

MARCON 2016

4th International Marketing Conference

Indian Institute of Management Calcutta

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ABOUT THE CONFERENCE

The discipline of marketing is in constant evolution, and the rise of digital media has added a definitive twist to the process. Digital revolution holds the promise of offering an augmented, value-added experience by allowing consumers to engage increasingly in defining and co-creating the experience they would like to indulge in. The social networked, technology-driven, always-on world of today has also made it possible for firms to know a great deal about consumers and be in better touch with them than ever before. The digital engagement processes have started to redefine the extant business models and processes, classical organizational charts and entrenched operations. Both B2C and B2B marketers are compelled to ideate and maintain a consistent focus on customer engagement to provide an outstanding brand experience. Companies have to innovate every day not only to keep their consumers engaged but also to empower and engage their employees to keep pace in this ruthless competitive world. It is about time we take a hard look at the engagement processes in the technology-driven marketplace of today. Some questions have emerged that warrant research attention by marketing scholars. How has the digital revolution changed the engagement process? Are we moving towards a data-driven marketing era? What will be the role of analytics in the modern marketing world? How is social media changing the employee-consumer engagement and impacting the brand building exercise? How are firms going to co-create value with consumers in a digital world? What does the digital revolution based engagement mean for academicians and the practitioners?

This conference aims to bring together and engage the thought-leaders and practitioners, from marketing and other social sciences to facilitate such a dialogue that would contribute to the process of taking a fresh perspective of the engagement process. The theme of the conference is therefore – *Engagement in the Era of e-Marketing!*



Schedule

Time	Event	Venue
Day 1 - December 22, 2016		
12 noon-2 pm	Participant Registrations	IIM Calcutta, Finance Lab, Ground Floor, New Academic Block
2.30 pm	Welcome Address from the Marketing Group at IIM Calcutta	
2.30 pm -2.40 pm	Welcome Address by Director, IIM Calcutta	
2.40 pm - 3.20 pm	Key Note Address by: Prof. Avinandan Mukherjee, Dean, College of Business, Clayton University, Atlanta, GA	
3.20 pm - 3.50 pm	Guest Speaker: Mr. Ranjoy Dey (Digital Marketing Consultant). Emerging Challenges in Digital Marketing Space	
3.55 pm-4.00 pm	Vote of Thanks	
4.00 pm – 4.15pm	Tea / Refreshments at NAB top Floor (Level 5 foyer) In front of L51	
4.15 pm-5.45 pm	Paper Presentation Track Sessions	

Time	Event	Venue
Day 2 - December 23, 2016		
9.30 am-11.00 am	Paper Presentation Track Sessions	
11.00 am – 11.15am	Tea / Refreshments at NAB top Floor (Level 5 foyer) In front of L51	
11.15am-12.15 pm	POSTER PRESENTATIONS (Room information will be provided soon)	
12.15 pm-1.15 pm	Session on: "Publishing in top-tier Academic Journals- A Journey" Speaker: Prof. Avinandan Mukherjee, Dean, College of Business, Clayton University, GA.	
1.15pm-2.30pm	LUNCH (@ TATA HALL)	
2.30 pm-4.00 pm	Paper Presentation Track Sessions	
4.00 pm-4.30pm	Tea / Refreshments at NAB top Floor (Level 5 foyer) In front of L51	
4.30 pm-6.00 pm	Paper Presentation Track Sessions	
6.00 pm-7.15 pm	Networking Opportunities - Tea / Refreshments at NAB top Floor (Level 5 foyer) In front of L51	
7.30 pm onwards	Conference Dinner (MDC Lawns)	

Time	Event	Venue
Day 3 - December 24, 2016		
10.00 am -12.00 Noon	Paper Presentation Track Session 5	
12.00 Noon- 12.30pm	Tea / Refreshments at NAB top Floor (Level 5 foyer) In front of L51	
12.30pm – 1.00 pm	Valedictory Function (Finance Lab, NAB Ground Floor)	
1.15 pm – 2.00 pm	LUNCH (@ TATA HALL)	

Advertising, Promotion, and Marketing Communications - I Time: 1600 hrs to 1730hrs Session Chair: BRUD SINDHAV	December 22, 2016 Track #: 101	Session # 1101 Location: L51	Role of Celebrity Credibility in Developing Brand Equity and Indelible Customer Relationship Mediated by Brand Credibility By Ramendra Pratap Singh and Neelodpal Banerjee	Appeal of the Underdog Brand Biography: Effects on Consumer Attitude and Behavior by Komal Negar	Influence of Hindi Film Stars as Brand Endorsers among respondents of various age groups in Kolkata. by Supriyo Patra	The Analog in the Digital: Deconstructing Augmented Reality Usage in the Make in India Campaign by Armita Joshi	Green Advertising: A Study of Sustainability Building Messages in India and USA by Abhishek Ahlsiek, Brud Shitkar and Jonna Holland
Consumer Behavior & Psychology - I Time: 1600 hrs to 1730hrs Session Chair: NIRMALYA BANDYOPADHYAY	December 22, 2016 Track #: 103	Session # 1102 Location: L52	Whether Perceived crowding and In-store browsing influence impulse buying: An empirical investigation in the Indian context by Nirmalya Bandyopadhyay	An Empirical Study on Online Tourists Desination-Brand Attitude by Subhjit Bhattacharya and Anindya Dutta	Attraction Effect Across Cultures by Pro-nobesh Banerjee, Promothesh Chatterjee and Sanjay Mishra	Role of Brand Personality, Social Environment and Store Aesthetics in Shaping Customer Shopping Experiences: A Case for Impulse Buying by Priyanka Singh and Maninder Singh	Store Attributes Influencing Shoppers' Behaviour: Organized vs. Unorganized Retail Outlets by Somasekhar G and Saleem Shahk
The Internet & Social Media Marketing-I Time: 1600 hrs to 1730hrs Session Chair: SUDIIP DAS	December 22, 2016 Track #: 119	Session # 1103 Location: N51	Developing an IoT business model for Indian Public Sector Retail Oil Outlets by Sudip Das, Shalendra Kumar Pokhriyal and Geo Fernandez	Exploring the Influence of Social Media on Brand Equity and Brand Evangelism of Young Consumers by Payel Das	Brand Love – a social media perspective by Kaustav Mukherjee and Neelodpal Banerjee	Role of mixed neutral electronic word of mouth on online purchase intention by Gobinda Roy, Biplob Datta and Rituparna Basu	
Combined track: Product, Service, and Brand Management & New Product/Service Development, and Innovation Time: 0930 hrs to 1100 hrs Session Chair: AASHISH MEHRA	December 23, 2016 Track #: 111 & 113	Session # 2101 Location: L51	Strategic Issues in Entrepreneurial Marketing by Ashwini Kumar Tewary and Ritu Mehta	Technique for enabling possible success in brand extension: An experimental study by Kaushik Manda, Asima Sarkar and Vaibhav Kumar	Adoption of Mobile Phone Applications by College/University Students: Using a TAM and DOI Theory Models' Combined Approach by Ashish Mehra and Titlok Pratap Singh Chauhan	Effect of Employer Branding on Job Performance among Professionals in Select Information Technology Organizations in North India by Bushra S P Singh and Meenakshi Malhotra	Disputes and Monitoring in the IoT Age: Implications for Contracts and Performance in Multi-component Systems Industries by Saeed Shekari and Sourav Ray
Marketing Across Cultures Time: 0930 hrs to 1100 hrs Session Chair: IAN ALAM	December 23, 2016 Track #: 108	Session # 2102 Location: L52	Global brands' credibility and its impact on purchase intentions for Indian consumers by Ankur Shrivastava, Dipanjan Kumar Dey and Pankaj Kumar Mohanty	Preparing our Students for Marketing across Cultures by Pallab Paul	Obtaining Customers' Input for New Service Development in the Emerging Markets: A Case Study by Intekhab Alam	Role of Mobile Banking Servicescape on Customer Attitude and Engagement: An Empirical Investigation in India by Debajani Sahoo and Sheelesh Pillai	
Consumer Behavior & Psychology - II Time: 0930 hrs to 1100 hrs Session Chair: TBA	December 23, 2016 Track #: 104	Session # 2103 Location: N51	Americanization of Indian Culture: An Empirical Investigation by Arpita Khatre and Shivendra Pandey	SMS Advertising – Factors Contributing toward Positive Asseverness of Young Consumers of Bhubaneswar by Bidya Dash and Anil Mishra	Determinants of Consumers' Perceived Experience Value in relation to Online Organic Food Purchase by Sanjukta Ghosh	The Influence of Situational Involvement: An Empirical Examination of Benefits and Risks in the Context of Mobile Payments by Bijeta Shaw and Sunny Bose	An empirical study on consumer's attitude and behaviour towards green hotels by Namrata Maheshwari
Combined track: Relationship Marketing & Cross-disciplinary Issues in Marketing Time: 1430 hrs to 1600 hrs Session Chair: TRIDIB MAZUMDAR	December 23, 2016 Track #: 107 & 114	Session # 2201 Location: L51	Role of Anticipation on Consumer Advance Purchase Decisions by Tridib Mazumdar, Mingyu Joo and Dinesh Gauri	Leveraging Partner Relationships to Enhance Organizational Learning by Rajivpreet Sohi	Understanding Mobile Number Portability, Service Quality Factors & Their Impact on Customer Loyalty - A Study of Major Telecom Players in Delhi NCR Circle by Rajjita Gupta and Jaysitree Dubey	Attitude of Residents Towards Tourism Impacts: A Review by Pranod Sharma and Jyogendra Kumar Nayak	Influence of Loyalty Programmes on Loyalty of Customers: A Study on Hypermarkets in India by Alka Sharma and Pavi Bhardwaj
Consumer Behavior & Psychology - III Time: 1430 hrs to 1600 hrs Session Chair: MUDRA MUKESH	December 23, 2016 Track #: 105	Session # 2202 Location: L52	The Positive Impact of Moral Licensing on Human Behaviour: When licensing challenges you to push boundaries. by Anirban Som	Social Media and its Impact on Consumers' Buying Behavior with special reference to apparel industry in Bareilly region by Swati Gupta	Impact of Various Factors on Impulsive Buying Behavior of Customers in Organized Retail Stores of Non-Metro Cities by Deependra Singh and Uttal Khandewal	The Role of Exploratory Tendencies in Consumer Behaviour and Intention to Buy Online: Moderation Analysis using Big Five Personality Dimensions by Tanusree Chakraborty and Janarthanan Balakrishnan	Virtually Unhappy: How Probability Neglect in Social Comparison Biases Judgments of Satisfaction with Life by Mudra Mukesh, Dilipy Goncalves and Margareta Mayo
Advertising, Promotion, and Marketing Communications - II Time: 1430 hrs to 1600 hrs Session Chair: AGNIJITA MUKHERJEE	December 23, 2016 Track #: 102	Session # 2203 Location: N51	Brand Love and its influence on the Consumer Engagement through SNS- An empirical study by Fedric Kujur and Saumya Singh	The role of attachment in product endorsement: A conceptualisation by Naalya Saldanha, Rajendra Mulye and Kaleel Rahman	Examining the Mediating Role of Hedonic and Utilitarian Benefits on the Relationship between Sales Promotion and Consumer Perception by Suresh Kumar Sritha and Priyanka Verma	Changes in female role portrayals in advertising: a consumer perspective by Agnija Mukherjee and Madhura Balsh	
Marketing to Poor, and Rural Consumers Time: 1630 hrs to 1800 hrs Session Chair: KAUSHIK KUNDU	December 23, 2016 Track #: 110	Session # 2301 Location: L51	Socio-Economic Role of Rural Unorganized Retailers in Indian Villages by Dev Narayan Sarkar and Kaustik Kundu	Exploring market potential of low income consumers in India, by Rajarshi Debnath, Partha Sarathi Mishra and Gobinda Roy	Buying New Bio-based Products: Just Do As others do? by Ashish Pujari and Mohammad Tajrour		
Retailing & Distribution Channel/Management-I Time: 1630 hrs to 1800 hrs Session Chair: SUBHAJIT BHATTACHARYA	December 23, 2016 Track #: 116	Session # 2302 Location: L52	Attractiveness of retail agglomeration based on product-type: An experimental study by Arunava Ghosh and Prityavrat Sanyal	An Empirical Study on the Factors Affecting Online Retail Brand Connection and Purchase Intention: An Analysis with Structural Equation Modeling by Subhjit Bhattacharya and Vijeta Anand	Mobile shopping apps continuance: an integrated framework of expectation-confirmation and network externalities by Subro Sarkar and Arpita Khatre	An Implementation Perspective of Customer Lifetime Value for E-Failers by Sheila Roy	The Impact of Hedonic, Utilitarian and Security Factors on Attitudes Toward Satisfaction with and the Use of SSTs by Larry Leung
Combined track: Consumer Behavior & Psychology - IV and Research Methods used in Marketing (Qualitative & Quantitative) Time: 1630 hrs to 1800 hrs Session Chair: DIFTIMAN BANERJEE	December 23, 2016 Track #: 106 & 115	Session # 2303 Location: N51	Objectification of Women in Advertising and Media: Uncovering the Unknown by Shivalli Sharma	Co-Recovery: Examining the Effect of Failure Types and Attributions on Recovery Responses by Reetha Krishna Bhrnaravaru and Vaibhav Shekhar	What Leads To Licensing Or Compensating Behaviour? by Gurbir Singh	Factors Affecting Customer Willingness to Participate in Co-Recovery by Nibanka Gupta and Harsh V. Verma	Using a Discrete Choice Experiment (DCE) to Overcome Response Bias by Dipiman Banerji

<p>The Internet & Social Media Marketing-II Time: 1000 hrs to 1200 hrs Session Chair: AMIT GHOSH</p>	<p>Session # 3101 Location: L51</p>	<p>December 24, 2016 Track # 120</p>	<p>Factors Affecting Attitude and Behavioral Intention towards Social Network Advertising: A Study by Aun Kumar and Mirnalini Pandey</p>	<p>Irritation Leading To Ad Avoidance and Ad Blocking – An Empirical Study by Khyati Jagati and Rasananda Panda</p>	<p>Analyzing Brand Sentiments using Text Mining by Amit Ghosh, Praveen Kolekal and Gautam Chakraborty</p>	<p>What and why of customer advocacy in affect and reason based product categories by Harsh.V. Verma and Ragini Bhatti</p>	<p>Managing the Detrimental Effects of Negative Reviews: The Persuasive Role of Webcam Characteristics by Jitragata Ghosh and Amar Raju</p>	<p>Impact of Perceive Risks on Mobile Banking Adoption Behavior in India: An Extension of Technology Acceptance Model by Amit Shankar and Biplob Datta</p>
<p>Combined Track: Marketing Strategy & Retailing & Distribution Channel Management- II Time: 1000 hrs to 1200 hrs Session Chair: BOUDHAVAN GANGULY</p>	<p>Session # 3102 Location: L52</p>	<p>December 24, 2016 Track # 109 & 117</p>	<p>Risk Mitigation Strategies Used by Customers During Online Purchase: A Conceptual Model by Deepak Ranjan</p>	<p>Supplier Dissatisfaction in E-commerce by Boudhayan Ganguly and Yash Daultani</p>	<p>The Evolution of Technology in Retailing and the Way Forward by Nivedita Bhattacharya</p>	<p>BABAs of India vs IMNCs of the developed nations in the FMCG sector: A comparative study by Mini Mathur and Khyati Jagati</p>	<p>Unorganised Retail: A Classification of Literature by Madhumitha. E and Shivendra Pandey</p>	
<p>Combined Track: Social Marketing, Macro Marketing, and Public Policy Issues & Product, Service, and Brand Management Time: 1000 hrs to 1200 hrs Session Chair: SHRSHENDU GANGULY</p>	<p>Session # 3103 Location: NS1</p>	<p>December 24, 2016 Track # 112 & 118</p>	<p>Engaging Employees through Social Media by Pallavi Bhagat and Neelika Anora</p>	<p>Impact of Generic Service Quality Dimensions on Customer Satisfaction and Loyalty for Technology Banking: Empirical Study for Indian Private and Government Banks by Shirshendu Ganguly</p>	<p>Impact of Servicescape On Brand Love: Role Of Brand Experience And Customer's Visit Motives by Debjyoti Sahoo</p>	<p>Developing a Conceptual Framework for Place Image by Sunny Bose and Sudeepta Pradhan</p>	<p>Linkages between brand experience, brand authenticity, brand passion and self-congruity: An empirical check by Geetika Varshneya and Gopal Das</p>	



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Dr. Avinandan (Avi) Mukherjee,
Dean, College of Business, Clayton University, Atlanta, GA.

Dr. Avinandan (Avi) Mukherjee is Dean of the AACSB-accredited College of Business, and Professor of Marketing and International Business at Clayton State University in Atlanta, Georgia, USA. This role entails managing the entire College of Business as the chief academic, financial, personnel and administrative officer, responsible for faculty, students, curriculum, budgets, and external engagement. Before his Deanship, Avi was a tenured professor and Chairperson of the Marketing Department in the School of Business at Montclair State University in New Jersey, USA. In that role, he led a multi-pronged comprehensive transformation of the department, which resulted in the Marketing Department becoming the largest department in the school by number of programs and number of graduating students.

Avi has a doctorate in Marketing from IIM Ahmedabad, and started his academic career as an Assistant Professor of Marketing at IIM Calcutta. He has a uniquely international academic and professional background, having studied in India, France, Switzerland, and USA, and having taught as full-time faculty in USA, UK, Singapore and India. He has taught as visiting faculty in another six countries. He has published one book with Wiley, and more than 100 articles in leading peer-reviewed scholarly outlets. His research interests focus on Services Marketing, Health Care Marketing, Digital Marketing, and Marketing Analytics. His published research have been cited more than 2800 times. Avi is the Founding Editor-in-Chief of the International Journal of Pharmaceutical and Healthcare Marketing. He has served on corporate and chamber boards, directed executive development programs and consulted with companies in USA, UK, Denmark, India, Bangladesh, Singapore and Malaysia.



Ranjoy Dey
(Independent Digital Consultant)

Ranjoy is a high energy digital enthusiast and was Head of Digital at Havas Media India in his last assignment, where leading from the front, he was responsible for shaping a seamless and integrated approach towards content & media. Savvy on the latest trends, he is a proponent of ideas, data and relationships to address a complex and evolving marketing world.

An Integrated Marketing professional with 19+ years of experience, out of which, last 10 years were as Agency Business Head for Digital Marketing services. Key expertise area is to drive growth of Digital Marketing for client organizations and ensure its end-to-end management. Extensive experience of digital marketing across FMCG, Consumer Goods, Technology, Ecommerce and Services categories. Have led Digital Marketing & Social Media set-up & growth for many brands. Key accounts managed are Nestle, Reckitt Benckiser, Dabur, Samsung, Axis Bank, American Swan, Pizza Hut Delivery, Sun Pharma, LG, Emirates, Taj Hotels, Xolo Mobiles, TVS Tyres, Yepme.Com, Airtel, JK Tyre, Sandisk, Pepsico, ITC, HPCL, Maruti Suzuki, Castrol, Viacom 18, Warner Bros., and many more.

As a Digital Consultant now-a-days, current focus includes Digital evangelism & strategy development for businesses – building 360 degree solutions across Digital, Mobile, Social Media, Creative, Content, Technology, and Media – for Consumer & Channel marketing requirements. Key interest is to conceptualize MarTech and Mobile Marketing solutions for business-critical functions.

A prominent speaker, moderator and panellist at major events like ad:tech, IAMAI Marketing Conclave, Digital Market Asia as well as Round Table sessions on harnessing the power of digital and mobile... have also won several National and International awards at the PMAA, MAA Globes, Abbys and DMA across assignments. Alongside to being a foodie and an amateur movie reviewer, Ranjoy's passion lies in football and thinking of how Sports can transform India's youth into a powerful force globally. He is also associated with The Robin hood Army, a volunteer based organization that works to get surplus food from restaurants across to the less fortunate people. To bring this passion to life, he has co-founded Volunteer4India.org (V4I), an online platform targeting youth and the millennial to enrol for causes that have a deep impact in the society. V4I brings volunteering opportunities from NGOs & Foundations, to help the youth channelize their efforts into self-actualization.

Session	1101
Date	December 22, 2016
Time	16.00 hrs. to 17.30 hrs.

Role of Celebrity Credibility in Developing Brand Equity and Indelible Customer Relationship Mediated by Brand Credibility

Ramendra Pratap Singh

Research Scholar

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Abstract

The objective of this study is to examine how celebrity credibility will affect the customer based brand equity and relationship continuity expectation. The Brand credibility is examined as a mediator, Number of years of usage, i.e. past experience with the Smartphone is taken as a moderator, to test whether there is any significance difference between a new and old customer of this product. Age and gender are considered as a control variable in the study. In the present study, Smartphone is used as stimuli. The brand credibility acts as a mediator as the stimuli is a physical product. The participants are selected from ten major mobile phone retail outlets and two shopping malls, with highest footfalls, in a major city of West Bengal. The retail outlets and shopping malls are visited at weekends over a period of three months. The sample consist of adult individuals of age 18 years and above having smart phone or planning to purchase within a month, and are exposed to celebrity endorsed advertisements in print, electronic, and/or digital media. The data from the samples are collected using a systematic sampling design, starting from a random point every tenth participant, if found suitable based on the above mentioned criteria. A total of 376 participants are surveyed. The result of the study supports the positive direct relationship between celebrity credibility with both brand equity and relationship continuity expectation. Bias-corrected bootstrapping analysis using 2000 bootstrap sample with 90% confidence interval is run to examine the indirect effect that indicates mediation. Brand credibility positively and partially mediates the celebrity credibility, relationship with brand equity and relationship continuity expectation. It implies that there is a joint positive effect of both celebrity credibility and brand credibility on brand equity and relationship continuity expectation. In the case of past experience with Smartphone, there is a strong positive significant difference is found between celebrity credibility on relationship continuity expectation. Role of celebrity credibility is almost double in low experience users to build a stronger relationship with the brand than the users who are using smart phones for a longer period of time which supports that the new users are more influence by celebrity credibility than the old one. The result of the present study implies that a credible celebrity aid in developing an improved brand equity and supports in establishing a strong unceasing relationship with the brand. The strong relationship created with the help of credible celebrity may help brands to prevent customers from brand switching and remain brand loyal.

