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RECOGNISING RELATIONSHIP BETWEEN CUSTOMER SATISFACTION AND CUSTOMER LOYALTY: AN ILLUSTRATION FROM ORGANISED RETAIL SECTOR

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ABSTRACT

The retail sector is highly competitive industry and one can gain competitive advantage is to ensure that the customers are satisfied all the time every time. It is also a fact that, having loyal customers is a great asset to ensure long term growth of a company. The literature on marketing has recognised customer satisfaction as a significant antecedent to customer loyalty. The aim of this paper is to study the relationship between customer satisfaction and customer loyalty with reference to organised retail sector. Customer satisfaction is widely recognized as a key pressure in the formation of consumers' future purchase intentions. The satisfied customers are also likely to tell others of their favourable experiences and thus engage in positive word of mouth publicity. The filled survey has been undertaken and the frequent shopper at retail store has been considered for sampling. Their satisfaction and loyalty have been assessed by engaging structured questionnaire. The relationship between satisfaction and loyalty is analysed by with the help of correlation coefficient. The results indicate that there is significant association between satisfaction and loyalty, which is companionable with the traditional view.

PRODUCER GAS AS A VIABLE ENERGY SOURCE**RAHUL BASU****PROFESSOR****SAMBHRAM INSTITUTE OF TECHNOLOGY****MS PALYA****ABSTRACT**

The Offsetting of Carbon emissions is a major concern worldwide. The generation of power from Fossil fuels remains a major source for underdeveloped and developing countries. Use of waste material to produce Biogas by bacterial action results in a sludge, which has a high Nitrogen and Carbon content after Methane production. The sludge can be used as fertilizer, and also further processed to give Producer gas. Other waste materials like coconut husk, agricultural and cellulosic wastes could be used directly. The disadvantage of slow reaction times from biogas (methane) production by bacterial action is avoided. The Producer gas can be stored or used directly in place of LPG as a substitute for Methane which has hazardous qualities. In earlier times it was piped directly to homes for cooking and used as a petrol substitute in vehicles when petrol was scarce.

ENSET VALUE CHAIN ANALYSIS: THE CASE OF DIRE ENCHINI WOREDA, OROMIA REGIONAL STATE, ETHIOPIA

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ABSTRACT

Value chain analysis was conducted for a variety of purposes. The primary purpose of value chain analysis, however, is to understand the reasons for inefficiencies in the chain, and identify potential leverage points for improving the performance of the chain, using both qualitative and quantitative data. This study aimed at analyzing value chain of enset in Dire Enchini District, West Showa Zone, Oromia Region, Ethiopia. The study area, Dire Enchini District, was selected purposively because of the potential for enset production. Out of 18 kebeles and 1 town kebele in the district, two of them namely Homi Hane and Waldo Hine are purposively selected based on the area under enset cultivation. A total of 144 respondents were selected from the two kebeles randomly using simple random sampling technique. In addition to 144 sample respondents, key informants were selected from the other value chain actors including; input suppliers, collectors, wholesalers, retailers, consumers and support services like; cooperatives and extension. Such key informants were selected at various levels using simple random sampling from selected kebeles. For the purpose of this study, 6 input suppliers, 6 collectors, 6 wholesalers, 12 retailers, 30 consumers and 14 persons from support services were selected. The input suppliers composed of: two cooperatives (one from each kebele), two experts from District agricultural office and the other two were private input suppliers. The data were collected from both primary and secondary sources. The primary data for this study were collected from farmers, traders, input suppliers, support services and consumers. Data were analyzed using Descriptive statistics such as percentage, mean and standard deviation. It was found that in the study area there are many actors were involved in enset value chain analysis, from input supply to the consumers playing different roles. They were, input suppliers, producers, collectors, wholesalers, retailers and consumers. Collectors purchased enset product from producers in distant areas and sold at district markets to wholesalers. Wholesalers purchased enset product from collectors and producers and sold to retailers and consumers. Retailers purchased enset product from producers, collectors, wholesalers and sold to consumers. Enset product produced in the study area passes through several intermediaries. The linkage among value chain actors was to some extent weak and informal in type. There was no responsible body who is working for effective and efficient linkage between value chain actors. Farmers trusted relative farmers and shared information and experiences among themselves. Limited availability and lack of input supply by cooperatives, existence of disease, marketing problem, inadequate extension service, shortage of land, shortage of credit service, were the main challenges faced in the area. On the other hand, increased farmer's interest on enset production system, availability of high yielding and potential soil and favorable climatic conditions, sustainable sales of enset product, high consumer demand, infrastructure and district location were the available opportunities that encourage the development of enset value chain. Each of the 'Kocho' and 'Bulla' value chain actors added value to the product as the product transferred from one actor to another. Traders (collectors, wholesalers, and retailers) operating expense was small in amount but the profit margin they got was more than the producer farmers. The traders simply bought from the farmer and sold to consumers. But they took high amount of profit share than the farmers who did all the works from producing enset to processing of enset.

