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### **VISION**

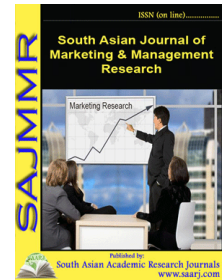
The vision of the journals is to provide an academic platform to scholars all over the world to publish their novel, original, empirical and high quality research work. It propose to encourage research relating to latest trends and practices in international business, finance, banking, service marketing, 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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# SAJMMR:

## South Asian Journal of Marketing & Management Research



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## **CULTIVATION OF LARGE CARDAMOM IN ANJAW DISTRICT OF ARUNACHAL PRADESH: COMMERCIALIZATION AND GENERAL PROFILE OF CULTIVATORS**

**DR. PHILIP MODY\*; SODYONG KRI\*\*; DR. H.V SINGH\*\*\*;  
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### **ABSTRACTS**

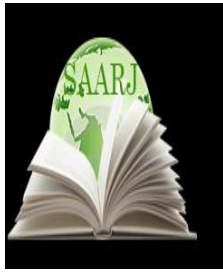
*Botanically, large cardamom is known as Amomium subulatum. In India, it has been one of key spices with enormous medical properties being widely used in Ayurveda. It is grown widely in the sub-Himalayan hills of Sikkim, west Bengal, Uttarakand, Aruanchal Pradesh, Nepal and Bhutan. It is one of the main cash crops of Kaman and Tawra Mishmis of Anjaw district in Arunachal Pradesh. Commercialization of this spice has touched state of supremacy especially in Goiliang, Chaglagam, Hawai and Manchal circles of the Anjaw district. Having taken full scale advantage of conducive climate, the study district has registered annual production of large cardamom over 155.09 metric ton yielding revenue of 7 crores during 2011-12. Rapid commercialization of large cardamom has triggered fast socio-economic transformation in the Anjaw district.*

*With this background, the present paper makes an attempt to study commercial cultivation of large cardamom in Anjaw district of Arunachal Pradesh. Further, it also endeavors to provide*

*general profile of large cardamom cultivators of Anjaw district to provoke further researches to set in motion.*

**KEYWORDS:** *Arunachal Pradesh; Anjaw; Mishmi and; Large Cardamom.*





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## **AMBUSH MARKETING**

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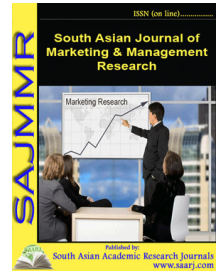
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### **ABSTRACT**

*Ambush marketing is a practice of aligning a brand with an event for which the brand has not paid for the right to be a sponsor. Ambush marketing is legal provided the following conditions are satisfied as such when Kodak purchased exclusive right to broad cast advertisements, it was fully legal, which means nothing in their contract denote (or) specify about no competitions advertisement should not run during the games.*



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## **THE IMPACT OF RELATIONSHIP MARKETING ORIENTATION ON BRAND EQUITY-WITH REFERENCE TO PRIVATE COMMERCIAL BANKS IN SRI LANKA**

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### **ABSTRACT**

*In recent years, the traditional transaction approach has been challenged and shifted to relationship marketing. The ultimate aim of the relationship marketing is to produce the high customer equity. Customer equity consists of three key drivers: brand equity, value equity, and relationship equity. Among these three drivers, brand equity is considered as more important than the others as it is more powerful mechanism to create sustainable competitive advantage for the organizational concern. Thus this study examined the research problem of whether Relationship Marketing Orientation (RMO) impacts on brand equity in Sri Lankan private commercial banks. This objective of this study is to identify the impact of RMO on brand equity in Sri Lankan private commercial banks. Furthermore conceptual model has been developed to link RMO and brand equity. Trust, bonding, communication, shared value, empathy and reciprocity are considered as the dimensions of RMO. Similarly brand loyalty, perceived quality, brand image and brand awareness are the dimensions of brand equity which were extracted from literature. Questionnaire was used to collect data. 1000 household customers have been selected from 100 licensed commercial banks that comprised of public and private based on non probability sampling method (quota sampling method). Multiple regression has been used for the analysis. Findings revealed that there is a positive and significant impact (81.3%) of RMO on brand equity in Sri Lankan licensed commercial banks.*

**KEYWORDS:** Relationship Marketing, Relationship Marketing Orientation, Brand equity, Private Commercial Bank.





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## **IMPACT OF ORGANIZATIONAL COMPETENCE ON JOB SATISFACTION- A STUDY OF BUSINESS MANAGEMENT TEACHERS OF THE UNIVERSITIES AND COLLEGES IN ANDHRA PRADESH**

