

SAJMMR

ISSN (online) : 2249-877X

South Asian Journal of Marketing & Management Research



Published by
South Asian Academic Research Journals
A Publication of CDL College of Education, Jagadhri
(Affiliated to Kurukshetra University, Kurukshetra, India)

SAJMMR

ISSN (online) : 2249 -877X

Editor-in-Chief : Dr. B.C.M. Patnaik

Impact Factor : SJIF = 4.748

Frequency : Monthly

Country : India

Language : English

Start Year : 2011

Indexed/ Abstracted : Ulrich's Periodicals Directory, ProQuest, U.S.A.
EBSCO Discovery, Summon(ProQuest),
Google Scholar, CNKI Scholar, ISRA-JIF, GIF, IJIF

E-mail id: sajmmr@saarj.com

VISION

The vision of the journals is to provide an academic platform to scholars all over the world to publish their novel, original, empirical and high quality research work. It propose to encourage research relating to latest trends and practices in international business, finance, banking, service marketing, human resource management, corporate governance, social responsibility and emerging paradigms in allied areas of management including social sciences , education and information & technology. It intends to reach the researcher's with plethora of knowledge to generate a pool of research content and propose problem solving models to address the current and emerging issues at the national and international level. Further, it aims to share and disseminate the empirical research findings with academia, industry, policy makers, and consultants with an approach to incorporate the research recommendations for the benefit of one and all.



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(A Double Blind Refereed & Reviewed International Journal)



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DOI NUMBER: 10.5958/2249-877X.2017.00017.0

A STUDY ON CONSUMER PREFERENCE TOWARDS ONLINE SHOPPING AND TRADITIONAL SHOPPING

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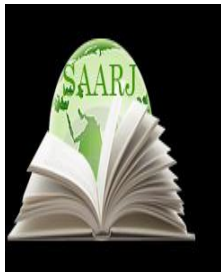
ABSTRACT

This era of business is marked with a high degree of dynamism. Due to technological advancement, the concept of competitive advantage is eluding day by day. Shopping at the click of a mouse is gaining popularity Now-a-days. Online shopping has given all types of consumers the ability of being able to buy anything, anywhere, and any product, regardless of where its location is in any part of the world. It has come up as a boon for all type of consumers and it has something to offer for everyone. It involves various factors like, low price, saves time, convenience, all time shopping accessibility, broad availability of products but involves the risk of personal privacy and transactional security. Traditional shopping permits and allows physical examination of the products, interpersonal communication but involves high travel and search costs, and also has restrictions on shopping hours. Descriptive analysis was used for the study. 50 samples were chosen and primary data was collected through questionnaire which contains multiple choice questions and dichotomous questions. The data was collected from the students, house wives and business man and convenience method of sampling was used for the purpose of the study. The geographical sampling area for this study is the city of Chennai. Almost all of them have experienced both online shopping and traditional shopping.

KEYWORDS: *online shopping, traditional shopping, consumers, technology, dynamism.*

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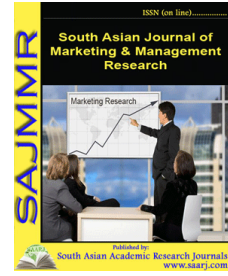


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DOI NUMBER: 10.5958/2249-877X.2017.00018.2

RISK PERCEPTION OF INVESTORS ON STOCK MARKET INVESTMENT

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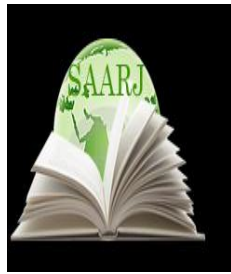
ABSTRACT

The success of every country to a great extent is depends upon savings and investment. Investment decisions involve certain sacrifices for uncertain rewards. All investment opportunities may not have equal appeal to all investors. They may fail to understand and specify the objectives prior to the commitment of funds to an investment. Often, the investor perceives only the rewards associated with an investment and ignores the risks involved in it. This study is attempted to assess the risk perception of investors towards security investment and also to identify the relationship of volume of investment and income level of investors. For this study, data are collected from 100 investors from Tirurangadi Taluk. Chi square test and scaling techniques are used for analysis of the study. The result of the study indicate that respondents are ready to take low level of risk only. and Investment volume and income level of respondent are dependent. They are variable income instruments, fixed income instruments, derivative instruments and add on products. Variable income instruments are equity shares, preference shares, no voting right shares, cumulative convertible preference shares. So the loss from one security can be set off with the profit of another security. It may arise due to labour union problem, lack of research and development, ineffective management etc. These are controllable in nature.

