

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](mailto:sajmmr@saarj.com)

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## **MOBILE MARKETING AND GENERATION Y: PERSPECTIVES FROM AN EMERGING MARKET**

**Ambika Badh\*; Indarjit Walia\*\***

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### **ABSTRACT**

*There has been a significant proliferation of mobile phones in the developing and emerging countries. Sixty percent of global mobile users are said to be from Asia. India is one of the fastest emerging economies in Asia and is said to have the highest monthly increase in subscription rates for mobile phones. The consumer base for various types of mobile phones in India is projected to reach 900 million by 2016. The Y generation (individuals born between 1980 and 2000), also called the i-generation is the heaviest user of mobile phones. This generation is very popular and is growing rapidly in the Asian markets, specifically in India and China. Companies that are able to capture the demands of this segment can earn huge profits. Mobile devices can be used as potential communication channels to keep this population segment engaged with various brands. A preliminary study was conducted in the Rattan Group of Institute, India in winter 2013 to understand the attitudes of members of generation Y towards their mobile phones. The results showed that mobile phones have become an integral part of the lives of the members of this generation. The youth feels that these mobile phones are extension of their personal lives.*

**KEYWORDS:** Mobile Marketing, Generation Y, Emerging Asian market.

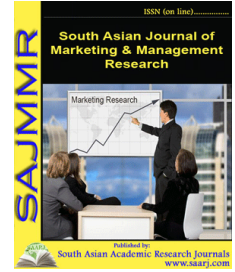


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## **THE NOVEL WAYS OF MOTIVATING ENGINEERING STUDENTS**

**K. Elias George\***

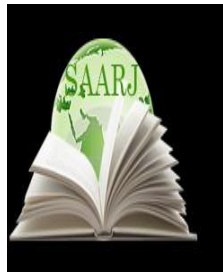
\*Department of Mechanical Engg,  
SCMS School of Engg and Technology,  
Palissery, Angamly.

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### **ABSTRACT**

*Having a challenging goal in life is the greatest motivating factor in a person's life. An engineering student can decide on a particular area of interest and work towards it early in his student life. The goal should get evolved when he advances in knowledge and skill. This is nothing but designing his life. Engineers are designers and they should be able to design their lives in the first place. The ultimate motivation comes when the goal becomes challenging and is in line with the will of God.*





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## **EMPLOYEES OPINION ON ABSENTEEISM AND ITS IMPACT ON JOB SATISFACTION – AN ANALYSIS**

**Dr. V. Siva Kumar\***

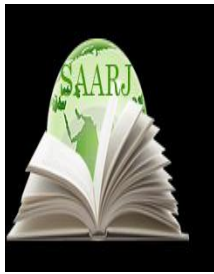
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### **ABSTRACT**

*Employee's presence at work place during the scheduled is highly essential for the smooth running of the production process in particular and the organization in general. Despite the significance of their presence, employees sometime fail to report at the work place during the scheduled time. Absenteeism refers to the failure on the part of employees to work though they are scheduled to work. In other words, unauthorized absences constitute Absenteeism. Absenteeism costs money to the organization, besides reflecting employee dissatisfaction with the company. Like employee turnover, there is avoidable and unavoidable absenteeism. Absenteeism is unavoidable when the employee himself fell sick, his or her dependence at home suddenly become unwell or there is an accident inside the plant. Unavoidable absenteeism is accepted by managers and is even sanctioned by labour laws. The employees of the study organization have availed leaves for various personal and family reasons. They are aware of the impact of their absence on the productions. Most of the employees admit they are trying to avoid leaves, but many a times things are beyond their control. Some of the employees feel that the management should provide holiday's trip or family get together as recreation so that they will be relaxed after the hectic job schedule. The study concluded that providing positive incentives to the workers in the form of those motivational factors that normally influence to workers to be absent is better than imposing penalties for discouraging absenteeism. This paper analyses the causes of absenteeism and its impact on job performance.*

**KEYWORDS:** Absenteeism, Job satisfaction, Motivation, Scheduling etc.

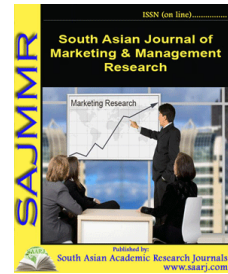


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## **IMPACT OF RELATIONSHIP ON DISPUTE AND PROJECT PERFORMANCE**

**Giri Vayaluveetil Madhavan Pillai\*; Dr. Jamal Ahmad Farooqui\*\*;  
Dr. Hashem Musaed Al-Tabtabai\*\*\***

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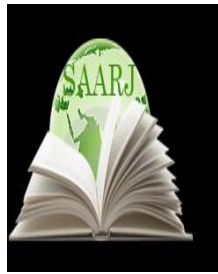
### **ABSTRACT**