ARCHITECTURAL REVIEW OF NEURAL NETWORK

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ABSTRACT

An Artificial Neural Network (ANN) is an information processing technology that is inspired by biological nervous systems (that is based on human body), such as the brain, process information. The key element of this technology is the novel structure of the information processing system. It is composed of a large number of highly interconnected neuron working in unison to solve specific problems. ANNs, like people, learn by example. An ANN is configured for a specific application, such as pattern recognition or data classification, through a learning process. Learning in biological systems involves adjustments to the synaptic connections that exist between the neurons. This is true of ANNs as well. This paper gives overview of Artificial Neural Network, architecture of ANN. It also explain some basic learning rule in ANN.

EXPERIENTIAL BRANDING IN WONDERLA (VEEGALAND) AMUSEMENT PARK, KOCHI: THE ENHANCING ROLE OF GROUP ORIENTATION OF VISITORS

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ABSTRACT

Customer-centric and customer-delighting organisations resort to Experiential Branding to differentiate themselves from competitors and to maintain relevance and price premiums. Experiential Branding is 'beneficially differentiating a product or service in somebody's mind by focusing on the totality of the experience, rather than focusing on the features, attributes and benefits of the product or service'. One of the best metrics to study Experiential Branding is to apply the Gallup's metric for customer engagement (three factors of rational satisfaction and four factors in pairs of emotional engagement) to firms known for consistently superior brand equity or customer reviews. There is hardly any research on Experiential Branding on Indian firms. Hence, this study has been done on Wonderla (Veegaland) amusement park. The objective of the research is to identify the factors contributing to the customer engagement and Experiential Branding practice in Wonderla. The three null hypotheses are: 1. The Gallup formula for customer engagement (three factors of rational satisfaction and eight factors of emotional attachment) does not operate in the Indian situation with respect to Wonderla (Veegaland) amusement park, 2. Experiential Branding and customer engagement practices of Wonderla do not give it differentiating advantages, and 3. Group orientation of the visitors to the park does not result in repeat visits. On the basis of sampling 476 representative customers of Veegaland on two weekdays and two weekends in October 2011, and analysing the data structures, we are factually able to reject the three null hypotheses and establish that the Gallup formula does operate in Wonderla, Kochi, and that customer engagement and Experiential Branding practices give it significant advantages, and that group orientations of the visitors result in repeat customers. When the three prominent groups (family, friends, and schools) are cross tabulated against repeat visits three or more times, and again cross tabulated against the age groups, it is clearly seen that group orientations significantly contribute to higher levels of repurchases. The strength of the group orientations emerges from the substantial synergy arising out of the engaged youngsters in supportive family-friends-school networks which generate and reflect positive word of mouth feedback on account of Experiential Branding by the amusement park.



