Behaviour, Brand Building*

Role of Tangible Incentives in the Success of Branding India Via the 'Make in India' Campaign

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Abstract

A brand can be built, a brand can help reap gains, a brand can transform destinies; however a brand has to be appropriately designed and nurtured so as to realise its aforementioned potential. Branding India internationally is not a novelty and we have the popular 'Incredible India' campaign as a testimony to the same. The recent 'Make in India' initiative boasts of a clear vision and holds a lot of promise as an enabler to help India reach a commanding stature at the macro level and ensure improved well-being at the micro level.

The 'Make in India' campaign has been built and is being promoted to attract inward investments especially in the secondary sector economic activities, give a fillip to innovation, improve skills and create excellent infrastructure. Goal achievement in context is possible through correct strategies which will harness India's natural advantages and deliberately create more. India has certain natural advantages such as abundant labour force which tilts the labour price in favour of the demand side,

which is the industry. In addition to these natural leads, artificially designed incentives have the ability of modifying the much needed decisions in favour of India.

The proposed paper attempts to study the strength of the 'Make in India' initiative in branding India and make it a value proposition for economic progress. The pre-decided objectives include i) identifying the quantifiable incentives involved in the 'Make in India' programme; ii) mapping these incentive with the outcomes of the programmes over the last 15 months of its existence and iii) suggesting additional incentives to enrich the reach of the programme. The research endeavor focuses on identifying the relevance of branding India on the global map. The concept has been explored with the help of literature readings in journals, magazines and other online resources. Make in India initiative taken by the Current government have been studied and analysed for their merits and implications. We need to be cognizant of the fact that many projects under this campaign are in the early stages and it would take time to see the results. Initial results are quite promising as FDI has increased, Industrial production is rising and many renowned international brands have agreed to set up their manufacturing facilities in India. Branding India through Make in India campaign is worth deliberating upon and the implications suggested at the end will pave a new arena for the marketers and the scholars of marketing.

Keywords: *Make in India, Branding India, Incentives, Brand, Foreign Capital*

Sales Promotion Efficacy and its Impact on Brand Loyalty: A Customer Centric Approach

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Abstract

Companies are often faced with a decision dilemma in selecting sales promotion schemes. Sales promotion is a tool employed to accelerate short-term sales, but is associated with characteristic customer dynamics that determine future brand loyalty and repurchase behaviour. This paper presents a decision framework that evaluates customer preferences affecting purchase behaviour during and post-sales promotion period. Customers use various choice criteria while making a purchase decision. They might judge an offering by its brand, or they might be completely price driven and run the entire analysis for the value of money that they derive out of a purchase. In view of varying customer preferences and the profitability in various promotion schemes, the paper proposes a methodology to choose the scheme that maximises a company's surplus (where surplus is the sum of profit and goodwill). This study attempts to provide a tool in the area of a significant

research gap of evaluating the efficacy of sales promotion schemes in the short term as well as long term and its overall effect on customer brand loyalty.

Keywords: *Sales Promotion, Customer Preference, Consumer Behaviour, Profit Optimisation, Brand Loyalty*

Sensory Branding: An Effective Tool to Create a Strong Brand Platform

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Abstract

Purpose: In today's time, sensory branding helps to create brands identity. The paper contributes to the relevance of sensory branding as an effective strategy for organisations in today's time. It depicts as to how brands are using sensory cues to entice their customers and are building stronger ties with them. The present research aims to create a framework of how all organisations, whether big or small, can use sensory branding as an effective strategy to create positive consumer's perception, behaviour and judgement towards the brand.

Design/methodology/approach: The author presents a review of theoretically relevant work from marketplace and consumer psychology. This an exploratory study based on literature review. The secondary data is critically analysed and further supported with the help of case studies.

Findings: The findings reveal that companies are using sensory branding for creating competitive advantage and strong brand platform. With the help of case study analyses of brands like Starbucks, Westin Resort and Singapore Airlines, it is further elaborated as to how uses of sensory branding can help an organisation to positively influence the perception, behaviour and judgement of the consumers which effectively leads to brand loyalty, high premium and increase in attention and purchase behaviour. Singapore Airlines uses sensory branding as a strategy to provide an enhanced experience to its passengers. Thus creating a distinctive brand image in the mind of its customers and charging a premium for the same. Starbuck creates a perfect atmosphere of sensory branding in action delighting all five senses of the consumer. It attracts the customers in a more personal way, where emotions are produced and where memories can be both activated and created. Customers create emotional associations with the brand which leads to repeat sales and customer loyalty. The Westin hotel chain is well down the sensory branding path with its sensory welcome programme. It helps to create a positive perception towards the brand which impacts the satisfaction of the consumer and leads to the success of the brand.

Keywords: *Sensory Branding, Brand Identity, Multi-sensory Brand Experience*

Sipping it Green: Brand Choice and Advertising Literacy of Tea Consumers in Delhi

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Abstract

Growth in awareness about green tea among the Indian consumers has brought a rise in demand for the product. As a category, green tea market is worth ₹50 crore, the fastest growing in the ₹16,000 crore Indian tea markets. The advantages of consuming green tea are making it an acquired cultural habit that is being driven by urban India's urge to stay fit. However, it is significantly interesting to see how green tea as a product is marketed and the message executions used in a country with where black milk tea is consumed. It is important for the marketers to bring a balance between their already established product line and a new variant that is bursting with demand. Dufrene, in her report, writes that the rise for green tea in the West is the strongest at present. Besides Asian countries, i.e. China, Japan, Korea and Vietnam, there is a sharp rise in green tea consumption in the West, which is traditionally a black tea consuming nation. Growing knowledge about the green tea, carefully fostered by tea education and more widespread travelling, has added to the consumer awareness and, hence, increased demand. Therefore, it is important for the marketers to understand the consumer behaviour—map psychology, make perceptive messages, create interest, develop preferences and lead to adoption—in order to evolve efficient marketing strategies. A critical analysis of brand strategies and advertising literacy of green tea in India is vital to know if it can be a 'masses' drink and will it be thought a segment centric, urban beverage. The study was undertaken to identify the consumption habits of green tea, levels of awareness with respect to the brand choice and literacy regarding advertising message executions among the young tea consumers in National Capital Territory (NCT) of Delhi.

Quasi-experimental design was used to carry out the study. The experiment was carried out via a three-part questionnaire post real TV ad exposure based on 'Information Processing Model' (McGuire, 1968). The experiment was conducted in the Guru Gobind Singh Indraprastha University (GGSIU) University, Delhi by enrolling postgraduate students of Mass Communications, Business Administration and Food Technology via stratified random sampling. It was found that a gradual but swift shift from milk-brewed black tea to green tea by the average youth (18–35 years) is taking place. Results showed that green tea has become a lifestyle statement with women leading in green tea consumption. Men do not consume it regularly; however, they know that green tea is a weight-reducing agent. Interestingly, the consumer does not care about the environmental and social concerns and is not concerned with the supplier familiarity and reputation. Advertising literacy levels show high recall and recognition of television commercials, preference for the informational appeals and female celebrity endorsers and possess cognitive understanding of visual cues and production techniques in the television ads.

Keywords: *Advertising Literacy, Brand Choice, Consumption, Message Executions, Information Processing*

So much for a Brand: The Indian Way

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Abstract

A nation is what its people make it and a state is what the government makes it. Ideally in a democratic set up, government showcases demand of the population and also governs the process of its fulfilment. Nation thus becomes a domestic marketplace. Objectives of the government's external relations are seldom reciprocation of domestic population apart from critical situations like natural calamity, financial instability or social concerns when domestic population shows an inclination towards helping or refuting a nation. The nation if considered a brand will need to exploit gains from brand management tools and techniques in domestic and foreign market. A nation as a brand has emotional, functional and structural gains, and it needs to decide to play the right card in the right time. The external affairs of Indian government have been pro-development ever since independence. Being cordial and soft on foreign relations is a trademark of Indian government's international relations. Also as a brand, national government constructs an image within the country, i.e. they introduce endogenous components to send message about their motives and intentions. The advertisements and campaigns are crucial components of brand image building. This paper discusses as to how branding of India has changed over the last decades and where we are failing to look as nation. India has potential trade opportunities and human capital advantages which have not been exploited yet; these are the growth pillars of the nation. Thus, while building a brand image policy, special attention needs to give to national advantages. International policy of India has strongly established the country as friendly and cordial but little has been done regarding growth potential. It is, hence, important to dwell further strategically to emerge as an potential power. This paper discusses factors affecting India's international image and further discusses the importance of each factor in the process. Problems of India are unique and so should be solutions. Brands have image to project and in case of a nation, it is projected as to how they operate and collaborate domestically and internationally.

