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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.

A SPECIAL ISSUE ON MARKETING & MANAGEMENT RESEARCH



CONTRIBUTION BY:
ACADEMICIANS
Ludhiana (Punjab), India.

From the Pen of the Editor



Since times immortal the city Ludhiana is talked as an industrial town in common parlance. The things normally happen to be true but the changing dimensions of the city is calling for another opportunity and it is the door knocking of a well recognized education hub.

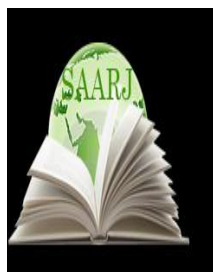
Ludhiana is embracing more than 25 colleges in its arms providing quality education in nearly every aspect say it is commerce, engineering, medical, education, fashion designing, pharmacy and many other. The counting increases if one intends to cover the entire district and the famous Punjab Agriculture University and GADVASU (Guru Angad Dev Veterinary and Animal Sciences University).

Normally it is said that an education hub is incomplete without professionally designed private institutions which undoubtedly serves the cause of education and Ludhiana is a new entrant here too and shall call for a better scope in the times to come.

It has been said by Rabinder Nath Tagore that a teacher is like a lighted candle which lights another candle only if it keeps burning. A teacher can ignite the minds of the students only if he does not let his fire for new knowledge die down. He must keep himself abreast of changes which take place in various fields in general, and especially the ones which are related to his subject or field of work. Bringing up this special edition is like giving a thank you note to the teachers who are contributing to this noble profession. The issue consists of the papers contributed by the college lecturers working at various places and serving for the common objective.

We are thankful to the SAARJ Journals for bringing up the issue well in time. No doubt, this is the first attempt but we shall try to carry on bringing the same issue in collaboration with SAARJ in the times to come too.

Dr. Karun Kant Uppal
Special Editor-Ludhiana Edition-SAJMMR
M.Com., MBA, Ph.D.
Assistant Professor
Kamla Lohtia S.D. College, Ludhiana, India.



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A SPECIAL ISSUE

ON

MARKETING & MANAGEMENT RESEARCH

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ACADEMICIANS

LUDHIANA (PUNJAB), INDIA.

[PDF]

SR. NO.	PARTICULAR	PAGE NO.
1.	GAINING COMPETITIVE THROUGH GREEN MARKETING Saminder Kaur	1-9
2.	DIGITAL MARKETING RESEARCH, OPPORTUNITIES & PROBLEMS Poonam	10-15
3.	ONLINE ADVERTISING: A NEW TRENEL OF SELLING IN INDIA Shailja Anand	16-24
4.	SMALL BUSINESSES ARE ALSO IN NEED OF BEST MARKETING STRATEGIES Nitish Jain	25-29
5.	EMERGING IMPORTANCE OF SOCIAL MEDIA: A NEW MARKETING TOOL Ruby	30-41
6.	ROLE OF GREEN MARKETING IN DEVELOPING INDIA Poonam	42-51

7.	INDIAN RURAL MARKET: EMERGING ISSUES AND CHALLENGES Divya Jain	52-58
8.	ETHICS: THE ESSENCE OF E-MARKETING Ramandeep Singh	59-64
9.	MAGIC OF 3rd P/7Ps Dr. Sonia Sharma Uppal	65-68
10.	RURAL MARKETING - EMERGING OPPORTUNITY IN RISING INDIA Karmjit Kaur	69-72
11.	INSIGHT TO RURAL CONSUMER BEHAVIOUR Avriti Tangri	73-83
12.	RURAL MARKETING: ITS POTENTIAL & CHALLENGES – A STUDY OF LUDHIANA CITY Dr. Kirandeep Kaur	84-98
13.	ANALYSIS OF SALES PROMOTION STRATEGIES Gurpreet Kaur	99-106
14.	THE GREEN REVOLUTION IN MARKETING - IS IT WORTH? Manvir Singh	107-112
15.	CONTEMPORARY GREEN MARKETING – BRIEF REFERENCE TO INDIAN SCENARIO Priya Bali	113-119
16.	E-MARKETING – CHALLENGES AND OPPORTUNITIES Amit Kaur	120-124
17.	ETHICAL CONSIDERATIONS IN MARKETING Rama Bansal	125-131
18.	JOURNEY FROM STRATEGIC MARKETING TO CREATION OF BRAND ‘NAMO’ Anubhuti Modgil, Pallavi Manik	132-137