Keywords: Celebrity credibility, Brand equity, Brand credibility, Relationship Continuity expectation

Session	1101
Date	December 22, 2016
Time	16.00 hrs. to 17.30 hrs.

Appeal of the Underdog Brand Biography: Effects on Consumer Attitude and Behavior

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Abstract

Conflict between favorites and underdogs is an everyday phenomenon. Research suggests that people support the underdog as they see a reflection of their own self in the person at a disadvantaged position. Similarly, marketers frequently take advantage of their underdog status to position their business concerns- brands, teams or stores, as a way to affect consumers' perceptions of and purchase of brands. Two studies examine the effect of underdog brand biography in two different contexts. The goal of Study 1 is to examine whether consumers respond more favorably to an underdog brand biography when the brand is a new brand or when it is an established brand. Study 2, investigates whether individuals respond differently toward underdog versus top dog brand biographies when they are under public pressure to choose as against a private selection. Study 1 provides support for the notion that underdog brand biographies for established brands elicit stronger consumer response than underdog brand biography for new brands.

In study 2, a 2 X 2 between-subjects experimental design measured respondents' reaction toward an underdog brand biography over a top dog brand biography under conditions of public versus private consumption. Results demonstrate that consumers exposed to underdog brand biographies in the private consumption condition will be more likely to respond favorably than when they are exposed to the public consumption condition. Based on the results it is suggested that advertisers make use of underdog brand biographies in case of established brands. Furthermore, choice of underdog brand narratives is likely to bring positive results under conditions of private consumption.

Keywords: Underdog, Top Dog, Brand Biography, Brand Position, Consumption Decision

Session	1101
Date	December 22, 2016
Time	16.00 hrs. to 17.30 hrs.

Influence of Hindi Film Stars as Brand endorser among respondents of various age groups in Kolkata

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Abstract

Since the opening up of the Indian economy in the early 1991, brands from all over the globe have started penetrating the Indian market. Competition became very powerful and survival for the fittest is the new mantra.

Brands must take note of the diversity offered in India not just in terms of geographic landscape but also in terms of cultural dimension while trying to connect with their target audience. There are cultural differences in terms of languages spoken, religion, life style and value system.

Hindi Film Stars from Bollywood Mumbai are having enormous fan following and commands media attention. Brands from different product classes and even from service sector are seen making use of these celebrities in their marketing communication to bond with their target audience.

In this context it is pertinent to know, the role of the Hindi Film Stars in generating brand recall among the respondents of various age groups in Kolkata.

The primary objective of this study is to understand the role of Hindi Film Stars in generating Unaided and Aided Brand Recall among respondents of various age groups in Kolkata.

The study is descriptive in nature and cross sectional research design was used to collect primary data from 400 respondents randomly selected by applying cluster sampling technique. The Target Population was defined in terms of elements - Gender wise both male and female respondents between 18 years to 49 years staying in Kolkata were considered. Sampling Units- comprised of house hold and the extent of the study conducted within the geographical boundary of Kolkata and for that purpose all the Postal Codes of Kolkata (Kolkata 700001 to 700157) were considered.

Before undertaking the survey, I have selected 10 Hindi Film Stars (HFS) based on the outcome of a pilot study conducted earlier. A list comprising of brands endorsed by each of the ten Hindi Film Stars (HFS) was prepared. Another list of brands endorsed by all the HFS was prepared for finding the Unaided Brand Recall Score (UNABRS) and Aided Brand Recall Score (ABRS). A structured interview schedule was administered for collecting the data from the respondents in Kolkata. ANOVA technique was used for analysing the data with the help of SPSS.

The findings show that the Brand Recall Score of the Hindi Film Stars (HFS) in the age group (18-25) years is significantly different compared to the other three age groups selected for the study.

On the academic front the study is expected to make a modest contribution because the Unaided and Aided Brand Recall score of Hindi Film Stars are determined among respondents of different demographic profile in Kolkata.

The study is also offering valuable insight for marketers. They can take note of the fact that Brand Recall Score of the Hindi Film Stars (HFS) in the age group (18-25) is significantly different compared to the other three age groups selected for the study. This will help them in devising their marketing communication and advertising strategy while trying to connect with this profile of target audience in Kolkata.

Key Words: Celebrity, Hindi Film Stars, Brand endorsement, Media & Kolkata.

Session	1101
Date	December 22, 2016
Time	16.00 hrs. to 17.30 hrs.

The Analog in the Digital: Deconstructing Augmented Reality Usage in the Make in India Campaign

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Abstract

This paper addresses the role of Augmented Reality (AR) as a medium and branding tool and that of the analog-digital binary. It draws from a promotional event from the Make in India Campaign (MII) at Hanover, Germany 2015 to analyse AR's intersections with the MII's investment focused branding strategy at the micro, meso and macro levels. The first is whether AR resonates with analog experiences associated with this event on a micro level. The second highlights the choice of AR at the meso level, that of the communications' strategy; whereas the third critically examines AR usage from a macro or policy-based branding perspective.

Our analysis draws from the critical writings of Mc Luhan (1964, 1967), Baudrillard (1981) and Eco (1995) among others, to revisit the concept of "hyperreality" and examine AR's extension as a multi-sensory framing device. This study engages discursively with representative key texts: a promotional event at Hanover, Germany; the MII logo; text-image relations on the campaign's website; and textual extracts from government and agency communications.

We discuss how AR's function as a branding mechanism is theoretically and pragmatically interwoven into a mediated understanding of India as an investment destination; particularly marked as a reframing strategy in the branding of emerging economies. The study examines AR as a medium and tool and seeks to address analog-digital co-option in this age of digital marketing. This has implications for media-strategy compatibility and a renewed understanding of the reciprocatory role of the analog and the digital for academics and branding practitioners.

Keywords: Augmented Reality, Analog, Digital, Reframing, Make in India

Session	1101
Date	December 22, 2016
Time	16.00 hrs. to 17.30 hrs.

Green Advertising: A Study of Sustainability Building Messages in India and USA

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Abstract

The study of green advertising has gained momentum in the developed markets, but the studies focusing on emerging markets are still rare. We aim at filling this research gap and compare and contrast print ads from mainstream magazines in India and USA. We undertake content analysis of green advertisements appearing in six magazines each from India and US over a course of 12 months. Our estimate is that we will be looking at about 200 print ads from each country. We focus on three executional elements in ads: product versus process focus; rational versus emotional versus moral appeals; and if the benefit claimed in the ad is personal versus non-personal. As per protocol developed in earlier studies, we chose magazines from different genres for identification of green advertisements. Schwartz's cultural values framework is our theoretical lens. The coding of advertising is going on right now, and we aim at presenting results in December at the conference.

Our contribution to research stems from development of a new framework for content analysis of green advertisement which incorporates the new dimensions of green advertising uncovered in recent years. Managerially, an understanding about level of sustainability messages in emerging economies will help companies in several ways. The findings from study will help companies in emerging economies to compare and contrast their sustainability communication with the companies in developed countries.

Understanding about green advertising tactics by multinational firms will also help in identification of dominant paradigm in green advertising in US versus emerging markets. The proposed research will also help the policy makers in understanding the prevalent green advertising claims, laws and policies regarding environmental claims in ads and planning the focus areas for sustainability efforts.

Keywords: Green Advertising, Sustainability, Marketing, Cross-cultural, content analysis

Session	1102
Date	December 22, 2016
Time	16.00 hrs. to 17.30 hrs.

Whether Perceived crowding and In-store browsing influences impulse buying: An empirical investigation in the Indian context

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Abstract

The influence of physical environmental factors on impulse buying at the retail level has attracted the attention of researchers since the last three decades. One factor that has not been explored well in impulse buying literature is perceived crowding. Perceived crowding refers to the psychological state of individuals in reaction to the exposure to crowded environments. The present study has attempted to explore the role of perceived crowding on impulse buying at its dimension level. On the basis of extant literature we advance and empirically test a model of impulse buying to delineate the roles of perceived crowding, in-store browsing and impulse buying tendency in impulse buying. Mall intercept interviews were conducted to collect data and structural Equation Modelling was used to conduct the analysis. The result confirms that both the dimensions of perceived crowding viz. human crowding and spatial crowding influence impulse buying. The role of in-store browsing and impulse buying tendency was also supported.

Keywords: Impulse buying, Perceived crowding, In-store browsing, urge to buy, Impulse buying tendency



Session	1102
Date	December 22, 2016
Time	16.00 hrs. to 17.30 hrs.

An Empirical Study on Online Tourists Engagement for improved Tourists' Destination -Brand Attitude

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Abstract

The Tourists' destination brand selection procedure have transformed remarkably with the advent of online marketing and social media. Tourism marketing has gone through a sea change because of these factors. It is not only access to information and review that has altered the choice but also the post-tour appreciation that tourists get from the social media. The innate desire of man to be liked and appreciated suddenly got connected to their choice of tourism also. This research explores the linkage among online destination brand visibility, online social linkages, and destination-centric online tourism service value linkage to expound the construction and contribution of online tourist engagement in creation of online tourist engagement and destination brand attitude with the help of a conceptual structured model. A sample of 697 consistent domestic and international tourists was conducted by following a list-based sampling frame. Exploratory factor analyses and confirmatory factor analysis have been performed to examine the conceptual model in the current research. The upshot of this current research would cast light on the idea through which an effective online tourism marketing platform could be created to gain higher online tourist engagement and improved positive destination brand attitude.

Keywords: Online Tourist Engagement, Online Social Linkages, Tourism Service Value Linkage, Online Destination Brand Visibility, Tourists' Destination -Brand Attitude, Tourism Branding.

Session	1102
Date	December 22, 2016
Time	16.00 hrs. to 17.30 hrs.

Attraction Effect Across Cultures

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Abstract

Research on attraction effect consistently shows that introducing an asymmetrically dominated option systematically influences preferences (Huber, Payne, and Puto 1982). For example, if a choice set contains two grills, a target brand that has a superior cooking speed (rated 8/10) but a smaller cooking area (6/10) and its competitor, with inferior cooking speed (6/10) but a larger cooking area (8/10), making difficult trade-offs difficult as consumers might lack a clear reason to choose one over the other.

However, introducing a third alternative (asymmetrically dominated decoy) with a smaller cooking area than the target (5/10) but similar cooking speed (8/10) creates a context-induced target superiority, which enhances the target's choice share, leading to attraction effect (AE).

It is important to note that in prior AE research, most participants belonged to Western cultures. Although difficulty in making trade-offs is unlikely to be confined to any particular culture, cognitive processes may vary. Copious research suggests clear differences in the mode of cognition adopted by members of different cultures. We thus suggest that though AE is a robust phenomenon in Western cultures, it may be attenuated or even eliminated in Eastern cultures. We attribute this predicted mitigation in AE to how people with different cultural backgrounds process information.

We explain the findings on the basis of differences in cognitive processing styles of these cultures. Moreover, our theorizing also explains the empirical anomalies in the attraction effect literature. Based on our theory, we can predict specific conditions under which the attraction effect will be enhanced or mitigated. In four studies, we observe: a) no attraction effect in Eastern cultures or people primed for holistic processing, b) for the attraction effect to occur in the Western cultures, the perceived target-decoy similarity should be significantly greater than other pair similarities, and c) cuing perceptual similarity enhances the attraction effect for the analytic processors.

Keywords: Analytical, Holistic, Attraction Effect, Culture



Session	1102
Date	December 22, 2016
Time	16.00 hrs. to 17.30 hrs.

Role of Brand Personality, Social Environment and Store Aesthetics in Shaping Customer Shopping Experiences: A Case for Impulse Buying

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Abstract

Now-a-days, impulse buying has become a subject receiving close review. One of the important facets to be considered in order to understand the impulse buying behavior is the perceptual mind set with which a customer is shopping. The present study examines the role played by the key antecedents in shaping the consumer shopping experiences and how these lead to the impulse buying behavior. For the present study, social environment is conceptualized through customer density which is the number of customers at the shopping place and customer interactions which represents the way the customers interact and affect each other's behavior. Brand personality is conceptualized through the different characteristics that we ascribe to brand names as we often feel that we are related to brands in a personal manner. Store aesthetics has been conceptualized through lighting, color scheme, decor, interior designing. We propose a conceptual framework and hypothesize a significant and positive relationship between the proposed constructs. Data was collected using self-administered questionnaire from a sample of 400 respondents through the mall intercept survey in Amritsar and Jalandhar cities of Punjab. The structural model was tested using AMOS 21 and found that the data provided a good fit for the hypothesized model, as all fit indices are within the acceptable range. The findings revealed that all the proposed antecedents of customer shopping experience were found to have significant impact on the customer shopping experience. The findings also demonstrated that customer shopping experience has a significant impact on the impulse buying behavior. This can be attributed to the emotional state of the customer. The store aesthetics and social environment characterize a substantial component of the customer shopping experience and in turn influence the impulse buying behavior. The study has far ranging effect on the academic literature as well as retail managers. It will assist the retail marketers to understand the factors other than product that have a significant impact on the customer shopping behavior.

Keywords: Brand personality, social environment, store aesthetics, shopping experience, impulse buying

Session	1103
Date	December 22, 2016
Time	16.00 hrs. to 17.30 hrs.

Developing an IoT business model for Indian Public Sector Retail Oil Outlets

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Abstract

Currently less than 1% of physical objects are connected to the internet and the opportunity to make them connected is huge. Internet of Thing (IoT) ranks third in terms of the estimated potential economic impact of 12 technologies (as identified by Mckinsey). As per Cisco's report 'A New Reality for Oil and Gas' (Robert Moriarty, 2015), there is a 3.7% increase in consumer demand at Retail Oil Outlets due to adoption of IoT. Literature Review has revealed that currently there is a substantial financial opportunity loss without the adoption of IoT in the Indian Public Sector Retail Oil Outlets. This paper has done a literature review and survey to calculate and quantify that Opportunity Loss and also identify the 26 variables which contribute to increase in employee productivity and operational efficiency through IoT in Indian Public Sector Retail Oil Outlets. Using the Osterwalder's Business Model Canvas tool (Osterwalder & Pigneur, 2010) and based on the responses received from the respondents through the survey, these 26 variables were incorporated under the 9 building blocks to come up with an IoT business model for Indian Public Sector Retail Oil Outlets. The base theory for the current research is the 'Thing' Theory. This paper shows the contribution to the 'Thing Theory' by depicting the interrelation of Processes with People, Data and Things through the IoT Business Model in Indian Public Sector Retail Oil Outlets. This IoT business model can be leveraged by the Indian Public Sector Downstream Oil Companies for implementation of Internet of Things (IoT) at their Retail Oil Outlets.

Keywords: Internet of Things, Operational Efficiency, Employee Productivity, Indian Public Sector Retail Oil Outlets, IoT business model



Session	1103
Date	December 22, 2016
Time	16.00 hrs. to 17.30 hrs.

Exploring the Influence of Social Media on Brand Equity and Brand Evangelism of Young Consumers

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Introduction

Through enhanced growth of social media platforms (e. g., Twitter, Facebook), our existing advertising and branding paradigms has experienced considerable changes. While Zynga has already reached over 90 per cent of social media end users (comScore, 2011; Pew Research Centre, 2012); YouTube, Instagram in addition to Twitter were actually on a growing spree. By mid-2013, Twitter had 2 hundred million effective users (Rusli, 2013). Customer over social networking platforms like Facebook, Twitter etc. actively develop relationships and share their experiences with products/services of a brand (Sundbo, 2015). Today's social networks are thronged with active participation of customers in different activities for e.g. product or service discovery, product recommendation etc. These subtle developments in the social media landscape has radically redefined the usage of social media tools for brand perception and interaction. The positive or negative affinity for a brand nowadays can be largely attributed to the kind of information being shared across the social media. There has been an escalation in studies exploring

the buying behavior and purchase intentions of young consumers. Kubacki et al. (2015) undersigned the importance of social marketing principles in urging young students to emphasize on increased physical activity for obesity reduction. With a prominent growth of e-retailer websites; extant works have established the growing significance of customer involvement and their ratings in influencing purchase decisions (Langhe et al., 2015; Ngai et al., 2015). Extant research has already undersigned the purchase decision making process in mature adults (Park et al., 2013; Han and Yoon, 2015). Adult consumers are more rational and adopts a structured pattern and adaptation based on their requirements (Yoon et al., 2009); however social media does have a profound influence on decision making process of adults (Lee et al., 2010).

The prominence of strong consumer brand relationships in influencing final purchase decisions and creating brand loyalty are well acknowledged (Keller, 2012; Aaker et al., 2004; Fournier, 1998; Muniz and Hamer, 2001; Park et al., 2013; Schmitt, 2013; Thompson and Sinha, 2008). There has been an increased attention on exploring the enablers and outcomes of intense consumer- brand relationships. Investigations have been well acknowledged in spheres of online customers exploring phenomena such as brand communities, brand cults (Belk and Tumbat, 2005); between individual customers and brand e.g. brand devotion, brand love etc.(Batra et al., 2012) and for behavioral outcomes of consumer-brand relationships e.g. brand advocacy, brand salience, brand equity and brand evangelism (Badrinarayanan and Laverie, 2011; Keller, 2013; Kemp et al., 2012; Jara and Cliquet,2012). We explore the influence of social media in developing customer-brand relationships through its contributions

in enriching brand evangelism and brand equity. For this we extend the notions of “interaction” and “usability” in the domain of social media and propose two key factors for social media: social media interaction (SMI), social media usability (SMU). In this context, this study explores the following research questions:

- (1) What is the importance of social media interaction in developing brand equity and brand evangelism?
- (2) What is the importance of social media usability in developing brand equity and brand evangelism?
- (3) What is the relationship between brand equity and brand evangelism?

The next section discusses the literature and develops the relationships.

Literature Review & Hypotheses Development Social Media Interaction (SMI)

Social media is “a group of Internet-based applications that build on the ideological and technological foundations of Web 2.0, and that allow the creation and exchange of user generated content” (Kaplan and Haenlein, 2010). The study defines social media interaction (SMI) as the extent of information being exchanged over social media platforms in various forms e.g. messages, videos, images etc. relating to a brand or product or service among online customers. Studies have emphasized the increased reliance on social media to have long term benefits in gaining market share and increased profits for business firms (Ngai et al., 2015; Malhotra et al., 2013). A number of researchers suggested that managers may reap benefits of social networking by framing consumer conversations (Kaplan and Haenlein, 2010; Mangold and Faulds, 2009); while others have offered strategies for measuring the success of social media marketing campaigns (Hoffman and Fodor, 2010). Hudson et al. (2015) explored and found a positive relationship of social media

interaction with brand relationship quality, emotions and word of mouth. We argue that such interactions in the social media can have profound influence in creating brand perceptions in young mindsets. Young customers are more engaged and connected over social media globally. Therefore, we must explore how social media interactions are shaping their brand perceptions.

Social Media Usability (SMU)

In the realm of human computer interaction (HCI), usability has received substantial attention. Although no clear agreement exists on the available definitions of usability; it has been generally linked with the indication of the ease of using a target object. According to ISO/IEC 9126-1, usability is “related with attributes of the product that make it understandable, learnable, easy to use, and attractive.” (Bevan, 2001). Nielsen (1999) defined usability as ease of use and learning. In addition, IEEE standards define usability as “the ease with which a user can learn to operate, prepare inputs for, and interpret outputs of a system or component”. We define social media usability as the attributes of social media that make them easily comprehensible, learnable, make them easy and attractive to use for the end user. Research on social media usability has been scarce (Hudson et al., 2015; Saboo et al., 2015). While Mangold and Faulds (2009) argued social media as the new emerging key for promotion for business firms; Kaplan and Haenlein (2010) argued that it’s a real challenge for business firms to devise strategies for deployment of social media for influencing customers and motivating them positively with their purchase decisions. Lee et al. (2015) included two key dimensions of usability viz. simplicity and interactivity in the mobile handsets context and explored how these influences user’s satisfaction, trust and brand loyalty. Using these impetuses, we argue in this study that social media usability will have a dominant influence on the perception brands as sacred to the young generation.

Brand Evangelism

Brand evangelism refers to positive brand referrals, word of mouth, ideas and feelings on a particular brand by customers (Doss, 2014). A brand evangelist frequently portrays a prominent willingness to influence consumer behavior. Further, brand evangelists voluntarily convert other consumers to the use of a particular brand (Kemp, Childers, & Williams, 2012). More recently, studies have referred to brand evangelism as an acute desire to recommend the brand and influence others to purchase it (Becerra and Badrinarayanan, 2013). In this study, we posit that young online consumers are more preferred targets for business firms because of their impulsive buying behavior and social status quo (Burgess et al., 2014).

Brand Equity

Customer's personal and intangible judgement of the brand, above and beyond its objectively- perceived value is known as brand equity (Rust et al., 2000). It is the brand value in the market (Randall, 2000). The chief enablers of brand equity are brand image and brand awareness (Jara and Cliquet, 2012). Consequently, brand equity normally portrays customer's emotions and corresponding actions toward the brand. This can further help to increase market share and benefits of a company. When customers behave towards the brand based on their possessed knowledge about the brand; the phenomena are known as customer based brand equity(CBBE) (Lee and Back, 2008). Literature suggests that the key component of CBBE is the accumulation of customer's knowledge about the brand in their memory (Romaniuk and Nenycz-Thiel, 2013). Furthermore,

CBBE is also defined by the "network of brand associations in consumers' memory" (Christodoulides and de Chernatony, 2010). As young consumers are more shopaholic (Inseng and Teichert, 2016) it is required for business firms to explore the influence of social media interaction and its usability in developing brand equity in this niche.

Literature has already argued the dire need of empirical exploration for determining the success of social media in evaluating consumer-brand relationships. We contend that extensive interaction over social media among young online consumers will have a dominant effect on a positive influence on young consumer's intangible judgement of the brand (i.e. brand equity) and consequently on positive referrals and word of mouth (i.e. brand evangelism). Further we also posit that if social media be utilized appropriately; it can lead to positive brand equity and evangelism.