Keywords: *Nation Branding, Public Policy, India, Brand Management, International Relations*

Social Media as a Tool of Self-branding: A Study of Facebook

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Abstract

The increasing popularity of social media sites shows a significant impact on the lives of students worldwide. This descriptive, exploratory research study drew a random sample (N = 186) of males

(n = 91) and females (n = 95) who were administered a student perception questionnaire on how social media affects students to create a brand. Sixty-five percent of the participants were pursuing undergraduate programmes and the remaining thirty-five percent were involved in post graduate programmes. The survey questionnaire was designed to determine to what extent is the today's youth involved into the usage of social media. The result of the survey revealed that 45% of the sample was highly active on social media, spending about 6–8 hours per day and were constantly involved in uploading, liking and sharing of information on social media sites, whereas 23% of the sample stated they spent more than 8 hours. Results indicate that while most college students use social media and spend many hours checking social media sites, there was a negative aspect to college students' use of social media as it affected their academic performance. But the students using social media are more popular.

Keywords: *Social Media, College Students, Self-branding*

Social Media Branding Acting: A Catalyst for Entrepreneurial Growth

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Abstract

With the emergence of the Internet, high level of interaction in social-networking sites has attracted attention from traditional media. Social media branding acts as an effective and affordable reach to end customers. Through social media branding, power dynamics of attraction and repulsion of consumer towards a particular brand and products is easily traceable and acts as a catalyst for entrepreneurial growth. Social media with reasonable investment is transforming the consumer usage as well as business practices. The study through semi-structured interviews and online survey with owners–managers traced the impact of social media branding through financial and non-financial outcomes. Through survey, it is found that the conversion rate of customers is easily traceable through social media. The study describes the practices of social media by entrepreneurs, a platform used for launching new products and act as powerful campaign for advertising the products. The study also reveals the underuse of these tools by entrepreneurs and suggests use of social media marketing strategies, disruptive techniques for growth and its relevance context in India.

Keywords: *Social Media, Entrepreneurship, Power Dynamics of Social Media, Social Media Marketing Strategies*

Sowing a Brand: A Study on Brand Loyalty of Mahodaya Hybrid Seeds in the District of Jalna

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Abstract

Recently, an emerging body of literature has advocated the importance of branding to Small- and Medium-sized Enterprises (SME). Nonetheless, this discourse has ignored the complexities and idiosyncrasies of retail branding. Brand management is the practice of managing all aspects of a brand, from tangibles such as logo and package design to the intangible tenor of the emotions a consumer experiences when purchasing a brand product or service. Mahodaya Hybrid Seeds Pvt. Ltd., Jalna was formed in December 2002 with the objective of producing and marketing hybrid and improved variety seed of cereals, fibre, legumes, oilseeds and vegetable crops. It operates in the states of Maharashtra, Gujarat, Andhra Pradesh and Karnataka. Mahodaya Hybrid Seeds Pvt. Ltd. is presently one of the growing seed companies in private sector and enjoys high reputation for production and marketing of quality hybrid and improved variety seeds. The brand management strategy for the company was to produce high-quality seeds with high yield, superior performance, disease tolerance, adoptable hybrids and varieties developed by its dedicated research scientists. Initially, when the brand was founded by Ramkishan Mundada along with his partners, his vision was to see this company as one of the leading seed-producing companies of India. Due to scarcity of water in the country the concept of hybrid seeds which used less water and less fertilisers was started, and while using this as its Unique Selling Proposition (USP), he increased the brand value of the company. Today, the brand is known for its production of hybrid seeds. Over the course of years, the brand has managed to produce over 30 hybrid seeds and sustained its brand value. The research explores the creation of brand loyalty at a grassroots level in the Jalna district of Maharashtra. The analysis is based on the primary data of about a decade.

Keywords: *SME, Hybrid Seeds, Brand Loyalty*

Spiritualising the Commercial Way: A Case of Patanjali Ayurved

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Abstract

Today's generation is ruled and motivated by spiritual leaders, but nowadays, different spiritual leaders are coming up with different marketing strategies. Over the last ten years, the topic of

197 spirituality has inspired scores of studies in management and related disciplines. Spirituality has become the most favoured service provided by the spiritual gurus apart from the national boundaries and religion. Marketing scholars, it seems, have shied away from discussing spirituality for far too long. It is our conscience that enables us to differentiate between good or bad, right or wrong, guided by our internal motives and impulses, feelings and emotions nurtured by beliefs, values and other several factors.

Patanjali Ayurved, a well-known ayurvedic manufacturing company, is an outcome of inspiration by Baba Ramdev, a renowned Yoga Guru. Under the spectre of such an ideology, Patanjali Ayurved had established its commercial significance in the Indian FMCG market. Moreover, it registered substantial sales volume growth mainly through introducing a large number of personal care, food items and medicinal products. Despite registering impressive business growth, Patanjali Ayurved had faced stealth commercial competition from its market competitors like Emami, Marico, etc. In an effort to compete with its business rivals, the company had taken several growth-oriented strategies like implementing of Swadeshi Kendras, the cost-effective advertisement expenditure initiative, setting up of comparatively low-pricing structure for its different products, initiating business tie ups with Reliance Retail, commencing new commercial associations with e-commerce portals such as BigBasket, Amazon, etc. After initiating all such steps, would Patanjali Ayurved be able to become the future market leader in Indian ayurvedic industry, was to be observed.

This paper draws attention to the importance of spirituality and would try to identify some of the marketing strategies adopted by spiritual marketers and organisations. A working definition of spirituality and preliminary guidelines would be the real outcome for researchers and the real-time analytics would be evolved to kick-start further research and dialogue in this important area.

Keywords: *Spiritual Brand, Spiritual Organisation, Spiritual Organisation*

Starbucks: Global Brand in Emerging Markets

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Abstract

India is an attractive market for future growth for Starbucks. The organised chain of coffee houses is already INR1800 crores (USD290 million) industry and is growing at a healthy pace of 13–14% annually. There is growing middle class with greater affinity to consume global brands. Recent government reforms are making investment in India a lot easier. Starbucks is the world's largest coffeehouse chain with more than 23,000 outlets in 65 nations. It offers not only the coffee drinking but a unique experience at their outlets. Starbucks products include finest coffees and the handcrafted beverages. The company had been buoyed by its remarkable success in previously a tea-drinking nation, i.e. China. More than the product offerings, company focuses on facilitating a 'third place' experience after home and office to its loyal customers. The Starbucks stores becomes

place for ‘hanging around’, relaxation, newspaper reading , conducting business meetings, mixing with friends, browsing Internet and downloading music. ‘Experience at Starbucks’ became the major selling point and the key ingredient of as well as a key differentiator in their global branding. Starbucks possesses state-of-the-art technologies, enormous financial strength, powerful brands and also best management talent and processes. In India, Starbucks is strategising to focus on growing middle class and their transformation from rural economy-based citizens to netizens affiliated to global brands. However, smaller and local players like Café Coffee Day, Barista Lavazza and Costa Coffee are giving tough competition and have made their mark already in the market. Their success has forced Multinational Companies (MNCs) and global brands to think and search for contextual intelligence to reach out large number of people. Many MNCs have made mistake in following generalised and standardised approach in emerging markets. Being a global brand is not giving obvious advantages in all respects to them and the smart local players are bridging the gaps in technology, capital, human resource and product innovation. Companies like Starbucks are re-strategising through investment in right talent, understanding consumer behaviour, creating new business models, customisation of products and imbibing greater internalisation.