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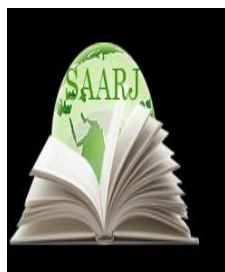
GAINING COMPETITIVE THROUGH GREEN MARKETING

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Ludhiana, India.

ABSTRACT

The concept of green marketing has undergone tremendous changes as a business strategy since its first appearance in the 1980's. Business firms have realized the importance of green marketing as a means of gaining competitive advantage over rivals in the industry. Business strategy of a business is devised in response to the changing needs in the market and Green marketing has received a tremendous boost with the revival of environmental consciousness among consumers. Environmental sustainability is not simply a matter of compliance or risk management. Business is increasingly recognizing the many competitive advantages and business opportunities to be gained from eco-sustainability and green marketing. World-wide evidence indicates people are concerned about the environment and are changing their behavior accordingly. As a result there is a growing market for sustainable and socially responsible products and services. Green marketing is one of the newly-emerged and extensive concepts in marketing, which encompasses all marketing activities that are done to motivate and strengthen favorable environmental attitudes and behaviors. Green marketing involves developing and promoting products and services that satisfy your customers wants and needs for quality, performance, affordable pricing and convenience without having a detrimental impact on the environment. The paper analyses whether the manufacturers are cognizant about green products and eco-labeling, and also the difficulties in implementing green marketing. A guideline is given to the manufacturers for producing green marketing products for gaining competitive advantage



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DIGITAL MARKETING RESEARCH, OPPORTUNITIES & PROBLEMS

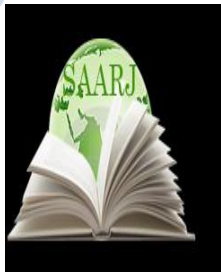
Poonam*

*Assistant Professor,
Guru Harkishan Girls College,
Phallewal Khurd, Ludhiana, India.

ABSTRACT

The cost efficiency and diversity of digital channels facilitate marketers frequent and interactive communication, with their customers. Digital channels like the internet, email, mobile phones and digital television offers new prospects to develop customer relationships. That is the way how we can develop good relationships with our, customers.

It includes both direct response marketing and indirect marketing business to their customers. Email has been actively in this paper I draw various impact factors of customer's due to digital marketing.



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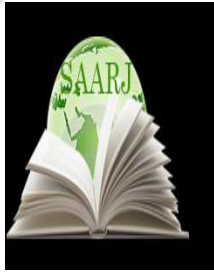
ONLINE ADVERTISING: A NEW TRENEL OF SELLING IN INDIA

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*Assistant Professor,
P.G Department of Commerce,
Arya College,
Ludhiana, India.

ABSTRACT

Online advertising has been the fastest growing part inside the whole advertising industry, numerous commercial websites have become a place where consumers, Obtain vital information it is a form of promotion that uses the internet and world purpose of delivering marketing manager to athret was toney this paper ains provide and insight into the alive adverting followed by various industries as well as the expenditure incuued on various channels to provide he required information.

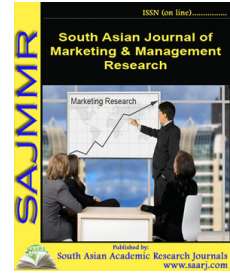


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SMALL BUSINESSES ARE ALSO IN NEED OF BEST MARKETING STRATEGIES

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ABSTRACT

In these days finance problem is being common for everyone and starting of small business leads to solution of the problem but there is no doubt to say that either business is on large scale or small scale everyone needs to correlate with marketing and its strategies . It's being assumed that spending on marketing seems to wasteful expenses but best marketing strategies helps in changing the scenario of business and helps in achieving best results.