Accordingly, we propose the following hypotheses:

H1a: Social media interaction positively influences brand equity.

H1b: Social media interaction positively influences brand evangelism.

H2a: Social media usability positively influences brand equity.

H2b: Social media usability positively influences brand evangelism.

H3: Brand equity positively influences brand evangelism.

Figure 1. shows the theoretical model.

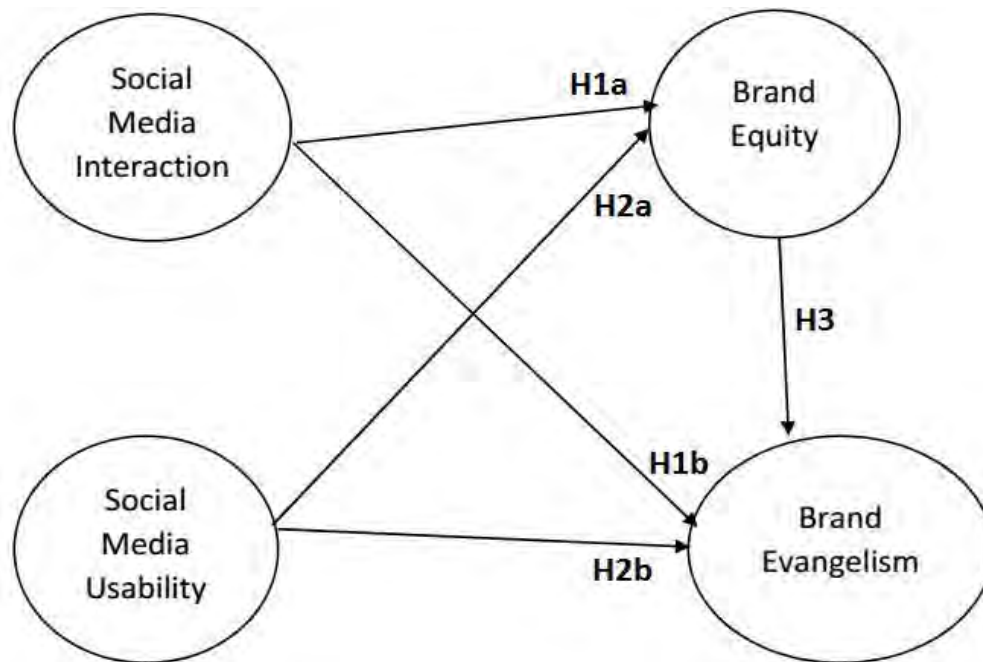


Figure 1. Theoretical Model

Research Methodology

Subjects and Procedure

Our target population constitute of people who are members of a brand community in any social media platform. A brand community is a “specialized, non-geographically bound community, based on a structured set of social relations among admirers of a brand” (Muniz and O’Guinn, 2001). The purpose of these communities is the utilization of a good or service. In the context of young online shoppers, we define brand community as a specialized niche where young online shoppers interact and exchange information regarding a product or service belonging to one or several brands. As Laroche et al. (2013) undersigns that the main reason for such community development are facilitating information sharing, sharing the history of a brand and its culture, providing help and support to customers.

Accordingly, for data collection we interviewed students in a private university in a premier city in India that satisfied the following criteria: (1) they fall in the age group 17-27 years (2) they spent most of the time in one or several of these social media exchanging information about brands, products and services (3) they are updated with latest technologies and product information in at least of these product categories: (a) mobile handset (b) tablet (c) notebook. The above categories of products are chosen since youngsters are more active in buying, using and selling of these three electronic products. Further, such a sample of young shoppers were chosen as the main objective of the study is to understand the contribution of social media in developing brand associations. In this way we make sure the target population can at best represent as members of brand communities. Based on a total available population of around 1100 students; actually applying the three criteria coupled with convenience sampling we obtained total 544 students. Finally, 232 agreed to participate in the survey resulting in 232 completed responses. The respondents were given a recharge coupon as a small gift for participating in the interview. We resorted

to face to face interview technique as the same has been found to yield more accurate results and higher response rate compared to surveys and greater control can be exercised over the respondent (Szolnoki and Hoffman, 2013). This method of data collection further helped to make the respondents understand the actual objective of our study and to explain the literal meaning of each and every questionnaire item. Table 1 shows the sample profile.

Respondents Profile			
Attribute	Value	Frequency	Percentage
Gender	Male	127	54.74
	Female	105	45.26
Age	17-21years	109	46.98
	22-27 years	123	53.02
Internet Usage (Daily)	Less than 8 hours a day	74	31.89
	More than 8 hours a day	158	68.11
Time spent on Social Sites(Daily)	Less than 5 hours	65	28.02
	More than 5 hours	167	71.98
Products Purchased Online	Flight Tickets	19	8.18
	Electronic Gadgets	31	13.36
	Clothing	23	9.91
	AI	159	68.55
Frequency of Online Purchase	Once every month	24	10.34
	> than once every month	208	89.66
Search Engines Used	Google	188	81.03
	Yahoo	32	13.79
	Bing	12	5.18

Table 1. Respondents Profile

Results:

The collected survey responses were analyzed using confirmatory factory analysis. Further, the proposed relationships were validated using structural equation modeling. Figure 2. summarizes the findings and results of hypotheses testing in a structural model. Several important implications for marketing managers and practitioners were also discussed in the concluding sections. As shown in figure 2, except the social media usability → brand evangelism linkage; all other proposed paths were positive and statistically significant. Hence all of the them were supported except social media usability → brand evangelism linkage.

Figure 2. Structural Model Results

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Session	1103
Date	December 22, 2016
Time	16.00 hrs. to 17.30 hrs.

Brand Love – a social media perspective

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Abstract

In the early 1990s when Nestle India launched ‘Maggi’, the two-minute instant noodle brand in India, it came a long way to become a favourite snack for a generation of young Indians. However, in recent past, when it was taken off the shelf after it was found to have high lead content, that generation of Maggi lovers were deeply shaken. The next episode that followed was a deluge of love letters from Maggi lovers in the social media. Today, Maggi has returned, but one idea that became prominent was that - People love brands.

Brand Love is the feeling of togetherness that a customer has with a brand. A customer feels proud to be associated with the brand as a result of his/her memorable experience with the brand. In order to establish a strong customer – brand relationship and thus a sense of brand love among the customers, it is imperative on the part of the marketers to work hard with the objective of long term customer engagement. Due to the growing popularity and customer engaging ability of social media, companies use various free as well as paid tools to advertise their products on social media. These company sponsored communications on social media are referred to as firm created communications (FCC). Apart from FCC, another important aspect of communication through social media is user generated communication (UGC). This is the communication between customers using the social media platform.

The present research paper aims to propose a model showing the impact of social media communications, i.e., FCC and UGC on generation of Brand Love and Word of Mouth with Brand Image acting as a mediating variable. The study is carried out among young Indian smartphone users who are also active social media users.

A convenient sampling procedure was followed using Facebook as a medium to collect relevant data using structured questionnaire. From the online survey, a total of 261 complete responses were obtained, which was utilised for model building using Structural Equation modelling (SEM) as a tool. The process of SEM was initiated, starting from conducting a confirmatory factor analysis to verify the unidimensionality, reliability and validity of the latent constructs. Next, the conceptual model was tested using standardised coefficients and other goodness of fit statistics, all of which suggested a good model fit.

The key findings from the study suggests, that product related banner ads in social networking sites like Facebook, Brand fan pages in Facebook containing news, videos of latest product launch, etc. (i.e., FCCs), can trigger customer feedbacks and suggestions i.e., increased UGC traffic. When a secondary set of customers observes the company’s brand related communications and the comments and discussions of already positively motivated peers, a positive image of the brand sets in their minds. This positive image of the brand gradually motivates these customers to connect emotionally with it and start loving the brand and finally spread positive messages via Word of Mouth.

Keywords: Social Media, Firm Created Communication, User Generated Communication, Brand Love

Session	1103
Date	December 22, 2016
Time	16.00 hrs. to 17.30 hrs.

Role of mixed neutral electronic word of mouth on online purchase intention

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Abstract

Increasing popularity of online shopping website has made electronic word of mouth (eWOM) valence (type of online review) as an important evaluating tool for online consumers. Existing online marketing literature had given major focus on positive and negative valence. Contemporary literature yet to analyze impact of electronic mixed neutral word of mouth valence (which provides pros and cons details) on online purchase intention. This study analyzed the role of various valence types (positive, negative, and mixed neutral) on purchase intention. This research study again checked how mixed neutral WOM affected purchase intention as compared to other valence types. This study also examined how nature of product (search vs. experience) acting as a moderating factor affecting relationship between valence and purchase intention. In this research, survey data were collected from 110 respondents in Kolkata. This study used analysis of variance with randomized block design method to analyze main effect of valence types (as independent variable) and blocking effect of nature of product (as moderating variable) on online purchase intention. Result showed that different types of WOM valence (positive, negative, and mixed neutral) have exerted different levels of effect on purchase intention. For the first time, this study has shown that mixed neutral word of mouth positively affected online purchase intention. Analysis result also confirmed that experience product has more moderating effect than search product on relationship between valence and purchase intention. These results have enabled authors to discuss important implication in implementing product based WOM valence management. Authors also presented the key limitations in the current study and proposed some important directions for future research.

Keywords: Electronic word of mouth, online purchase intention, online review valence, mixed neutral eWOM



Session	2101
Date	December 23, 2016
Time	09.30 hrs. to 11.00 hrs.

Adoption of Mobile Phone Applications by College/University Students: Using a Tam and Doi Theory Models' Combined Approach

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Abstract:

Mobile phone applications these days have become a trend and fashion with most youngsters resorting to them as an addiction. Tremendous growth of application service providers and millions of applications in the smart phone market have become a phenomenon in mobile market. This study focuses on the attitude of young college/university going students towards these applications and their intention to use them in future. One of the major problems with mobile apps adoption is that a large chunk of users, especially younger generations (college students) do not use them on a regular basis or they get bored with most of the apps very soon and eventually they either stop using them or even delete them. New mobile applications (innovative apps) always attract youngsters but they do not adopt them for a longer time (sustenance). Two theoretical models viz., the Technology Acceptance Model (TAM) and the Diffusion of Innovation (DoI) were identified to be addressing this problem. The purpose of this research was to alter and develop a new hybrid by combining TAM (technology acceptance model) with DoI (diffusion of innovation) theory to explore the factors affecting the college/university students' behavioral intentions to use the mobile applications for their benefit. In a way, this study becomes a pioneering effort in applying the DoI theory model into a TAM model. We amalgamated the two theories/models to form a new model which was depicted in the proposed model, we merged the PU, PENJ and IM into the relative advantage dimension of diffusion of innovation, which were part of TAM model as depicted in the original model formulated by (Davis, 1989) and used in many previous studies. As mentioned by Al-Fulih (2002), the complexity (CPL) and the perceived ease of use (PEU) are also considered similar concepts (as was adopted from the Davis' model because of the concepts' similarity), we therefore, included PEU in complexity dimension of DoI theory. We also added the intention to use post the attitude of college/university students in using mobile applications. Overall, this has been confirmed by the results of the hypothesized relationships of the research model. CFA and SEM were applied to test different constructs. The results of the study showed that the measurement model identified three factors- perceived usefulness, complexity and trailability. SEM model-fit results indicated three positive the hypothesized relationships out of six- complexity→attitude ($\beta=0.238$, $P<0.001$), trialability→attitude ($\beta=0.361$, $P<0.001$) and attitude→behavioral intention ($\beta=0.399$, $P<0.001$). The other three hypotheses relationships viz., relative advantage→attitude, compatability→attitude and observability→attitude were rejected. These results have major implications for the mobile application service providers to innovate and alter their existing and future applications so that these young students should use them with ease and stability. More emphasis should be given to a user friendly design of such applications especially for youngsters for that they use them regularly.

Keywords: TAM, Diffusion of Innovation, Mobile Applications, Students, Structural Equation Modelling

Session	2101
Date	December 23, 2016
Time	09.30 hrs. to 11.00 hrs.

Effect of Employer Branding on Job Performance among Professionals in Select Information Technology Organizations in North India

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Abstract

Purpose: The present study focuses on the relationship between employer branding and the job performance in select information technology organizations in north India

Methodology: A cross-sectional survey design was used to test the proposed hypotheses. This study used the snowball sampling method because of time limitation. The respondents for this study comprised professionals serving in five largest information technology organizations in north India as per the National Association of Software and Systems and Companies (NASSCOM) annual report 2014-15 were selected for the study. Data was collected from employees serving in the five organizations across the states of Punjab, Haryana, Chandigarh, Delhi – NCR, Jammu & Kashmir, Uttarakhand, Uttar Pradesh and Himachal Pradesh in North India. Number of respondents is 258 comprising 181 males and 77 females.

Results: This study presents the simple regression analysis to indicate that employer branding is a significant predictor of job performance. Also, it was found that there were variations in the level of employer branding and job performance of employees with regard to their gender and age.

Discussion: The study found that employer branding significantly contributes to job performance, thus, organizations must create a favourable employer brand. Organizations can start by offering career opportunities, benefits and perks, harmonious work environment and learning to create a strong employer brand. The feeling of trustworthiness and esprit de corps must be inculcated in the organization so that good word may be spread about the company. Thus, efforts to create a favourable employer brand may itself lead to high performance among employees. In short, it is essential to enhance employer brand to enhance firm's performance.

Keywords: Employer Branding, Job Performance, Professionals, Information technology



Session	2102
Date	December 23, 2016
Time	09.30 hrs. to 11.00 hrs.

Global brands' credibility and its impact on purchase intentions for Indian consumers

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Abstract

The question of how consumers make a choice between global brands originating in developed versus emerging markets is extremely crucial. Emerging markets are often characterized by higher levels of market heterogeneity, sociopolitical governance, unbranded competition and inadequate infrastructure (Sheth, 2011). In such contexts, markets would be characterized by asymmetric and imperfect information. Literature on information economics posits that brands as credible signals reduce consumer's perceived risk, information cost and suspicion about firms' quality claims (Erdem and Swait, 1998). Therefore, we expect that in an emerging market setting credibility of a brand would be crucial in influencing consumer choice. Hence, the objective of the present study is to investigate the role of brand credibility in influencing purchase intentions towards global brands originating in developed versus emerging markets.

Given the significance of brand credibility in purchase intentions it is important to identify its antecedents. Ozsomer and Altaras (2008), suggest that global brand credibility is influenced by the brands perceived global reach and its imbued cultural capital. Both of these variables represent a brands' strategic positioning in the marketplace and hence can be employed as signal to communicate a brand's position in the marketplace. In this study we identify and test three prominent drivers of brand credibility viz. perceived brand authenticity, local iconness, and perceived brand globalness in the context of global brand purchase. The results show that brand credibility is an important purchase factor for global brands. Further, three drivers differentially influence the credibility perceptions of global brands originating in developed as well as emerging markets.

Keywords: global brands, brand credibility, perceived brand globalness, local iconness, brand authenticity, emerging markets

Session	2102
Date	December 23, 2016
Time	09.30 hrs. to 11.00 hrs.

Preparing our Students for Marketing across Cultures

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Introduction

A shrinking planet and constant pressure to maintain a firm's growth mean that international marketing continues to grow in importance. The key to a successful marketing effort across cultures require a solid understanding of the diverse economic, social, cultural, political, and legal dimensions of different countries. Our students must be prepared to analyze world markets and their respective consumers and environments, and equip themselves with the skills in developing and implementing marketing strategies and decision making in international contexts. An initial step towards that could be served by a well-designed study abroad experience.

In order to deliver the best study abroad experience to our students, it is essential to start the process with an effective design of the curricula. One type of study abroad programs where faculty are directly involved is study tours (we define them as faculty-led academic learning tours, spanning four weeks or less). Different scholars have different ideas of what is involved in designing the curricula of these short-term courses, but they can all be categorized into the following areas: Faculty leaders and designers (Womble et al., 2014), Location (McKenzie et al, 2010), Content/Intensity (Koernig, 2007), Eligibility/Audience (Howard & Keller, 2009), Cost (Paul and Novotorova, 2015), Duration, and Other factors like emerging market potential, safety, economic conditions, and current political environment (Langlois & Langlois, 2010).

Thus, our research question for this study is how these different elements of curricula (in particular intensity) should be designed to deliver the desired learning outcome to our students.

We hope that the findings of our study will help marketing faculty design the most effective study abroad courses for our students, and contribute to the marketing education literature.

how to do business there (in a specific industry)? (critical analysis and synthesis) and finally

Category four: *Learning goal – helping a business there* (evaluation and application).

In order to design an effective study tour, in this study we intend to investigate the most important element of its curricula – intensity. We define intensity as how rigorous the course is and measured it by the planned activities (both number and nature) during the trip. For example, a five day program that included numerous site visits, cultural activities, and workshops would be considered a high intensity course, whereas a four week program that was mainly classroom learning with a few excursions would be considered a low intensity.

There are different levels of learning goals in Bloom's taxonomy and their rigor increases with the higher number of category in Paul's typology (Paul, 2016). For example, category one involves only knowledge acquisition, category two adds comprehension to it, category three ratchets the rigor to critical analysis and synthesis, and finally category four incorporates evaluation and application as the learning goal. Following this logic, our proposition states that the intensity of a study tour will increase with the number of category in our typology. In other words, category one courses will have the lowest intensity whereas category four courses will have the highest level of intensity.

Session	2102
Date	December 23, 2016
Time	09.30 hrs. to 11.00 hrs.

Obtaining Customers Input for New Service Development in the Emerging Markets: A Case Study

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Abstract

Despite the growing base of service research, the extant literature of customer interaction has focused mainly on the tangible product domain. As a result, many scholars have called for more research on customer interaction that apply specifically to the services area. Thus, in this article we build on and extend the extant New Service Development (NSD) research by focusing on customer interaction process in NSD in an emerging market and propose a framework that can help service firms address various tactical issues when considering customer interaction in an emerging country. To achieve this research objective a case study of NSD and customer interaction was conducted in a private sector financial service firm in India. The case study investigates the development of new services with inputs from company's customers.

To collect data we observed and analysed customer interaction activities using the longitudinal case research method. In particular, the case study reports on the customer interaction strategy and techniques employed by one of the leading private sector financial service firms Indi Corp Inc. (a pseudonym). We interviewed the managers of Indi Corp and several selected customers using a case study protocol developed from the review of the extant literature.

The data pattern suggests that although the US has a competitive advantage in the global trade of services, recently many emerging countries have achieved a growing share of world trade in services. However, the literature is not explicit on how a firm in emerging market particularly in India should interact with their customers. Through this study we propose a systematic approach to search and involve customers in NSD in India. Four strategies are particularly critical for an effective interaction strategy: (1) conducting an initial face-to-face team meetings for several days, (2) increasing the amount of communication and informal interactions among the local managers and customers, (3) developing close relationships with customers who are experts and innovative, and (4) holding periodic progress update meetings. While the initial meeting sets the stage in building trust and establishing close relationships, continual efforts to increase communications serve to reinforce and expand these behaviors that are so crucial to effective global NSD and customer interaction. Our research also *found* the key criteria that should be considered for customer selection and involvement in NSD process: existing relationships with the customers and customer expertise.

Our study makes several key contributions. First, this study reflects the current academic and practitioner interest in the emerging role of India, not just as a user of new services but also as an increasingly strong player in developing global new services capabilities. Further, India is becoming an important export market for many global service firms. Thus, our findings may be of considerable value and interests to service managers in the U.S and other developed nations faced with the complex tasks of marketing and developing new services in an emerging country.

Keywords: New Service Development, Emerging Markets, Customer Input

Session	2102
Date	December 23, 2016
Time	09.30 hrs. to 11.00 hrs.

Role of Mobile Banking Servicescape on Customer Attitude and Engagement: An Empirical Investigation in India

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Abstract

The purpose of this paper is to examine the potential influence of overall service environment (servicescape) of Mobile banking (M banking) on customer attitude and engagement intentions. The previous researchers support the claim that this mode of banking service has paved a pathway to an innovative banking approach in both developed and developing countries. However, unlike traditional transactional and online banking services, the limited ability of this mode to provide one-to-one interactions with service providers increases privacy concerns among consumers. To address these privacy concerns, consumers may look for relevant cues from the channel environment to confirm that they will not experience a loss once they perform banking related activities via this mode. A Stimulus-Organism-Response (S-O-R) framework, which is often employed in physical and online servicescape literature, is adapted as the basis of the conceptual model that the M banking servicescape as stimulus will influence the organismic effects of customers' attitude towards M banking, which in turn influence their response, i.e., customer engagement. A web based survey among 345 M banking users was employed to gather data regarding the proposed set of constructs. A Structural Equation Modelling (SEM) technique was used to analyse the conceptual model and test the proposed set of hypotheses. Statistical results demonstrated that M banking servicescape is a strong predictor of customer attitude toward M banking which then influences customer engagement. It also support the fact that customers' attitude toward M banking mediates the relationship between M banking servicescape and customer's engagement with M banking. Extension of servicescape research from physical and online contexts to M banking setting provides a notable new realm into which academicians can extend the current paradigms. This study also helps M banking practitioners an enhanced understanding to improve customer attitude and engagement with regard to M banking. In addition to this, it is also found that layout and functionality play an important role to develop M-banking servicescape.

Keywords: Mobile banking, servicescape, e-servicescape, attitude, engagement

Reference No:35

Session	2103
Date	December 23, 2016
Time	09.30 hrs. to 11.00 hrs.

Americanization of Indian Culture: An Empirical Investigation

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Abstract:

Craig and Douglas (2011) posit that globalization has brought several changes in cultural values and 'national culture' is no longer meaningful. Though ethnic differences were considered important predictors to consumption related issues, recent research suggests that increased interaction with people from other countries has brought changes in cultural values (Hannerz, 1990; Yoon, Cannon, & Yapark, 1996; Cannon & Yapark, 2002; Cleveland & Laroche, 2007; Nijssen & Douglas, 2008). Levitt (1983) argued that globalization would lead to disappearance of national cultural boundaries and exposure to global brands would bring homogenization of consumer wants and needs. These arguments primarily focus on globalization and similarity in consumption patterns of consumers across countries.