Keywords: *Brand, Consumer Behaviour, Competition, Emerging Market, Standardisation*

Startups Branding in Dearth of Finance: Reinventing Strategies

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Abstract

Marketing strategy of any company always depends on several factors: product, market and business model. But eventually, it always comes down to money. It is difficult to argue the fact that budget dictates the strategy. On an average, 800 startups start their business every year, but only less than 20% of that number survives at the end of it. In an already crowded market place setting a startup apart will be crucial to its survival and success. One such example is of uber which practiced ‘Growth Hacking’ in which it gives prominence to its product enhancement instead of its promotion This paper reinvents the outlook of startups for their branding strategies in case of financial dearth.

Keywords: *Reinventing Strategies, Financial Dearth, Startups Branding, Growth Hacking*

Strategic Branding for Entrepreneurial Bingo: Applications of Disruptive Branding Concepts

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Abstract

Purpose: The purpose of the study is to find the strategic branding proposition by the entrepreneurial brand which created a market challenge for Fritolays, an international brand.

Methodology: The methodology adopted is the case study method by Yin (2003). We adopted the case study method proposed by Sushil (2000) also to find the dynamic positioning of the Bingo brand by ITC.

Findings: It was surprising to find that Bingo developed very good taste for their Bingo Chips. However, it is very surprising to see that due to too many flavours the market got diluted by itself. Therefore, the study findings suggest that with too many variants of Bingo, there is a possibility to cannibalise its own brand. However, using the disruptive innovation theory by Christensen (1999) in his book about killing its own brand, the company needs to take time in between introducing more variants. Also more disruptive branding strategies should be used by the company before launching several variants in short span of time.

Implications: The study implications show that the company needs to have strategic direction and timeframe in which the company can introduce the new variants. Also as practitioners, we need to be very careful how soon we can introduce the brands so that self cannibalisation may not happen too soon. Therefore, the timing of introduction of new brands is very critical to the success of the brands.

Originality: The concept of self cannibalisation and disruptive branding concepts have not been studied nor adopted by industry as a whole. The proposition from this paper is a step towards formalising this concept for practitioners to adopt.

Keywords: *Disruptive Branding, Strategic Branding, Innovation*

Sustainability Reporting: An Ethical Branding Initiative for Small Enterprises in Emerging Economy

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Abstract

In the current discourse of changing business scenario and overly-commercialised hyperbole of branding and positioning, ethical branding has got immense importance, and has become the centre stage of branding and organisational transformation. Previously, Corporate Social Responsibility (CSR) and Corporate Governance (CG) were considered as the foundation pillars of ethical branding. Moreover, with the rising environmental and social apprehension worldwide, global fraternity has witnessed a paradigm shift in ethical branding of organisations and realised the importance of sustainability reporting. It is primarily considered as a voluntary action adopted by the corporations to depict the awareness and responsible behaviour towards the social, environmental performance disclosure and governance as a part of their strategic behaviour. In recent years, many countries including India have shown significant interest in sustainability reporting for business organisations. More than 150 large-scale enterprises are disclosing their sustainability performance in India. Although sustainability reporting seems to be in the experimental phase in India as of now, significant progress in both the number of reporters and quality of information reported is expected, in the coming years. Therefore, country's regulatory agencies, financial and market institutions are required to play a decisive role in driving sustainable development and incorporating corporate sustainability reporting especially in small scale enterprises. This paper aims to analyse the growth of sustainability reporting and focus on developing comprehensive sustainability reporting parameters for MSMEs in India on the basis of extant literature available. The data is collected through secondary sources like published literature on the corporate sustainability and companies' websites and annual reports, sustainability reports and other related published material from various small and large scale enterprises across the world. As a result, the key parameters in the study will provide the basis for sustainability reporting among MSMEs and foster an enabling environment for the uptake of responsible business practices in pursuit of sustainable economic development to empower itself as ethical brand in global arena.

Keywords: *Sustainability Reporting, Ethical Branding, MSME, India*

Sustainable Branding Practices for Higher Education Institutes in India

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Abstract

The education sector is expanding exponentially and the trajectory of development is steep in nature. The spur of management education institutions worldwide is the new buzz which is being followed by every country. The development has also led to competition among the colleges and sustainability plays a pivotal role for deciding the future of management education in a country. The demand of management education has also led to resourcing of funds towards branding activities. The output of such initiatives have also evolved the concept of ranking among the colleges offering homogeneous courses, the most famous being Master in Business Administration (MBA). The publishing of these rankings are not standardised which creeps ambiguity and confusion in the minds of parents. The present study attempts to develop a theoretical framework for private and public sector colleges in India to ensure sustainability in long run. The study uses Total Interpretive Structural Modeling to undergo a comparative analysis for the two sections of colleges. The study results in offering sustainable solutions for both private and public sector colleges in India to restructure their branding strategies to compete with their peers. The results also pose strategic solutions and guidelines for private and public sector colleges to develop a sustainable environment and a healthy competition among the players. Results imply accreditation and ranking as an integral result for both private and public sector colleges. While focus is high on quality of faculty and research in private colleges, infrastructure needs special focus on public sector colleges. The results help in associating the variables and develop a strategic move for branding and competing among the homogeneous peers for both private and public colleges in India. The study would benefit the colleges and strategists to implement a sustainable framework for their branding exercise.

Keywords: Higher Education, Sustainability, Total Interpretive Structural Modeling, India

That's Personal.com: Private Pleasures for the Indian Public

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Abstract

The present case study is about That'sPersonal.com, an online retailer of sexual wellness and adult product founded by Samir Saraiya in 2013. The company was the first of its kind in India and received a positive response from the market and the media. 'Privacy' was the core value

proposition offered by That'sPersonal. However, by mid-2014 the company was facing quite a few challenges. The company had initially received a lot of press publicity that helped Saraiya to reach his target customers without traditional marketing techniques. However, with increased competition of other online adult stores that had come up almost at the same time, he needed to ponder over a marketing strategy that would enable him to retain his market share. That'sPersonal was majorly selling premium products that were mostly imported from abroad and sold at a premium. With the emergence of other competitors selling similar products at lower prices, the challenge was to maintain quality superiority and market share at the same time. Saraiya also realised that to grow further, he had to start selling through both online and offline resellers other than his web store. Thus, on the one hand, he had to decide whether he would sell the same portfolio of products he was selling through his website or make modifications. On the other hand, he had to ensure that this move would not harm the traffic to his own site and lead to cannibalisation. Last but not the least, That'sPersonal was in the initial years of its growth and needed a formal branding strategy to sustain in the market. The case focuses on various aspects of online retailing such as product, communication and distribution. The case is meant for classroom discussion at a post graduate level for courses such as Marketing Management, Digital Marketing and Brand Management.

Keywords: *That'sPersonal.com, Field Case Study, Digital Marketing, Branding Strategy, Product Management, Marketing Communication*

The Changing Role of Consumer Emotions in Brand Motivation (Impact of Dynamic Promotional Methods via Consumer Emotional State in Consumer Purchase Decisions with special reference to Delhi-NCR Region)

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Abstract

This research paper presents the work of generalised field study of today's most dynamic promotional tool, recognised as the web and its contribution towards understanding the changing role of consumer emotions in establishing brand affinity.

The objective of this study is not only to analyse the changing role of consumer emotions and dynamic promotional methods in brand motivation but also to evaluate the correlation between dynamic promotional methods and consumer emotions affecting consumer purchase decisions.

The framework is an extended work of literature casted as stimulus—organism—response framework, the results suggesting consumer's emotions as a mediating factor in the purchase process and the influence of promotional strategies via technological innovations on aspects of consumer behaviour with actual shopping behaviour used as an example.

As a result of factor analysis, out of many factors those influence consumer emotional state, three factors were found to be the most appropriate representation of consumer's style of decision-making for most familiar brands such as life style influence, impulse buying, brand loyalty followed by other three, namely-social media influence, fashion trends and attitude.

To analyse the factors influencing the impact of promotional dynamics and consumer emotions, a convenient sampling design was used for the consumers from Delhi-NCR region. 490 questionnaires were sent to the sample group and 421 out of them were validated for the study.