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**EMERGING IMPORTANCE OF SOCIAL MEDIA:
A NEW MARKETING TOOL****Ms. Ruby***

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Ludhiana, India.

ABSTRACT

Today, we are in 21st century and people do not find time to come & interact with each other. Social media helps in connecting themselves with social networking sites through which now people can stay far and yet remain connected. In the world of Marketing, new business models are frequently introduced, and new trends have started to emerge. One such latest trend is social networking websites through social media, many of which have attracted not only large number of users and visitors, but also online advertising companies to place their ads on the sites. In an era where technology prevails, entrepreneurs as well as marketers see the need to keep up with the fast pace of change or risk being outdated. Gone are the days when a pure-bricks business model will thrive well in current market scenario. It is practically impossible to design a marketing strategy without considering social networks. Social media had become really important gradient in today's marketing mix in general and in promotion mix in particular. These media has a competitive edge over other popular public media like Television because there is a time gap between social event occurrence and the time it is being broadcasted. This research paper emphasizes on the importance and impact of social media which can take this viral marketing mode beyond the traditional marketing techniques at present. The purpose of the study is to investigate the use of social media as a new investigative and promotional tool in marketing.

KEYWORDS: Marketing strategy, Marketing Tool, Social Media, Social Networking Sites.



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ROLE OF GREEN MARKETING IN DEVELOPING INDIA

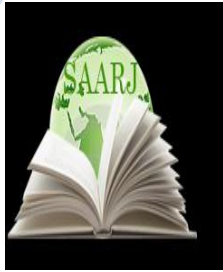
Poonam*

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ABSTRACT

Modern era is the era of competition. Customers are the king of the market. They are well educated and aware regarding the products available in the market. Now a day customers want better quality product which don't harm to the environment. Green marketing is the marketing of products that are presumed to be environmentally preferable to others. Thus green marketing incorporates a broad range of activities, including product modification, changes to the production process, sustainable packaging, as well as modifying advertising. Yet defining green marketing is not a simple task where several meanings intersect and contradict each other; an example of this will be the existence of varying social, environmental and retail definitions attached to this term. Other similar terms used are environmental marketing and ecological marketing. Green, environmental and eco-marketing are part of the new marketing approaches which do not just refocus, adjust or enhance existing marketing thinking and practice, but seek to challenge those approaches and provide a substantially different perspective. The main objective of this research paper is to analysis the role of green market with respect to various challenges and opportunities. Data is collected from secondary source.

KEYWORDS: Green Marketing, Green Market Mix, opportunities, Challenges.

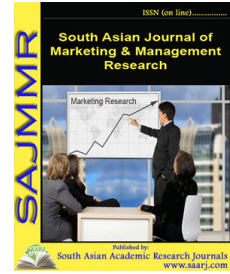


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INDIAN RURAL MARKET: EMERGING ISSUES AND CHALLENGES

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ABSTRACT

In the recent years rural market have acquired significance and attract the attention of marketers as 68.84% population of India reside in 6, 38,000 villages and overall growth of economy has resulted into substantial increase in the purchasing power of the rural communities. However, it is not that easy to operate in rural market because of several problems such as underdeveloped people and underdeveloped markets, lack of transportation and other infrastructure facilities, Inadequate Media coverage for rural communication etc. Thus the paper describes the challenges posed to marketers by rural markets and rural consumers and also suggest various measures for effective rural marketing practices in India.