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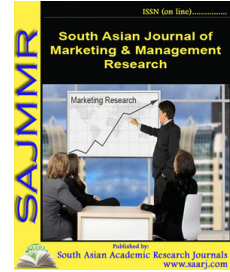
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### **ABSTRACT**

*Job Satisfaction is the extent to which people like their jobs. Job Satisfaction is about an individual's perceptions and evaluation of his job, which in turn are influenced by the persons needs, values and expectations. Employees who are satisfied with their jobs are likely to show more organizational commitment (Agho, Price and Mueller, 1992). Job Satisfaction can impact the behavior and the total quality of life of an employee. Hence, it is relevant to revisit job satisfaction albeit it is widely researched topic.*



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## **EMERGENCE OF INTERNATIONAL FINANCIAL MANAGEMENT IN PRESENT SCENARIO**

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---

### **ABSTRACT**

*International trade has increased at an increasing rate. There is inflow and outflow of funds. At international level, there is more risk, more barriers and more means of financing. So, all financial operations at the international level are to be managed effectively. International financial management may be defined as management of financial operations of different international activities of an organization. It includes import and export of goods and services, collaborations etc. International financial management is very necessary and important for the companies dealing with foreign companies, mncs, banks, financial institutions and private sector companies or small enterprises who wish or are actually dealing with foreign companies. The present paper aims to enlist and rank significant parameters for the emergence of international financial management. Further, efforts have been made to enumerate and rank important challenges faced by international financial management*

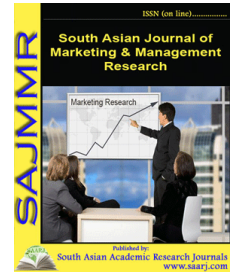
**KEYWORDS:** *International Financial Management, Multinational Companies, Global Markets, International Finance.*



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## **CASH INVESTMENTS IN MUTUAL FUND CAN BE TRICKY: A RURAL INVESTORS PERSPECTIVE**

**DR. (MRS.) MAMTA SHAH\***

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---

### **ABSTRACT**

*In the recent past the significant proportion of the investment of the urban investor is being attracted by the mutual funds. This has led to the saturation of the market in the urban areas. In order to increase their investor base, the mutual fund companies are exploring the opportunities in the small towns and sub-urban areas. But marketing the mutual funds in these areas requires the positioning of the products in the minds of the investors in a different way. The product has to be acceptable to the investors, and at the same time the investors should be aware of it. Also they are ready to invest their cash amount in Mutual Funds. The present paper deals with all these issues.*

**KEYWORDS:** *Acceptability, Awareness, Mutual Funds, Investment.*



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## **CUSTOMER PERCEPTION ON PROMOTIONAL METHODS AT SHOPPING MALLS IN AND AROUND TIRUPATHI**

**DR. P. RAGHUNADHA REDDY\*; N. GIRI BABU\*\***

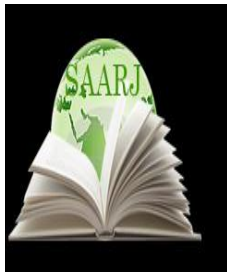
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### **ABSTRACT**

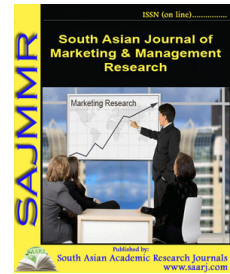
*Customers today are becoming more brand conscious. Because of communication revolution, and greater per capita and disposable incomes, they are spending more amounts on national as well as international brands. The typical Indian customer prefers Shopping mall to regular retail shop, as they can get all sorts of goods at a single place. Shopping malls, self-retail stores are undergoing a dynamic change as new formats and channels are emerging rapidly. The customers can have wide assortment and convenience along with huge time saving. This culture is spreading throughout the country. Working women as well as housewives also prefers to shop at malls rather than traditional outlets, as they have convenience of timings for shopping. Even, children also can have fun and enjoy in the shopping malls. Shopping is no longer seen as a mundane chore, but it is now much more exciting and an engaging prospect. With the increase in competition, the customers are switching to different shopping malls in the recent years. Hence the malls are finding difficult to retain the customer base. They are following innovative steps to retain the customers. Hence we have conducted a survey to identify the buying pattern, buying habits and influential promotional modes in buying in Tirupati town. We have used ANOVA to analyze the collected data. The results include that majority of respondents shop more than 4 times a month in the shopping malls. Most of the respondents are feeling that the shopping malls are attractive when compared to the traditional retail outlets. Almost half of the respondents are shopping in malls due to attractive offers, and the remaining are due to attractive displays. Nearly half of the respondents are feeling that evening time is more convenient for the shopping and one third of the respondents are not happy with the service provided by the sales personnel in the shopping malls. Most of the people are satisfied with the shopping experience in the shopping malls and are willing to shop again in the shopping malls.*