The claim made by Hofstede (2000) about cultural differences having an impact on decision making may no longer be relevant. There are noticeable commentaries of both schools of thought but this debate has not reached any logical conclusion even in five decades. There has been no noticeable attempt to empirically validate the Levitt's homogenization theory in a longitudinal study. This study is an attempt to test the homogenization theory empirically in a longitudinal study in India. The selection of India is equally important because India is considered a collectivist society and is very different from American culture to which most of the convergence theories postulate. The convergence hypothesis if true is further tested for the rate of conversion between metropolitan and non-metropolitan cities. It is because convergence is assumed to be based on increased interaction with people from other countries (Hannerz, 1990; Yoon, Cannon, & Yapark, 1996; Cannon & Yapark, 2002; Cleveland & Laroche, 2007; Nijssen & Douglas, 2008).

The study, therefore, makes two important contributions to the existing literature. Firstly, it tests the convergence theory empirically in a longitudinal study in a collectivist culture. Secondly, it further tests whether the rate of convergence is dependent on the metropolitan culture of cities. A comparison of data of 2012 and 2013 was done to examine changes, if any, in cultural values. Increasing evidence of Americanization of Indian culture was observed in the study. Comparison across metropolitan and non-metropolitan cities revealed that while cultural values in metropolitan cities have undergone changes, there was not much change in non-metropolitan cities. The findings suggest that convergence of culture is directly related with the increasing urbanization of cities.

Keywords: Collectivism, long term orientation, power distance, metropolitan and non-metropolitan cities.

Session	2103
Date	December 23, 2016
Time	09.30 hrs. to 11.00 hrs.

Determinants of Consumers' Perceived Experience Value in relation to Online Organic Food Purchase

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Abstract

Organic food buying behavior is related to consumers' deeper value system, which involves intellectual and cognitive processing (Tarkiainen and Sundqvist, 2009) and complex decision making due to high price and skepticism (Lavin et al., 2015). The adoption of organic food is not so satisfactory when marketed with conventional food. Therefore there is a need for separate and more engaging shopping platform, which can co-create a delightful and enjoyable shopping experience for the consumers. Literature does not give a clear understanding about the factors which can influence Consumers' Perceived Experience Value (CPEV). Hence the study aims to identify the drivers or the determinants of CPEV in relation to online organic food purchase. The objectives of this study are identify the domain of constructs along with their respective items for CPEV and their relation through qualitative exploration and validate the items for respective construct through quantitative technique.

Depth interview was conducted among regular organic food consumers and online shoppers through convenience and judgmental sampling. Grounded Theory (GT) was applied for generating constructs and their respective items from interview transcript. GT was executed through three stages open, axial and selective coding (Glaser and Strauss, 1967). An affinity diagramming was done for determining how users mentally group the concepts into categories. Some broad categories have been identified from the literature and expert opinion. The new items which were generated from depth interview followed by open coding were written on sticky notes which were sorted into categories as a workshop activity.

33 items under seven constructs were identified through grounded theory and affinity diagramming. Exploratory Factor Analysis was conducted with 189 data points. The items, which loaded above 0.7, were considered for Confirmatory factor analysis (CFA). 31 such items were loaded under 7 constructs were identified for CFA. The constructs were validated through Convergent and Discriminant Validity and the results indicate adequate convergence within the constructs and distinction between the constructs. The study contributes a scale which can measure the constructs like Cognitive Engagement (4 items), Emotional Engagement (6 items), Behavioral Engagement (4 items), Telepresence (3 items), Willingness to co-create (5 items), Willingness to pay for Experience (5 items) and Ease of Use (4 items) in relation to online organic food purchase which was not available in the existing literature. This will be beneficial for the organic food producers to develop a digital marketing strategy and penetrate the market. The study will also help the service and experience designers to explore these opportunities and create a platform for the small-scale farmers and contribute in their livelihood development.

Key words: Organic Food, Experience Value, Grounded Theory, Affinity Diagramming, Confirmatory Factor Analysis.

Session	2103
Date	December 23, 2016
Time	09.30 hrs. to 11.00 hrs.

The Influence of Situational Involvement: an Empirical Examination of Benefits and Risks in the Context of Mobile Payments

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Abstract

With the boom in online services and technologies, mobile payments have evolved as a more promising payment system offered by the service providers. The market of mobile payments in 2015 was \$450bn and is expected to surpass \$1tn in 2019 globally (TrendForce, 2016; Statista, 2016). However the adoption rate of mobile payments is very low in India, contributing to only \$21mn (Statista, 2016). Also, it is important to study the interactive nature of the context of mobile payments. In this purview, the situational factors play a major role in governing the mental state of a consumer. Thus, this study has been based on two facets; the positive valence, the benefits and the negative valence, the risk and their antecedents which will build a clear perception of an individual to motivate them to adopt mobile payments. The antecedents are information diagnosticity, authenticity and mental intangibility. Based on the level of situational involvement, how the cognitive processing of an individual works and motivates consumers to gain a clear picture as well as to adopt mobile payments. A conceptual framework has been built using the factors mentioned above. Scenarios will be created for high situational involvement and low situational involvement. Later experimental design will be performed to test the hypotheses. The expected finding of the study contributes to the media-congruency effect and human psychology to build relationship with consumers. The study also contributes to the risk- reducing strategies when a consumer is highly involved in the information available. The high level of situational involvement evokes consumer's cognitive processing and helps them evaluate pre-purchase decisions which later will contribute to reduce the risk.

Keywords: (mobile payments, situational involvement, information diagnosticity, perceived authenticity, mental intangibility)

Session	2103
Date	December 23, 2016
Time	09.30 hrs. to 11.00 hrs.

An Empirical Study of Consumer's Attitude and Behaviour towards Green Hotels

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Abstract:

Global climate change and natural disasters issues have created an alarming situation for the whole world. Like other sectors, the hospitality and tourism industry is also inclining towards green practices where businesses often rely on the integrity of the environment. Generally, Hotels are known for their comfort, coziness and luxury but actually, Hotel industry is responsible for huge energy and water consumption and wastage generation in account for providing this comfort to people. Today, many hotels are adapting green practices to save the environment and converting themselves into green hotels.

The aim of the paper is to understand customer's attitude and behaviour towards green hotel practices. The study is exploratory in nature and attempts to understand customer's willingness to pay and level of sacrifice the comforts for the sake of environment. A qualitative and quantitative research methodology using questionnaire along with secondary research has been proposed. A structured questionnaire has been used with convenience sampling techniques in gathering the data for the study. The survey was done on a sample of 346 guests of Kolkata's hotels which are embracing green practices. SPSS software was used to analyze the data. Chi Square test, Paired Sample test, ANOVA test, Reliability tests and IPA analysis were used to achieve the objectives of the study.

The research revealed that consumers are having positive attitude & behavior towards green hotels practices but are not ready to sacrifice their comforts and are not willing to pay more for staying in green hotels. The results of this study show that customer's awareness level is directly connected with their attitude, their income level, education level, occupation, and ethnicity are influencing their stay at a green hotel. According to customer's survey, there are not any significant differences in importance and performance level of green practices. The results shown that all the demographic variables i.e. age, income, occupation, education, ethnicity were influencing the customer's attitude and behaviour. The result of this study would contribute hoteliers who want to penetrate the market in Kolkata who is already present in the market and wants to maintain the loyalty of their customers. This research can be used for further studies too.

Keywords: Consumer attitude, Consumer behavior, Green Hotels, Kolkata.



Session	2201
Date	December 23, 2016
Time	14.30 hrs. to 16.00 hrs.

Role of Anticipation on Consumer Advance Purchase Decisions

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Abstract

Advance purchases are an integral part of consumers' lives. Consumers stockpile grocery products, book early airline or railway travels, vacation packages, cruises, concerts and plays, and athletic events. Advance purchase decisions are often predicated by limited supply of the products, and the resultant fear of missing out on the opportunity to consume. Such assurance, however, comes at the cost of pre-commitment of financial resources which could be employed by consumers elsewhere. In addition to these considerations, a psychological element that might also be relevant in advance purchase decisions is the anticipation of a pleasurable experience in the future, especially in hedonic products. Literature on inter-temporal choice (Lowenstein 1987; Lowenstein and Prelec 1992; Wathieu 1997) shows that contrary to the traditional discounted utility model, consumers prefer to delay the consumption of a pleasurable outcome. Thus, in a condition where the consumption is separated from purchase, consumers derive additional utility during the time between purchase and consumption from the anticipated favorable consumption experience.

We incorporate the findings in the intertemporal choice literature in advance purchase decisions. We contend that consumers who derive a positive utility from anticipation will buy earlier than later. We utilize advance purchase data from a major cruise company to investigate the role of anticipation in consumers' decision to advance buy a hedonic product. We incorporate two elements of anticipation – “conceivability” and “savoring” of a pleasurable experience into our advance purchase model. “Conceivability” relates to the consumer's ability to visualize the future experience and “savoring” relates to the rate at which the consumer extract positive utility by imagining the future experience. We do not observe these two factors, but infer the effects from advance purchase and consumption timing data, which we observe. We frame the problem as a “now or later” buying decision, in which different consumers weighs the benefits and costs of buying now versus waiting differently, resulting in heterogeneous purchase timings.

To investigate whether the conceivability and savoring vary across consumers, we employ a finite mixture model (Kamakura and Russell 1989), which produces a 4-segment solution. Segments 1 and 2 (49% of the sample) generate high anticipation utility from the cruise, whereas, segments 3 and 4 (51% of the sample) do not derive any anticipation utility. Rendering face validity of the findings, we find that segments 1 and 2 book the cruise, on average, about 12 weeks prior to sailing, compared to about 9 weeks for Segments 3 and 4. There are no differences in demographics across the segments. Across the four segments, Ocean View cabins are selected the most by Segment 1 – the segment with the strongest anticipation. Overall, our analysis shows that the inclusion of these psychological factors better explains consumer advance purchase decisions. However, the anticipation affecting advance purchases of cruises is limited to half of our sample vacationers.

Key Words: Advance purchase, Anticipation utility, Conceivability, Savoring, Cruise industry

Session	2201
Date	December 23, 2016
Time	14.30 hrs. to 16.00 hrs.

Leveraging Partner Relationships to Enhance Organizational Learning

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Abstract

Many scholars and practitioners agree that to compete effectively in an increasingly dynamic environment, firms must possess the ability to create, manage, and utilize knowledge. It has also been pointed out that learning improves performance and is the key differentiating factor between companies that have long-term relationships and those that do not (Kalwani and Narayandas 1995). Recognizing this, marketing scholars have begun shifting their focus from market orientation to organizational learning, to understand how market oriented firms learn and how this learning benefits the firm (Slater and Narver 1995).

In recent years, several papers have appeared in the literature and discussed components and methods of organizational learning and knowledge transfer (Bell, Whitwell, and Lukas 2002; Crossan, Lane, and White 1999; Easterby-Smith, Crossan, and Nicolini 2000; van Wijk, Jansen, and Lyles 2008), and the effect of organizational learning on marketing and organizational issues such as market orientation (Baker and Sinkula 1999), market program dynamism (Sinkula, Baker, and Noordewier 1997), firm capabilities and culture (Hult et al. 2000), relationship outcomes (Johnson and Sohi 2003; Johnson, Sohi, and Grewal 2004) etc. Additionally, outside of the marketing literature, several studies have discussed the role and importance of organizational learning and knowledge transfer in alliances and joint ventures (Inkpen 2008; Inkpen and Dinur 1998; Levinson and Asahi 1995; Meier 2011; Mowery, Oxley, and Silverman 1996; Oxley and Wada 2009; Simonin 1999).

Research questions

While there are a plethora of studies on organizational learning, an area that needs further investigation, and which is important in the context of relationship marketing, is the role of partner relationships in the organizational learning process. Specifically, the research questions that guide this study are:

1. How can firms leverage their partner relationships to enhance organizational learning?
2. Is there a difference in this learning process between the Indian context and the US context?

Theory, method, and analysis

To address these questions, we developed a conceptual model that has its theoretical foundations rooted in several streams of literature in organizational learning and inter-organizational knowledge transfer (see Mariotti 2012). We operationalized the constructs in the model using some existing scales, but also by developing new scales. To test the model, we collected data from firms in the United States and also from India. We analyzed the model using multi-group structural equations modeling to test for differences between the US and Indian contexts.

We will present the details of this model and analysis at the conference, including the specific patch the hypothesized and what the analysis revealed about their significance and differences between the two contexts.

Our results have implications, not just from a theoretical perspective where we add to the relationship marketing literature, but also from a practical perspective as we show how firms may be able to leverage partner relationships to enhance organizational learning.

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Session	2201
Date	December 23, 2016
Time	14.30 hrs. to 16.00 hrs.

Understanding Mobile Number Portability, Service Quality Factors & their impact on Customer Loyalty -a Study of major telecom players in Delhi NCR Circle

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Abstract

Purpose: With the introduction of Mobile Number Portability (MNP) by Telecom Regulatory Authority of India (TRAI) in January 2011, the challenge for retaining customers' has increased further. The porting requests have increased from 42 million in March 2012 to 117 million in March 2015. The study identifies factors of Service Quality and Mobile Number Portability (MNP) like Network Quality, Complaint Handling, Billing and Price that impact Customer Loyalty.

Research Methodology- Primary data was collected from customers of different telecom users in Delhi-NCR. It is focused on the youth segment given there long term importance to companies due to high data usage. The total sample size is of 805 respondents from six different service providers. Data was collected in Delhi-NCR of mobile users who have been using a mobile phone connection for more than a year. The data was collected using a 41 point structured questionnaire. Data was analyzed using SPSS AMOS 21, after testing for reliability using Cronbach's alpha test. An Exploratory Factor Analysis (EFA) was done for structure detection. Further, Confirmatory Factor Analysis (CFA) was performed on the 41 items using Maximum Likelihood extraction method with Oblimin rotation to confirm the dimensionality of the derived instrument. Conclusions of independent variables were drawn at a 5% significance level.

Results- Five main factors emerged with high factor loadings. In terms of Service Quality, Responsiveness, MNP factors and Price influence Loyalty in telecommunication services for the sample.

Conclusions - Through this research it can be concluded that MNP does have a significant impact on customer loyalty as network quality, billing, promotion and price are important to gain customer loyalty. Price followed by promotion emerged as most significant. Mobile telecom managers can learn and plan to offer attractive schemes in the market that meet the Indian customers' needs. Of the five service quality factors in this study, Responsiveness emerged as the most significant factor. It is therefore equally important for the Telecom Service Providers to have a responsive organization that is cued up to the mercurial customer needs and ensures that customers do not port out due to a perception that the telecom operator does not respond or understand customers' needs. It gives significant inputs to the industry for meeting the challenges posed and also help academia in understanding the concepts of the linkages between service quality and customer loyalty in the backdrop of MNP.

Keywords: Service Quality, Mobile Number Portability, Customer Loyalty, Services Marketing, Indian Telecommunication Sector

Session	2201
Date	December 23, 2016
Time	14.30 hrs. to 16.00 hrs.

Influence of Loyalty Programmes on Loyalty of Customers: A Study on Hypermarkets in India

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Abstract

In the modern customer-centric marketing, a loyalty programme is seen as a strategic weapon in developing valuable customer relationships and promoting customer loyalty. It has increasingly attracted interest by both marketing academicians and practitioners due to the reason that with the rapid expansion of the economy over the last ten years, the expansion speed of loyalty programmes in developing countries is twice faster than that in developed countries. Despite the fact that, loyalty programmes are widely used in retail all over the world and retailers have undeniably invested a lot of money into them, many such programmes do not bring corporate managers the expected results thereby, leading to an academic debate about the effectiveness of retailer loyalty programmes in influencing customer loyalty.

Moreover, retailing scenario in India is changing in terms of consumer learning and preferences. Explosive growth has begun the war of wooing the customers and making them loyal to a particular store/organization; as customer loyalty has started to matter. This has created the need to understand how the loyalty programmes work and create loyalty among customers.

Therefore, the present study has been undertaken aimed at investigating and analyzing the impact of loyalty programmes on loyalty of customers in organized retail, particularly the hypermarket segment in Mumbai (MMR) and Delhi (NCR) to ascertain the influence of perceived effectiveness (PE) of loyalty programmes on customer loyalty (CL) and determining the mediating role of customer value (CV) in this relationship. It also aims to investigate the impact of relationship benefits (RB) in altering this relationship. These associations with customer value and relationship benefits are explained through mediation and moderation paths respectively. Finally, the study validates a moderated- mediation model between loyalty programmes and customer loyalty using SEM and AMOS. The results of the study will help the retailers to evaluate and design effective loyalty programmes in order to influence loyalty of customers significantly and make enduring relationships with them.

Keywords: Customer Loyalty, Customer Value, Hypermarkets, Loyalty Programmes, Retail.

Session	2202
Date	December 23, 2016
Time	14.30 hrs. to 16.00 hrs.

The Positive Impact of Moral Licensing on Human behavior: When licensing challenges you to push boundaries.

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Abstract

Moral licensing theory argues that individuals who initially exhibit moral behaviours can subsequently resort to behaviours that are unethical, biased or indulgent. For example, someone who has just spent some time in doing community service may subsequently spend their money on wasteful expenditures. The argument of moral licensing theory is that moral behaviours provide individuals with a license to commit immoral behaviours subsequently. To date, the findings of moral licensing literature predominantly highlight the negative consequences of moral licensing on subsequent actions of individuals. The main research question pertaining to the current article is: Can moral licensing also result in positive consequences?

The current research identifies a situation wherein moral licensing has a positive effect on the subsequent action of individuals. The current research argues that moral licensing liberates individuals from the subsequent fear of failures, therefore encouraging them to take up difficult tasks which are more rewarding in lieu of easy tasks with lesser returns. The results from past research on moral licensing have highlighted the negative impact of moral licensing on individual's actions. The current research contributes to the literature on moral licensing by highlighting evidences which show that moral licensing can also have a positive impact on the actions of individuals. Results from two studies support this proposition and show the positive side of moral licensing on human behavior. These results build upon the moral licensing literature by identifying methods to use moral licensing for the benefit of individuals (e.g. motivating them to accept challenges). Further, these results contribute to the positive psychology movement by adding a positive dimension to the moral licensing literature, which otherwise has focused on highlighting the negative effects of moral licensing.

Study 1 adopted a 2(Licensing condition: License vs. Control) between subjects experimental design. The main dependent variable for the study was the likelihood of choosing a difficult yet interesting task over an easy yet uninteresting task. Results of one-way ANOVA showed that, the likelihood for choosing the difficult project was significantly higher in the license condition as compared to the control condition thus supporting the proposition of the study. Study 2 adopted a 2(Licensing condition: License vs. Control) between subjects experimental design. The main dependent variable for the study was the likelihood of choosing a difficult-to-learn and more advanced academic software over an easy-to-learn and less advanced academic software. A different choice item was chosen as the dependent variable to increase validity of the hypothesis. Results of one-way ANOVA showed that, the likelihood for choosing the advanced software package was significantly higher in the license condition as compared to the control condition thus supporting the proposition of the study.

Keywords: licensing, positive, moral, challenging, behaviours.

Session	2202
Date	December 23, 2016
Time	14.30 hrs. to 16.00 hrs.

Impact of Various Factors on Impulsive Buying Behavior of Customers in Organized Retail Stores of Non-Metro Cities

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Abstract

At Present, Impulse Buying in organized retail Stores is an important issue for marketers to know the behavior of customers. At this time, this approach is emerging day by day. Now researchers are having the eyes on this approach. Now Customers are ready for unplanned purchasing in retail stores due to several factors like attractive price of product, discount and several schemes, impulsivity, conformity, time pressure, cultural factors, credit policies and income of customers. The purchasing power of customer is associated with income of customers while the willingness to buy is affected by cultural and social factors. By this study, the impact of influencing factors is examined that how they are influencing impulsive buying behavior of customers. This study is a step for learning attitude of customer towards impulse buying or unplanned purchasing. In this paper, the association of six independent variables i.e. Price and Discount, Visual Merchandising, Conformity, Credit Card, Promotional Approaches and Product Attributes is examined with the dependent variable; i.e. impulse buying behavior of consumers. This study explains that each independent factor is associated with the impulse Buying Behavior or Unplanned Purchasing behavior of customers in retail stores. In addition to this study shows also that gender has also impact on impulsive buying behavior whereas it concludes that there is no significant difference among various income group for impulsive buying.

Keywords: Impulsive Buying Behavior, Price and Discount, Visual Merchandising, Credit Card, Promotional Activities

Session	2202
Date	December 23, 2016
Time	14.30 hrs. to 16.00 hrs.

The Role of Exploratory Tendencies in Consumer Behaviour and Intention to Buy Online: Moderation Analysis using Big Five Personality Dimensions

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Abstract

Online shopping can be best described as the buying and selling of products over the internet. The seller tries to attract and convince the prospective customer and influence the buying decision-making process, and also attempts in the process, to make certain that the customer is satisfied and remains loyal. Personality has its impact on every aspect of human behaviour. Purchase behaviour being no exception. Buying intention is often used as a metric in the prediction of buying behaviour (Morwitz and Schmittlein, 1992). In order to stay competitive in an increasingly challenging online ecosystem, marketers need to continuously understand what exactly drives the behaviour of the shoppers who visit their online stores. With this background, the purpose of the present study is to understand the role of exploratory tendencies in consumer behaviour and intention to buy online through moderation analysis using big five personality dimensions. For the purpose standardised scales were used to collect data. Overall filled-in responses were collected from 620 respondents who buy products online. Two Step Hierarchical structural equation modelling was administered to examine the research questions and hypotheses of the study. The study reveals that there is a relation between exploratory behaviour tendencies, buying intentions and personality traits of the online shoppers. Personality trait was identified to have a high moderation value between exploratory tendencies and online buying intention. The relationship between exploratory tendencies and online buying intention exhibited an indirect influence from personality traits more than the relationship it exhibited directly. The study has explored the nature of exploratory tendencies among online consumers and their buying intentions in terms of their personality traits. The findings of this study recommended the organizations and companies to develop the strategies to understand online exploratory behaviour of consumers; which is otherwise not known because of the intangible nature of internet. More the needs of the potential customers get quenched during exploration, the likelihood that the exploration will be converted to actual buying increases. Thus the practical implication of the research is that it would give more insight to the online marketers about the important factors behind the exploratory tendencies of the consumers, and more customized websites, reviews, innovative products targeted, offers and discounts to promote repeat buying, comparability of products, and in the run convert the explorations into actual purchase.