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ETHICS: THE ESSENCE OF E-MARKETING

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ABSTRACT

Marketing is more than selling and advertising. E-Commerce has revolutionized the business world by expending the marketplace and redefining the traditional organizational structure. Its economic influence has been considerable resulting in implication for legal frame work, society and ethics. E-Commerce and E – Marketing are closely related, Marketing provides the means by which the organization or business projects itself to audience , and also how it behaves and interacts in its market .It is essential therefore that the organization 's philosophy and ethical position referenced and reinforced by every aspect of marketing . Having a sound philosophy and ethical position determines and protects the spirit and integrity of your Organization. So, this is very important that marketer adhere to socially responsible and ethical practices in the marketing of their goods and products. Here, a research has been conducted to find out the role and significance of ethics in E – Marketing. Ethical and responsible decision making is not only important for public relations, but it is also necessary element in risk management and avoiding lawsuits.



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MAGIC OF 3rd P/7Ps

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ABSTRACT

The magic of the third P i.e. Promotion mix out of the seven contemporary Ps of marketing mix is generating tremendous results in the modernized era. The things around us have nearly changed more or less completely in just the previous ten years. The pace of advancement is lightening. The difference is not of sight rather of vision. And to the surprise, the television advertisement is the biggest player in this game changing process.



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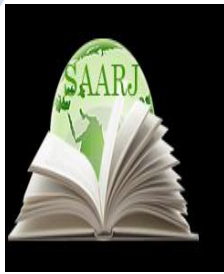
RURAL MARKETING - EMERGING OPPORTUNITY IN RISING INDIA

Karmjit Kaur*

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Ludhiana, India.

ABSTRACT

India is changing and so as its consumers. Indian economy consists of both urban and rural consumers. Rural people contribute to Indian economy by supplying so many agriculture and rural products which are base of Indian economic development. But to serve rural market and consumers with manufactured products and services which are not available in rural areas is still a challenge. Rural marketing is an initiative that involves offering rural India each and every facility that is in use in rest of economy to raise the level of standard of people in these areas. To reach at goal of an balanced and growing economy India needs to ensure that not even a single sector or part of economy left behind from economic point of view. This paper discuss about the present scenario of rural marketing in India and various problems and prospects for rural marketing in developing Indian economy.



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INSIGHT TO RURAL CONSUMER BEHAVIOUR

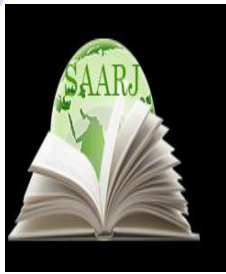
Avriti Tangri*

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Ludhiana, India.

ABSTRACT

Rural marketing involves delivering manufactured or processed inputs or services to rural producers or consumers. A rural market can be defined as any market that exists in an area where the population is less than 10, 000 people. Rural marketing engage in delivering product and services to the rural consumers to meet the vast unexploited rural market. It is a function which manages all the activities involved in assessing, stimulating and converting the purchasing power to effective demand for a specific product and service. A complex set of factors influence rural consumer's behaviour such as political, social, economic and technological factors. Rural consumers are highly influenced by several demographic factors and personal factors, which lead to prefer basic offerings, durable products and brand loyalty based on past experience. Rural Consumers five stages purchase decision process gives immense idea about the insight to rural consumer behaviour. Thus it is important to study the thought process of the rural consumer purchase decision so that marketers can successfully reach this huge untapped segment. The study of rural consumer behaviour in Indian markets is an attempt which provides a comprehensive framework for developing different strategies by the marketers to sell their products in rural areas as they provide enormous opportunities to companies which are highly promising.

KEYWORDS: *rural marketing, rural consumer behaviour, decision process.*



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RURAL MARKETING: ITS POTENTIAL & CHALLENGES – A STUDY OF LUDHIANA CITY

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Master Tara Singh Memorial College for Women,
Ludhiana, Punjab, India.