CAREER GOAL AND CAREER PREPARATION AMONG THE UNDER GRADUATE STUDENTS: A STUDY ON SELECTED HIGHER EDUCATION INSTITUTIONS AFFILIATED TO BHARATHIAR UNIVERSITY, COIMBATORE, TAMIL NADU

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COIMBATORE INSTITUTE OF MANAGEMENT & TECHNOLOGY
NARASIPURAM**

ABSTRACT

Today's generation is finding it increasingly difficult to make a career choice from the plethora of options available, choosing a career is one of the most important decisions, a student has to make. To enable them in this decision making process, a scientific process is needed to guide them in choosing a career that is in line with their interest, and to deal with careers that they are not likely to enjoy and to excel. The changing requirements in the corporate, altered market condition for professional manpower, the development of paraprofessional occupations and many other labor market trends, make occupational selection more difficult than ever. The young students in colleges and universities need to be informed about various job openings available to them along with the requirements, responsibilities and the nature of work involved in them, so that they can equip themselves for suitable careers. Out of all the affiliated colleges in Bharathiar University, the study covers samples of 11 colleges included in the Coimbatore District and Erode District. The sample size has been restricted to 300 respondents from first year students, 580 respondents from final year students out of which 300 respondents from the final year students for aptitude test. The study is limited only to Coimbatore district and Erode District

CORPORATE RESTRUCTURING: A CONCEPTUAL FRAMEWORK

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ABSTRACT

Corporate restructuring has become a key solution to overcome all extensive problems lying in Indian corporate sector and an extensive reform taken in the year 1991, Liberalization, Privatization and Globalization (LPG) in Indian economy led Indian corporate to gain more competitive edge opening up with great global opportunities. It has signaled the need for an extensive restructuring of an Indian corporate sector. The author has put in efforts to make it easier to understand the concept of corporate restructuring.

FACTORS INFLUENCING CORE QUALITY MANAGEMENT PRACTICES (THE CASE OF SOME SELECTED COLLEGES OF ETHIOPIAN MINISTRY OF AGRICULTURE)

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ABSTRACT

In this study the researcher empirically investigated factors influencing core quality management practice. Considerable effort has been devoted over the years by many organizations to adopt quality management practices, but few studies have assessed factors that influence core quality management practices in EMOA ATVET Colleges. The problem addressed in this study was to investigate the factors influencing core quality management practice in a single important ATVET projects (i.e., EMOA ATVET Colleges). A survey instrument was adapted from business quality literature and was sent to 120 functional managers in three EMOA ATVET colleges. All the questionnaires were responded with a 100% response rate. Factor analysis using confirmatory factor analysis was performed to assess 35 survey items designed to measure 7 dimensions of EMOA ATVET College quality management practices. The researcher is 95 percent confident to say that all loadings and correlations between the indicators and the latent variables are significant ($p < 0.05$) and all have a loading of 0.4 or greater with the exception of eight indicators (items) under five constructs. After examining the factor loading, the researcher analyzes the data for suggested modification indices, then model fit result for this study depicts a better improvement by comparing the parent model with a nested model. The framework was subjected to validity and reliability analysis and the result shows meeting the criteria satisfactorily. Finally, after confirming the measurement model used in this study, the researcher analyzed the relationship between top management commitment, information technology responsiveness, process management, employee management, suppliers quality management, information analysis and customer orientation. Out of 21 relationships only ten correlation results are statistically significant at ($p=0.05$) level. Also from the thirteen hypothesized relationships only five relationships were significant at ($p=0.05$) level. The results of this study showed that the pre-specified quality management practice constructs are resulted into the development of an instrument to assess quality management practices in EMOA ATVET Colleges. Furthermore, this study extended the scope of existing quality management literature to the education sectors in Ethiopia and contributed to theory about the nature of quality management practices.

