

INTERNATIONAL JOURNAL OF RESEARCH IN COMMERCE, IT & MANAGEMENT

I
J
R
C
M



A Monthly Double-Blind Peer Reviewed (Refereed/Juried) Open Access International e-Journal - Included in the International Serial Directories

Indexed & Listed at:

Ulrich's Periodicals Directory ©, ProQuest, U.S.A., EBSCO Publishing, U.S.A., Cabell's Directories of Publishing Opportunities, U.S.A.

Open J-Gate, India [link of the same is duly available at Inlibnet of University Grants Commission (U.G.C.)].

Index Copernicus Publishers Panel, Poland with IC Value of 5.09 & number of libraries all around the world.

Circulated all over the world & Google has verified that scholars of more than 2022 Cities in 153 countries/territories are visiting our journal on regular basis.

Ground Floor, Building No. 1041-C-1, Devi Bhawan Bazar, JAGADHRI – 135 003, Yamunanagar, Haryana, INDIA

<http://ijrcm.org.in/>

CONTENTS

Sr. No.	TITLE & NAME OF THE AUTHOR (S)	Page No.
1.	THE EXTENT OF THE IMPORTANCE OF PERSONALITY INDICATORS OF INDEPENDENT ENTREPRENEUR THROUGH USING GROUP ANALYTICAL HIERARCHY PROCESS <i>MOJGAN RIAZI, DR. YOUNOS VAKIL ALROAIA & DR. ALI AKBAR AMIN BIDOKHTI</i>	1
2.	ASSOCIATION OF TRAINING PRACTICES WITH JOB SATISFACTION IN PUBLIC SECTOR ORGANIZATIONS <i>RIZWAN BASHIR & FARZANA BASHIR</i>	8
3.	STUDYING THE RELATIONSHIP BETWEEN SOCIAL CAPITAL AND TALENT MANAGEMENT IN IRAN STATE MANAGEMENT TRAINING CENTER (SMTC) <i>SAYED ALI AKBAR AHMADI, MOHAMMAD ALI SARLAK, MUSA MAHDAVI, MOHAMMAD REZA DARAEI & SAMIRA GHANIABADI</i>	14
4.	CONTEMPLATIVE SCRUTINY OF THE ADEQUACY OF HERZBERG'S MOTIVATION-HYGIENE THEORY: A VERDICT OF JOB SATISFACTION IN THE MID LEVEL MANAGER IN TELECOMMUNICATION INDUSTRY <i>ABU ZAFAR AHMED MUKUL, SHAH JOHIR RAYHAN & MD. SHAKIB HOSSAIN</i>	21
5.	PLANNING AND MANAGING A SCHEDULED SERVICE <i>DR. IGNATIUS A. NWOKORO</i>	29
6.	REAL INCOME, INFLATION, AND INDUSTRIAL PRODUCTIVITY IN NIGERIA (1970-2005) <i>Dr. OWOLABI A. USMAN & ADEGBITE TAJUDEEN ADEJARE</i>	34
7.	DEVELOPMENT OF SMALL AND MEDIUM ENTERPRISES IN NIGERIA: A PARADIGM SHIFT <i>ADEYEMI, A. ADEKUNLE</i>	40
8.	THE EVALUATION OF KNOWLEDGE MANAGEMENT'S EFFECTIVENESS ON E-LEARNING: A CASE STUDY ON PAYAME NOOR UNIVERSITY OF IRAN <i>BAHAREH SHAHRIARI & KIARASH JAHANPOUR</i>	45
9.	THE RELATIONSHIP BETWEEN ORGANIZATIONAL CULTURE AND JOB SATISFACTION AMONG PROFESSIONAL STAFF IN VIETNAMESE CONSTRUCTION COMPANIES <i>NGUYEN PHI TAN</i>	49
10.	ANALYSIS OF LIQUIDITY OF SELECTED PRIVATE SECTOR INDIAN BANKS <i>SULTAN SINGH, SAHILA CHOUDHRY & MOHINA</i>	54
