

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)

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

Frequency : Monthly

Country : India

Language : English

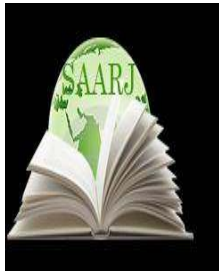
Start Year : 2011

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

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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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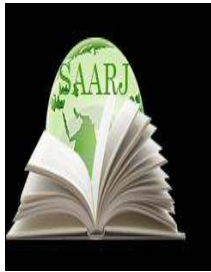
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OPPORTUNITIES AND CHALLENGES OF FDI IN RETAIL SECTOR IN INDIA

Swati*; Kavita Rani**

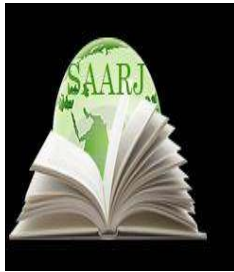
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ABSTRACT

Foreign Direct Investment (FDI) is an important driver of growth. It is an important source of non debt financial resources for country for economic development. Besides it is a means of achieving technical know- how and generation of employment. Organized retailing is currently in a nascent stage in India. Although organized retailing contributes only 4% of total retail at present will grow by 25-30% every year and become Rs.1000 billion by 2010, the organized retailing sector evaluation passes through the four important phases. In India a number of barriers are found in the way of the development of organized retail market. FDI restrictions on the entry of international retailers in the country different sales tax rates exists in different states of the country implementation of VAT, complex cities in the tax structure, problem of funding from the banks, lack of proper infrastructure are constraints on the way of organized retailing. The three biggest challenges of the organized retail industry will be managed manpower, real estate and supply chain. This paper identifies the opportunities and challenges in Indian retail sector regarding FDI.

KEYWORDS: *Foreign Direct Investment organized retail, unorganized retail.*



SWOT ANALYSIS - UNDERSTANDING THE RURAL CONSUMER WITH SPECIAL REFERENCE TO BRITANNIA BISCUITS

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ABSTRACT

The Indian rural market with its vast size offers a huge opportunity with 128 million households and the rural population is nearly three times the urban. India today has about 6.4 lakh villages. All except about 15,000, have a population below 5000. Looking at marketer defined classification, most companies in the FMCG sector would define any area with primarily agriculture based occupation and with a population of less than 20,000 as rural. Rural areas exhibit several distinctive characteristics that are different from the urban areas. Literacy levels, family structure, occupational patterns, social customs and norms, and several other features are unique to rural India. A complex set of factors influence rural consumer's behavior. Social norms, traditions, castes, and social customs have greater influence on the consumer behavior in rural areas than in urban areas. The seasonality of agricultural production influences the seasonality of rural consumers' demand. Although rural areas offer attractive opportunities to marketers at an aggregate level, about 68 percent of these markets remain untapped mainly due to inaccessibility. It is uneconomical to access a large number of small villages with a very low population density spread over a large geographic area. Factors such as limited physical access, low density of shops, limited storage facilities, need for a large number of intermediaries in the distribution channel to reach the end customers, and low capacity of intermediaries to invest in business (investments for keeping stock, storage facilities, vehicles for distribution) make the tasks of reaching rural consumers very complex. It is in this context we need to understand the importance of alternative means of reaching rural consumers through periodic village markets (or haats), agricultural markets (mandis), and rural fairs (melas). The present study gives the picture of strengths, weaknesses, opportunities and threats for FMCG products in India.

KEYWORDS: Rural Consumer, Fast Moving Consumer Goods (FMCG), SWOT Analysis.



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IMPACT OF GLOBALISATION ON EFFICIENCY OF INDIAN STOCK MARKET

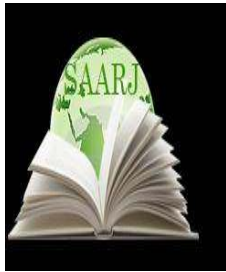
Dr. Niti Goyal*

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ABSTRACT

The objective of this paper is to examine the impact of globalization on stock market development in India using commonly recognized indicators. Globalization started in India in 1991. After that, India introduced significant reforms to foster development of capital markets. These reforms were brought in with the objective of developing the Indian capital markets in terms of transparency, liquidity, informational efficiency and preventing unfair trade practices. Globalization led to increased FDI flows in India. Increased FDI not only led to capital flows but also brought transparency to the Indian markets. This study uses three indicators to test if markets have become developed after globalization in terms of size, liquidity & volatility. For the developed market, the trading volume and value and liquidity should increase and volatility should decline. Volatility has been measured using both traditional as well as modern measures i.e. standard deviation and GARCH technique. Market capitalization ratio has been used as a measure of stock market size and Value Traded Ratio and Turnover Ratio have been used as a measure of liquidity. Results of this study show that the stock markets in India have experienced exponential growth over the study period. Market capitalization ratio, value traded ratio and turnover ratio has increased and volatility has declined making markets more efficient.