EXPLORING BUYING BEHAVIOUR OF URBAN CONSUMERS TOWARDS SHAMPOOS: EMPIRICAL EVIDENCES FROM INDIA

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ABSTRACT

The global shampoo industry is an attractive business opportunity in the context of emerging economies like India. This paper aims to study the effect of attributes of shampoo brands on brands choice and to explore the brand preference of Indian consumers towards shampoo. The paper also focuses on exploring gender difference on the various dimensions affecting the consumer behaviour regarding brands of shampoo and concludes with marketing implications. A questionnaire was administered to 103 consumers to test six hypotheses concerning the impact of gender. The data confirmed that there are significant differences in the perception of college going male and female urban consumers regarding the features like package design etc. The study revealed that purchase is driven either by practical objectives such as benefits or by individual perceptions. These individual perceptions can be altered with the help of suitable advertising campaigns and marketing strategies. Findings and implications of the study will help not only Indian marketers but also international marketing practitioners to develop appropriate promotional tools to extend their product coverage. The study provides valuable insight into one growth area and indicates that more research in this area would be of value.

PRODUCT PLACEMENT IN MOVIES AND TV SERIES: CONCEPT, EXAMPLES AND BEST PRACTICES

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ABSTRACT

If the mention of your dream phone by your favorite sitcom character ever caught you by alarm then, you have been hit by the product placement bug. Product placement is an embedded marketing technique in which marketers constantly use to excite customer attention in the most subtle and surprising manner. This syndrome is most common to be found at places where conventional advertising doesn't have a major role to play. From the use of Coca-Cola in American Idol to the overuse of exotic locations by bollywood films, all collectively constitute to what we attempt to define as product placements. And as with any marketing some of them are destined to fail. By the end of this paper, we attempt to derive some of the best practices to be looked at while indulging in product placements.

A REVIEW PAPER ON MULTICULTURALISM IN WORKPLACE

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ABSTRACT

With the globalization of business, increased multiplicity in the workplace and multicultural inflection in society, cultural awareness has become one of the most important business gears in more or less every industry. Thoughtful of the cultures of those around you will improve communication, yield and harmony in the workplace. Formal cross-cultural knowledge training is very helpful for problem solving on multicultural business teams. And being in vicinity surrounded by people working in different multinational companies, we would like to discuss about the pros and cons of effect of multiculturalism in a workplace.

A STUDY ON IMPACT OF SOCIAL NETWORKING SITES ON THE ACADEMIC PERFORMANCE OF UNDERGRADUATE STUDENTS WITH S.R.F TO BANGALORE CITY

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ABSTRACT

Social Networking Sites (SNS) has become one of the most important communication means in recent times. This helps individual to interact with the users, which can increase the social awareness and gather information on different streams. However, this study attempts to obtain students perceptions on how their use of social networking sites influence their academic performance. The aim of this research is to study the impact of SNS on the Academic performance of undergraduate students in special reference to Metropolitan city like Banaglore. A research questionnaire was designed to collect the data from target population of undergraduate students of Bangalore city with random sampling survey and with the sample size of 126 undergraduate students. From the collected data a descriptive and analytical study is conducted to determine the impact of SNS on Academic performance in terms of awareness level, time spent, and frequency of visiting SNSs, purpose of using SNSs and fulfilment of academic purposes with the use SNSs. From this research study it was found that, there is High prevalence of Social network users. Most of the students are engage in the SNSs for Non academic activities such as chatting with friends and for entertainment like music, videos rather than Academic purposes. 44% of the respondents believe that use of SNSs effect their study timings. However most of the respondents feel that SNSs has positive impact on their Academic Performance, due to the fact that SNS could be used as a source to improve the knowledge on academics, as an Effective tool for E-learning, as a source for their Project Reports, Assignments and Skill development.