Keywords: Online Consumers, Online Shopping, Exploratory Tendencies, Buying Intention, Big Five Personality

Session	2202
Date	December 23, 2016
Time	14.30 hrs. to 16.00 hrs.

Virtually Unhappy: How Probability Neglect in Social Comparison Biases Judgments of Satisfaction with Life

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Abstract

With the advent of social networking sites, unprecedented social influence has pervaded our daily lives. Across three studies we show that even though people feel more satisfied with their lives when they view recently added friends on Facebook, passive activities like reading friends' posts on Facebook makes people feel less satisfied with their lives. This occurs since the more Facebook friends people have, the more ostentatious information they see as people tend to share more positive than negative information.. Further, in this passive experience of Facebook, people fail to draw a connection between the number of friends and the amount of ostentatious information they see on Facebook, and experience a drop in their life satisfaction. We also show that this decrease in life satisfaction is mediated by feelings of envy.

The contribution of this article is twofold. First, we show how ignoring the probability of occurrence of information used to make social comparisons can impact the outcome of those comparisons. In doing so, this research brings to light the representativeness of the information that engenders social comparison and represents one of the first studies to focus on the nature of informational cues people use to make social comparisons online. Consequently, exploring how these comparisons and reduced life satisfaction impact consumption – particularly hedonic consumption, and its implications, would find resonance among marketers. Secondly, from a practical viewpoint, the context of the study – Facebook – provides an extremely relevant setting in which to examine this relationship. Contrary to conventional wisdom and literature, our research proposes and shows that having a large number of friends on social networking sites may be detrimental to the well-being of users as it can generate envy. With more than 1.18 billion daily active Facebook users (Facebook, 2016), this research has clear implications for the life satisfaction of millions.

Keywords: Social Comparison, Probability Neglect, Satisfaction with life, Facebook, Social Networking Sites, Well-being

Session	2203
Date	December 23, 2016
Time	14.30 hrs. to 16.00 hrs.

Brand Love and its influence on the Consumer Engagement through SNS- An empirical study

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Abstract:

In today's market, establishing a continuous relationship between consumer and brand has been a trending issue for all marketers and therefore the focus of marketers has shifted to customer satisfaction. But due to high competition, mere consumer satisfaction is not enough to build this constant relationship as it fails to establish emotional attachment with brand or brand love which makes consumers to believe that the brand is far superior to the alternative brands available. Therefore, creating love towards a brand is vital for the enterprises in order to gain competitive edge. Since it provides an inimitable advantage to the firms to stand intense competition, the present study has attempted to investigate various factors that influence brand love. From the literature, the present study has considered three major influencing factors of brand love, they are brand image, hedonic product and self-expressive brand. Further, this paper also investigates the influence of brand love on consumer engagement in Social Networking Sites (SNS). This study used potential respondents who have followed at least five brand pages on Facebook and collected data through structured questionnaire. Structural Equation Modeling (SEM) approach has been used for analysis. The overall result showed that the effect of brand image, hedonic product and self-expressive brand on brand love and the effect of brand love on consumer engagement via SNS are positive and significant. The result of this study has also been supported by the past literatures. As the result of this study suggests that brand image, hedonic product and self-expressive brand create high emotional bond between consumer and brand. Marketing managers may consider these aspects strategically to gain positive orientation towards their products. On the other hand, as the use of SNS among present generation is on peak, the marketing managers may take the benefit of this media to engage consumers' online especially young consumers by establishing brand love so that consumers remain loyal to the company in the future and create more positive word of mouth.

Keywords: Brand Love, Social Networking Sites, Consumer Engagement, Brand Image, Hedonic Product.



Session	2203
Date	December 23, 2016
Time	14.30 hrs. to 16.00 hrs.

The role of attachment in product endorsement: A conceptualisation

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Abstract

Endorsement research has predominantly focused on how the effectiveness of an endorsement is affected by variation in endorser's characteristics, such as their appeal, attractiveness, trustworthiness and expertise, and more importantly, on their congruence with the endorsed product and their credibility as endorsers. However, there is little or no research on how the perceived commitment of the celebrity to the endorsed product affects its level of attachment to the endorsed product and thereby endorsement effectiveness. This paper considers the role of attachment in product endorsements and identifies six categories of endorsement types based on attachment levels and endorser type. It seeks to emphasize the importance of attachment between a product and the endorser and its subsequent impact on consumer perceptions. This conceptual paper draws upon attachment theory to identify the endorsed, spokesperson and progenic as the three primary categories of endorsement types associated with two types of individuals namely celebrities and CEOs. The type of endorsement situation comprises brands that are endorsed by celebrities or CEOs and the spokesperson endorsement type comprises brands that are spoken for or promoted by celebrities or CEOs. The progenic endorsement type refers to product brands that are not only launched by individuals but also retain names of those individuals. Using the source credibility model, we hypothesise how the three appeals of attractiveness, trustworthiness and expertise might vary across six categories of product-brands and the subsequent implications for marketing practitioners.

Keywords: Celebrity endorsement, attachment, product endorsement, product type, endorser appeals.

Session	2203
Date	December 23, 2016
Time	14.30 hrs. to 16.00 hrs.

Examining the Mediating Role of Hedonic and Utilitarian Benefits on the Relationship between Sales Promotion and Consumer Perception

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Abstract

Research supports the positive association between sales promotion and consumer perception, but the role of hedonic and utilitarian benefit on this relation is less understood. This study examined the possible mediating influence of hedonic and utilitarian benefits of sales promotion on the relation between sales promotion and consumer perception about the product. The present study used a sample of 400 actual consumers from Madhya Pradesh province of India, whose responses were used to test the mediating effect using a partial least square structural equation modelling (PLS-SEM). Results revealed that monetary and non-monetary sales promotion have a significant positive relationship with hedonic and utilitarian benefits, which in turn predicted the consumer perception about product in a positive direction. The results further revealed that hedonic and utilitarian benefits mediated the relationship between sales promotion and consumer perception about product. The mechanism explained regarding the sales promotion's impact on consumer perception will be useful to understand the consumer's psychology. Managers can utilize the insight for development of a positive perception about product among consumers by taken care of hedonic and utilitarian benefits offered by sales promotion.

Keywords: utilitarian benefit, hedonic benefit, sales promotion, consumer perception, India.



Session	2203
Date	December 23, 2016
Time	14.30 hrs. to 16.00 hrs.

Changes in Female Role Portrayals in Advertising: A Consumer Perspective

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Abstract

According to cultivation theory repeated and continued exposure to stereotypical images and messages regarding gender and ethnicity has the strong possibility of shaping our attitudes, behaviours and self-perceptions (Gerbner and Gross 1976; Gerbner 1998; Gunter 1995; Morgan and Shanahan 2010). Current international research (Furnham et al. 2000; Wolin 2003; Eisend 2009; Furnham and Paltzer, 2010) documents that women are more visible in television than they were in the past but only a minority of studies have explored whether the altered women roles depicted in ads have brought about any change in the attitudes and opinions of the consumer. The purpose of this study is to document the changes that have taken place in the depiction of women in advertisements and gauge the reaction of consumers to such change. The study undertakes a two step process, where in the first stage we content analyse television advertisements. The content analysis indicates that women portrayal has changed over the ages and the traditional depictions have been replaced by contemporary portrayals of women in society that demonstrate or give an insight to the evolved and multidimensional role that women play in the current social order.

In the next stage we look at consumer reaction to such changes. We resort to the theory of reasoned action (Ajzen and Fishbein, 1980) to explain the effect of advertisements on the audience. According to a number of researchers (Leigh et al, 1987; Bartos, 1982; Venkatesh, 1980) perceptions of portrayals of women appear to vary by demographic factors. Therefore, we interview various demographic segments to understand consumer response to such advertisements. Our findings indicate that while there has been a change in the portrayal of women and the audience welcomes it, there is no clear indication that it has modified behaviours. The paper makes an original contribution to debates about representations of gender in advertising, consumer acceptability of the advertisements and whether they are bringing a change in attitude which the advertisers need to be cognizant about.

Keywords: Gender Advertisements, Cultivation Theory, Theory of Reasoned Action, Consumer Reaction.

Session	2301
Date	December 23, 2016
Time	16.30 hrs. to 18.00 hrs.

Socio-Economic Role of Rural Unorganized Retailers in Indian Villages

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Abstract

Unorganized retailers are possibly an important final link for making goods and services available to villagers in India. Rural unorganized retailers seem to fulfil the necessities of villagers, serve as rural community centres and provide respectable self-employment to the shopkeepers. Supports provided by unorganized retailers for rural socio-economic life by disseminating information, ensuring availability of goods/services, providing credit to villagers, and allowing barter system indicate the embeddedness of unorganized retailers in rural societies. For the purpose of the present study, unorganized retailers are henceforth termed as independents. Store premises in villages are the hubs of social interactions. Moreover, retailing is the largest non-farm occupation in rural India. Chain stores are not seen to enable these benefits for villages.

The “theoretical toolbox” on sustainability-research is used in the study to analyse the need to sustain/preserve rural independents in India. From the “toolbox”, social network theory is used to explain the antecedents arising out of embeddedness.

Hypotheses on the importance of rural independents were developed using literature review. An instrument was constructed to measure these antecedents. Considerations of cost and accuracy led us to choose a multi-stage sampling design. The methodology used by NSSO inspired the multi-stage sampling design based on population based stratification. The surveyor conducts a transect walk across the village to roughly map the households and clusters on a sheet of paper. Five households are selected in situ from the list of households on the sheet of paper using a random number table. A total of 150 villagers were surveyed. The collected responses were subjected to an exploratory factor analysis (EFA) to determine the latent constructs. The seven identified constructs were confirmed using confirmatory factor analysis (CFA). Structural equation modelling (SEM) helped determine the relationships of each of the six antecedent factors with the resultant factor, namely, the need for preservation and sustenance of rural independents. The structural equation model (SEM) presented in the study substantiates all hypotheses in directionality and in significance of relationship.

The standard regression coefficients between causal factors and the “Sustainability Need” resultant construct indicate the strength of influence of each factor on the need to preserve and sustain rural independents in India. In order of relationship strengths (with standardized regression coefficient mentioned within brackets), the reasons to preserve/sustain these entities are as follows: source of self-employment/livelihood (0.37); information on products/services and their usage (0.35); hub of social interactions (0.26); informal credit to villagers (0.10); local availability of goods/services (0.08); allowance of barter system (0.07). Therefore, the reasons for the impetus on preserving/sustaining rural independents are as follows (in order of relationship strengths found using SEM): retailing as a source of self-employment; shopkeepers as sources of information on products/services and their usage; store premises as the hub of social interactions; informal credit from independents to villagers; independents ensuring local availability of goods/services; barter system between independents and villagers. These are pertinent reasons that validate the need for preservation/sustenance of rural independents in India.

Keywords: Sustainability of rural livelihoods; rural independents; India; economic embeddedness.

Session	2301
Date	December 23, 2016
Time	16.30 hrs. to 18.00 hrs.

Exploring market potential of low income consumers in India

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Abstract

India as one of the fastest growing emerging markets with nearly 70% of its population living in rural areas has attracted investments of many multinational corporations (MNCs) from across the world. However, most published literature on marketing primarily concentrate on high or middle-income consumers. Products and services designed, developed and marketed by MNCs mostly keep only these groups in mind. However, several studies point out that future growth in global gross domestic product (GDP) would be mostly from low-income consumers at the “bottom of the economic pyramid” in emerging markets. This population in India is huge and spread across slum areas in major cities, semi-urban townships and villages, with many of them yet to join the formal market economy. Evidence suggests that a few MNCs who are operating in emerging markets are making concerted efforts to do business with this group of people who are at the bottom of the economic pyramid (BoP). Over the decades, there has been a substantial increase in the purchasing power of such consumers due to the growth of the Indian economy led by liberalization, privatization and globalization. Extant literature has highlighted some initial success stories along with a few examples of product innovations for the poor. However, the needs, aspirations, concerns and consumption patterns of such people and the degree of adoption of products innovated for them have so far received limited empirical attention from the research community. Our study, based on grass-root level face to face interactions with a sample of 102 such low-income consumers, highlights some of their unique needs which marketers could pursue. Through cluster analysis, this population is further classified into three major groups with differing needs and consumption behaviour. Thereafter we make an attempt to suggest suitable marketing strategies for firms to target such low-income consumers in the future.

Keywords: Emerging markets, Multinational corporations, low-income consumers, marketing strategies.

Session	2301
Date	December 23, 2016
Time	16.30 hrs. to 18.00 hrs.

Buying New Bio-based Products: Just Do As Others Do?

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Abstract

This study investigates effects of majority's purchase intention on individual's willingness to pay and purchase intention for environmentally sustainable products (commonly known as green products). Companies, Governments and NGOs try to encourage sustainable behavior in societies in different ways (through reduced usage, recycling, etc.). One of the key ways of attaining sustainable behavior is to purchase environmentally sustainable products. Prior work suggests that environmentally friendly products are unique in a sense that they are perceived to be of high status and low quality (compared to their conventional substitutes). Our study aims to disentangle the normative and informational effects of conformity and tries to investigate the informational role of following majority in reducing uncertainty around functional quality of environmentally friendly products. Conformity refers to the act of changing one's behavior to match the responses of others (Cialdini, & Goldstein 2004) with two distinct processes underlying conformity: normative social influence and informational social influence (Deutsch, & Gerard 1955). Using an experimental design for this study, we test several hypotheses by including 8 treatments. 4 treatments are run using a low-risk product and the other 4 treatments are run using a high-risk product. Each participant was given a short text that explained the importance of tires in winter conditions. They had two choices, a newly developed bio-based tire and a newly developed petroleum-based tire. Then, they received information about others' purchase behavior (in another province, Quebec) and also were given information about the quality of the product as tested by experts. After receiving the information participants were asked three questions. The first question asks their willingness to choose the bio-based winter tire over the petroleum-based winter tire (on a continuous scale of 1 to 10). For the second and the third questions the participants were given a reference point of \$100 as the average price of a conventional winter tire, and then they were asked to choose their willingness to pay for the newly developed bio-based and petroleum-based winter tires. By comparing the WTPs of these two products, we are able to measure the premium that they are willing to pay for the newly developed bio-product. We draw several implications for green marketers and public policy from the findings of this study.

Keywords: Conformity, Normative influence, Informational conformity, Sustainability, Green products.

Session	2302
Date	December 23, 2016
Time	16.30 hrs. to 18.00 hrs.

An Empirical Study on the Factors Affecting Online Retail Brand Connection and Purchase Intention

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Abstract

The Consumer buying criterion has reformed massively in this present digitized marketing environment. The growing importance & popularity of online buying is very much substantial and quite evident in India these days. This study attempts to investigate the relationships between brand trust, social linkages, brand awareness, online retail brand engagement and final brand selection & purchase intention. The current research attempts to explore the linkages among brand trust, social linkages, brand awareness and online retail brand engagement and in creating the final brand selection & purchase intention at online retail market in India. A set of 252 survey data of online buyer with a structural equation modeling technique tested the theoretical propositions. The outcome of this research paper shows how an effective online retail brand engagement environment can be created, which will resultant to final brand selection & purchase intention at online marketplace. Theoretical contributions, managerial implications, limitations and directions for future research are discoursed.

Keywords: Online shopping behaviour, online buying experience, online trust, social linkages, online retail brand engagement

Session	2302
Date	December 23, 2016
Time	16.30 hrs. to 18.00 hrs.

Mobile shopping apps continuance: an integrated framework of expectation-confirmation and network externalities

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Abstract

The present paper aims to understand the factors influencing continued usage of mobile shopping apps by examining an integrated framework of expectation-confirmation model and network externalities. Data collected from 363 mobile app shoppers were used to empirically examine the conceptual framework of the study using structural equation modeling. The shopping apps were selected using the mean popularity score found in the popularity study conducted on the pretest sample. Results revealed that network externalities such as perceived complementarity significantly influences perceived usefulness of the mobile shopping apps. Confirmation of expectations leads to satisfaction, which further influences word-of-mouth intention and continuance intention of mobile shopping apps. Previous studies in IS continuance had neglected word-of-mouth as a post-adoption behavioral outcome. The findings of the current study confirm word-of-mouth to be an important post-adoption behavior of app shoppers. Arguably, the study is the first of its kind to empirically examine the effect of network externalities in the context of shopping apps. The present study has interesting implications for both theory and practice.

Keywords: expectation-confirmation model, network externalities, mobile shopping apps, India.



Session	2302
Date	December 23, 2016
Time	16.30 hrs. to 18.00 hrs.

An Implementation Perspective of Customer Lifetime Value for E-Tailers

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Introduction

The challenging economic environment over the last decade has propelled businesses across the world to retain and deepen their relationship with their existing clients. The call, by business leaders, for accountability of Marketing spends has led to the emergence of Customer Lifetime Value as a critical metric (Gupta et al, 2006; Venkatesan and Kumar, 2004). Customer Lifetime Value (CLTV) is defined as the the present value of future cash flows from customers (Reinartz and Kumar, 2000). Central to this premise is the ability to predict the customer's transaction behavior over extended periods of time and therefore predict the future possible cash flows.

The measurement of CLV is dependent on the context of the business. The predominant categorization of the context has been that of the contractual nature of the relationship with the customers. The relationships in which customer is expected to complete their transaction within a pre-decided observed time are contractual settings, e.g. insurance, memberships to spas etc. The key characteristic of non-contractual settings is that the firm is not able to observe the time at which the customer becomes inactive for e.g. grocery purchases.

The last decade has also seen the emergence of new business models in E-tailing fuelled by technological advances in Information Management. These new business models driven by entrepreneurial ventures and backed by substantial investment by venture capitalists and private equity firms have focused on customer acquisition and spent a significant part of their investment in marketing communication and brand building. Understanding repeat purchase, and the Customer Lifetime value is therefore critical for their long term success. Since, there is no pre- determined time when E-tailing customers will make repeat purchase, the customer lifetime value models that are suitable for non-contractual settings need to be implemented. Research work in the area of CLTV has been largely focused on CLTV calculation. The implementation of the calculation in ongoing e-tailing businesses and further; evolving the marketing strategies based on CLTV present significant managerial challenges. Few research work address this issue in the retailing environment (Kumar, 2010).

Models in Customer Lifetime Value for Non-Contractual Settings

Substantive research for estimation of CLTV in Non-Contractual settings has been have been based on two distinct areas of models - RFM - Recency, Frequency and Monetary value, (Bolton 1998); and secondly the Probability Models . Early research has focused on the variables of Recency, Frequency an Monetary Value and developed scoring models using aggregated customer data to predict customer behavior in the immediate subsequent period. The Stochastic models on the other hand are based on the recency, frequency and transaction value of each customer and try to uncover the underlying traits of a heterogeneous customer base for predicting future transaction across for an extended period of time in the future.

Within the purview of Probability Models, a significant number of research work has been dedicated to proposing and validating assumptions about the distribution of the number of transactions in a time period and the distribution of the heterogeneous transaction rate of each customer (Fader, Hardie, Lee 2005;

Fader, Hardie, Berger, 2004). However, many of the models proposed by the researchers, are complex in their implementation. There are limited studies that provide empirical validation of the models in real life context (Fader and Hardie, 2009). Implementation of the CLV models in different industry contexts within the E-tailing business model will help develop a deeper understanding on the challenges of calculating CLTV and its impact on Marketing Resource Allocation.

The objective of this paper is to document firstly, the process of calculating the CLTV for an E-tailing firm in India that has been in business for more than 2 years. Secondly, the paper wishes to document the process of implementation of marketing resource allocation decisions, based on CLTV and finally, the paper proposes to highlight the challenges while implementing the above. This paper, therefore, presents an important link between the theoretical research and managerial practice of CLTV.

Approach for Calculating and Implementing CLTV based Strategies in E-Tailing

The E-Tailing Context for the Implementation of CLTV

Most E-tailers in India are multiproduct, multi-brand platforms that promise a unique search and shopping experience to their customers. E-Commerce in India is in its growth phase of 57% (Source: Industry body IMAI, 2016). E-tailers have also adopted a variety of channels to engage with customers – mobile, website, mobile site. Frequent promotions and sale periods (e.g. Big billion days sales) are held at frequent intervals. The dynamism of the customer transaction on the digital platforms and marketing tools on the platform have significant impact on average order values and repeat purchase behavior of customers. Calculating CLV in context of this dynamism, requires careful analysis of the validity of the base assumptions made by the CLTV model. A study of the process of application of CLTV models in a real life context can help highlight the various scenarios in which CLTV calculations may be impacted. The CLTV model detailed in the following section was applied to a real life E-tail setting and challenges associated with the implementation are observed, analyzed and recorded in this paper.

CLTV model Implemented

The CLTV model implemented in the context of non-contractual repeat purchases made by customers of an E-Tailing firm is the BG/NBD (beta geometric/negative binomial distribution) model proposed by Fader, Hardie and Lee (2005). The BG/NBD model is an extension of the Pareto/NBD model (Schmittlein, Morrison and Colombo (1987) which in turn is an extension of the NBD model of repeat buying behavior (Morrison and Schmittlein, 1998). The NBD model operates under two critical assumptions – i) The customer purchases randomly around a mean transaction rate and ii) the customers differ in their mean transaction rate. In the Pareto /NBD model, an additional assumption of customer drop out (the point after which customer becomes inactive) is incorporated. Further, in the BG/NBD model, the heterogeneity in dropout probability is captured using a beta distribution and creates a model that is easier to implement. This model does not require the full transaction history of all the clients of the cohort. It requires the recency and frequency of each transaction in the cohort, based on which the probability of the customer being active can be computed along with the expected number of transactions in the future and discounted expected residual transactions. All of these metrics provide insights and direction for allocation of marketing spends (Venkatesan and Kumar, 2004; Kumar 2010)

The BG/NBD Model for CLTV calculations therefore offers E-Tailers the mechanism to segment their customer in a variety of cohorts based on which marketing allocation decisions can be made. However, calculation of CLTV in E-Tailing context presents challenges that need to be addressed.