This research confirms that although some cognitive factors may largely account for brand selection and most planned purchases, dynamic promotional methods and consumer's emotional state may be the important determinants of purchase behaviour.

This research has many pragmatic applications, because shopping experience involving consumer emotional intelligence was associated with the amount of time spent and affinity for the brand, whereas brand motivation was associated with money spent by the consumer for the same, time spent in creating and communicating promotions, and the response measured in respect to changes made in the traditional promotional strategies.

I hope that my research paper would do justice with the topic and provide useful insights to other researchers who wish to go for extended research in the same field or associated ones.

Keywords: *Consumer Behaviour, Emotional States, Brand Consciousness, Consumer Emotions*

The Effect of Brand Building Dimensions on Power Brands Entry Mode

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Abstract

The purpose of this study is to provide new insights into the link between brand-building dimensions and creating power brands by disaggregating various brand building constructs. With a focus on brand loyalty, a crucial element of brand equity, this research explores componential factors of a power brand and examines the elements that help towards building a successful power brand. The study employs structural equation modelling to test three hypotheses: first, brand personality, brand myth and brand storytelling have significant influencing correlation with power brand. Second, power brands significantly influence to enter psychically distant markets for exports. Power brands are a central aspect of international business, particularly for young firms lacking organisational experience. Few studies on power brands have addressed the antecedents to entry mode decisions based on the three main groups of factors impacting global consumer's loyalty towards a power brand.

The study is novel in conceptually addressing the role of power brands in firms' decision-making for entering new markets.

Keywords: *Power Brand, Brand Equity, Brand Myth, Brand Personality, Brand Storytelling*

The Genesis of Tarla Dalal: Cooking up a Brand

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Abstract

As an organisation matures and expands, it often evolves through different styles, for example, beginning with creative chaos as a start-up, then introducing disciplined processes to raise quality, and later regaining agility through light-weight practices. Tarla Dalal was an individual, who went on to become a brand. Tarla Dalal, the prolific writer of cookbooks turned her traditional Indian cooking skills into a one-woman business empire. Dalal, a young housewife then picked up the basics of cooking on her own and, years later, revolutionised every day, non-fussy vegetarian cooking. She was an entrepreneur who mixes the art of cooking with a natural flair for business—the original creator of the Indian cookbook industry. She started cooking classes at her home in 1966 and published her first cookery book in 1974. Over the years she had published over 17,000 recipes. Later, she launched her line of ready-to-cook mixes under the brand name Tarla Dalal Foods (TDF). The brand management strategy was to transform foreign non-vegetarian recipes to vegetarian recipes to meet the cultural taste of Indian food. She kept up with the change in technology by hosting her own TV shows and as the age of Internet came, she also digitalised all her recipes and posted it on her website. As social networking emerged, the brand name took initiative for promoting her recipes on social media. The brand's website still achieves 8–10 million views per month and three million users around the globe. The research is based on primary data over a period of six years and leads to the analysis that on an average 40% of the website traffic is between the age group of 25–34 years and on an average 70% of these are women. In addition to these demographical overviews and regional trends through Google Analytics, the analysis also leads to figures of how the website is referred from different websites and media channels like Facebook and Pinterest and all depicting the genesis and evolution of an individual as a brand.

Keywords: *Tarla Dalal, Cookery, Brand Management, Digitalisation*

The Impact of E-marketing Mix Elements on Brand Association: A Comparative Examination in the Indian E-commerce Segment

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Abstract

Purpose: In this paper, we attempt to study one of the important sources of online brand equity, i.e. brand association and its relationship with e-marketing mix variables. Brand association is the central concept behind customer-based brand equity. Brand association is the part of brand knowledge which a consumer gathers. Authors have found that more the number of association, greater will be the brand equity associated with a brand. Marketing mix variables or the marketing efforts assumed to affect the dimensions of brand equity. The same impact of marketing mix elements on the dimensions of brand equity in the online space is, however, not well grounded. Therefore, we try to study the relationship between e-marketing mix variables and one of the dimensions of online brand equity, i.e. brand association. We also compare if there is any difference in building brand association between online retail and online travel portals.

Design/methodology/approach: Responses are collected in the form of a survey questionnaire. A total of five hundred and ninety-two responses used to compare and contrast the antecedents of brand association between online retail and online travel portal brands. Structure equation modelling with bootstrapping used to deduce the relationship between e-marketing mix elements and brand association.

Findings: There are various levels at which brand association is created. Website characteristics and customer experiences form a statistically significant relationship with brand association (value association). Trust association is mainly affected by 'website security-privacy'. The antecedents of brand association for online retail and online travel portals differ at various levels.

Practical implication—Indian e-commerce is in its nascent stage and, therefore, the Internet space is experiencing cut-throat competition among the first movers, the followers, and the new budding business. The relationships identified thus will be an insightful aid to planning various marketing activities pertaining to brand association and, in creating a strong brand equity.

Keywords: *Internet Marketing, E-marketing Mix Elements, Online Brand Equity, Indian E-commerce, Online Retail*

The Influence of Brand Awareness on Purchase of Organic Food

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Abstract

In India, the concept of organic food is gaining widespread acceptability. Consumers are becoming more conscious about their health and are looking for food that serves as a promising alternative. Corporates, Non-governmental Organisations (NGO) and spiritual leaders are also promoting this food that is free from irradiation, chemicals and artificial additives. A number of organic food brands are available in the market. The main objective of this study is to find out the level of brand awareness and its influence on purchase of organic grocery. The data was collected from 150 organic consumers in National Capital Region (Delhi, Gurgaon, Faridabad and Noida) through a structured questionnaire. Questions related to brand recall, brand recognition and purchase of organic grocery were asked. It was found that in general, there is low level of brand awareness among consumers; and those who have high level of brand awareness, they consume organic grocery more often. This study will help corporates to make effective promotion/branding strategies like deciding various brand-building activities and selecting appropriate media-mix etc.

Keywords: *Organic Food, Brand Awareness*

The Non-profit Brand Idea for CECOEDECON, Jaipur, India

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Abstract

For quite some time, branding strategies in the non-profit sector focused on enhanced visibility, differential positioning and recognition among target audiences for fundraising success. In contrast, the evolving paradigm visualises brand playing a strategic role in an organisation's core performance as well as having an internal role in articulating an organisation's functions, strategies and values. Proposing an appropriate branding model for the non-profit sector is a challenge considering the distinctiveness of the sector and the unavailability of reliable data on the same. In this case track, we attempt to highlight the branding framework for non-profit organisation *The Centre for Community Economics and Development Consultants Society (CECOEDECON)* which was founded by a small group of young social workers lead by Mr Sharad Joshi (currently the Chief Executive Officer)

to provide relief to the victims of devastating floods in Jaipur, Rajasthan in 1982. From a modest beginning as a relief agency, CECOEDECON has progressed into a civil society organisation involved in integrated participatory development and advocating human rights in nine districts of Rajasthan and two districts of Madhya Pradesh. Its major sectors of interventions include natural resources management, institutional development, health, child development, gender and human rights.

We plan to utilise corporate presentations, stakeholder's reviews and founder views, to highlight the applicability of the four principles of Non-profit Brand IDEA proposed by Nathalie Kylander and Christopher Stone (in which 'IDEA' stands for brand *integrity*, brand *democracy*, brand *ethics*, and brand *affinity*) to CECOEDECON. Under study we intend to focus on a single organisation and collect relevant empirical/case study data focusing on the differing branding strategies adopted by the non-profit organisation to address its strategic needs in a competitive marketplace. The case also attempts to cover the challenges and opportunities experienced by the social workers in converting their ideas into action.