EXPORT GROWTH AND PROSPECT OF FLORICULTURE IN INDIA: GLOBAL SCENARIO

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ABSTRACT

Floriculture is an age-old farming activity in India. It always has an immense potential for generating gainful self-employment especially among small and marginal farmers. In the recent years it has emerged as a profitable agri-business in India and elsewhere throughout the world. It has also improved the standards of living. Growing consciousness among the citizens across the globe to live in environment friendly atmosphere has led to an increase in the demand of floriculture products in the developed as well as in the developing countries worldwide. Naturally, the production and trade in floriculture has increased consistently over the last 10 years. In this article, we first make a review of the global scenario of floriculture and compare the export growth of Indian floriculture with other countries across the globe considering data for the period 2006-2015. Finally we try to identify some emerging markets of floriculture and make a review of India's export performance in these markets during the period of five years from 2011 to 2015. The data used for the purpose of making comparisons and study of export performance has been collected from the website of the United Nations Commodity Trade Statistics Database.

RECOGNITION: AN EMPLOYEE RETENTION TOOL

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ABSTRACT

Given that employee retention is very important for the functioning and competitiveness of a company, this study focuses on Recognition factors that influence employee retention, because it is seen as a retention supporting activity. This research is completely focused on finding whether Recognition practices have an impact on employee for not leaving the organization. If so, which practices have the most impact on retention? Sample data was collected from 300 employees of various organizations in Indore city of Madhya Pradesh. The data was analyzed using different statistical tools of SPSS. A high degree of positive correlation was found between Retention and Recognition Practices. It can be interpreted that organizations that are practicing on giving recognition for work done by employees enjoy high rate of retention and vice versa. It was also found that 'Public Praise' was the most important recognition activity that was indicated by most of the respondents.

IMPLEMENTATION OF INTERNET OF THINGS IN RURAL SENSITIVE AREA OF CHHATTISGARH

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ABSTRACT

Internet of things (IoT) referred to as objects connected with the Internet. Each object can be uniquely identified by the Internet. It is estimated that (as per the analysis of CISCO), there are more than 4000 crores devices being wirelessly connected to the Internet of Things by 2020. The purpose of our research is to understand the feasibility of implementing Internet of Things in identification of Transport System, Military, Para Military Force, Weapons and persons. There is a need for the security agencies to find out locations, working conditions of vehicles, soldiers and weapons etc. in an efficient manner, here, Internet of Things infrastructure can help. The research helped us to gain immense knowledge in the field of IoT and helped us with the protocols for communication between the devices.

WOMEN EMPOWERMENT IN MADURAI CITY

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ABSTRACT

Women in India had status quo with men in ancient times. With traditions and ordinances catching place in the society women were subjugated to oppression which were borne silently by her. Social revolution began with reformers from different aegis of the society made a loud call to Indian women to come out of her shell. Many laws were enacted in favour of women to take her in the path of empowerment. Yet in the male chauvinistic society empowerment has not reached its fullness as was desired. To analyse and find the real position of women in Madurai city, India an attempt has been made by the authors and a sample of 50 women respondents were taken and their socio economic status were questioned. The results of the study are obtained by applying statistical tests.

INDIAN CIVIL AVIATION INDUSTRY: OPPORTUNITIES AND CHALLENGES

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ABSTRACT

India is one among the emerging economies of the world. To sustain its growth potential, it has to built and strengthen its key infrastructure areas particularly transportation. Air transport is a key infrastructure and a major contributor to economy with significant catalytic benefits across wide spectrum of economy. A strong, stable and efficient civil aviation industry would kick start India's growth, facilitate business, trade, and travel and tourism as well as employment generation. Burgeoning India's middle class population, entry of LCCs, relaxation of FDI policy and "make in India" drive of Government are some of the splendid opportunities for aviation industry to rise in near future. However, the industry is also mired by challenges such as viability issues, high cost environment, and competitiveness. Smart management and cutting non value cost will allow aviation to become a top sector and a worth contributor to India's growth story in coming years.

ROLE OF PUNE MUNICIPAL CORPORATION IN SUSTAINABLE DEVELOPMENT OF SLUMS

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ABSTRACT

Pune is the eighth largest city and eighth largest metropolis in India, and the second largest in the state of Maharashtra after Mumbai. As per 2001 census population of Pune is 25,38,473,. Out of that 40% population are slum dwellers. The city of Pune is managed by the Pune Municipal Corporation (PMC) which is governed by The Bombay provisional municipal corporation Act 1949. As per the secondary information collected from PMCs CITY DEVELOPMENT PALN 2006-2012 , there are 564 slums in Pune city. With growing economic activity in Pune, the slum population has been increasing at a tremendous rate. Due to constant growth in Pune's slum population and pressure on the existing basic services to slums which is provided by Pune municipal corporation the present study is undertaken.