KEYWORDS: *Security Investment, Risk perception, Systematic risk & Unsystematic risk*

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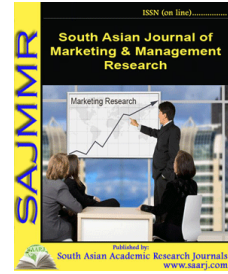


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DOI NUMBER: 10.5958/2249-877X.2017.00019.4

**ONLINE SHOPPING IN BANGLADESH: A STUDY ON THE
MOTIVATIONAL FACTORS FOR ECOMMERCE THAT INFLUENCE
SHOPPER'S AFFIRMATIVE TENDENCY TOWARDS ONLINE
SHOPPING**

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ABSTRACT

This study aims to know the motivational factors of e-commerce that drives the affirmative tendency towards online shopping. To observe the behavior of online shoppers, a structured closed ended questionnaire is used. The questionnaire is prepared to know their reactions on online shopping experience from different perspectives. Correlation and regression analysis are applied to measure the impact of motivational factors on online shopping. This study finds a positive relation between the online shopping stimulators and shopping behaviors of respondents. It also observes that shopping through online is extremely popular among the youngsters but it failed to draw satisfactory attention of the mass people particularly old and technologically challenged due to complex purchase process and payment settlement system, lack of reliability, and traditional mentality of customers. . Looking into the importance of this factor, Demangeot & Broderick (2007) urged upon all marketers to build up such atmosphere by which the needs of online shoppers can be satisfied properly.

KEYWORDS: E-Commerce, Security, Popularity, Internet, Bangladesh

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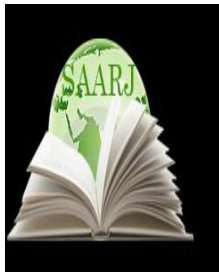
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DOI NUMBER: 10.5958/2249-877X.2017.00020.0

RELATIONSHIP BETWEEN TRANSFORMATIONAL LEADERSHIP AND EMPLOYEES' JOB RELATED OUTCOMES

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ABSTRACT

Leadership style of managers and the organizational and individual outcome related issues have been major theme for researchers for many years. Even though leadership related theories highlight variety of style in different perspectives, Transformational leadership and the related outcomes receive significant attention among researchers as it produces much voluntary behavior in employees. The main aim of the present study is to measure the relationship of employees' perception related to their superior leadership style on their job related behavior. Four main components of transformational leadership (idealized influence, inspirational motivation, intellectual stimulation, and individual consideration) were studied among employees in private insurance companies as well as public corporation. For this purpose, self-administrated questionnaire used and total of 192 questionnaires were issued using convenient sampling to measure both of the constructs. 127 responses were received. The collected data analyzed using SPSS 20 version and the mediation was examined by the model developed by Baron and Kenny(1986). It was found that transformational leadership is positively related with commitment and performance of employees. Organizational commitment mediates the relationship between transformational leadership and job performance.

KEYWORDS: *Commitment, Idealized influence, Inspirational motivation, Performance, Transformational leadership.*

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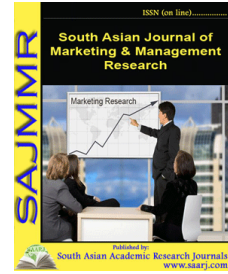


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A STUDY ON PERFORMANCE OF EQUITY LINKED TAX SAVING MUTUAL FUND SCHEMES IN INDIA

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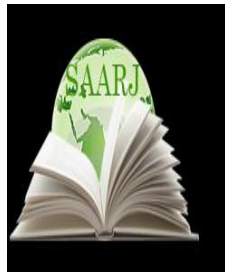
ABSTRACT