Keywords: *Non-profit, Brand IDEA, Branding Strategies*

The Paradox of Branding Initiatives by Indian Social Entrepreneurial Ventures

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Abstract

Many companies feel concerned about Corporate Social Responsibility (CSR) only when their reputation suffers. Firms such as Coca Cola, EMRi and Honeybee Network have been criticised for their lack of commitment to CSR (www.marketingweek.co.uk, 2007). This disregard of corporate behaviour could irreversibly damage or change their brand image (Louppe, 2006). Neglecting CSR is a strategic mistake because consumers seem to respond positively when a certain brand exhibits good social behaviour (Gupta and Pirsch, 2008; Castaldo et al., 2009). Interestingly CSR has primarily been treated as a corporate issue. The majority of the literature on this topic takes a management perspective. Treating CSR exclusively as a corporate issue neglects the voices of other stakeholders who are indirectly associated with the company or aren't its investors. Therefore, a potential problem in social enterprises can be identified as the low or no level of awareness and concern for multiple stakeholders' expectations of CSR. One of the major concern that has remained is that, the initiatives of social entrepreneurs contribute in/to their positive branding i.e., how it helps in generating recognition for their initiatives in organisation. We are looking at business initiative and practices followed by social entrepreneurs that help them in creating a positive brand

image among the stakeholders and consumers. We will be extracting the research information from interviews and secondary literature regarding their ventures to look at their positive brand image.

Keywords: *Branding, Positive Image, Social Entrepreneurs*

The Perceptual Appropriateness of Colours with Brand Selection

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Abstract:

People know how brands are attempting to position themselves by considering colours congruent with those positions. The research has investigated the ability of colour to enhance a brand's desired image and examines how colour affects consumer perceptions through a series of studies. This article explores the role that colour can play in building brand by marketer and the perception of the customers and also explores consumer sensory impact more on the different types of shapes, designs, sizes or colours and their association with the brand selections. Research second examines the effect of colours on perceiving same products of different brands. The results recognise the impact of colour in forming consumer brand perceptions. The research work is exploratory with both primary and secondary data and mostly young respondents (college students of age less than 25). The paper implied that to develop sustainable relationships marketers should leverage involvement with customers by employing strategies such that most acceptable colours, multi-colours, strong colours, weak colours perceived by the customer in association with brands.

Keywords: *Multi-dimensional Scaling, Factor, Eigen, Value, Loads*

The Price Endings and Brand Image Perception: A Study

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Abstract

This study theoretically investigates the relationship between the price endings and consumer brand image perception. This study also explores whether consumer brand image perception differs when prices are odd-ending or even-ending. The understanding of the consumer brand image perception is crucial for the business organisations to augment sales and profitability. The price endings are also known as psychological pricing strategies, which are marketing and pricing strategies based on the theory that certain price endings have a psychological impact on the consumers' buying

behaviour. The present study is qualitative in nature and explores the evidences regarding the price endings and consumer brand image perception. The data that have been collected for this study are secondary in nature and for the purpose various journals, working papers, monographs, published research articles, newspapers, books and theses have been reviewed. The document analysis method has been used to analyse the obtained secondary data to get the insight. The findings explain that there are two kinds of price endings, known as even-endings and odd-endings. The consumers who are brand conscious purchase the products and avail the services priced using even-ending prices and the consumers who are not brand conscious and want discounts, purchase the products and avail the services priced using odd-ending prices. However, it differs in different product and service categories. Also, price endings impact consumer buying behaviour and create impulsive buying. However, it is not the same for the Indian consumers. The findings of this study can have implications for the researchers, pricing managers, academicians, consumers and the business organisations associated with product or service sector.

Keywords: *Price Endings, Psychological Pricing, Brand Image Perception, Consumer Psychology, Buying Behaviour*

The Relationship between Authenticity and Brand Attachment and its Impact on Consumer Buying Behaviour

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Abstract

Purpose: The purpose of this paper is to study the moderating role of product type and brand loyalty on relationship between brand authenticities and brand attachment. The study shall further explore the impact of this relationship on consumer buying behaviour.

Design/methodology/approach: The study will be a descriptive one wherein a survey will be conducted by administering a structured questionnaire to the buyers physically as well as online. The study will include respondents for two renowned brands from India. The developed model will be tested by Structural Equation Modelling using AMOS 18.0.

Practical implications: The study will be important to academicians as it will try to fill the gap by identifying above mentioned relationships which have not been studied in great detail in the past. Also brand authenticity emerged as a main factor of branding, which has wide implementation in branding a product or service, and for this reason brand managers are more concerned about brand authenticity, which leads them to get the standard in the competitive industry for their companies.

Keywords: *Brand Attachment, Brand Authenticity, Consumer Buying Behaviour, Consumer Loyalty*

The Role of Brand Credibility in Influencing Health Conscious Consumers' Intention to Purchase Convenience Foods

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Abstract

Indian urban population is seeing a trend in the increase of health conscious consumers. There is also an increase of urban nuclear families with both parents working who are pressed for time to cook. Convenience foods are a boon to both the abovementioned groups. Convenience foods include Ready to Cook (RTC) and Ready to Eat (RTE) items. RTE foods do not require any processing procedures before it is made ready for consumption and may just be required to heat them. In 'Ready to Cook' items, the customer may be required to follow the simple steps given in the package. The package might contain mixes or pre-cooked masalas which adds the main flavour to the food but would still require customer to add other main ingredients. This paper aims to empirically examine the impact of consumers' health consciousness on their purchase intention of RTC and RTE foods via the mediator construct of consumers' attitude towards these foods. The moderator role of the credibility of the food brand in affecting the strength of this relationship is also examined. A popular brand in India which markets both RTC and RTE foods is considered for this study. Pre-existing scales for health consciousness, attitude towards food category, brand credibility and purchase intention were used to collect data among the respondents. The findings reveal that the attitude of the consumers towards RTC is more positive than towards RTE. It also throws light on the role of brand in influencing the consumers' attitude and intention to purchase a particular category (RTC/RTE). The findings offer insightful managerial implications for the food companies to capitalise on its brand credibility to lure the consumers who tend to refrain from RTE.

Keywords: Health Consciousness, Brand Credibility, RTE, RTC, Purchase Intention

The Role of Culture in Healthcare Branding

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Abstract

Culture is a cumulative concept that includes knowledge, belief, customs, and practices of a company. The health organisation needs culture of care, alertness and compassion and non-serious handling or unpleasant encounters can mar reputation of healthcare brands more than any other

vertical. The culture of organisation depends on people, processes and training of the employees. Thus, role of human resource management becomes utmost important in healthcare branding. The paper tries to access the gap in the culture of an organisation vis-à-vis expectation in case of a private healthcare provider. The study compares actual score with the perceived score. The mythology used in the study is Wilcoxon rank sum test. This paper will contribute in the understanding of the role of culture in healthcare branding.

Keywords: *Healthcare, Branding, Human Resource, Training*

The Role of Emotional Intelligence in Judging Physicians' Brand Choice: An Exploratory Study

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Abstract

Consumers' emotional responses and attachment to brands contribute to a substantial marketing interest in Emotional Intelligence (EI). A limited number of research is available which explains the use of emotional information from the consumers to make efficient decisions.

Physician's selection of a particular drug against a disease has been always a very rational process, whereas, his selection of a pharmaceutical brand mainly involves emotional interference. The main objective of this research is to find out the effect of physician's emotional intelligence to choose a pharmaceutical brand under a drug category and the role of trait emotional intelligence domain in interpreting the relationship. To the best of the knowledge of the authors, no research work has yet been published in this area.

Based on the broader domain of the trait EI and the available questionnaire, known as TEIQue, we aimed to judge this event more subjectively by seeking the opinion of the physicians. Our semi-structured questionnaire was based on the TEIQue, though by pilot study, we made certain changes in the context of the questionnaire and made it suitable for the qualitative study. We contacted 25 physicians for pilot survey and 60 for the main survey through purposive sampling from Kolkata and Bangalore in India. We focused our study on a very popular anti-biotic known as co-amoxyclav, which had 8 prominent brands in India. We applied content analysis followed by data triangulation technique to obtain the final result.

The final result showed that a physician's ability to skillfully assess and manage emotions in a prescribing situation is highly beneficial, i.e. the decision on whether to prescribe brand A or B or C to patients with different demographics or pathological factors count heavily on one's emotional intelligence. Again, it established the predictive nature of EI, in which certain abilities were appropriate for specific contexts, like selection of a lesser-known or new brand with superior attributes instead of an established brand with comparatively inferior attributes was influenced by

how well the physicians perceived their emotions towards those brands. This result with the newly generated concept has supported the previous studies that followed the generalised trait EI technique.