*Dispute in the construction industry is a global phenomenon having substantial cost impact at one end and inciting distress among individuals involved in the projects on the other end. Each dispute is different from others resembling the unique nature of projects, and reasons of disputes can be anything such as incomplete contract, incompetent personnel, ego clash, changes in rule, cultural changes, communication errors, calamities, etc. Most of researchers as well as practitioners agree that relationship between parties in a construction contract is adversarial due to competing interests of parties; and hence jeopardize performance objectives of contracts. Though the dispute research realm is abundant with enormous categorization of dispute factors, there is broad consensus among researchers as well as practitioners that a cordial relationship beyond the formal contractual relationship will alleviate disputes and thus helps to achieve project objectives without excess hurdles. However, there is no enough studies focusing on relationship as a dispute issue in construction context. Therefore, this study aims to narrow the gap of connecting relationship with disputes by focusing on relationship and PM Leadership on disputes/ project performance. The effect of relationship on disputes and thus project performance is measured on construction professionals' perspective, analysed and tested. This research identifies the importance of relationship on dispute management linked*

*with performance of construction projects, and hence helps the industry by highlighting the importance to formulate a project management leadership based on relationship.*

**KEYWORDS:** *dispute, leadership, performance, project management, relationship.*



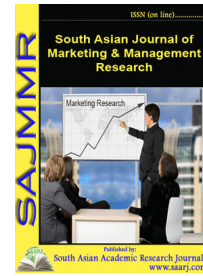


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## **RURAL CONSUMER BEHAVIOUR WITH REGARD TO DURABLE GOODS - A STUDY**

**Ch. Anitha\*; Prof. K. Sayulu\*\***

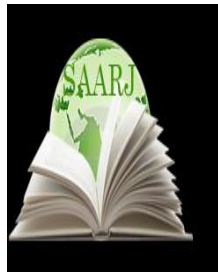
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University College of Commerce & Business Management,  
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Warangal, India.

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### **ABSTRACT**

*In the Indian economy several changes have taken place especially after the era of liberalization, Globalization and Privatization that took place in 1990. In effect to the new policy implementation, numerous companies from different parts of the globe entered into almost all sectors of the Indian economy. The economy has totally changed its dimensions in different spheres thus offering products and services of various aspects. Sectors such as Manufacturing, Processing, Services and Agricultural have attained new faces. Especially, during the last two decades the Indian consumer durables industry has witnessed substantial developments. It was noted that there is a much change in the lifestyle among the rural consumers and a notable rise in their income. Due to these changing patterns the rural consumers have greater affordability. Moreover the increased advertisements have become yet another influential factor to gear up sea changes among the buying behaviour of the rural consumers and hence they begun to have sophisticated lifestyle at par with or sometimes much better than the urban consumers. The increase in their income is due to the dual income of the nuclear families in the rural areas. Apart from the steady income gains, the financing options and several other hire purchase schemes are found to be major drivers in the Indian consumer industry. In this paper an attempt has been made towards the analysis of consumer buying and shopping behaviour of 300 sample respondents.*

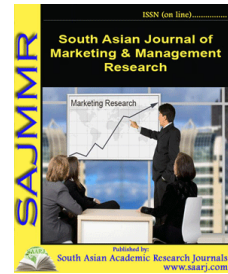


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## **IMPORTANCE OF SERVICES ENVIRONMENT IN CHANGING CONSUMER BEHAVIORAL OUTCOMES: SPECIAL REFERENCE TO RETAIL FASHION BRANDS IN SRI LANKA**

**Galdolage B.S\***

\*Senior Lecturer,  
Department of Marketing Management,  
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### **ABSTRACT**

*The influence of the service environment on consumer behavior has long been acknowledged by many service organizations including retailers. There has been mounting evidences over the years that environmental variables can substantially influence on consumer behavior and their emotions in physical environments. This study is mainly targeted to examine the influence of service environment on behavioral outcome of consumers' in retail fashions outlets in Sri Lanka. This research is descriptive in nature and based on both primary and secondary data. The data were collected through a self-administered questionnaire and administered to a sample consists of three hundred consumers. The data were analyzed mainly by using descriptive statistics and correlation. The study discloses that the improved services environment leads to positive behavioral outcomes of customers in certain extent at retail fashion brands. As implication of the study, the service organizations should concern about their service cape dimensions since they moderately influence on consumer approach behaviors.*

**KEYWORDS:** Service cape, retail fashion brands, consumer behavior.

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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.
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