KEYWORDS: GARCH, MTR, VTR, Volatility.



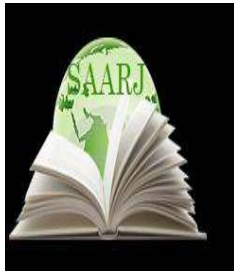
CORPORATE BUY BACK TAXING TIME – ONE MORE LOOPHOLE PLUGGED!

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ABSTRACT

Perhaps, there can't be a law on taxation which is perfect, the review process of law is a continued and never ending process. That's why tax laws are subject to frequent amendments. Apart from this, if law exists, loopholes to avoid tax also exist. Efforts has been made to plug one more loophole by the Budget, 2013-2014 by inserting new provisions in Chapter XII-DA of the Income Tax Law fro taxing certain buy back transactions on a presumptive basis. The aim of this research article is to throw some light on the pros and cons of the new provisions. The research is exploratory in nature. The amendment has been analysed from various angles. The findings includes positive aspects of such tax which include not only the generation of extra revenues for the Government by the new tax as also simplicity in taxation of buy back transactions which are entered to avoid tax. The findings do include negative aspects of such tax which include for instance taxation of genuine buy back transactions, being a presumptive tax which itself has been a subject of debate over decades, many unresolved issues which need to be addressed in order to implement the new provisions in letter and spirit, practical difficulties in calculations of the tax base for such tax on buy back in certain cases, and so on. All these and several other issues need to be addressed on an urgent basis to implement the new provisions has been detailed in this article.



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CUSTOMER SATISFACTION TOWARDS CUSTOMER RETENTION IN THE PRIVATE BANKING SECTOR: A STUDY ON SELECTED PRIVATE SECTOR BANKS IN VAVUNIYA DISTRICT OF SRI LANKA

Poongothai Selvarajan*; Udeshini Piratheepan**

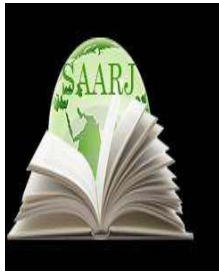
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ABSTRACT

This research study aimed to investigate how far the customer satisfaction leads to the customer retention in the Private Banking Sector in Vavuniya District. The major objectives of this study are to measure the customer satisfaction in different Private Sector Banks and to identify the bank which satisfies more customers which will lead to the retention. A structured questionnaire was equally distributed among 300 respondents who were selected on a random sampling basis and broken into four groups based on their occupation. SPSS version 16.0 has been used for analyzing the data. The findings derived from the descriptive statistics, correlation analysis and regression analysis highlight that the Commercial Bank of Ceylon is in the leading position to satisfy the customers and retain them in their bank. Approximately 55% of Private Sector customers contributed to this finding. The Hatton National Bank is in the second position and the self employed people and farmers contributed the maximum of 44% among all the categories of customers. In the regression analysis, the Beta value shows that the independent variable customer satisfaction 43.6 percent impacts on the dependent variable customer retention. It points out that the Customer Satisfaction is not only the determinant for the Customer retention and there are other factors that influence the retention. Therefore, it is recommended that the Private Sector Banks should understand those factors and adopt appropriate strategies to retain their customers and sustain competitive advantage.

KEYWORDS: *Competitive Advantage, Customer Loyalty, Customer Retention, Customer Satisfaction, Private Sector Banks.*



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TRAINING FARMERS ON ACCOUNTING CONCEPTS

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ABSTRACT

Agriculture sector in today's scenario is facing huge changes due to the influence of the technology. This sector, in India has potential to lead and contribute towards the growth of economy with the technological influence. Government is coming up with different approach based on the technology, but still, the accounting knowledge among farmers is lacking. This study attempts to know the awareness level among the farmers on accounting. The study was conducted with 150 farmers who own land and cultivate for their family living. In and around Tiruapttur town was selected and simple statistical tools were used to present the findings. The study highlighted the existing awareness level of the farmers on the accounting and also paves way to encourage training for them regarding the knowledge of accounting.

KEYWORDS: *farmers, accounting, awareness, registers, statements, tools, techniques.*

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