SALES PROMOTION STRATEGY: A STIMULATING FACTOR FOR THE CONSUMERS TOWARDS THE ORGANIZED RETAIL SECTOR IN BILASPUR

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ABSTRACT

The Retail Sector is growing and modernizing speedily in line with India's economic growth. It is the high time for Indian retail with continued economic expansion and retail growth. Indian retail sector has gone through major transformation from last few years with visible shifts towards organized retail. Indian retail industry is one of the top five retail markets in the world by economic value. The country stands 3rd among 30 countries in terms of global retail development. The current market size of Indian retail industry is about US\$ 520 billion with annual growth rate of 14- 15 percent. Sales promotion is one of the techniques covered under the scope of promotion mix. Retailers introduce many sales promotions in the market either consumer oriented or trade oriented which is attracts and stimulates to purchase the products. The sales promotion scheme frequently changes because the cut throat competition among the companies. The present research paper is highlighting the different types of promotional schemes offered by organised retailers and their impact on consumer buying behavior in order to attract and influence the new and existing consumers in organized retail sector. Sales promotion, consumer behaviour, brand and consumer satisfaction are the different parameters used in this research paper. The objective of this paper is to study the role and impact of sales promotion on shopping behaviour of consumes. Research design is descriptive in nature.

EFFECT OF STEREOTYPE ON EMPLOYMENT OPPORTUNITIES FOR PEOPLE LIVING WITH DISABILITIES IN SELECTED UNIVERSITIES IN KENYA

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ABSTRACT

All over the world, reports from different organizations say that people living with disabilities (PLWDs) are underemployed. In Kenya besides many organizations lobbying for the increased employment of PLWDs, amplified by the constitution that at least 5% elective positions must be spared for (PLWDs) there is lower rate of employment. For example the entire cabinet and parastatal secretaries of about twenty six people only one is disabled. The empirical review has pointed out that education has affected negatively on people with disability employment; the employer stereotype also has made it difficult for PLWDs to attain jobs. The literature revealed that the organizational culture is of dire consequences as it may work against the advantage of the disabled, also inaccessibility inhibit Disabled employees from accessing organizational facilities. The employer perception in the literature shows that employers view people living with disabilities as costly. The objective of the study investigated the challenges facing employment opportunities for PLWDs while the specific objectives investigated; the effect of education on employment opportunities for People Living With Disability, to find out the effect of organizational culture on employment opportunities for People Living With Disability, to investigate the effect of employer stereotype on employment opportunities for People Living With Disability, and to investigate the effect of employer perception on employment opportunities for People Living With Disability. The target population was all People Living with Disability employees in selected Universities in Kenya and associations of People Living with Disabilities in Kenya. The sample size was all employees living with Disabilities and all members of the association of People Living with Disabilities in Murang'a County. The findings were presented in tabular form. Both Descriptive statistics i.e. mean standard deviation, skewness, kurtosis and inferential statistics i.e. Correlation, Regression, ANOVA models were used to analyze the findings. The findings showed that People Living with Disabilities do not secure employment opportunities due to: lack of required Skills; lack of available accessible organizational facilities; stringent organizational culture; negative employee stereotype; and negative employer perception towards employees. The study recommended that for people living with disabilities to increase their employment opportunities, their educational level, working experience have to be enhanced. The organizational facilities have to be made available and accessible to PLWDs. The organizational culture has to be changed to embrace acceptable performance not high performance, be less bureaucratic, and equal measures in performance have to be changed to favor customized to individual nature of being.

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With sincere regards

Thanking you profoundly

Academically yours

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