ABSTRACT

Fast pace of technology advanced every sphere of social, economic, political, cultural life, produce, reduce costs, distribute, and expect higher profits. The retail sector of India has come forth as one of the most dynamic and second fastest growing industrial economy with several players entering the market. Marketers have realized that rural India has become the hot spot for the corporate firms with tremendous potential and with increasing focus of the policy makers on injecting money to pump the rural economy have all contributed towards an increased interest of businesses towards rural India. In the recent years, rural markets in India have undergone considerable changes as the urban markets have hit saturation and relative growth has slowed down. The Indian rural market has a huge demand base and offers great opportunities to marketers. Two-thirds of Indian consumers live in rural areas and almost half of the national income is generated from there. The importance of rural sector in Indian economy cannot be undermined. There have been many multinational organizations that have been attempted to tap the potential of rural market through aggressive marketing strategies. This paper focuses on the potential of rural market in the Indian economy and also determine the various challenges faced by the Indian rural market in the current competitive world. It also assesses the reason for paradigm shift from urban to rural market. This study even identifies the significant problems faced by companies in marketing their products to rural areas & suggests marketing strategies and methods to be followed in order to overcome those problems.

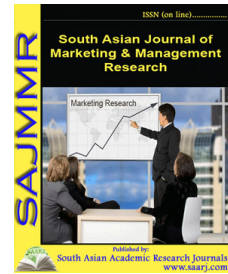
KEYWORDS: Challenges, Potential, Rural Marketing.



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ANALYSIS OF SALES PROMOTION STRATEGIES

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ABSTRACT

In nature, evolution occurs most rapidly when competition for resources is intense. The same process is now occurring with promotional media. All traditional media channels are now saturated, and competition for consumer attention is intense. At the same time, the impact of any one medium is becoming diluted. There are many more TV and radio channels, consumer have the ability to skip adverts and free information is now much more accessible. As a result, companies are becoming increasingly innovative in their approach to communications and a host of new media channels have emerged. As a result, media choice is becoming a tricky task, which is why detailed segmentation is so important - it's no use starting a Twitter campaign if none of your target market are regular users of the site. Marketing is communicating the value of a product, service or brand to customers, for the purpose of promoting or selling that product, service, or brand. Marketing techniques include choosing target markets through market analysis and market segmentation, as well as understanding consumer behavior and advertising a product's value to the customer. From a societal point of view, marketing is the link between a society's material requirements and its economic patterns of response. A Brand is a name, term, sign, symbol, or design, or a combination of them, intended to identify the goods or services of one seller or group of sellers and the differentiate them from those of competitors. Sales Promotions are inducements or gimmicks whose purpose is to encourage the purchase of a product/service immediately. Unlike advertising, where the objective is usually to influence long-term buying behavior, sales promotions are concerned with the short-term. A problem with promotions is that they sometimes cause consumers to focus more on the promotion than the product. In fact, sometimes consumers are not at all loyal to the product but are attracted to the coupon, gift, or rebate. Promotion is one of the key elements of the marketing mix, and deals with any one or two-way communication that takes place with the consumer.

KEYWORDS: Sales Promotions, Consumers, Product, Marketing, Brand.

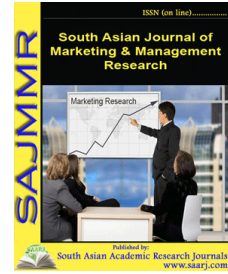


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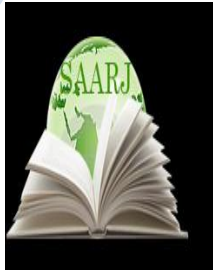
THE GREEN REVOLUTION IN MARKETING - IS IT WORTH?

Prof. Manvir Singh*

*Lecturer,
Arya College,
Ludhiana, India.

ABSTRACT

In today's competitive world, many governments as well as businesses around the world have become so concerned about green marketing activities that they have attempted to regulate them. As society becomes more concerned with the natural environment, businesses have begun to modify their behavior in an attempt to address society's "new" concerns. Some businesses have been quick to accept concepts like environmental management systems and waste minimization, and have integrated environmental issues into all organizational activities. According to the American Marketing Association, green marketing is the marketing of products that are presumed to be environmentally safe.