Keywords: *Emotional Intelligence, Pharmaceuticals, Brand, Content Analysis*

The Role of Ps in Brand Building of Engineering Institutions: A Conceptual Framework

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Abstract

Higher educational institutions in India, especially engineering colleges, are facing unprecedented challenges, such as decrease in student enrolment, shortage of qualified and experienced faculty and limited financial resources. As a solution to these challenges, engineering colleges are increasingly turning to branding as way to create a unique brand identity and a sustainable competitive advantage to face competitive pressures. The importance of branding is on the rise nowadays in the case of every educational institution and it is expected to become even more important and vital for their growth and survival. A huge capital investment outlay is involved in setting up a higher education institution and creating a brand name. A wrong strategy may turn out disastrous for its growth and eventually result in the closing down of the institution. The literature on brand-building strategies shows a dramatic shift in the last one decade. Branding and the role of brands, as traditionally understood, were subject to constant review and redefinition. In this context, the research paper has made an attempt to provide a conceptual framework for brand-building strategies based on a marketing mix which can bridge the gap between management's perception and students' expectation. This model can be adopted by private engineering colleges to create a much desired identity in the society and a brand loyalty through word-of-mouth. This study briefly describes the process of brand building based on extensive review of literature on brand-building strategies adopted by engineering colleges in India. The purpose of this conceptual model is to help the institutions in optimising the brand-building exercise and to save the proliferation of money and energy that can create an image which will be valued by its stakeholders, namely students, parents and society.

Keywords: *Branding, Higher Education, Brand Image, Marketing Mix, 7P's of Services Marketing*

The Role of Social Media in Creating Value and Consumer Commitment in Service Branding

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Abstract

The involvement of customer along with the intangibility of services makes service innovation inherit characteristics that are unlike those learned by manufacturing innovation. There have been relatively more studies conducted to gain insights into innovation in manufacturing vis-a-vis services. But in reality it is a little hard to distinguish between manufacturing and service firms, as today many manufacturing firms point to service as a major contributor towards the company's bottom line. The role of services in any industry is indispensable as it is interwoven in the product as a whole. Social media, per se, is an economical tool that gets technology with social interface. It empowers marketers with a voice supplemented with platforms like blogs, media-sharing sites, micro blogs and social networks. Consumers today want to build relationships with their brand and social media facilitates this by enabling communication with peers and customers, both existing and potential. It customises the 'brand' and aids in disseminating our message in a casual and tete-a-tete way through crowd sourcing wherein consumers develop and market the product.

Objectives

- To find out the factors in social media responsible for building consumer brand loyalty
- To study the acceptance of social media vis a vis other channels

Hypothesis

H0: Turnaround time in social media does not play an important role in service branding

H1: Personalisation is an important factor for branding of services through social media

Research Methodology

This paper tries focuses on financial and telecom services in particular. Through primary and secondary research, metrics have been developed which can assist companies to know their KPIs and also by using random sampling a sample of 200 respondents were taken out of which 20 were pilot tested the acceptance of social media vis a vis other channels has been studied. Using chi square test the hypothesis have been tested and results are interpreted.

Keywords: *Services, Branding, Social Media, E-service Brand, Brand Loyalty*

The Social Aspect of Destination Branding: A Conceptual Model of Resident Behaviour

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Abstract

Tourism research has majorly focused on the consumers' or service providers' perspective on tourism. The aspect of the local's perspective on destination branding and brand equity have received much less attention than the former two topics. However, investigation of the social aspect of destination branding from the local residents' perspective requires attention since the local residents play an important role in the development of a destination brand. The paper argues in favour of the perceived value of destination branding to influence the quality of destination perceived by residents, their life satisfaction and behavioural attitude at a theoretical level. Thus, the objective of the present study is to construct a conceptual model that creates a link between perceived tourism impacts by local residents and internal destination brand equity through life satisfaction and attitude towards tourism. The model is developed based on extensive literature review of the role of locals in tourism development and perceived value of destination branding and brand equity. The model thus created integrates perceived impact of tourism (i.e. social, cultural, economic and environmental) to perceived well-being (i.e. material, community, emotional and health and safety) and the role of multiple antecedents and consequences. The model proposes the local resident's perception of tourism and tourism development to influence their perceived impact of tourism. The model also proposes the effect of perceived well-being on life satisfaction and attitude towards tourism development that in turn affects the internal destination brand equity. The model also postulates the perceived value of destination branding to moderate the strength of the relationship between perceived tourism impact and perceived well-being. The conceptual study provides theoretical augmentation through the creation of a new model of internal destination brand equity from the local's perspective and would provide guidelines for future empirical research on the same.

Keywords: *Tourism Research, Conceptual Model, Tourism from Local's Perspective, Tourism Attitudes, Perceived Destination Branding, Destination Brand Equity*

The Spiritual Organisation: A Case Study of Patanjali Yogpeeth

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Abstract

Purpose: Marketing through spirituality has become a significant topic of discussion as it affects the consumption behaviour of people. Therefore, spiritual organisations are launching and selling their own products for the customers to capture the market. Here, in this study, yoga and pranayam are considered as the dimensions of spirituality and it is observed that people generally rely on a spiritual guru for performing yoga and pranayam. Swami Ramdevji is the most famous guru in teaching yoga and pranayam in India and he, through Patanjali Yogpeeth, has launched several products not only based on ayurvedic medicines but also on Fast-Moving Consumer Goods (FMCG). This paper talks about marketing through spirituality through the case study and success story of Patanjali Yogpeeth.

Methodology of the study: The present study is a qualitative research and focuses on the case study of Patanjali Yogpeeth. The data is collected from primary and secondary sources. Firstly, primary data is collected through various unstructured face-to-face interviews with academicians, doctors and managers of Patanjali Yogpeeth. A total of four officials are consulted and each interview lasted for one hour to record underlying facts about the organisation. Secondly, secondary data is collected through brochures, leaflets, website, etc. of the Patanjali Yogpeeth. The data collected through various discussions and sources is thoroughly analysed to extract the relevant information out of that.

Conclusion: The study revealed that yoga and pranayam are very effective tools in marketing through spirituality and influence the consumption behaviour of masses. Patanjali Yogpeeth is the best suited example to study the present topic. Finally, the results are illustrated in the form of SWOT analysis of Patanjali Yogpeeth and paper concludes with a brief discussion in the end.

Keywords: *Spiritual Organisation, Consumption Behaviour, Good Health*

The Splendor of ‘Green and Sustainability Branding’

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Abstract

Purpose: There is a growing awareness within organisations of the significance of ‘green’ issues. The paper aims to examine the impact of environmental design features of a green building on occupants’ Organisational Brand Image (OBI) from the Indian perspective.

Design/methodology/approach: The study uses exploratory research with quantitative methodology, and the data were collected from a survey of a sample of employees from the different organisation. It investigated the effects of environmental design features of a green building on occupants' OBI.

Findings: The study found the evidence indicating that environmental design features affected occupants' satisfaction with green building and it affected the organisational brand image.

Research limitations/implications: The study draws data only from the green certified organisation. Future research should involve other green organisation or larger sample of green building. The size and character of the sample were restricted by organisational constraints.

Practical implications: The study is significant for environmental sustainability and to reduce the destruction of natural resources and its negative effect on the human being. It also motivates the other organisational group towards the green building concept to enhance organisational values and brand image of the organisation.

Originality/value: While the green concept has been a significant research topic for more than decades, barely any research has been conducted that focuses specifically on green building and brand image. This study tries to make a link between green building and organisational brand image. These links are rare in Indian perspective.

Keywords: *Green Buildings, Green Brand, Brand Image, Sustainable*

The XX and XY Challenge: A Study on CBBE

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Abstract

Purpose: The role of gender has a challenging effect on consumer behaviour which has an immense influence on the Customer-Based Brand Equity (CBBE) of a brand. This study shows the difference in the behaviour of female (XX) and male (XY) consumers in influencing CBBE to help the managers in better strategy formulation.