11.	PRODUCTIVITY MEASUREMENT OF PUBLIC SECTORS BANKS IN INDIA <i>DR. BHAVET, PRIYA JINDAL & DR. SAMBHAV GARG</i>	57
12.	IMBIBE ETHICAL EDUCATION <i>DR. T. SREE LATHA & SAVANAM CHANDRA SEKHAR</i>	63
13.	MODELING INDIAN MONSOON (RAINFALL) VOLATILITY AS AN INDEX BASED RISK TRANSFER PRODUCT <i>D P. SHIVKUMAR, M PRABHU & DR. G. KOTRESHWAR</i>	66
14.	THE DEVELOPMENT OF SMALL SCALE INDUSTRIES IN MEGHALAYA <i>MUSHTAQ MOHMAD SOFI & DR. HARSH VARDHAN JHAMB</i>	72
15.	REGRESSION MODELS <i>M.VENKATARAMANAIAH & M.SUDARSANA RAO</i>	83
16.	EFFECTIVENESS OF EMPLOYEE RETENTION TECHNIQUES ADOPTED BY BPO COMPANIES WITH REFERENCE TO CHENNAI <i>DR. RANJITHAM.D</i>	86
17.	ROLE OF FOREIGN DIRECT INVESTMENT IN EDUCATION INSTITUTIONS IN INDIA <i>SHABANA, SONIKA CHOUDHARY & DR. M. L. GUPTA</i>	91
18.	AN EXAMINATION OF LONG-RUN AND SHORT-RUN RELATIONSHIP BETWEEN CRUDE OIL PRICE, GOLD PRICE, EXCHANGE RATE AND INDIAN STOCK MARKET <i>R.KANAKARAJAMMAL, S.PAULRAJ & M.V.ARULALAN</i>	94
19.	MYSTERY SHOPPING- THE MIRACLE TOOL IN BUSINESS RESEARCH <i>SHAKEEL-UL-REHMAN & A.VELSAMY</i>	101
20.	THE EMPIRICAL INVESTIGATION BETWEEN EMOTIONAL COMPETENCE AND WORK PERFORMANCE OF INDIAN SALES PEOPLE <i>DR. RITIKA SHARMA</i>	104
21.	MARKETING OF BRANDED PRODUCT IN RURAL AREA: A CONCEPTUAL BASED STUDY ON RURAL MARKET <i>PANKAJ ARORA & AJITHA PRASHANT</i>	111
22.	A STUDY ON EMPLOYEES JOB SATISFACTION WITH SPECIAL REFERENCE TO COACH FACTORY <i>P.MANONMANI & V.UMA</i>	120
23.	E-CRM APPLICATION IN INSURANCE SECTOR AND RETENTION OF CUSTOMERS <i>DASH BISWAMOCHAN. & MISHRA RADHAKRISHNA</i>	123
24.	THE USAGE OF SIX SIGMA TOOLS IN BRINGING DOWN THE DEFECTS IN THE HR PROCESSES <i>SREEJA K & MINTU THANKACHAN</i>	128
25.	WOMEN EMERGING GLOBALLY AS THE POTENTIAL MARKET: REASONS, IMPLICATIONS AND ISSUES <i>DR. JAYA PALIWAL</i>	136
26.	URBAN RESIDENTIAL WATER SUPPLY IN GADAG TOWN IN KARNATAKA STATE <i>DR. H H BHARADI</i>	140
27.	TECHNICAL ANALYSIS: A TOOL TO MEASURE MARKET VOLATILITY <i>G.B.SABARI RAJAN</i>	144
28.	CO-BRANDED CREDIT CARD - A TAILOR-MADE PRODUCT NICHE FOR CONSUMERS <i>DR. A. JESU KULANDAIRAJ</i>	150
29.	A COMPARATIVE STUDY ON CUSTOMER SATISFACTION WITH SERVICE QUALITY IN PUBLIC AND PRIVATE SECTOR BANKS <i>DR. SAMBHAV GARG, PRIYA JINDAL & DR. BHAVET</i>	153
30.	EMOTIONAL INTELLIGENCE (EI): AN IMPERATIVE SKILL FOR MANAGERS IN THE GLOBAL WORKPLACE <i>SMARTY MUKUNDAN</i>	157
	REQUEST FOR FEEDBACK	160

CHIEF PATRON

PROF. K. K. AGGARWAL

Chancellor, Lingaya's University, Delhi
Founder Vice-Chancellor, Guru Gobind Singh Indraprastha University, Delhi
Ex. Pro Vice-Chancellor, Guru Jambheshwar University, Hisar