Findings

A descriptive analysis of the customer transaction data for a particular time cohort of customers reveals that there were certain segments of the customers within the entire base that had higher repeat purchases than other segments. The CLTV calculations were implemented for the cohort as a whole initially. Subsequently, the two segments were treated as two distinct segments and the CLTV was calculated. The two approaches yield different projections for Cumulative expected Sales. Therefore a segment wise analysis needs to be performed within a time cohort. The results of Cumulative sales expected can provide significant insight on the marketing allocation strategy. A similar recommendation is made by Fader, Hardie and Jerath, 2007 in the Tuscan Lifestyle case. The data also needs to highlight customers with extremely high repeat purchase behavior as they tend to be off-line retailers from small towns who purchase goods in bulk.

E-tailers, being in the growth phase, are adding product categories and brands to their portfolio of goods and they are yet to discover categories that have better sale performance. Increase in category growth may alter the order value of the shopping cart and hence impact CLTV calculations. Moreover, e-tailers engage in frequent sale dates (Big billion sale days) that have significant impact on the monetary value of the transactions and subsequently impact CLTV estimates. The impact of periodic sale needs to be incorporated in the model.

It is critical to validate the distribution assumption made by the model. For example, the distribution of the number of repeat purchase made by the cohort, and the distribution assumption of the transaction rate need to be validated and checked against the assumptions made by the model. Sensitivity of the model parameters to different starting values needs to be investigated.

Keywords: Customer Lifetime Value (CLV), RFM models, Probability Models, Marketing Allocation

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Session	2302
Date	December 23, 2016
Time	16.30 hrs. to 18.00 hrs.

The Impact of Hedonic, Utilitarian and Security Factors on Attitudes Toward, Satisfaction with and the Use of SSTs

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Introduction

Self-service technologies (SSTs) are defined as “technological interfaces that enable customers to produce a service independent of direct service employee involvement” (Meuter et al., 2000, p. 50). Examples of SSTs include Automated Teller Machines (ATMs), pay-at-the pump machines, automated hotel and grocery store checkouts, telephone banking, airline check-in systems for e-ticket holders, in-store kiosks for product information, web-based purchasing, Internet transactions and supermarket self-checkout systems (Yang & Klassen, 2008). SSTs have been implemented in different industries, such as airline, banking, travel, hotel, financial and retailing, and have radically changed how businesses interact with customers (Bitner, Brown, & Meuter, 2000). However, SST research in the retailing context is limited. We re-conceptualize newness, perceived control as hedonic factors; ease of use and usefulness as utilitarian factors; and perceived anonymity and risk as security factors to compare their impact on satisfaction with, attitudes toward and the repeated use of SSTs in the retailing context.

Literature Review

Prior studies have identified different determinants affecting the initial adoption and repeated use of SSTs; however, not all determinants are relevant to the retailing self-service context (Weijters et al., 2007). Perceived control, fun/enjoyment, ease of use, usefulness, perceived risk and anonymity are potential determinants of the repeated use of retailing SSTs. These determinants are classified under three categories: hedonic, utilitarian and security factors. Hedonic factors refer to the affective motives customers have to use SSTs in terms of the sphere of feelings and personal goals (Guido, 2006). Utilitarian factors refer to the rational motives to use SSTs that underlie logical cognitive processes (Guido, 2006), whilst security factors are defined as motives to use or not to use SSTs emanating from the challenge of reconciling internal and external threats (Thomas & Tow, 2002).

Hedonic factors. Hedonic factors, such as perceived consumer control and newness, have been found to influence attitudes towards SSTs (Weijters, Rangarajan, & Falk, 2005). Perceived control is an important driver of consumer behaviour. It is based on the theory of planned behaviour (TPB) (Ajzen, 1991), consumer intentions to use technology (Collier & Sherrell, 2010) and consumer satisfaction with using SSTs (Chen & Chen, 2009). Fun/enjoyment is an important antecedent to the repeated use of SSTs (Dabholkar & Bagozzi, 2002), attitudes towards SSTs (Weijters et al., 2007) and satisfaction with SSTs (Dabholkar & Bagozzi, 2002; Meuter et al., 2000).

Utilitarian factors. Utilitarian factors, perceived usefulness and ease of use drive the use of technology based on the technology acceptance model (TAM) (Guriting & Ndubisi, 2006). Additionally, perceived usefulness has a significant positive effect on the adoption of SSTs (Chen & Barnes, 2007). Perceived usefulness is positively related to customers’ attitudes towards SSTs (Weijters et al., 2007) and user satisfaction (Liu, Chen, & Zhou, 2006). Ease of use drives consumer

intentions to use SSTs (Guriting & Ndubisi, 2006) as well as attitudes towards (Weijters, Rangarajan, & Falk, 2005) and satisfaction with using SSTs (Dabholkar & Bogazzi, 2002).

Security factors. Security factors, perceived risk and anxiety negatively influence customers' participation in SST co-production based on the theory of co-production (Dowling & Staelin, 1994). Perceived risk has also been found to negatively affect consumer acceptance of innovation (Black et al., 2001), willingness to try new technologies (Walker et al., 2002) and attitudes towards SSTs (Bobbitt & Dabholkar, 2001). A security factor such as perceived anonymity is expected to increase self-esteem and reduce anxiety (Joinson, 1999). As social anxiety is negatively related to the use of technology (Kumar et al., 2007), perceived anonymity is expected to have a positive effect on consumers' satisfaction with, attitudes towards, and Repeated use of SSTs.

Therefore, it is hypothesized that:

H1: There is a positive/negative association between a)hedonic, b)utilitarian and c)security factors and satisfaction with SSTs.

H2: There is a positive/negative association between a)hedonic, b)utilitarian and c)security factors and attitudes toward SSTs.

H3: There is a positive/negative association between a)hedonic, b)utilitarian and c)security factors and the repeated use of SSTs.

Methodology

Four academics working in retailing and supermarket managers familiar with SSTs validated the face validity. The initial questionnaire was then pre-tested by 10 shoppers in Adelaide. 365 Participants over 18 years old with Australian supermarket self-checkout system using experience in the past 12 months completed the online questionnaire from online panels. Linearity, multicollinearity, and homoscedasticity were then tested and surpassed all requirements. Confirmatory factor analyses were conducted to purify the constructs in the current study. Validities and uni-dimensionality of the constructs were also verified for further analysis.

Results

Table 1.1

Effects of Hedonic, Utilitarian and Security Factors on the Repeated Use of SSTs

Independent Variable		Repeated Use of SSTs			
	Hypotheses	B	S.E.	t- Value	
Perceived Control	H1a	.243***	.042	4.92	Supported
Newness	H1a:	.166***	.040	5.27	Supported
Ease of Use	H1b :	.099*	.045	2.62	Supported
Usefulness	H1b:	.295***	.045	8.00	Supported
Perceived Anonymity	H1c :	.192***	.041	4.12	Supported

Security Risk	H1c :	-.012 ^a	.036	-.29	Not Supported
Performance Risk	H1c :	-.075 ^a	.058	-4.08	Not Supported
Psychophysical Risk	H1c :	-.272 ^{***}	.041	-1.02	Supported
F-ratio		87.880 ^{***}			
R ²		0.666			
Adjusted R ²		0.659			

***p<.001 **p<.01 *p<.05 ^ap≤1.0 B-Unstandardized coefficients S.E.- Standard error

Table 1.2

Effects of Hedonic, Utilitarian and Security Factors on Attitudes towards SSTs

Independent Variable		Attitudes towards SSTs			
	Hypotheses	B	SE	t- Value	
Perceived Control	H2a :	.207 ^{***}	.042	4.92	Supported
Newness	H2a :	.209 ^{***}	.040	5.27	Supported
Ease of Use	H2b :	.118 ^{**}	.045	2.62	Supported
Usefulness	H2b :	.360 ^{***}	.045	8.00	Supported
Perceived Anonymity	H2c :	.168 ^{***}	.041	4.12	Supported
Security Risk	H2c :	-.010 ^a	.036	-.29	Not Supported
Performance Risk	H2c	-.042 ^a	.058	-4.08	Not Supported
Psychophysical Risk	H2c	-.236 ^{***}	.041	1.02	Supported
F-ratio		90.824 ^{***}			
R ²		0.674			
Adjusted R ²		0.666			

***p<.001 **p<.01 *p<.05 ^ap≤1.0 B-Unstandardized loadings S.E.- Standard error

Table 1.3

Effects of Hedonic, Utilitarian and Security Factors on Satisfaction with SSTs

Independent Variable		Satisfaction with SSTs			
	Hypotheses	B	S.E.	t- Value	
Perceived Control	H3a:	.093*	.045	2.05	Support ed
Newness	H3a:	.177***	.043	4.14	Support ed
Ease of Use	H3b:	.212***	.048	4.38	Support ed
Usefulness	H3b:	.317***	.048	6.54	Support ed
Perceived Anonymity	H3c:	.117**	.044	2.67	Support ed
Security Risk	H3c:	-.012 ^a	.038	-.31	Not Supported
Performance Risk	H3c:	-.133*	.044	-5.20	Supported
Psychophysical Risk	H3c:	-.230***	.062	2.13	Support ed
F-ratio	76.994***				
R ²	.636				
Adjusted R ²	.628				

***p<.001 **p<.01 *p<.05 ^ap≤1.0 B-Unstandardized coefficients S.E.- Standard error

The results indicate that hedonic and utilitarian factors are positively associated with attitudes toward, satisfaction with and repeated use of SSTs. Therefore, H1a, b and H2a,b and H3a, b were supported. Utilitarian factors such as ease of use and usefulness had stronger associations with satisfaction with SSTs than hedonic factors such as newness and perceived control. However, only certain security factors were associated with attitudes toward, satisfaction with and repeated use of SSTs. Thus, H1,2,3c were partially supported.

Implications and Discussions

In the retail SST context, hedonic and utilitarian factors have significant impact on attitudes toward, satisfaction with and the repeated use of SSTs. While utilitarian factors had higher impact on consumer satisfaction with SSTs than hedonic factors. The relative importance of utilitarian and hedonic factors to attitudes toward SSTs is inconclusive. The results suggest that not all security factors are relevant the retail SST context, but some security factors are relatively important such as perceived anonymity and psychophysical risk. To enhance the attitudes toward and use of supermarket self-checkouts, managers can enhance the hedonic and utilitarian features of self-checkouts, while utilitarian factors are particularly important to enhancing the satisfaction of consumers in the current study context. Enhancing perceived anonymity and reducing perceived psychophysical risk in consumers can also add additional impetus to the use of SSTs. Future research should explore more on the mediating roles of psychological factors such as trust and self-efficacy and the generalizability of the current research should be further enhanced.

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Objectification of Women in Advertising and Media: Uncovering the Unknown

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Abstract

This paper focuses on the objectification of women in advertising and media and its implications on the well being of the fairer sex. Fredrickson and Roberts (1997) coined the term, Objectification theory, which suggests that our culture socializes girls and women to internalize an observer's perspective on their own bodies. Recently, researchers have begun exploring self-surveillance, body shame, and disordered eating tendencies in preadolescent females and found that girls as young as seven are showing signs of disordered eating and self-surveillance (Good, Mills, Murnen, & Smolak, 2003). Objectification Theory highlights the experience of being female in a world which still sexually objectifies the body of a female. Kilbourne (2002) suggested that the dismemberment of women is also a monstrous problem in advertising. Despite of all the empowerment, the women are still being portrayed as weak, submissive, objects of sexual desire and in need of protection. The impact of this portrayal affects the young minds most negatively and encourages power imbalances in heterosexual relationships across the globe. Gamson, et.al.(1992) argue, "a wide variety of media messages can act as teachers of values, ideologies and beliefs and can provide images for interpreting the world whether or not the designers are conscious of their intent. The central argument of this paper is that the Objectification of women gives rise to gender stereotypes and bias which impedes the advancement and empowerment of women across the globe. A review of literature suggests that the glass ceiling in the progression of women is largely a result of inaccurate perceptions regarding women. In a culture where masculinity is equivalent to aggression and dominance especially over women these messages from the media can particularly be very damaging for the male mindset. This paper reviews research grounded in objectification theory, it proposes a model on the implication of objectification and dismemberment. It also highlights needed directions for future research.

Key Words: Sexual Objectification, Dismemberment, Self Objectification, Glass Ceiling, Gender Stereotypes

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Co-Recovery: Examining the Effect of Failure Types and Attributions on Recovery Responses

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Co-Recovery: Examining the Effect of Failure Types and Attributions on Recovery Responses

Introduction:

Self service technologies (SSTs) have been increasingly used by all the firms across the globe to meet the requirements of evolving customer. SSTs have gained prominence as they are cost effective as well as helpful in increasing consistency and efficiency (Dabholkar 1996). SSTs such as ATMs, Payment kiosks, Web based applications and Mobile applications, payment applications have gained prominence in recent years. Many studies have explored factors affecting customer usage of these self service technologies (Meuter et al., 2005; Shin 2010). Despite proliferation of SSTs, they are not infallible as there is risk of failure due to absence of human element and standardized process (Meuter and Bitner, 1998). There have been multiple studies addressing service failure in offline service contexts but only few studies emphasized on online service and self service technology failures (Harris et al., 2006; Forbes, 2008; Dong et al., 2008; Zhu et al., 2013; Dabholkar and Spaid, 2012). Service failures in SSTs classified into two major categories based on service types: Internet SSTs (Harris et al., 2006) and Non-Internet SSTs (Forbes, 2008). Extant studies in SST failure context have examined different recovery strategies to address service failures in the form of compensation, service guarantees, explanation, and apology. Of late, Co-creation of service recovery has emerged as new mechanism to address service failures in SST context (Dong et al., 2008, Roggeveen et al., 2012, Xu et al., 2014., Dong et al., 2016). However, there is dearth of literature addressing effects of attribution in a co-created service failure and factors affecting customer responses post recovery. Previous studies in co-created recovery (co-recovery) have examined either process failure (Dong et al., 2008) or outcome failure (Roggeveen et al., 2012; Xu et al., 2014) without any focus on type of failure occurred. However, previous research suggests type of failure plays key role in customers' expectation of required recovery (Smith et al., 1999). It is also suggested that efficacy of recovery strategies vary depending on the attributions customers make about the service failure (Iglesias et al., 2015). Therefore, deploying co-recovery across all the SST failures might not give desired results for the service firms when customers make different attribution to a service failure. Thus, examining the relationship between failure type and attributions in the context of SST makes more sense as it is another chance for a firm to retain customer by addressing the failure appropriately. In this regard, the present study makes an attempt to fill the void by examining the effect of attributions and the role of failure type on recovery responses in a co-recovery setting. The following research questions are framed in order to address the research gap stated above.

1. To explore the relevant failure types and failure attributions in the context of SST failures
2. To examine the interaction effect of failure type and co-recovery on customer recovery responses when co-recovery is employed.
3. To examine the moderating role of failure attributions on recovery responses for different failures when co-recovery strategy is employed.

Literature Review

Co-creation and Recovery: Of late, Service recovery literature found new dimensions in the form of co-recovery (co-recovery), which is an extension of Service dominant logic (Vargo and Lusch 2004, Lusch and Vargo 2006). Drawing inputs from service dominant logic, value co creation literature and customer participation, Dong et al. (2008) conceptualized „customer participation in service recovery“ as “the degree to which the customer is involved in taking actions to respond to a service failure” (pp 126). Roggeveen et al. (2012) extended the concept of customer participation in service recovery to customer co-creation of the service recovery. Extending the research on these works Xu et al. (2014) proposed concept of co-recovery. Co- recovery is defined as the process of joint collaboration between firm and customer to create a solution for the service failure (Xu et al 2014, pp.371). The crux of the co-recovery is that customers when participate in the service recovery process, and produce the resolution for service failure, they evaluate the recovery positively. Co-recovery was found to be better and cost effective strategy for a service firm when compared with compensation (Roggeveen et al., 2012). Xu et al. (2014) studied the effects of initiating service co-recovery from a firm side and customer side. Dong et al. (2016) proposed three recovery types based on the locus of recovery (firm recovery, joint recovery, and customer recovery) and found that joint recovery (co- recovery) yields superior results regarding recovery satisfaction and future intention to co-create. However, Zhu et al. (2013) found that customer recovery yields greater recovery satisfaction when failures happen in the context of SSTs. Therefore, it is important to examine the impact of co-recovery on recovery outcomes by incorporating failure types and relevant attributions in the context of SST failures.

Failure Types:

Extant literature has explored various service failure types both in offline and online context. Bitner et al. (1990) classified service failure types into three categories: employee responses to service delivery system failures, employee responses to customer requests and special needs, and unprompted and unsolicited employee behavior. Later, Keaveney (1995) has classified service failures into two major categories: core service failure and service encounter failure. Smith et al. (1999) has identified two major failure types(outcome related failure and process related failure) based on the loss incurred due to mismatch in the resources exchanged drawing inputs from mental accounting theory and resource exchange theory. The classification proposed by Smith et al. (1999) has been widely studied due to parsimonious classification and it encompassed all the major failures. Hess et al. (2003) and Chuang et al. (2012) studies have adopted outcome related failure and process related failure. Meuter et al. (2002) explored the critical incidents leading to favorable and unfavorable service encounters in the context of SSTs which are majorly attributed to customer mistakes or poor design of the SST. However, this is limited to the locus of cause for the failure rather than failure types identified based on the loss incurred. Further, there are no studies in the context of SSTs differentiating service failures based on the loss incurred due to failure. Outcome related failure in SST context can be referred to non availability of service offered/

overcharging the customers/ debiting the account without executing service promise (in case of online payments). Process related failure can be referred to incomplete transaction due poor technology design or wrong customer input (Meuter et al., 2000; Dong et al., 2008). Chuang et al. (2012) suggested that different failure types warrant different recovery strategies to address the service failures appropriately. Therefore, it is of importance to understand the impact of co-recovery on both outcome related failure and process related failure in the context of SST encounters.

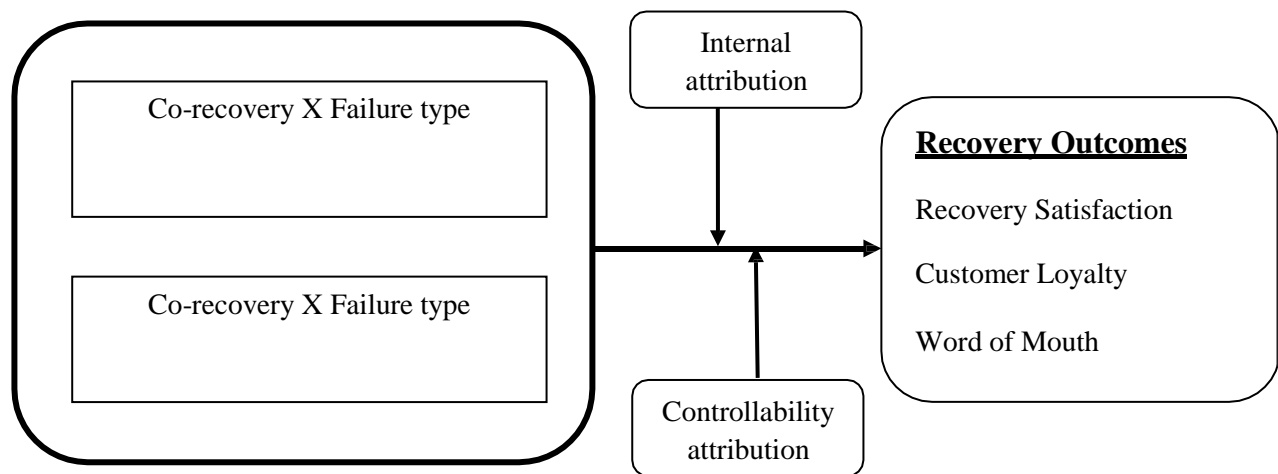
Attributions

Attribution theory has been extensively used in service failure literature. Attribution theory deals with how individuals perceive and interpret the incidents based on the casual inferences (Kelley and Michela, 1980). Attributions in service failure can be defined as the causes inferred by the customers for failures (Folkes, 1984). Attributions have significant impact on customer response to service failure (Iglesias et al., 2015). Traditional classification of attributions includes locus of cause, stability, and controllability (Weiner, 2000). The locus of causality refers to whom does the customer blame the service failure. Failure can be attributed to firm, external environment or the customer himself. Attribution of stability refers to whether the causes are perceived as relatively permanent and stable (Folkes, 1988). Attributions of Controllability indicate whether the cause of the failure is under the control of the service provider (Taylor, 1994). Later many attributions have been proposed and tested depending on their relevance to the service context such as intentionality (Iglesias et al., 2015) and changeability (Anderson, 1983). Previous studies examining attribution effects in services marketing confined to two major areas of research: failure attributions and its effect on customer responses, recovery attributions and its effect on post recovery evaluations. However, there are only few studies addressing attributions in SST failures. Zhu et al., (2013) examined the impact of internal attribution on customer recovery expectancy and behavioral intention. Dabholkar and Spaid (2012) explored factors that reduce negative attributions made by customers to various targets associated with the service providers. Further, Dong et al. (2016) examined the effects of locus of recovery (LoR) in coproduced service recovery and found that internal attribution (customer accepting the blame) plays a moderating role on customer recovery expectancy. Controllability has been identified as an attribution relevant in the context of online services (Chang et al., 2015). Therefore, examining the effect of failure attributions (internal attribution and controllability attribution) provides more inputs to the service providers and extends the scope of co-recovery.

Recovery Outcomes

Majority of service recovery literature has incorporated three recovery outcomes: satisfaction, loyalty, and word of mouth (Roschk and Gelbrich, 2014). Recent studies in co-creation literature too found that co-creation has significant impact on customer satisfaction, loyalty, and word of mouth (Chan et al., 2010; Dong et al., 2015, See-To & Ho, 2014). Studies incorporating failure attributions also have majorly focused on recovery outcomes such as satisfaction and loyalty (Van Vaerenbergh et al., 2014). Given the importance of the recovery outcomes, the current study incorporates the above three recovery outcomes that are widely studied as outcomes in the studies involving co-recovery, failure type, and attributions.