Methodology: This study is exploratory and causal in nature with a primary survey of respondents belonging to two genders. It investigates the moderating effect of gender as a demographic factor on CBBE using Structural Equation Modelling (SEM). Data has been collected both from primary as well as secondary sources. The sampling technique used is quota in nature with a sample size of 655.

Results: The research results revealed that gender acts as a moderator in some cases. There is a difference in the causal effect of the antecedents on CBBE and that of CBBE on its consequences for genders.

Implications: The brand managers can benefit immensely from the results. The mobile phones can be designed and positioned according to the results. In certain cases both genders had equal opinion

about the importance of certain variables. These findings can be well implemented in formulating strategy for the brand.

Originality/value: This paper studies the gap in literature on gender as a moderator in influencing the effect of the antecedents and consequences of CBBE. A developed model of CBBE is tested with data collected from both the genders. The difference in the effect of the antecedents on CBBE and that of CBBE on its consequences is shown. Moreover, the differences between the responses and choices of the genders, if any have also been found out.

Keywords: *CBBE, Brand Name, Brand Loyalty, Gender, SEM*

Understanding Indian Online Customers' Uncertainty to Repurchase from the same Website Leading to E-disloyalty

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Abstract

For fashion and lifestyle online stores, brand loyalty is important to build a strong customer base and is a widely researched concept. However, brand disloyalty could be producing opposite results. It is equally important to study the behaviour of individuals who are familiar with the brand and have a negative attitude. In marketing literature, the term 'disloyalty' appears to be used for the first time by Rowley & Dawes termed as the state of 'no loyalty'. This paper fills the gap in literature by studying the concept of e-disloyalty in reference to Indian consumer. It uses mixed methods, combining qualitative and quantitative approaches through content analysis and surveys to explore the important factors leading to customer disloyalty in the online environment. Content analysis of 410 customer reviews derived from five online review websites and survey filled by 165 respondents led to the formation of four disloyalty factors. These factors represented a disloyalty scale consisting of 15 items. It was observed that 4 factors alone contribute for almost 64% of the variance in the items. The most important factor according to the factor analysis was 'unreliability of a shopping portal' which explained almost 45% of the total variance. The model developed in this study is germane to a specific market, i.e. fashion and lifestyle portals. However, the factors developed can be used to measure and develop a scale for other categories in online retailing. The implications of these findings can be used by a web portal to be ahead of its electronic competitors and might aid an understanding of the hurdles that are coming in the way of widening the loyal customer base.

Keywords: *E-disloyalty, Consumer Behaviour, Customer Retention, Fashion and Lifestyle Portal, Internet Shopping, Indian Customer*

Understanding the Influence of Demographic Variables on MPLP's Associated Factors for Enhancing Brand Loyalty

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Abstract

The fundamental functions of retail industry are undergoing change due to overall digitisation. Major characteristics of demographic factors are also undergoing considerable changes due to overall technological and social development. Many retailers introduced their loyalty programmes to retain existing loyal customers. Eventually these programmes are also evolved in the Multi Partner Loyalty Programmes (MPLP) over the last decade. Thus, this is a quite relevant and appropriate time to study various factors associated with MPLP. By understanding the influence of demographic variables on MPLP's associated factors; MPLPS can be re-engineered for enhancing brand loyalty among different segments. This research is a sincere effort to understand the influence of demographic factors like education, profession and income on MPLP's associated factors, like programme satisfaction, programme loyalty, referrals/advocacy and promotional offers and rewards. All these dependent variables were grouped into a single aggregate variable 'MPLP associated factors'. Retail customers who are members of at least one MPLP were selected across the city as respondents by disproportionate stratified random sampling. Data was collected with the help of structured questionnaires and Multivariate Analysis of Variance (MANOVA) was used for hypothesis testing. IBM Statistical Package for the Social Science-20 was used for data analysis. Final result has shown that income has significant influence on all MPLP's associated factors. Profession and educational level were able to influence aggregate variable 'MPLP's associated factors' as a whole but unable to influence all single dependent variables separately that were grouped. Thus education level has significant influence on programme loyalty and profession has significant influence on programme satisfaction.

Keywords: *Multi-partner Loyalty Programmes, Impact of Demographic Factors, Loyalty Programme's Satisfaction, Loyalty Programme's Loyalty, Loyalty Programme's Promotion, Loyalty Rewards*

University Branding: A Hierarchical Model Based on Factors Affecting Students' Choices of Higher Education Institutions

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Abstract

Education is essential for mankind since ages, being educated has become the most important thing. A lot of private and public universities are competing with each other for students, faculty and funds. Globalisation has further intensified the competition with foreign university posing a challenge to the local university. There is an increased focus on creating a brand for the university. This paper analyses the decisions taken by students in choosing a higher education institution and creates a hierarchical model based on statistical tools.

Keywords: *University Ranking, Branding, Higher education, Student Choice*

Unravelling the Tweenager Segment on the Dimensions of Brand Importance, Materialism and Influence Strategies

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Abstract

The magnitude of branding has seen a meteoric rise in both essence and character. Challenges to branding are many—one of them being sensitivity of the segment. In the current global society, focus on children as a consumer segment has increased both from the social and the business perspective. Extant literature has celebrated the power of a child consumer in the market space (Kaur and Singh, 2006). A special age group of 8–12 (Andersen et al., 2007: 340–50), known as Tweenagers has evolved in the recent years. Apart from being a primary market, they are also an influence market as well as a future market. Since India has the world's largest cohort of tweens, it becomes relevant to study the factors related to the tweens' segment. Most researchers believe that brand loyalties can be established as early as age two, and by the time children are 3–4, most can recognise hundreds of brand logos. It is this segment which is constantly present on all modes of communication whether the television, Internet or mobile space. Since most effective brand engagement begins with understanding the consumer group well, marketers branding to kids learn by capturing the tweens' daily routine and content consumption pattern.

This paper contributes to the body of knowledge by giving a complete overview of tween consumer behaviour and the vital variables for understanding them. It reviews the literature, recommends hypothesis for empirical research and presents a model with important variables. Insights into their characteristics, thought process and decision-making can not only be used for developing marketing strategies for today but will also provide enough experience for future. It has been developed for the benefit of academicians working in the field of child consumer behaviour and marketing practitioners laying the bedrock for strategies targeting the segment.

Keywords: *Tweenager, Brand, Materialism, Consumer*

Ups and Downs of a Brand ‘Spicy Chicken’—A Restaurant with her First-door Neighbour, East West University: A Case from Dhaka, Bangladesh

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Abstract

A university, named East West University and a restaurant named Spicy Chicken share a common boundary. The university already had an established brand for well over a decade; she only relocated to a new campus on the other side of the city, yet unestablished, named Aftab Nagar. Aftab Nagar is yet to get an urban look; unlike the rest of Dhaka city. Then, for a student crowd of ten thousand, also a few other hundreds of faculty members and university staff the neighbor hood of Aftab Nagar was not ready to cater the day meal. A large gap existed between the demand of East West University and the supply offered by Aftab Nagar. In 2012, the restaurant came into operation, keeping in mind the university as the prime target. Having the first mover’s advantage, Spicy Chicken, by and large, enjoyed the status of choice with the East West University community. Within a brief period of time other restaurants entered the market. Increased competition snatched away customers. Spicy Chicken faces challenge—how to protect the brand. This case study looks for the answer. In-depth interviews were taken on both sides, i.e. the service provider on one side and the recipient on the other. Further, on the provider’s side, owner cum manager and service personnel were interviewed in order to trace the probable lapses on broader or specific issues of branding. On the recipients’ side, few key informants were selected through pre-testing. The major finding of this study is: Spicy Chicken lost few deals with the prime customer *per se* East West University owing to service failure.