FOUNDER PATRON

LATE SH. RAM BHAJAN AGGARWAL

Former State Minister for Home & Tourism, Government of Haryana
Former Vice-President, Dadri Education Society, Charkhi Dadri
Former President, Chinar Syntex Ltd. (Textile Mills), Bhiwani

CO-ORDINATOR

AMITA

Faculty, Government M. S., Mohali

ADVISORS

DR. PRIYA RANJAN TRIVEDI

Chancellor, The Global Open University, Nagaland

PROF. M. S. SENAM RAJU

Director A. C. D., School of Management Studies, I.G.N.O.U., New Delhi

PROF. M. N. SHARMA

Chairman, M.B.A., Haryana College of Technology & Management, Kaithal

PROF. S. L. MAHANDRU

Principal (Retd.), Maharaja Agrasen College, Jagadhri

EDITOR

PROF. R. K. SHARMA

Professor, Bharti Vidyapeeth University Institute of Management & Research, New Delhi

CO-EDITOR

DR. BHAVET

Faculty, M. M. Institute of Management, Maharishi Markandeshwar University, Mullana, Ambala, Haryana

EDITORIAL ADVISORY BOARD

DR. RAJESH MODI

Faculty, Yanbu Industrial College, Kingdom of Saudi Arabia

PROF. SANJIV MITTAL

University School of Management Studies, Guru Gobind Singh I. P. University, Delhi

PROF. ANIL K. SAINI

Chairperson (CRC), Guru Gobind Singh I. P. University, Delhi

DR. SAMBHAVNA

Faculty, I.I.T.M., Delhi

DR. MOHENDER KUMAR GUPTA

Associate Professor, P. J. L. N. Government College, Faridabad

DR. SHIVAKUMAR DEENE

Asst. Professor, Dept. of Commerce, School of Business Studies, Central University of Karnataka, Gulbarga

ASSOCIATE EDITORS

PROF. NAWAB ALI KHAN

Department of Commerce, Aligarh Muslim University, Aligarh, U.P.

PROF. ABHAY BANSAL

Head, Department of Information Technology, Amity School of Engineering & Technology, Amity University, Noida

PROF. A. SURYANARAYANA

Department of Business Management, Osmania University, Hyderabad

DR. SAMBHAV GARG

Faculty, M. M. Institute of Management, Maharshi Markandeshwar University, Mullana, Ambala, Haryana

PROF. V. SELVAM

SSL, VIT University, Vellore

DR. PARDEEP AHLAWAT

Associate Professor, Institute of Management Studies & Research, Maharshi Dayanand University, Rohtak

DR. S. TABASSUM SULTANA

Associate Professor, Department of Business Management, Matrusri Institute of P.G. Studies, Hyderabad

SURJEET SINGH

Asst. Professor, Department of Computer Science, G. M. N. (P.G.) College, Ambala Cantt.

TECHNICAL ADVISOR

AMITA

Faculty, Government M. S., Mohali

FINANCIAL ADVISORS

DICKIN GOYAL

Advocate & Tax Adviser, Panchkula

NEENA

Investment Consultant, Chambaghat, Solan, Himachal Pradesh

LEGAL ADVISORS

JITENDER S. CHAHAL

Advocate, Punjab & Haryana High Court, Chandigarh U.T.