Privatization of Indian mutual fund industry has led to proliferation of mutual funds schemes. It takes many forms such as income funds, equity diversified funds, balanced funds, liquid funds, money market funds, Gilt funds, Equity linked tax saving schemes (ELSS), Exchange traded funds and overseas fund of funds. Equity linked tax saving is one of the recent origin with tax saving feature under sec. 80C of Income Tax Act 1961. It also gives investor the twin-advantage of capital appreciation and tax benefits. The period of study is two years, from July 2014- June 2016. 32 open-ended ELSS mutual funds which have been operating for more than two years and performing during the period of study (i.e. July 2014- June 2016) and for which the data were available on continuous basis is taken for the study. The study has used Sharpe, Treynor and Jensen performance measure to evaluate the fund's performance. Funds risk has been analysed using standard deviation and beta. According to study results the top 5 funds are Franklin India Tax shield-Growth, Axis Long Term Equity Fund – Growth, Escorts Tax Plan-Growth, IDBI Equity Advantage Fund - Growth Regular and Birla Sun Life Relief 96 - Growth Option. By investing in these funds investor can get annualised return ranging from 23.28 percent to 15.47 percent. The bottom 5 five funds are HSBC Tax Saver Equity Fund – Growth, Union KBC Tax Saver Scheme - Growth Option, Taurus Tax Shield-Growth Option, Sahara Tax Gain-Growth and L&T Tax Advantage Fund-Regular Plan-Growth Option. These funds have to be avoided while making investment.

KEYWORDS: *Mutual Fund, Capital Appreciation, Equity Linked Tax Saving Mutual Fund schemes, Sharpe measure, Treynor measure, Jensen Measure.*

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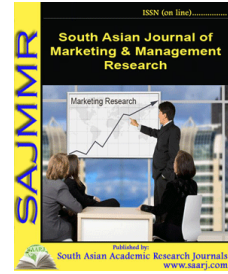


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**“SELLING MOVIES TO THE COMMON MAN –
A CASE ANALYSIS ON MARKETING STRATEGIES ADOPTED IN
THE INDIAN FILM INDUSTRY”**

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ABSTRACT

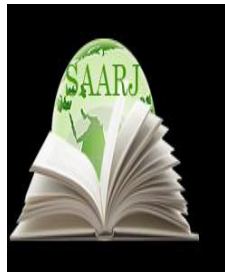
The Indian film industry has been going through a sea change in its attitude. Multiplexes are fast dotting up the metros and are slowly realizing the potential of even the smaller areas. Today, there are far more avenues to make money out of a movie than just its box office earnings. DVD releases, music launch, merchandise, overseas distribution rights etc., all form a part of the earnings. This has been a slow process which has taken off only recently. For a long time, film producers had been inconsequential in the marketing of films to consumers, which often resulted in many good films failing to do well. But with the entry of satellite TV and foreign films into the domestic Indian entertainment market, it is becoming increasingly difficult for Indian films to earn the numbers it used to. A well developed research, marketing and feedback system can be beneficial to a film throughout the entire process – from generation of ideas to post release period of the movie. The concept of movie marketing may not be new but it is definitely making its present felt with a lot of force lately. This paper aims at focusing on the emerging trend of movie marketing that is adopted by Indian film makers.

KEYWORDS: *Bollywood, Films, Marketing, Media, Movies, Promotion*

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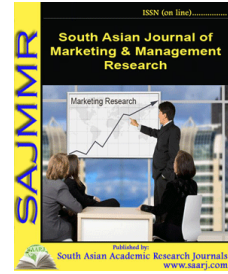


Published by: South Asian Academic Research Journals

SAJMMR:

**South Asian Journal of
Marketing & Management
Research**

(A Double Blind Refereed & Reviewed International Journal)



DOI NUMBER: 10.5958/2249-877X.2017.00023.6

INDIAN RETAILING PERSPECTIVE: CHALLENGES AND OPPORTUNITIES

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ABSTRACT

The market or the buyers are continuously changing the way they shop. Buying at the organized retail is an enjoyable experience for buyers. The shopping centers are becoming Family Entertainment centers. Some are enticing customers with taglines like “Shop, Eat and Celebrate”. Shopping centers with a number of cineplexes are now emerging which are called as “Hybrid centers”. Organized retailing in India accounts for less than two percent of the total retailing market. However with aggressive investments, organized retailing is set for expansion. The Indian government is also likely to spend USD 150 billion over the next few years to develop world class infrastructure, thereby, aiding growth in the retail sector. A common element of the expansion plans of different players appears to be the hypermarket. All leading Indian retail players are either already present or have plans for Hypermarkets. It will be foolhardy to adopt internationally successful retail formats to India conditions. One such factor could be the rural - urban difference. Hence, ITC is experimenting with a rural hypermarket through its Choupal Sagar format, which combines the grain procurement and storage centre with the mall. A key aspect of the model is to capture the farmer's visit to a mandi to sell his produce and offer a range of products and services to leverage the availability of cash with him/ her post the sale.

KEYWORDS: “Hybrid centers”, merchandising, investment, consumption, conspicuous

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