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CONTENTS

Sr. No.	TITLE & NAME OF THE AUTHOR (S)	Page No.
1.	AN EMPIRICAL STUDY OF PROMOTIONAL STRATEGIES ADOPTED BY AUTOMOBILE COMPANIES OF UDAIPUR <i>AANCHAL MENARIA & Dr. RAHUL KHANNA</i>	1
2.	ADOPTION BEHAVIOUR OF CUSTOMERS IN MOBILE BANKING SERVICES <i>JYOTI SHARMA</i>	2
	REQUEST FOR FEEDBACK & DISCLAIMER	3

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**AN EMPIRICAL STUDY OF PROMOTIONAL STRATEGIES ADOPTED BY
AUTOMOBILE COMPANIES OF UDAIPUR**

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ABSTRACT

Every organization uses promotional strategies to create a positive brand image in the market and to attract more and more customers; the automobile sector is not an exception to it. Almost all the big automobile brands are having their showrooms in Udaipur, so keeping this in view this research has been conducted to study the promotional strategies adopted by the automobile companies of Udaipur. The data has been collected from 514 automobile employees with the help of semi structured questionnaire and it has been concluded that most common used promotional strategies are electronic media advertisements, social media advertisements, print media advertisements and sales promotion.

ADOPTION BEHAVIOUR OF CUSTOMERS IN MOBILE BANKING SERVICES

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ABSTRACT

*The present study has been undertaken to analyze the adoption behaviour of customers towards mobile banking services offered by various banks and to determine the awareness and satisfaction level among customers towards the services. Mobile Banking has emerged as a consequence of technology revolution. It has become a very important part of life as it saves time and is available 24*7 anywhere. A change is witnessed with the ongoing introduction of various channels in electronic form like ATM's, banking through mobile phones, internet banking, etc. The study investigates whether the attitude varies among M-BANKING users on the factors such as perceived risk, relative advantage of cost and time, perceived trust and ease of use or convenience due to difference in their degree of awareness on these factors. The research is descriptive research and the data is primary in nature collected through survey method i.e. questionnaire. The survey includes 100 respondents from Shimla only selected through non-probability sampling in order to analyze the opinion regarding mobile banking services. This has an effect on the generalization of the findings. Tools and techniques used to analyze the data include mean, standard deviation, skewness, kurtosis and factor analysis. The results stated that users using banking services through mobile phones are highly satisfied and with the advancement in technology adding new services to the banking industry is acting as a bonus for users. Various factors like perceived risk, relative advantage of cost and time, perceived trust and ease of use or convenience play important role for people to adopt mobile banking services. Rapid changes in banking industry are attracting more and more consumers thereby increasing the adoption rate of customers towards mobile banking services. Consumer awareness will help to attract a large number of consumers to use mobile banking. The convenience provided in doing banking business has made banking easy with the motive of anywhere anytime service.*

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