CHANDER BHUSHAN SHARMA

Advocate & Consultant, District Courts, Yamunanagar at Jagadhri

SUPERINTENDENT

SURENDER KUMAR POONIA

CALL FOR MANUSCRIPTS

We invite unpublished novel, original, empirical and high quality research work pertaining to recent developments & practices in the area of Computer, Business, Finance, Marketing, Human Resource Management, General Management, Banking, Insurance, Corporate Governance and emerging paradigms in allied subjects like Accounting Education; Accounting Information Systems; Accounting Theory & Practice; Auditing; Behavioral Accounting; Behavioral Economics; Corporate Finance; Cost Accounting; Econometrics; Economic Development; Economic History; Financial Institutions & Markets; Financial Services; Fiscal Policy; Government & Non Profit Accounting; Industrial Organization; International Economics & Trade; International Finance; Macro Economics; Micro Economics; Monetary Policy; Portfolio & Security Analysis; Public Policy Economics; Real Estate; Regional Economics; Tax Accounting; Advertising & Promotion Management; Business Education; Management Information Systems (MIS); Business Law, Public Responsibility & Ethics; Communication; Direct Marketing; E-Commerce; Global Business; Health Care Administration; Labor Relations & Human Resource Management; Marketing Research; Marketing Theory & Applications; Non-Profit Organizations; Office Administration/Management; Operations Research/Statistics; Organizational Behavior & Theory; Organizational Development; Production/Operations; Public Administration; Purchasing/Materials Management; Retailing; Sales/Selling; Services; Small Business Entrepreneurship; Strategic Management Policy; Technology/Innovation; Tourism, Hospitality & Leisure; Transportation/Physical Distribution; Algorithms; Artificial Intelligence; Compilers & Translation; Computer Aided Design (CAD); Computer Aided Manufacturing; Computer Graphics; Computer Organization & Architecture; Database Structures & Systems; Digital Logic; Discrete Structures; Internet; Management Information Systems; Modeling & Simulation; Multimedia; Neural Systems/Neural Networks; Numerical Analysis/Scientific Computing; Object Oriented Programming; Operating Systems; Programming Languages; Robotics; Symbolic & Formal Logic and Web Design. The above mentioned tracks are only indicative, and not exhaustive.

Anybody can submit the soft copy of his/her manuscript **anytime** in M.S. Word format after preparing the same as per our submission guidelines duly available on our website under the heading guidelines for submission, at the email address: infoijrcm@gmail.com.

GUIDELINES FOR SUBMISSION OF MANUSCRIPT

1. COVERING LETTER FOR SUBMISSION:

DATED: _____

THE EDITOR
IJRCM

Subject: SUBMISSION OF MANUSCRIPT IN THE AREA OF _____.

(e.g. Finance/Marketing/HRM/General Management/Economics/Psychology/Law/Computer/IT/Engineering/Mathematics/other, please specify)

DEAR SIR/MADAM

Please find my submission of manuscript entitled ' _____ ' for possible publication in your journals.

I hereby affirm that the contents of this manuscript are original. Furthermore, it has neither been published elsewhere in any language fully or partly, nor is it under review for publication elsewhere.

I affirm that all the author (s) have seen and agreed to the submitted version of the manuscript and their inclusion of name (s) as co-author (s).

Also, if my/our manuscript is accepted, I/We agree to comply with the formalities as given on the website of the journal & you are free to publish our contribution in any of your journals.

NAME OF CORRESPONDING AUTHOR:

Designation:

Affiliation with full address, contact numbers & Pin Code:

Residential address with Pin Code:

Mobile Number (s):

Landline Number (s):

E-mail Address:

Alternate E-mail Address:

NOTES:

- a) The whole manuscript is required to be in **ONE MS WORD FILE** only (pdf. version is liable to be rejected without any consideration), which will start from the covering letter, inside the manuscript.
- b) The sender is required to mention the following in the **SUBJECT COLUMN** of the mail:
New Manuscript for Review in the area of (Finance/Marketing/HRM/General Management/Economics/Psychology/Law/Computer/IT/Engineering/Mathematics/other, please specify)
- c) There is no need to give any text in the body of mail, except the cases where the author wishes to give any specific message w.r.t. to the manuscript.
- d) The total size of the file containing the manuscript is required to be below **500 KB**.
- e) Abstract alone will not be considered for review, and the author is required to submit the complete manuscript in the first instance.
- f) The journal gives acknowledgement w.r.t. the receipt of every email and in case of non-receipt of acknowledgment from the journal, w.r.t. the submission of manuscript, within two days of submission, the corresponding author is required to demand for the same by sending separate mail to the journal.

2. **MANUSCRIPT TITLE:** The title of the paper should be in a 12 point Calibri Font. It should be bold typed, centered and fully capitalised.

3. **AUTHOR NAME (S) & AFFILIATIONS:** The author (s) **full name, designation, affiliation (s), address, mobile/landline numbers**, and **email/alternate email address** should be in italic & 11-point Calibri Font. It must be centered underneath the title.

4. **ABSTRACT:** Abstract should be in fully italicized text, not exceeding 250 words. The abstract must be informative and explain the background, aims, methods, results & conclusion in a single para. Abbreviations must be mentioned in full.