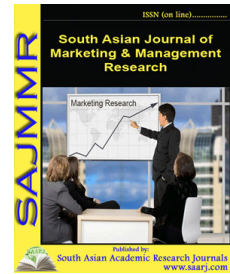


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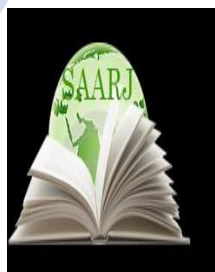
CONTEMPORARY GREEN MARKETING – BRIEF REFERENCE TO INDIAN SCENARIO

Priya Bali*

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Arya College,
Ludhiana, India.

ABSTRACT

Although environmental issues influence all human activities, few academic disciplines have integrated green issues into their literature. As society becomes more concerned with the natural environment, businesses have begun to modify their behavior in an attempt to address society's "new" concerns. Some businesses have been quick to accept concepts like environment management systems and waste minimization, and have integrated environmental issues into all organizational activities. Green marketing has been an important academic research topic for at least three decades and has been defined in many different ways. According to The American Marketing Association, —Green or Environmental Marketing consists of all activities designed to generate and facilitate any exchanges intended to satisfy human needs or wants, such that the satisfaction of these needs and wants occurs with minimal detrimental impact on the natural environment.

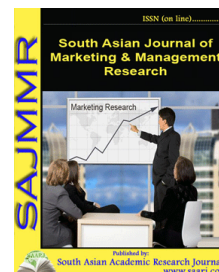


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E-MARKETING – CHALLENGES AND OPPORTUNITIES

Amit Kaur*

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ABSTRACT

E-Marketing or electronic marketing refers to the application of marketing principles and techniques via electronic media and more specifically the Internet. The terms E-Marketing, Internet marketing and online marketing, are frequently interchanged, and can often be considered synonymous. E-Marketing is the process of marketing a brand using the Internet.

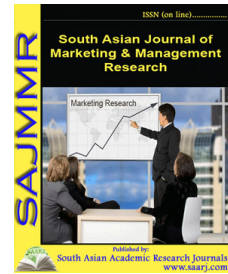


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ETHICAL CONSIDERATIONS IN MARKETING

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Arya College,
Ludhiana, India.

ABSTRACT

Ethical marketing places the focus on the marketer as a moral agent to assume the responsibility for fairly and honestly communicating a product's attributes and benefits within the nature of a truthful relationship. The marketer therefore needs to be trained and held accountable for the practice of integrity in marketing management decision-making. The top management must guide in formulating marketing strategies that are ethically sensitive. The marketing function therefore requires a supportive and courageous executive board when ethical or sustainability-related marketing claims are made. Marketing Ethics need greater accountability from marketers for the social and ethical performance of their products and brands and the impact of their communications on consumers and wider society. This paper contains the 4p's of marketing and ethical issues on this 4p's. The importance of ethics on marketing is also discussed.

KEYWORDS: *Ethics, marketing, product, price, place, promotion.*

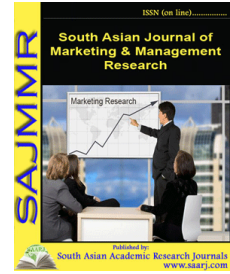


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JOURNEY FROM STRATEGIC MARKETING TO CREATION OF BRAND 'NAMO'

Anubhuti Modgil*; Pallavi Manik**

*Assistant Professor,
GHG Khalsa College,
Ludhiana, India.

**Assistant Professor,
LR DAV College,
Ludhiana, India.

ABSTRACT

A brand is a customer experience represented by a selection of images and ideas, often refers to a symbol such as a name, logo, slogan and design scheme. Political parties can be viewed as brands and politicians are the products. All of them segment markets and then try to target them. They have different marketing strategies for different segments. Some of their strategies failed and some succeed. There is a fundamental truth that in today's fragmented and diverse society, no product can succeed without marketing. So, if one wants to sell a product with no marketing, it will either die or remain niche and boutique.

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