Conceptual Model



Co-recovery, failure types, and recovery responses:

In the context of SSTs failures, we propose that interaction effect of co-recovery and process related failure is greater on the recovery responses when the failure is internally attributed. Process related failure in the context of traditional services has been considered as the loss incurred due to inattentive employee or inappropriate response from employee (Smith et al., 1999; Chuang et al., 2012). However, in the context of SSTs, process failures may not be because of employee but due to failure of the process despite successful SST encounter (item not received by customer despite successful order placement) (Meuter et al., 2000). The study reported that process failure was found to generate higher complaining behaviors where as the internal failure attribution found to generate less complaint behaviors. But there is a possibility that process failure could also occur when a customer does not give the input correctly (leaving certain information unfilled, not providing the correct information to the specific SST). Co-recovery by definition indicates that it involves joint action of both the parties where customer and service provider interact with each other in arriving at resolution which fulfills the criteria of psychological recovery suggested by Chuang et al. (2012). Therefore we expect co-recovery and process related failure interaction effect to be positive on customer recovery responses. The following hypothesis is framed based on the extant literature discussed above.

H₁: Co-recovery positively influences (a) recovery satisfaction, (b) loyalty, and (c) word of mouth intentions of the customers when they face process related failure.

Outcome related failure is referred to failure of basic service (Keaveney, 1995) or failure resulting in tangible loss which could be monetary (overcooked food) or non monetary (unavailability of food item) (Smith et al., 1999). Consistent with the definitions provided in the previous studies it can be understood that unavailability of a service or denial of service could be referred to outcome related failure (non availability of transaction facilities promised, denial of using payment wallet amount etc). Outcome related failure warrants a tangible recovery (mostly compensation) to compensate the loss occurred to the customer (Chuang et al., 2012). However, we have evidence that co-recovery has greater impact on recovery satisfaction in the context of non SSTs (Roggeveen et al., 2012). Since, co-recovery is a mechanism where both parties interact with each by contributing both tangible and intangible resources

to arrive at recovery solution it can be argued that co-recovery has positive impact on recovery responses when a customer faces outcome related failure. Therefore, we frame the following hypothesis

H₂: Co-recovery positively influences (a) recovery satisfaction, (b) loyalty, and (c) word of mouth intentions of the customers when they face process related failure.

Attributions, failure types, and recovery responses:

We propose that the effect of co-recovery on recovery responses is moderated by internal attribution. Customers when accept blame for the failure in the context of SST failures are ready to participate in the recovery and their expectancy for recovery participation is higher (Dong et al., 2016). Customers tend to exhibit greater satisfaction and future intention to co-creation when they commit a mistake in an SST encounter (Dong et al., 2008). It is also established that internal attribution has direct impact on customer recovery expectancy (Zhu et al., 2013) Therefore, we expect internal attribution to moderates the effect of co-recovery for both outcome related failure and process related failure.

H₃: The effect of co-recovery on (a) recovery satisfaction, (b) customer loyalty, and (c) word of mouth is stronger for customers who attribute failure to themselves when they face process related failure.

H₄: The effect of co-recovery on (a) recovery satisfaction, (b) customer loyalty, and (c) word of mouth is stronger for customers who attribute failure to themselves when they face outcome related failure.

Controllability attribution is expected to play moderating role on recovery responses when co-recovery is employed for both outcome related failure and process related failure. Low controllability doesn't require a robust recovery strategy as customers easily understand that the failure was not under the control of service provider. Extant studies indicate that high controllability attribution has negative impact of satisfaction and word of mouth as customers exhibit more negative emotions when they perceive high controllability of the service provider. Co-recovery reduces the negative emotions by facilitating balance to the recovery as it also facilitates more control in the future co-creation (Guo et al., 2015). Therefore, we can argue that controllability attribution moderates the effect of co-recovery for both outcome related failure and process related failure.

H₅: The effect of co-recovery on (a) recovery satisfaction, (b) customer loyalty, and (c) word of mouth is stronger for customers who attribute high controllability to the failure in the context of process related failure.

H₆: The effect of co-recovery on (a) recovery satisfaction, (b) customer loyalty, and (c) word of mouth is stronger for customers who attribute high controllability to the failure in the context of outcome related failure.

Methodology

The study makes use of scenario based experimental design to collect responses since the scenarios involving service failures have to be controlled for co-recovery and different attributions. This method facilitates manipulation and provides control over unmanageable variables (Bitner et al. 1990). A between subjects experimental study will be used for collecting responses from the subjects. Co-recovery will be manipulated consistent with Dong et al. (2008), and Dong et al. (2016). Firm recovery and customer recovery are excluded from the study as it is suggested that co-recovery is the most preferred recovery strategy among the three recovery strategies in a co-produced service failure (Dong et al., 2016). Outcome and process related failures are manipulated consistent with works of Smith et al. (1999) and Chuang et

al. (2012). Internal failure attribution for locus of cause will be manipulated consistent with Meuter et al., (2000). Controllability attributions are manipulated in accordance with Chang et al. (2016) work on online service failure. Focused group interviews will be conducted to develop the scenarios that represent real time service failures scenarios in the context of SSTs across different service categories such as mobile banking, travel apps, mobile payments etc. MANOVA will be used to examine the effect of co-recovery, attribution, failure type and their interaction effect on the three outcome variables.

Expected Outcomes and Implications

This study contributes to the service recovery literature in the context of SSTs which are widely used across all the service sectors. The results will extend the research in the area of service recovery by linking the attributions, failure type and co-recovery (joint recovery) in the context of SST failures. Co-recovery is expected to yield more satisfaction when an internally attributed failure is process related failure than an outcome related failure. We expect co-recovery to yield better results for process related failures that are incurred in an SST encounter. We expect the interaction effect of internal attribution, co-recovery, and process related failure to be greater on customer responses than the interaction of internal attribution, co-recovery, and outcome related failure. Similarly, we expect interaction effect of controllability attribution and process related failure to be greater when co-recovery is employed. The results of study are more relevant to the service providers as SSTs in the form of mobile applications, payment apps, and self operated kiosks have been widely used across all service categories. Co-recovery can be deployed by SST providers when customers face process related failure as it also facilitates the customer learning thereby ensuring customers' continued usage of the SST encounters. Service marketers can use the co-recovery mechanism as recovery strategy based on the contingent perspective suggested in the current study.

Keywords: Co-recovery, failure types, internal attribution, controllability attribution, recovery responses

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Factors Affecting Customer Willingness to Participate in a Co-created Service Recovery

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Abstract

Self-service technologies (SSTs) are actively changing the way services are delivered and consumed. SSTs enable the customers to produce a service independent of direct service employee involvement. SSTs therefore hold tremendous potential to change the way service industry operates currently by moving away from the employee based experience to a technology based experience. It enables providers by empowering them direct control of the customer experience without depending upon idiosyncrasies of the individual employee. However, in the new paradigm where co-creation of service/value happens between the service provider and the consumer, service failure is the biggest hurdle to promised customer experience. Because of such failures, customers may feel inclined to switch service provider. For successful implementation of SSTs as an alternative service delivery option, it is important for service providers to reduce these failures and to actively engage customers in the service recovery process. Active involvement of the customers in the recovery process of co- created services, is known to increase customer satisfaction and also enhance their intention towards future co-creation. But, for active involvement of customers in the service recovery process, it is important for the service provider to understand the factors which determine both willingness and resistance of the customers to participate in co- recovery process. Identification and evaluation of these factors will help the service providers in formulating effective service recovery strategies. Therefore, in this article we have proposed a theoretical framework to highlight various factors impacting the customer willingness to participate in a co-created service recovery process. These factors include: role clarity, self-efficacy, affective commitment, perceived value of the recovery effort and attribution of failure. According to the proposed model, the customer willingness to participate in the service recovery process would determine the customer preferred service recovery method (firm recovery vs co-recovery) and which in turn would determine customer satisfaction from the recovery process actually being used to recover from the co-created service failure.

Keywords: Co-recovery, Co-creation, Customer participation, Service recovery, Self-service technologies

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Using a Discrete Choice Experiment (DCE) to Overcome Response Bias

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Abstract

Marketing research often presents the problem of measuring the difference on a latent variable between two similar, but distinct market offerings that are close to each other on that variable (for example, willingness to pay). It is likely that a traditional Likert-type scale will not be able to capture the difference on such a variable across two similar offerings, in part due to the response biases of individuals. Response biases are measurement errors that can be attributed to respondents, are systematic in nature and can come from various sources.

We demonstrate an alternative method to make such comparisons, based on a discrete choice experiment (DCE) design. A DCE-based design has high discriminative power and forces respondents to make choices between competing offerings. We establish this DCE-based design in an actual research setting, with an improvement over the core DCE. This method can potentially be applied for differentiating between two offerings by a desired variable, a situation where traditional Likert-type scales might not provide the right assessment due to respondents' response biases.

Keywords: Discrete choice experiment, DCE, Repeated measures ANOVA, Likert scale.

Session	3101
Date	December 24, 2016
Time	10.00 hrs. to 12.00 hrs.

Irritation Leading to Ad Avoidance and Ad Blocking – An Empirical Study

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Abstract

Digital space has become one of the most important medium for advertising (Berner and Kiley, 2005). With these marketers around the world faces challenges such as understanding the consumers, their beliefs, attitudes and choices towards internet advertising. Attitude towards internet consists of perceived informativeness, entertainment value, irritating features, trustworthiness of internet advertising, its effects on product prices and values (Schlosser et al., 1999; Wolin, et al., 2002).

Ad blocking has become one of the most important concerns for the advertising industry globally. This paper has attempted to conceptually understand the series of actions that leads to ad blocking and to empirically test it. This series consists of consumer response and consumer behaviour towards digital advertising where the constant ad delivery creates ad intrusiveness which leads to ad irritation which in turn leads to ad avoidance and ultimately results in ad blocking. And this has serious consequences in the brand image and brand valuation, because as more number of users opts to download and use ad blockers on various digital devices the advertisement instead of increase brand valuation results in brand devaluation, not to mention the wastage of ad spend among other resources. The constant ad clutter is believed as a noise in the larger digital environment (Speck & Elliott, 1997). The intrusiveness and noise created by advertisement obstructs the main objective of being online, cause distractions, and disrupts the flow of the content. The degree to which an ad is perceived as disturbing and intrusive has a chance of leading an ad from intrusive to irritating. Those ads that are perceived to interfere with the consumer's main goal of being online will result in irritation than those ads that are not considered to interfere or disturbing. The negative emotion that causes irritation can be due to several causes such as the ad execution, ad placement, or ad frequency. When the degree to ad intrusiveness increases too much it leads to irritation and when the degree of ad irritation increases too much it will lead to ad avoidance (Park and McClung 1986). The ad avoidance further leads to three kind of behavioural outcome namely cognitive ad avoidance, behavioural ad avoidance and mechanical ad avoidance (Speck & Elliott, 1997). In the cognitive avoidance the viewer tunes out the ad by shifting their focus elsewhere temporarily. In the behavioural ad avoidance the viewer takes action by changing the website on which they are viewing the ad to another website. And in the mechanical ad avoidance the viewer takes the ultimately action to avoid the ad such as putting ad blockers in order to never receive the ads again.

The aim of this paper is to understand how irritation triggered by digital advertisement is leading to ad avoidance, further resulting in ad blocking. For the purpose this study the research will conduct quantitative research through online survey in order to measure the relationship between the three construct and to understand what leads the consumers to install ad blockers in their various electronic devices.

Keywords: Ad irritation, Ad avoidance, Ad blocking, Digital advertising.



Session	3101
Date	December 24, 2016
Time	10.00 hrs. to 12.00 hrs.

Analyzing Brand Sentiments using Text Mining

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Abstract

In an increasingly global and hypercompetitive business environment, firms are constantly trying to increase returns on marketing investment by gathering and using valuable insights from customers. This stream of research, under the rubric of Marketing Analytics and Customer Relationship Management have mostly utilized behavioral data collected from customers to perform quantitative analysis. However, rapid technological and environmental changes over the last two decades have created new opportunities and challenges for marketing practitioners and researchers. Increasingly, customers are using Social media and other Internet- based applications (e.g., review sites) to express their sentiments about brands. Past research suggests that such opinions and discussions have a profound influence on brand performance either directly by impacting behavior, or indirectly by generating positive or negative word-of-mouth in social networks. In either case, such information has a lot of strategic value for marketing managers.

However, a majority of the tools that are being currently used to obtain and analyze data from multiple social media platforms, blogs, and discussion boards can be classified as social media channel reporting tools. The visual scorecards and dashboards that these tool create, provide a good overview or big picture (based on a specific selection criteria) of channel performance. Unfortunately, these tools are not designed to help us understand customer sentiments based on a string of terms that are used by customers in a specific context or evaluate the potential impact of these sentiments on future brand performance.

We propose a methodology that is designed to help brand managers assess how a specific brand compares against competing brands on the basis of customer sentiments. In order to demonstrate the utility of our methodology, we first collected data using customized Python code from Edmunds.com – a popular review site, where car owners post detailed evaluations of the cars they have purchased. To get a long-term perspective of brand strengths and weaknesses, data was collected for car models released from 2012 to 2017 from four brands (Chevrolet, Honda, Subaru, and Toyota). Approximately 2,200 detailed, unstructured, and textual reviews were then analyzed using the principles of Text Mining to identify key terms or attributes that customers had discussed. The valence (positive or negative nature) of the customer sentiments towards these attributes were then determined for each review based on the principles of Sentiment Analysis. The inconsistency of these attribute-level sentiments within each brand (or brand dissonance) was then used to identify the strengths and weaknesses of each brand and speculate about the relationship between a brand's marketing campaign and its sentiments.

Keywords: Brand Sentiment, Text Mining, Brand Attributes, Sentiment Analysis, Brand Management.

Session	3101
Date	December 24, 2016
Time	10.00 hrs. to 12.00 hrs.

Managing The Detrimental Effects of Negative Reviews: The Persuasive Role of Webcare Characteristics

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Introduction

The ingenious exploitation of internet has empowered consumers to vent out their negative experiences with products and services through a wide array of online channels like micro- blogging websites (www.twitter.com), company websites (e.g. www.canon.com), third-party websites (e.g. www.mouthshut.com), and product/industry specific review sites (e.g. www.zomato.com) (Ward and Ostrom, 2006). This opportunity for consumers to cater negative word of mouth (henceforth: NWOM) through online reviews is a serious threat for marketers (Berry et al., 2010; Hennig-Thurau et al., 2010) because negative reviews possess potent harm- inflicting characteristics which negatively affect consumers' attitude toward brands (Purnawirawan et al., 2015), purchase intentions (Lee and Youn, 2009), product trial (Huang and Korfiatis, 2015) and sales (Cui et al., 2012) and eventually diminish a company's brand image in the marketplace (Lee and Youn, 2009). Many companies have started to monitor and intervene in negative reviews, to mitigate these detrimental effects, a practice known as Webcare (Van Noort and Willemsen, 2012). Extant studies on webcare demonstrated its effectiveness as a tool to curtail negative economic circumstances directed toward a firm. For example, Hong and Lee (2005) explored that timely response by companies resolves complainants' issues, stops unnecessary follow-up attacks from other consumers, and increases consumer loyalty and positive word of mouth (henceforth: PWOM). Depending upon the strategy adopted (proactive or reactive) and online platform used (consumer-generated or brand-generated), webcares also have the ability to attenuate negative brand evaluations (Van Noort and Willemsen, 2012). Clearly, valence and level of negativity manifested in the reviews determine what strategy a marketer should adopt while writing online responses (Dens et al., 2015). A successful endeavour ultimately results in generating positive consumer engagement with brands through the online environment (Schamari and Schaefer, 2015).

Though these afore-mentioned studies highlight managerial relevance and engender comprehensive research in webcare, ironically it is still in its stage of infancy. Specifically, no studies exist that explore the salient characteristics or attributes of webcare which marketers might manipulate in order to offset negative attitude of complaining consumers. However, unlike webcare, researchers did examine message characteristics of other communication tools like print ads (Chowdhury et al., 2011), radio ads (Potter, 2009), television ads (Ruifeng, 2012), company blogs (Greenberg et al., 2013), online ads like banner, floating, or pop-up ads (Alijani et al., 2010), and online reviews (Cheung et al., 2008). Another lacuna



surfacing from prior literature is that none of the studies investigated effects of webcare and companies' responses to negative reviews on consumers' coping behaviour, i.e., the process of sanctioning marketers' faults. Coping strategies like consumer forgiveness possesses a healing power that changes consumer-brand relationships (Bhandari et al., 2007; Moschis, 2007) and has been thoroughly investigated in physical (offline) service recovery literature (Bhandari et al., 2007; Chung and Beverland, 2006; Moschis, 2007; Sinha and Lu, 2015; Tsarenko and Tojib, 2011). However, research on whether consumers forgive marketers' transgressions and continue pursuing healthy relationship with the brand after receiving online responses is scarce.

The present article seeks to explore the effects of selected webcare attributes, namely webcare strength, webcare sidedness, and webcare ownership on consumers' forgiveness. We also posit that severity of failure depicted in the reviews would moderate the afore-mentioned relationships. Finally, the article investigates whether coping behavior leads to pragmatic consumer-level outcomes by analyzing the effects of consumer forgiveness on service brand attitude, satisfaction with webcare, and purchase intention.

Hypotheses:

H1: Strong webcare results in higher consumer forgiveness as compared to weak webcare. H2: Two-sided webcare results in higher consumer forgiveness as compared to one-sided webcare.

H3: Webcare with high ownership results in higher consumer forgiveness as compared to webcare with low ownership.

H4: A strong two-sided webcare results in higher consumer forgiveness as compared to (a) a strong one-sided webcare, (b) a weak two-sided webcare, and (c) a weak one-sided webcare.

H5: A strong webcare with high ownership results in higher consumer forgiveness as compared to (a) a strong webcare with low ownership, (b) a weak webcare with high ownership, and (c) a weak webcare with low ownership.

H6: A two-sided webcare with high ownership results in higher consumer forgiveness as compared to (a) a two-sided webcare with low ownership, (b) a one-sided webcare with high ownership, and (c) a one-sided webcare with low ownership.

H7: Severity of failure negatively moderates the relationship between (a) webcare strength and consumer forgiveness, (b) webcare sidedness and consumer forgiveness, and (c) webcare ownership and consumer forgiveness.

H8: Consumer forgiveness positively affects brand attitude.

H9: Consumer forgiveness positively affects consumer satisfaction. H10: Consumer forgiveness positively affects purchase intention. H11: Brand attitude positively affects purchase intention.

H12: Consumer satisfaction positively affects purchase intention.

Research Methodology:

Two studies were conducted keeping in view the afore-mentioned objectives.

Study 1: The purpose of this study was to test the hypotheses in the context of fine dining service characterized by a real life restaurant brand. The validity of the postulations were put to scrutiny by adopting a sequential approach whereby effects of webcare characteristics on consumer forgiveness in

the presence of severity of failure as a moderator were first examined. Following this, the effects of consumer forgiveness on service brand attitude, satisfaction with webcare, and restaurant visit intention were investigated. The experiment used a 2 (Webcare strength: strong vs. weak) \times 2 (webcare sidedness: one-sided vs. two-sided) \times 2 (Webcare Ownership: high vs. low) \times 2 (Severity of Failure: high vs. low) between-subjects design. Four-hundred and ninety- six post-graduate students (274 men, 222 women; mean age=23.4 years) of a university participated in the study. ANCOVA was used to test the effects of webcare characteristics on consumer forgiveness. Further, OLS based regression was used to test the effects of consumer forgiveness on service brand attitude, satisfaction with webcare, and restaurant visit intention Study 2: While the first study was conducted with a real-life restaurant brand, we intended to enhance external validity of our research in a fictitious hotel brand scenario. The primary goals of Study 2 were to examine whether the moderated effects (through severity of failure) of webcare characteristics on service brand attitude, satisfaction with webcare, and hotel visit intention were statistically mediated through consumer forgiveness. The same set of research hypotheses were again tested using Hayes' (2013) PROCESS macro 2.15 for SPSS 20.0. A total of 472 subjects (303 men, 169 women, mean age=36.8 years) participated in the study. Study 2 empirically investigated whether and to what extent consumer forgiveness, in the presence of severity of failure as a moderator, mediated the effects of webcare characteristics, i.e., strength, sidedness, and ownership, consumer outcome variables like service brand attitude, satisfaction with webcare, and hotel visit intention.

Results and Discussion:

Study 1: A significant main effect of webcare strength, webcare sidedness and webcare ownership was found on consumer forgiveness. Further, a significant webcare strength \times webcare sidedness interaction effect was also found, thereby showing that strong two-sided webcares resulted in higher consumer forgiveness than strong one-sided webcares, weak two- sided webcares, and weak one-sided webcares. Another, significant webcare sidedness \times webcare ownership interaction was also found which revealed that subjects exposed to two-sided webcares with high ownership exhibited higher consumer forgiveness than those in two-sided webcares with low ownership, one-sided webcares with high ownership, and one-sided webcares with low ownership conditions. However, webcare strength did not interact with webcare ownership thereby yielding insignificant results. Further consumer forgiveness was found to affect service brand attitude and satisfaction with webcare.

Study 2: The finding of the second study showed that consumer forgiveness mediated the effects of webcare characteristics on service brand attitude, satisfaction with webcare, and hotel visit intention while severity of failure played the role of a negative moderator in these relationships CONTRIBUTIONS:

This study contributes to research dealing with consumers' complaint in an online environment - a relatively new domain called webcare. Till date little knowledge exists that explores how webcare responses could be effectively written in order to manage unhappy consumers. Our first academic contribution is that this study fills this above-mentioned research void by exploring the characteristics of webcare. Second, previous research on offline service recovery and webcare has primarily dealt with a theoretical construct like justice perception. We append to this body of knowledge by examining the effects of webcare characteristics on a more pragmatic and marketer-oriented construct like consumer forgiveness in the presence of a moderating construct like severity of failure. Finally, to the best of our knowledge limited attention has been given to explore phenomena that might happen once unhappy consumers forgive transgressions of marketers. Our study academically contributes to the literature of consumer forgiveness by examining its extended effects on consumer outcome variables like brand attitude, satisfaction and purchase intention.