5. **KEYWORDS:** Abstract must be followed by a list of keywords, subject to the maximum of five. These should be arranged in alphabetic order separated by commas and full stops at the end.
6. **MANUSCRIPT:** Manuscript must be in **BRITISH ENGLISH** prepared on a standard A4 size **PORTRAIT SETTING PAPER**. It must be prepared on a single space and single column with 1" margin set for top, bottom, left and right. It should be typed in 8 point Calibri Font with page numbers at the bottom and centre of every page. It should be free from grammatical, spelling and punctuation errors and must be thoroughly edited.
7. **HEADINGS:** All the headings should be in a 10 point Calibri Font. These must be bold-faced, aligned left and fully capitalised. Leave a blank line before each heading.
8. **SUB-HEADINGS:** All the sub-headings should be in a 8 point Calibri Font. These must be bold-faced, aligned left and fully capitalised.
9. **MAIN TEXT:** The main text should follow the following sequence:

INTRODUCTION**REVIEW OF LITERATURE****NEED/IMPORTANCE OF THE STUDY****STATEMENT OF THE PROBLEM****OBJECTIVES****HYPOTHESES****RESEARCH METHODOLOGY****RESULTS & DISCUSSION****FINDINGS****RECOMMENDATIONS/SUGGESTIONS****CONCLUSIONS****SCOPE FOR FURTHER RESEARCH****ACKNOWLEDGMENTS****REFERENCES****APPENDIX/ANNEXURE**

It should be in a 8 point Calibri Font, single spaced and justified. The manuscript should preferably not exceed **5000 WORDS**.

10. **FIGURES & TABLES:** These should be simple, crystal clear, centered, separately numbered & self explained, and **titles must be above the table/figure. Sources of data should be mentioned below the table/figure.** It should be ensured that the tables/figures are referred to from the main text.
11. **EQUATIONS:** These should be consecutively numbered in parentheses, horizontally centered with equation number placed at the right.
12. **REFERENCES:** The list of all references should be alphabetically arranged. The author (s) should mention only the actually utilised references in the preparation of manuscript and they are supposed to follow **Harvard Style of Referencing**. The author (s) are supposed to follow the references as per the following:
 - All works cited in the text (including sources for tables and figures) should be listed alphabetically.
 - Use (ed.) for one editor, and (ed.s) for multiple editors.
 - When listing two or more works by one author, use --- (20xx), such as after Kohl (1997), use --- (2001), etc, in chronologically ascending order.
 - Indicate (opening and closing) page numbers for articles in journals and for chapters in books.
 - The title of books and journals should be in italics. Double quotation marks are used for titles of journal articles, book chapters, dissertations, reports, working papers, unpublished material, etc.
 - For titles in a language other than English, provide an English translation in parentheses.
 - The location of endnotes within the text should be indicated by superscript numbers.

PLEASE USE THE FOLLOWING FOR STYLE AND PUNCTUATION IN REFERENCES:**BOOKS**

- Bowersox, Donald J., Closs, David J., (1996), "Logistical Management." Tata McGraw, Hill, New Delhi.
- Hunker, H.L. and A.J. Wright (1963), "Factors of Industrial Location in Ohio" Ohio State University, Nigeria.

CONTRIBUTIONS TO BOOKS

- Sharma T., Kwatra, G. (2008) Effectiveness of Social Advertising: A Study of Selected Campaigns, Corporate Social Responsibility, Edited by David Crowther & Nicholas Capaldi, Ashgate Research Companion to Corporate Social Responsibility, Chapter 15, pp 287-303.

JOURNAL AND OTHER ARTICLES

- Schemenner, R.W., Huber, J.C. and Cook, R.L. (1987), "Geographic Differences and the Location of New Manufacturing Facilities," Journal of Urban Economics, Vol. 21, No. 1, pp. 83-104.

CONFERENCE PAPERS

- Garg, Sambhav (2011): "Business Ethics" Paper presented at the Annual International Conference for the All India Management Association, New Delhi, India, 19-22 June.

UNPUBLISHED DISSERTATIONS AND THESES

- Kumar S. (2011): "Customer Value: A Comparative Study of Rural and Urban Customers," Thesis, Kurukshetra University, Kurukshetra.

ONLINE RESOURCES

- Always indicate the date that the source was accessed, as online resources are frequently updated or removed.