**KEYWORDS:** *Promotional modes, Shopping malls, Self-retail stores, ANOVA.*



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**THE ROLE OF COMMUNICATION SKILLS AT WORKPLACE –  
A PERSPECTIVE**

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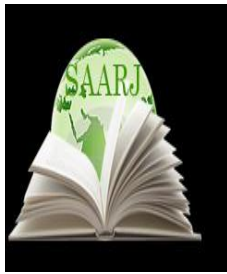
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**ABSTRACT**

*Business communication has become highly sophisticated because of communication technologies: For instance, the Management Information system (MIS) is highly organized means of communication. It collects and shares data about everything that happens in an organization such as sales, production, inventory, costs, personnel and many other things. Periodic reports inform managers about activities of about activities of departments. PAR (Personal activity reports) convey decisions made during conversations, visits and meetings. The article focuses on nature of communication, importance of communication in the present day world, steps involved in the communication process and finally the role of communication skills at organization (Human Resource)*

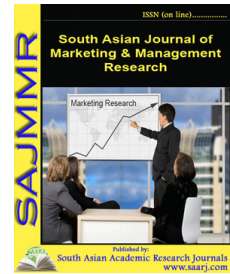
**KEYWORDS:** *Effective, Skills, Organization, Relationship, Communication, Barriers.*





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**CONSUMER PERCEPTION OF TEA BRANDS:  
AN EMPIRICAL EXAMINATION**

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\*\*Associate Professor, Davangere University, Davangere

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**ABSTRACT**

**PURPOSE:** *The objective of this study is twofold. First, the author wants to use taste tests to assess how four brands of tea are differently positioned in terms of perceived brand equity. Second, the author wants to investigate whether brand equity is determined by current brand loyalty towards these brands.*

**DESIGN/METHODOLOGY/APPROACH:** *A total of 120 consumers were involved in a repeated measure design involving two within subject factors a blind and non blind test of four tea brands. Across the objectives, the impact of positioning strategies is discussed.*

**FINDINGS:** *The non blind taste scores were significantly higher than the blind taste score. This supports the idea that established brands enjoy a favorable level of brand equity and loyalty is necessary to create brand equity.*

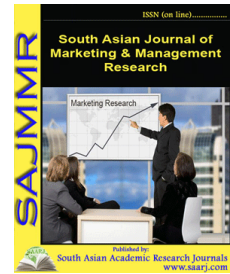
**ORIGINALITY/VALUE:** *The present study focuses on the positioning strategies of tea brands keeping in view the perceived brand equity. This can exert an important influence on tea manufacturers.*

**KEYWORDS:** *Brand Loyalty, Brand Equity, Positioning.*



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**PASSENGERS' PERCEPTION ON SERVICE QUALITY IN KINGFISHER  
AIRLINES – AN EMPIRICAL RESEARCH STUDY**

**DR. M. V. SUBHA\*; MS. R. ARCHANA\*\***

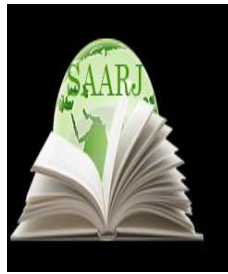
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**ABSTRACT**

*This study examines the fundamental forces of service quality influences on passengers' satisfaction through an aircraft transport. The study observes on the dimensions have a positive influence on service quality rendered which also has a greater impact on service quality in international air travel, that is perceived by the passengers. The findings of this study are based on the analysis of a sample of 270 respondents. This study analyzed the data from passengers of three classes, economy, business and premium. The results suggest that there are different factors of in-flight service quality that are important according to the customer seat class. The dimensionality of perceived service quality provided by the Kingfisher airline was explored and three dimensions were identified. These dimensions include in-flight service, in-flight digital service and back-office operations. The findings reveal that these three dimensions are positively related to perceive service quality in this air travel and of these dimensions, cuisines provided, seat comfort safety are the most important dimension in in-flight service quality. In addition, the findings also indicate that passengers' satisfaction on different airline companies is based on the services delivered.*

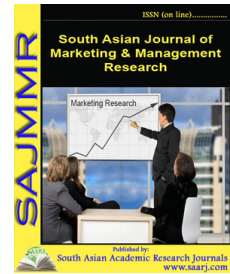
**KEYWORDS:** Service Quality, Kingfisher Airlines, Sustainability.