Keywords: *Brand, Service Failure, Spicy Chicken, East West University*

Utility of Centring Techniques in Improving the Regression Models: Case of Brand Extension Model

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Abstract

Interaction terms (representing interaction of the model variables) are commonplace when it comes to multiple regression. The main contribution of the present study is to test the utility of applying three statistical approaches for creating interaction effects in multiple regression models, specifically for the case of brand extension model. Cross-product interaction term is considered as a traditional technique for creating interaction effects as compared to mean centred interaction term or the residual centred interaction term. Prior research indicated the problem of multi-collinearity in using cross-product interaction term and suggested use of the recent analytical techniques, which involved centring of the variables. In the current study, it was found that centring only helps multi-collinearity disappear and doesn't quite improve the regression model as such.

Keywords: Empirical Generalisation, Brand Extension, Consumer Behaviour, Mean Centring, Residual Centring

Value, the Core Element to Seize Brand Switching

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Abstract

Incessant search for value by customers and relentless efforts of marketers for superior value creation increase brand switchers and reduce the customer equity. For an approach for analysing market structure of brand loyalty and brand-switching behaviours in purchase of liquid milk by households, stochastic models are used and Ehrenberg multi-brand model is applied further to calculate the expected market share of different milk brands. The core element affecting brand-switching behaviour and various reasons for switching brands are discussed, considering value as the core element. Value is one of the marketing mix elements around which companies design marketing strategies. Liquid milk is an essential, crucial and unavoidable household product with multiple uses. Only 14% of the milk market in India is organised milk market, which is the main reason for entrepreneurs getting attracted towards milk businesses. Because of less scope for product differentiation, customers are indifferent with strong perceived value, thereby switching brands frequently. It is noted that the brand that focused on value as its core element is experiencing low brand-switching behaviour than that of those who selected other elements like brand building, sales

promotion, niche marketing, and public relations and publicity as their core element of marketing strategy. Through the application of empirical data collected on liquid milk market in India, it can be seen that it is helpful to analyse the brand-switching behaviour among the reputed milk brands and to understand Ehrenberg multi-brand model in liquid milk market. Customer loyalty may be increased and brand-switching behaviour can be seized by the marketers who consider value as the base while designing their marketing strategy.

Keywords: *Superior Value, Brand Switching, Multi-brand Model*

Virtual Grocery Shopping: A Study on Its Drivers and Barriers

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Abstract

The world has changed radically for online grocery start-ups in India in the past few years.

The study was undertaken in two phases, first phase of the study was exploratory in nature wherein three focus group discussions were held. Respondents from various age groups were invited for discussion to understand their attitude and preference for online grocery shopping and to understand how important the brand image is to make a choice between various e-grocers. For the second phase of the research, a self-structure questionnaire was designed and piloted. Stratified random sampling was used, and questionnaire was rolled over, a sample of 128 customers through online and offline mode.

The findings of the study provide opportunity to marketers to better understand this growing segment and design their strategies to remain relevant to this market.

Keywords: *Online Grocery Shopping, Drivers and Barriers, Online vs Offline Shopping*

We the E-shoppers of India

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Abstract

Retail market went through a grand makeover as a boon to the technological advancement and reforms in telecom sector evolving the Internet experience with a virtual marketplace. But as a bane to the same, several false and fraudulent websites have also made their presence in the virtual space bringing about a challenge especially in the trust dimension of consumers. Although the e-market has

several benefits such as access to millions of merchandise and services in a few mouse clicks, but the security breaches and fake websites have proven to be turbulence in the experience. A lot of studies have been conducted to help the retailers understand their customers to be able to build trust and gain their loyalty. Indian e-market has boomed only recently and the amount of research in this field is still in nascent stage. Hence, this paper has been pursued as an effort to understand the trust aspects of the consumers on the basis of an extensive review of literature, which have led to some aspects core to the trust dimension: competence, integrity, benevolence and familiarity. A survey has been conducted in four cities of India ($n = 387$) using a questionnaire covering the mentioned aspects to develop a model of the antecedents to consumer trust in the country. India being a culturally diverse country, the consumer demographics which include culture dimension, along with consumer shopping orientation have been considered as moderating factors to consumer trust. This paper intends to help the retailers gain consumers' trust so that they can broaden their customer base.

Keywords: *Trust, Online Shopping, Consumer Demographics, Consumer Shopping Orientation*

What Does a Consumer Buy? A Case Study

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Abstract

We are witnessing an era of intense competition in the market place. The consumer behaviour is so dynamic that companies strive hard to retain their customers and stay relevant. What does a consumer buy? The Maggi fiasco and the sudden success of Patanjali products raised eyebrows of every Chief Executive Officer. Do the consumers buy a brand or trust or anything else? The overwhelming success of Maggi's relaunch surprised even Nestle. What was the consumer behaviour here? If we argue for trust, TATA the most trusted brand in the country struggles to surpass competition in the passenger vehicles category. Despite the change in colour, the green washed Coke Life and Pepsi Diet were accepted by the consumers. Maggi or Coke Life or Pepsi Diet—are they branded ethically? Do consumers care for that? Brands like Xiaomi and Moto G which come from the so-called inferior China had eaten up shares of established players. So what do consumers care about? The organic market in India is growing exponentially. By putting an organic label products are sold at a premium. In this case, what a consumer buys is trust. Even though Johnson and Johnson baby care products have received criticisms across the globe, they still lead the market in India. The objective of this case is to make an understanding on consumer behaviour as well as the concepts of brand trust and ethical branding. Brands from varied sectors are analysed to arrive at a meaningful understanding of the concepts.

Keywords: *Brands, Trust, Brand Trust, Ethical Branding*

Yippee: Building-up a Strong Market Challenger

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^{1,2}Assistant Professor, Guru Nanak Dev University, Amritsar, Punjab

Abstract

The quantum of growth in the instant noodles market in India has created opportunity for new brands in the sector and the market has witnessed the entry of various new players like ITC, Glaxo-Smithkline, and Hindustan Unilever Limited. ITC entered the instant noodles segment in 2010 with the launch of its Sunfeast Yippee. ITC put in immense efforts to create awareness of its brand Yippee through marketing programmes that emphasised its key features. With its attempts to stimulate the trial of their newly launched product by the introduction of economical packs and variety of flavours, it witnessed the most growth and appears to be the most successful brand in the noodle market, second only to Nestle's Maggi, which of course was the pioneer in the area in India and has enjoyed years of consumer loyalty. Moreover, various ad campaigns focusing the target consumer group were launched to further increase the awareness and re-inforce the brand. The acceptance of the brand in the market was also encouraged by its association with one of India's biggest Fast-Moving Consumer Goods (FMCG) Company, ITC and by the launch of Yippee under the umbrella brand, Sunfeast, which already enjoyed enough equity and was a household name in the biscuit market. Besides these, many fun and interactive promotional means were used to increase consumer involvement with the brand. The brand further got its most potent opportunity in wake of the Maggi controversy which provided it with a platform to re-emphasise its presence in the market, and fulfil the vacuum created by the absence of Maggi in the market. The Maggi debacle certainly proved to be a boon for Yippee and accelerated its growth in the market.

Keywords: *Customer-based Brand Equity, Brand Awareness, Brand Feelings*

Brand (Reputation) Management in Business Education: Proposing a Conceptual Framework for Brand Identity and Reputation Management

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Abstract

Marketing of services is highly challenging and business education is a form of service. It is accompanied with perceived risk and the risk associated with service features, their experiences and credence qualities. Evaluation of a service prior to its consumption is difficult. Branding, therefore, may act as that promise of quality that minimizes the risk and may increase the trust. With the changed business environment, business market has shrunk and there is need for the b-schools to go for branding because of increased competitiveness; otherwise, their sustainability may be questionable. Since the student market is constrained, b-schools need to differentiate themselves on the basis of certain parameters that may be critical for students prior to making admission-related decisions. Hence, based on a survey, the present paper identifies the brand identity and develops a conceptual framework for brand reputation and management. The framework can be used by a B-school to develop their strategy and business model.

Keywords: *Brand Equity, Business Education, Brand Management, Reputation, Management, India*



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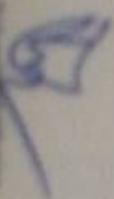
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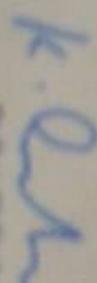
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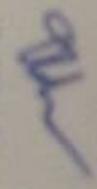
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