WEBSITES

- Garg, Bhavet (2011): Towards a New Natural Gas Policy, Political Weekly, Viewed on January 01, 2012 <http://epw.in/user/viewabstract.jsp>

CO-BRANDED CREDIT CARD - A TAILOR-MADE PRODUCT NICHE FOR CONSUMERS

DR. A. JESU KULANDAIRAJ
ASST. PROFESSOR
LOYOLA COLLEGE (AUTONOMOUS)
CHENNAI

ABSTRACT

Co-branded credit cards are one of the biggest trends in the credit-card industry in the last several years. For banks they offer a way to distinguish their products from their competitors now that everyone offers basic credit cards. For consumers they offer attractive deals in different product niches as well as a good reason to get multiple cards. The sheer numbers in terms of could be and would be credit card users have made this an exciting arena for the banks and other credit card marketers. This is why we have seen a very fast pace of progress in this field. The latest product and technological developments in the international credit card scene are quickly replicated here for the Indian market. The newest kid on the block is the co-branded credit cards. In this conceptual research, the researcher wants to analyze the features and benefits of co-branded credit cards. This study also indicates the scope of consumers spending behaviour and their problems in using a co-branded credit card. Finally, researcher has suggested various points to assess the consumers spending pattern with a co-branded card.

KEYWORDS

Types of cards, Co-branded credit card, tailor-made features, benefits, deals and things to watch out.

INTRODUCTION

Today's consumers have many more choices than ever before. They look for products and services that simplify their lives and express their individuality. A co-brand partnership is designed to strengthen the bond with your customers. It can increase loyalty, attract promising new customers, lower your acquisition costs and help keep your company top-of-mind. All can add profits to your bottom line. The latest product and technological developments in the international credit card scene are quickly replicated here for the Indian market. The newest kid on the block is the co-branded credit cards. Co-branding is essentially two major brands converging to enhance the usefulness and image of the product. In the case of a credit-card, it is a partnership between the issuer, say, Citibank, and a retail service-provider or a goods provider to meet customer demand more efficiently.

A card issued through a partnership between a bank and another company or organization is called a co branded card. The card would have both the bank name and the store name on it. Many co-branded cards are also rebate cards that provide the consumer with benefits such as extra services, cash or merchandise every time the card is use. Obviously the aim of the co branders is to gain market share, promote loyalty to the brand, promote more usage etc. For instance in the US, this category of credit card is one of the fastest growing in the credit card industry. Due to the MasterCard and VISA connection, co branded cards find wide acceptance, unlike proprietary cards that can only be used at the sponsor's premises. The co branders get to a wider customer base that is better defined and could not have been targeted by one partner alone. As for the structure, the credit-card issuer is responsible for distribution, while the partner offers the benefits that differentiate between the cards and the target customers.

BACKGROUND LITERATURE

Despite the growing use of co-branding in practice, little empirical research has been conducted on the topic. Most of the literature on co-branding simply describes the strategy or discusses the advantages and disadvantages of co-branding arrangements. There are however two empirical studies dealing with this topic. In the first study by George et al. (1998) consumer attitudes towards brand alliances are examined. The focus in this work is on spillover effects of brand alliance evaluations on the later evaluation of partners and on the role of brand familiarity in these relationships. The result of this study is that consumers' attitudes toward a particular brand alliance influenced their subsequent attitudes toward the individual brands that comprise that alliance.

The second study by Grossman (1996) deals with a Composite Brand Extension (CBE), combination of existing brand names, analogous to co-brand. It examines how consumers form the concept of the CBE based on their concept of their constituent brands, the roles of each constituent brand in forming this concept and the effective of the CBE strategy. According to the study a composite brand name can favorably influence subjects' perception of the CBE and those complementarities between the primary and secondary constituent brands is a more important factor in the success of the CBE strategy than a positive evaluation of the secondary brand.

TYPES OF CARDS

- ✓ Many Types of Plastic
- ✓ Multipurpose Cards
- ✓ Single-Purpose Cards
- ✓ Charge Cards
- ✓ Credit Cards
- ✓ Bank Cards
- ✓ Debit Cards
- ✓ On-Line Debit Cards
- ✓ Off-Line Debit Cards
- ✓ Secured Cards
- ✓ Commercial Cards
- ✓ Co-Branded Cards

WHAT ARE CO-BRANDED CARDS?