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## **SELECTION OF MIXED SAMPLING PLAN WITH QSS-2( $n;c_N,c_T$ ) PLAN AS ATTRIBUTE PLAN INDEXED THROUGH MAPD AND IQL**

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### **ABSTRACT**

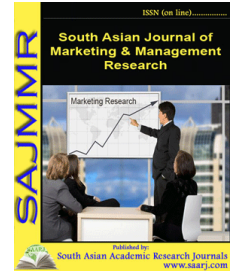
*This paper presents the procedure for the construction and selection of the mixed sampling plan using MAPD as a quality standard with the QSS-2 ( $n;c_N,c_T$ ) plan as attribute plan. The plans indexed through MAPD and IQL are constructed and compared for their efficiency. Tables are constructed for easy selection of the plan.*

**KEYWORDS:** *indifference quality level, maximum allowable percent defective, operating characteristic, tangent intercept.*



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**AN EMPIRICAL STUDY ON JOB SATISFACTION AMONG  
EMPLOYEES OF SPINNING/TEXTILE MILLS IN TIRUNELVELI  
DISTRICT, TAMILNADU**

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**ABSTRACT**

*Job satisfaction means a person psychologically, physically, environmentally satisfied with the job. Satisfaction creates confidence, loyalty and ultimately improved quality in the output of the employed. Satisfaction, though, is not the simple result of an incentive program. Employees will most likely not take any more pride in their work even if they win the weekend getaway for having the highest sales. This paper reviews the literature of motivational theorists and draws from their approaches to job satisfaction and the role of motivation within job satisfaction. The main objectives of the study are effectiveness of job satisfaction with special reference to spinning/textile mills in Tirunelveli district. The sample size is 120 employees. Inaccessibility to workers was a major problem as the company allowed interaction with only the first shift workers. The major findings of the study are that the majority of the respondents have an opinion that overall working environment of the organization is good. The majority respondents are in compliance with the salary and promotion policies. There are few respondents who have not satisfied the job which affecting the production process. A major cause of job satisfaction is promotion policies. Working hours have also not been found satisfied by employees which are the majority. SPSS & Percentage analysis is used for data analysis statistically. It is concluded from study that facets such as: pay, promotion, job safety and security, working conditions, job autonomy, relationship with co-workers, and relationship with supervisor and nature of work; affect the job satisfaction and performance.*

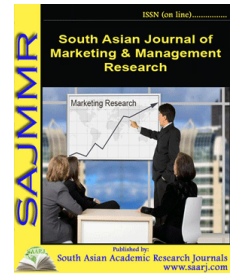
**KEYWORDS:** *Job satisfaction, performance, Motivation, Job role.*



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### FACTORS INFLUENCING SHOPPING EXPERIENCE IN ORGANIZED RETAILING: AN EMPIRICAL INVESTIGATION

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#### ABSTRACT

*The concept of shopping is one of the oldest activities that the human race has been performing with high level of regularity and involvement. Over the years, retail shoppers' orientation towards this routine activity has been changing with the inception of organized retail. The innovations brought by retailers and marketers in the practice of retailing have been providing new paradigms for shopping. This has also led to a body of knowledge that aims to understand orientation of organized retail shoppers towards shopping.*

*Organized retailing refers to trading activities undertaken by licensed retailers, that is, those who are registered for sales tax, income tax, etc. These include the corporate-backed hypermarkets and retail chains, and also the privately owned large and small retail businesses. According to AT Kearney report for the year 2011, Organized retail accounts for 7 per cent of India's roughly US\$ 435 billion retail market and is expected to reach 20 per cent by 2020.*

*This paper is an attempt to explore the factors of Shopping Experience and to measures the impact of these factors in the context of organized retail. Hypothesized model was developed based on literature survey and refined using exploratory and confirmatory factor analysis. Reliability and validity of scale was checked using chronbach alpha. Impact was measured using multiple regression method. This study is primary data based and the sample of 355 retail consumers was taken.*

**KEYWORDS:** Indian Retail, Un-organized retail, Shopping Experience.



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## Categories

- Management and Economics
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- Banking and Insurance Studies

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Each research paper/article submitted to the journal is subject to the following reviewing process:

1. Each research paper/article will be initially evaluated by the editor to check the quality of the research article for the journal. The editor may make use of iThenticate/Viper software to examine the originality of research articles received.
2. The articles passed through screening at this level will be forwarded to two referees for blind peer review.
3. At this stage, two referees will carefully review the research article, each of whom will make a recommendation to publish the article in its present form/modify/reject.
4. The review process may take three/four working days.
5. In case of acceptance of the article, journal reserves the right of making amendments in the final draft of the research paper to suit the journal's standard and requirement.

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