They are credit cards, which are associated with a particular firm like an airlines or retail outlet. These cards can be used just like regular credit cards but they also offer benefits to users of the relevant product like frequent travel points and special discounts.

Today co-branded cards are available for a large number of sectors including travel, telecom, retail, entertainment and so on. There are new products coming every year: for instance just recently Yatra Online and Barclays announced a co-branded card tailor-made for consumers in the fast-growing online travel segment.

CO-BRANDED MARKETING OBJECTIVES

Increase revenue or brand recognition, another participant may wish to penetrate new markets or introduce new products or services.

- ✓ Each participant should be absolutely certain from the outset that his specific objectives coincide with the actual opportunities that will arise from the intended marketing campaign.

- ✓ To ensure that all participants benefit from the campaign, it is important to identify the right partner — the compatibility of potential partners plays a crucial role in the success of the project.
- ✓ When a dominant partner joins forces with a smaller brand, the smaller partner usually benefits from the trust and loyalty that attach to the bigger brand, while the latter may use the smaller brand to penetrate new market sectors.
- ✓ Co-branding by two or more small players can be more strategic and creative in nature.
- ✓ In this kind of situation parties should ensure that the sum total of the joint marketing effort results in greater brand recognition than what would have been achieved with individual campaigns.

TYPES OF CO-BRANDING

1. INGREDIENT CO-BRANDING

One form of co-branding is ingredient co-branding. This involves creating brand equity for materials, components or parts that are contained within other products.

Examples:

- Dell Computers with Intel Processors
- Samsung hardware with Google software (e.g. Galaxy Nexus)
- Tata motors with Fiat engines

2. SAME-COMPANY CO-BRANDING

Another form of co-branding is same-company co-branding. This is when a company with more than one product promotes their own brands together simultaneously.

Examples

- Tata Croma and Tata Capital

3. JOINT VENTURE CO-BRANDING

Joint venture co-branding is another form of co-branding defined as two or more companies going for a strategic alliance to present a product to the target audience.

Example:

- British Airways and Citibank formed a partnership offering a credit card where the card owner will automatically become a member of the British Airways Executive club

4. MULTIPLE SPONSOR CO-BRANDING

Finally, there is multiple sponsor co-branding. This form of co-branding involves two or more companies working together to form a strategic alliance in technology, promotions, sales, etc.

Example:

- Citibank/American Airlines/Visa credit card partnership

CO-BRANDED CREDIT CARD MARKETERS AND THEIR BENEFITS

Clearly, a co-branded card encourages spending at particular places only. Gauge the amount of spending you will be doing in that brand in order to understand how you will benefit. Here's few illustrating with an example.

❖ SBI's co-branded card with Spice Jet

SBI's co-branded card with Spice Jet offers 5 per cent cash back on spending at the airline. But you must use only Spice Jet's Web site, call centre or airport ticketing counters for booking. Outside spending on Spice Jet, the reward points system for this card doesn't have much going for it, requiring huge spends for a minimum of benefits from reward points. With a Spice Jet-only card, you lose out on benefits if you take alternative airlines

❖ HSBC's co-branded card with Make-My Trip

Then take HSBC's co-branded card with Make-My Trip, or SBI's Yatra.com partnership. The cards give you, upon joining, Rs 5,500 and Rs 8,250 worth of discounts on tickets and hotels, besides extra reward points on transactions made on the Web site. You get discounts on crossing a minimum threshold of spending on the sites. The spending-reward ratio is slightly better. Given that Make-My Trip offers a lot more airline options, besides hotel, bus and rail bookings, the drumming up points and deriving more benefits is quicker.

❖ ICICI Big Bazaar Gold Credit Card

Benefits include zero finance charges on EMI purchases at Big Bazaar; you can pay off a purchase of Rs 1,500 and above in three equal monthly installments, EMIs, without any finance charges. Other benefits include 6 reward points for every Rs 100 of purchases at Big Bazaar.

❖ ICICI Bank Xbox 360 Credit Card

Aimed at fans of Microsoft's popular gaming console the card offers discounts on certain Xbox and Microsoft products and also provides zero per cent financing when purchasing an Xbox 360. The card also provides offers from other electronics brands like Samsung and Kodak.

❖ Jet Airways Citibank Gold Card

Every Rs. 100 spent earns you 4 Jet Privilege Miles. You can also win upgrade vouchers when you earn 4,500 miles on your card. This card is free for life.

❖ ABN Amro Adlabs Credit Card

In addition to reward points on ticket purchases you get benefits like exclusive ticket counters at Adlabs Cinemas, reserved seats for new movies and special invitations for premiere shows.

❖ SBI Railway Card

You earn railway points from your ticket purchases. Other benefits include zero transactions charges for online railway booking and accident insurance worth Rs 10 lakhs in case of loss of life in a railway accident while travelling on a valid ticket.

There are a number of co-branded airline cards, both national and international. Also keep in mind that with airline co-branded cards especially, it may be more beneficial to take a regular credit card that promotes travelling. HDFC Bank's Platinum Edge credit card, for instance, allows points conversion into air miles on Jet Airways, Kingfisher Airlines and Air India.

THING TO WATCH OUT FOR WITH CO-BRANDED CARDS

- Annual fees: Today plain-vanilla credit cards with zero annual fees are quite common but co-branded cards are more likely to carry significant fees. Make sure that the benefits they provide outweigh the costs.
- Read the fine print and ask questions when it comes to benefits. The descriptions provided are often rather vague and you need to clarify the details to make sure that the benefits you get are worth the annual costs. For example when it comes to reward points, find out what time limit or other restrictions are imposed on their use.
- The usual warnings about credit cards apply to these cards as well. Credit cards are best used as a means of payment not as a source of credit. You should ideally pay off your full balance every month before the payment due date. Remember that interest charges are steep and if you keep borrowing every month you could get caught in a debt trap.
- Don't get too many cards. Aside from the annual fees, the more cards you have the more likely you are to miss payments and pay penalties and interest. Only get a co-branded card if the benefits fit your lifestyle and purchasing habits really well.

CONCLUSION

Co-branded cards provide you with additional benefits tailored to your consumption habits. However, as always with credit cards, it's wise to be moderate and not carried away with your new spending power.

REFERENCES

1. George S Low and Ronald A Fullerton, Brands, Brand Management and the Brand Manager System: A Critical Historical Evaluation, Journal of Marketing Research, Vol 31, May 1998 , 173-190
2. Grossman,R.P(1996)" Co-branding in advertising: Developing effective associations", Journal of Product and Brand Management Vol6, No-3,1997 (37-45)
3. <http://en.wikipedia.org/wiki/Co-branding>
4. <http://blog.creditcardsbay.com/new-trends-co-branded-credit-cards.html>
5. <http://www.rediff.com/getahead/2007/oct/22cards.htm>
6. <http://www.karvy.com/articles/cobranding.htm>
7. http://www.thehindubusinessline.com/features/investment-world/article3696711.ece?ref=wl_life
8. <http://www.investopedia.com/terms/co-branded-card.asp#axzz2BFftQXY>
9. http://www.moneycontrol.com/glossary/credit-cards/co-branded-cards_27.html
- 10.

REQUEST FOR FEEDBACK

Dear Readers

At the very outset, International Journal of Research in Commerce, IT and Management (IJRCM) acknowledges & appreciates your efforts in showing interest in our present issue under your kind perusal.

I would like to request you to supply your critical comments and suggestions about the material published in this issue as well as on the journal as a whole, on our E-mail i.e. **infoijrcm@gmail.com** for further improvements in the interest of research.

If you have any queries please feel free to contact us on our E-mail infoijrcm@gmail.com.

I am sure that your feedback and deliberations would make future issues better – a result of our joint effort.

Looking forward an appropriate consideration.

With sincere regards

Thanking you profoundly

Academically yours

Sd/-

Co-ordinator

ABOUT THE JOURNAL

In this age of Commerce, Economics, Computer, I.T. & Management and cut throat competition, a group of intellectuals felt the need to have some platform, where young and budding managers and academicians could express their views and discuss the problems among their peers. This journal was conceived with this noble intention in view. This journal has been introduced to give an opportunity for expressing refined and innovative ideas in this field. It is our humble endeavour to provide a springboard to the upcoming specialists and give a chance to know about the latest in the sphere of research and knowledge. We have taken a small step and we hope that with the active co-operation of like-minded scholars, we shall be able to serve the society with our humble efforts.

Our Other Journals