Perhaps due to the relative newness of the domain, no research attention has been given to systematically explore characteristics like webcare strength, webcare sidedness and webcare ownership. To the best of our knowledge no previous research examines whether webcare provided in response to negative reviews influences coping behavior, i.e., forgiving/sanctioning the marketer's transgressions, of other consumers who read the review and the associated webcare. However, no previous studies in the domain of webcare and online responses have taken into consideration this situational factor i.e., complaint seriousness, into account.

Keywords: Webcare, webcare characteristics, negative online reviews, consumer forgiveness, severity of failure

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Session	3102
Date	December 24, 2016
Time	10.00 hrs. to 12.00 hrs.

Supplier Dissatisfaction in E-commerce

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Abstract

The subject of satisfaction and trust in the context of e-commerce has been studied by a plethora of scholars, however, there are no comprehensive studies which have looked into supplier dissatisfaction. Recently, there have been multiple reports of supplier side problems in e-commerce giants such as Amazon and therefore it is imperative that issues pertaining to suppliers need attention and research. Some important factors that helped e-commerce flourish are a) the reach of online shopping where the customer's search cost is reduced b) the convenience of online shopping, and c) the availability of product(s) and services at cheaper cost. Most of these advantages accrue from strong supplier relationships. Thus, online retailers, need to have strong relationships with their suppliers in order to remain competitive. In this paper, factors that lead to supplier dissatisfaction are identified and subsequently, its dimensions in the e-commerce context are investigated. In the first phase of the study, various factors that lead to e-commerce supplier dissatisfaction are identified through depth interviews and literature review. Some of the factors unique to online shopping context were a) Lack of multi-channel integration b) No control of the seller on price and promotion, c) No scope of re marketing of products, d) undercutting from other suppliers, e) Return of goods and reverse logistics issues, f) Dealing with bad customers, g) Delay in service from online retailer and h) Poor Information content on website.

Keywords: Supplier Dissatisfaction, E-Commerce, EDT, multi-channel integration.

Session	3102
Date	December 24, 2016
Time	10.00 hrs. to 12.00 hrs.

The Evolution of Technology in Retailing and the Way Forward

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Abstract

Technology is the enabler of change and the history of retailing has been witness to it. It has become imperative for retail firms to invest in technology in order to compete effectively. Use of innovative technologies in retailing has changed the way retailers do business and consumers seek information and finally transact. For retailers, technology helps in reducing operating costs and improving cost efficiency and in better customer management. Today, the Internet has completely changed the way firms do business. New markets and new business models have emerged. Retailers are restrained by their limited capability to expand and retain their market position which in turn depends on their 'willingness and capacity to use technology'. Investing in technology usually involves huge capital expenditure, thus retailers continuously need to evaluate the costs versus benefits options. There is lack of consensus with respect to degree of realised returns that ensue from investment in technology. But it is a well-established fact that investing in technologies does not always result in the realisation of expected returns. But technology is also like a double-edged sword. As it helps manage customer better and improve operational efficiency, it also poses new problems for retailers.

Technology has brought about a newer set of opportunities as well as challenges in the retailing landscape. In the light of some of these issues, the intended piece provides a critical review of the scholarship available in the area of technology in retailing, tracing the evolution over the past decade. The study is a thorough review of literature published in the leading marketing journals in the last 10-15 years.

Keywords: retail technology, e-tailing, interactive services, customer management



Session	3102
Date	December 24, 2016
Time	10.00 hrs. to 12.00 hrs.

BABAs of India vs MNCs of the developed nations in the FMCG sector: A comparative study

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Abstract

The fast moving consumer goods segment is the 4th largest sector in India with the market size of US \$12.5 billion in 2016 and is estimated to grow at 13% to reach US \$74 by the end of 2018. The Indian retail and FMCG space which up until now was dominated by the multinational corporations such as ITC, Hindustan Unilever, Nestle, Dabur, Cadbury and Britannia is now facing a tough competition from the Indian Babas’.

The young Indian companies in the retail sector have established themselves as the Organic Indian brand, specializing in the category of medicines, food and other FMCG products. Baba Ramdev’s Patanjali, Gurmeet Ram Rahim Singh’s MSG All Trading International Pvt Ltd., and Sri Sri Ravishankar’s Sri Sri Ayurveda are not only giving fierce competition to the MNC giants but also gaining immense trust and certain blind faith in its products. The BABAs of India are competing at price front, branding front, and product quality front with both retailers and producers.

The brand Patanjali owned by Baba Ramdev has positioned themselves as a Swadeshi ayurvedic brand. In the recent years Baba Ramdev has positioned himself particularly as a trendsetter of swadesi products, which essentially means acceptance of home grown products and denial to consume foreign made products. The entire idea is to generate the feeling of patriotism and associating it with the consumption of goods. According to Baba Ramdev even after India got independence in 1947 it was still financially dependent, however time has come when India needs to be completely independent not only financially but also in terms of thinking, lifestyle and beliefs. The ayurvedic brands are forcing the MNCs to think about charity and reduce their prices. Instead of just branding the ayurvedic brands they have started a swadesi movement, hence increasing their consumer base double every quarter, which for any other newly started company would be a highly difficult if not impossible.

The aim of the present paper is to understand this phenomenon and its impact on the retail sector. The paper will compare the performance and growth of the ayurvedic brands of the BABAs of India with that of the MNCs in the same duration, and to understand the impact of the Indian brands on the international brands. With this conceptual paper the authors aim to theoretically develop a sustainable model for the FMCG companies which would effectively touch the Indianness in the Indian.

Keywords: BABA, FMCG, Retail, India, Branding

Session	3102
Date	December 24, 2016
Time	10.00 hrs. to 12.00 hrs.

Unorganised Retail: A Classification of Literature

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Abstract

Unorganized retail forms a major chunk of retailing in India with a market share of around 87% and is a major contributor to the GDP. Given its strong foothold, this study seeks to investigate the extent to which research has been done on unorganised retail in India and classify extant literature on unorganised retailing into various streams

Literature was selected from India and other countries based on stringent selection criteria. The proportion of studies focussing on unorganised retail was found and compared to the proportion of studies focussing on organised retail. It was found that studies on unorganised retail in India were very limited in number and in gross disproportion to its market share.

In order to find the areas within unorganised retail which warrant further analysis, literature was classified into various stream based on the objective of the study. It was observed that in India, literature was especially limited in the streams of promotion, planning and outshopping. Overall, literature was found to be lacking in the streams of location, employees and pricing.

For the purpose of delimiting global literature on unorganised retail, studies were selected only from 14 journals mentioned in Runyan's, (2008) classification of retailing journals . Other journals which might have pertinent literature were not considered.

This study unearths numerous research gaps which may be addressed by researchers in the future. To the best of the authors' knowledge, the extent to which research has been done on unorganised retail in India has not been documented earlier. Classification of studies on unorganised retail is also limited

Keywords: unorganised retail, literature classification, India



Session	3103
Date	December 24, 2016
Time	10.00 hrs. to 12.00 hrs.

Impact of Generic Service Quality Dimensions on Customer Satisfaction and Loyalty for Technology Banking: Empirical Study for Indian Private and Government Banks

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Abstract

Banking in India has evolved over the times to use lot of technology in service delivery e.g. ATMs, online banking, phone banking etc. There have been studies which have looked at service quality dimensions in technology delivered banking. But rarely the dimensions are identified from generic point of view. This study aims to identify the generic service quality dimensions in technology banking, in India – by looking at two different sets of banks viz. private and government banks. Also it is crucial to look at how the service quality affects customer satisfaction and loyalty in these two types of banks, which is also explored in this study. As the technology implementation levels are different at these two categories of banks and so the perceptions of customers about the service quality dimensions and how they impact satisfaction and loyalty are likely to differ. To identify the dimensions and validate them, exploratory factor analysis (EFA) followed by confirmatory factor analysis (CFA) have been used. Four dimensions have been identified in both categories of banks. For the private banks, the service quality dimensions which have been identified are customer service, technology reliability, technology convenience and technology accessibility & information quality. While on the other hand for government banks, the service quality dimensions which have been identified are customer service, technology reliability, technology accessibility & information misuse and technology information quality & convenience. Then structural modeling has been used to study the impact of these dimensions on customer satisfaction and loyalty. These dimensions of service quality should be looked as levers to improve perceived service quality in case of technology banking in India, and their impact on customer satisfaction and loyalty can give strategic directions to the practitioners on what should be done to increase satisfaction and loyalty.

Keywords: Service Quality; Customer Satisfaction & Loyalty; Technology Banking; Structural Equation Modeling (SEM)

Session	3103
Date	December 24, 2016
Time	10.00 hrs. to 12.00 hrs.

Impact of Servicescape on Brand Love: Role of Brand Experience and Customer's Visit Motives

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Abstract

The present study aims at improving theoretical understanding on the influential role of servicescape in the determination of customers' love towards hotel service providers. It highlights the practical usefulness of the servicescape on brand experience in which brand experience used as a mediator between servicescape and brand love. The study has attempted to vary the assessment of servicescape significantly by integrating moderating effects of customer's visit motive (Goal vs. Experiential). Both the theories (S-O-R and ELM theory) have strengthened the logic and objective of the study. Data were collected from three hundred and seventy eight (378) guests by random sampling from a reputed hotel chain spread across different locations in the country. Data were subject to a series of analysis including, exploratory factor Analysis (EFA), confirmatory factor analysis (CFA), structural equation modeling, mediation analysis and moderation (multi-group) analysis. The findings suggest that brand experience partially mediates the effect of servicescape on brand love. Consumer motive moderates the effects of hotel servicescape on service brand experience such that the effect of brand experience is higher for experiential motive customer than that of the goal oriented motives customer. The current study findings have several implications for hotel service developers and hospitality practitioners and for academicians. The study will provide a new insight to managers for building innovativeness in service provisions through servicescape items, which leads to brand love by understanding guest motive intention. The present findings also imply that hotel managers must consider customers differently based on their experience with the hotel, as the processing of servicescape is conditional upon their experience with the hotel service.

Keywords: Servicescape, Brand Experience, Brand Love, Consumer Motives



Session	3103
Date	December 24, 2016
Time	10.00 hrs. to 12.00 hrs.

Developing a Conceptual Framework for Place Image

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Abstract

Researchers have observed that places and regions, including nations compete keenly for tourists, FDIs, exports and others. However, the fledgling domain of place branding is yet to get a robust theory as to the antecedents of ‘place image’. The creation of place image requires scholars and practitioners to delve into domains of other social sciences like international business, international relations, human geography, and tourism studies and so on. This study attempts to develop a conceptual framework for place image, focusing on the branding of a region based on the dimensions of country- of- origin effects, tourism marketing, public diplomacy and regional identity. The framework can serve as a building block for developing an integrated theory on place branding including nation(s) and region(s). Using umbrella branding we posit that a place’s reputation can be used as a unifier to market a ‘bundle of local goods and services’. We use the provenance associations of a place’s overall image as the core of umbrella branding.

The study intended to develop a conceptual framework on place image or place brand image (PI) with reference to its inter-relations with country-of-origin effects (here being product-country-image - PCI), tourism destination image (TDI), regional identity (RI) and public diplomacy (PD). This model is believed to be adaptable for any place image as its constituents can be added or deleted to suit the context specificity of the place. At the heart of the framework lies place image that acts as link between the four perspectives of place branding. PCI and TDI impact one another where PI acts as a mediating variable. Similarly, in the inter-relationships between TDI and RI and TDI and PD, PI acts as mediator. The framework suggests that PCI, RI and PD have no apparent direct relationships between them.

Keywords: place image, product country image (PCI), tourism destination image (TDI), regional identity, public diplomacy

Session	3103
Date	December 24, 2016
Time	10.00 hrs. to 12.00 hrs.

Linkages between brand experience, brand authenticity, brand passion and self-congruity : An empirical check

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Abstract

Recently, brand experience has gained unparalleled attention from scholars and practitioners. In contemporary times, brand authenticity, brand passion and symbolic benefits are amongst the few factors which tend to decide a brand's long term sustainability in the market. The present study focuses on investigating the influence of (i) brand experience on brand authenticity and self-congruity and (ii) brand authenticity on self-congruity and brand passion. The responses were collected from apparel shoppers through a survey based structured questionnaire. The data were analysed by using structural equation modeling technique. The results indicated a positive influence of brand experience on brand authenticity. Further, it was found that if a brand is perceived to be more authentic, then, customers tend to become more passionate about that brand. The brands which are found to be more authentic enhance self-congruence which may further lead to brand passion. This work highlights that in an omnipresence of fake brands in the market, brand authenticity plays an important role. It will enhance self-congruity and brand passion because people want to be associated with genuine and trustworthy brands. The study may be seen as a theoretically extending the earlier works by appreciating the role of brand authenticity and self-congruity in enhancing brand passion. Thus, it could be seen as a significant contribution to the literature. The present effort may also help practitioners to design strategies by highlighting the role of ethical image or authenticity of brands. The findings reflect a need for further research to test the results across different product or service categories and cultures.

Keywords: brand experience, brand authenticity, brand passion, self-congruity



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POSTER

Gender Sensitization in Advertisements

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Abstract

In changing scenario gender sensitization in advertisements is emerging as a marketing practice in which gender is portrayed in advertisements in such a manner that prospective customers can be sensitized to buy the product. Being this topic new, no study has been made on it till now which initiate the researchers to choose it for the purpose of study. Present study aims at assessing the gender roles in advertisements, determining the level of gender sexuality used in advertisements and measuring the degree of contentment of target audience to such ads. Being the study descriptive in nature it went through the both types of data collection, its analysis with the help of mean & proportionate and content analysis and testing of validity of results using F-Values. Primary data has been collected through circulating the structured questionnaire to 400 people to know the level of contentment of target customers to gender sensitized ads. Furthermore secondary data has also been collected in which 50 genders' sensitized advertisements have been selected from electronic media i.e. TV and Internet. Study doesn't give the answer in "Yes" or "No" on gender sensitization found in advertisements but it reaches a subjective conclusion. Gender sensitization depends upon the sensibility which cannot be prescribed in absolute terms. Present study was an attempt to assess the gender role in advertisements, determine the level of sexuality used by advertisers and to measure the level of contentment of prospective customers of the product. Study found that gender plays an eminent role in designing an effective advertisement and marketers use it at high level. Furthermore, it reveals that gender sexuality also exists in advertisements that mean sexual chemistry between male and female is being portrayed by the advertisers to create the demand of the product. Society is going to be opened and sophisticated that seems ready to adopt the such sexual things is advertisements provided they are not much offensive and indecent and against the public standards. All f-values have been found significant which reject the all null hypothesis and validate the results of the study. Study recommends that advertisers should be conscious to recognise the gender equality avoiding the gender stereotyping image of the women. Either of gender should not be objectified in the advertisements.

Keywords: Gender, Advertisements, Women, Advertiser, Sensitisation.

Data Usage Pattern and buying behaviour in enterprise: Special reference to Reliance Jio

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Abstract

4G is the fourth generation of mobile telecommunications technology, succeeding 3G. A 4G system must provide capabilities defined by ITU (International Telecommunication Union is an agency of the United Nations (UN) whose purpose is to coordinate telecommunication operations and services throughout the world) in IMT Advanced. Potential and current applications.

The research aims to identify the customer perception about internet reliance Jio when other competitors have already entered the market. Customers often feel that service providers do not deliver what they promise. They feel players should present the terms and conditions and tariff plans/schemes in clear terms. The research that was conducted also supports this fact. A marketing plan for reliance data service along with other suggestions for reliance handsets to face the competition in the near future and the long run have been suggested.

The researcher took a survey by means of an extensive questionnaire for understanding the behaviour of consumers towards various brands as compared to reliance 4G. The sampling frame were the enterprises covering all the sectors in Lucknow which are having a yearly turnover of 3 crores and more.

A total sample size of 100 respondents were considered. The sample size was determined on the basis of time and money constraints.

The research analysis revealed that the consumers are satisfied with reliance 4G and its attributes. However, reliance being a new brand has a yet to do a lot to increase its penetration in the market. From the facts it was concluded that there is a large market for data services in the locality where the survey was administered. 4G being a new technology which provides faster speed and connectivity is need of the hour and the company should work upon its promotional strategies along with attractive deals for the customers. Airtel and Vodafone being the market leader will definitely be a competition to Reliance Jio but the volte technology and in house handsets of Reliance Jio will have a edge over its competitors. The company should target its customers in the environmental aspects also as optical fibre concept will drag the attention of consumers towards the brand.

Reliance Jio is working on positioning its Brand Identity. The Reliance Group is all set to make a big promotion of its upcoming Reliance Jio 4G and LYF handset brands. On assessing Lucknow market, it was found that market for 4G has immense opportunities in educational institutes, with already existing institutes as well as new ones coming up. Company with 4G technology will have advantage in this market will have a strong impact in long-term, as it will provide competitive edge over other player.

Keywords: (Reliance Jio, 4G, LYF handset, enterprise, data services)

The Drivers to Online Shopping: A Study on Millennial in Mumbai

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Abstract:

With the increasing internet and mobile penetration, growing popularity of COD payment options and scarcity of time, has given the e-commerce sector in India the huge opportunity to connect companies with their customers. In the years to come, there would be over a five to seven fold increase in revenue generated through e-commerce as compared to last year. Among the all age segments, 18-35 years of age group has been the fastest growing age segment online with user growth being contributed by both male and female segments.

Given that India will become the youngest country by 2021, with 64% of its population in the working age group of 18 -35, according to the 2013-14 Economic Survey, companies need to shape their strategies to remain relevant to this section, called millennial or Generation Y. Looking at the potential , this study aims at exploring the Gen Y online shopping behavior, more specifically the important drivers that influence the Generation Y customers to choose online shopping over physical shopping.

The study was undertaken in two phases, first phase of the study was exploratory in nature wherein four focus group discussions were held. Respondents ranging from age 18- 35 were invited for discussion to understand their attitude and preference for online shopping. For the second phase of the research, a self-structure questionnaire was designed and piloted.

Stratified Random sampling was used, and questionnaire was rolled over, a sample of 355 customers through online and offline mode. Factor analysis was used to extract factors that motivate Gen Y customers to choose online shopping over offline shopping. Results of the factor analysis were put through the Cronbach's Alpha reliability test. The findings of the study provides opportunity to marketers to better understand the most potential section called Millennial or Generation Y and design their strategies to remain relevant to this market.

Keywords: Online Shopping, Millennials, Generation Y, Online Vs Offline Shopping

An Analytical Approach to Consumer Decision Making and Psychology in India

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Abstract

In this era of extreme globalization of products and services starting from micro, small to bigger industries, marketing trends have been improvised a lot with excellent attention-to-detail initiatives. This paper calls for the consumer behavior and feedback to a range of marketing strategies introduced to serve the customer attention and satisfaction. It's indeed one of the most acclaimed fact now that the digitally connected world triggers marketing forms to an all new levels and expands the horizons for marketers to outstanding growths. Improvised marketing in this era is dominantly based on the digital platform marketing closely interactive to the target customer's social and domestic requirement. The digital marketing starts with the customer's basic data and search terms available on the digital platforms. To quite an extent, the usage of the digital platforms of the consumers are closely tracked and the possible product and service suggestions and solutions dependent on the socio-economic condition of the user are provided with the introduction of digital advertisements. So, living in an extreme data driven world of marketing, tracking user activities on digital platforms and storing corresponding user data relate to a situation where specific domain based data is being sold to concerned marketing and production firms in order to generate an easier solution to connect to the exact audiences of specific products and services. The Consumers' behavior and psychology have been studied through online surveys and data acquired from different leading digital platforms. These data are closely analyzed in terms of market dependent parameters and socio-economic conditions of different parts of the world. All the reviews and questions regarding the marketed products and services are taken into account and classified in different categories. The research has been conducted based upon some of the well rehearsed models related to marketing strategies and customer's response to the effective marketing. In order to understand the depth of the subject some basic ideological and communicational models including stages of marketing message processing model, Production versus Brand involvement model have been discussed. Moreover, the entire explanation of this agenda have been highlighted with the help of data analytical models, such as i. Internet Customer pre purchase Process Model, ii. Buyer-seller relationship model by Wilson, 1995 and iii. Customer Traits and Online model (Personality Traits and Website quality model). All the data collecting tool, sample of the consumers and sampling size and frequency have also been integrated to the procedure. Statistical techniques like consumer profiling, Parametric analysis and Hierarchical clustering are taken into real time application to fetch standardized overall outcome of the research. Some of surveys and opinions of professional business bodies like PwC and KPMG are also considered while analyzing the data. The market has been changing for the last decade and the requirements of the customers' in India due to huge economic stability and growth rate have also changed. So, in accordance to the user demand the marketing strategies are also evolving and waiting to see an overwhelming response from its customer base.

Keywords: Effective marketing, marketing strategy, digital platform, digital marketing



Appraising the Tweenagers' choice of Media and its Impact on the Purchase Intention

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Abstract

Children have emerged as a segment that has grabbed the marketers' attention. As a consequence of generational differences, a special age group – Tweenagers, have evolved in the recent years, has become an important section to be tapped by the marketers. Tweenagers are children between 8-12 years old. With 30% population in the age group of 0- 14, India has a large cohort of Tweenagers. This segment has been gaining popularity, since, it is considered to be a lucrative market. The pervasiveness of media has compelled the marketers to investigate this unfurled segment to gauge the role, media plays in their life. It becomes pertinent to study the type of media, persuading the Tweenagers' in their decision making, and further, having an impact on their purchase intention. The paper is an attempt to investigate which media type- traditional which includes television or new media including the social networks, online shopping websites etc. will influence the purchase intention of the Indian Tweenagers. With an objective of comprehensively grasping the nuances and adeptly targeting the prospective Indian Tweenager segment, it becomes relevant to examine the unexplored arena. Extant literature has been reviewed to include the most significant dimensions for the study. These key constructs have been described in detail for distinct understanding of the empirical analysis. The framework has been structured where the documented literature has been outlined in a tabular form, consequently, the hypotheses have been developed, focusing on the research gaps, followed by analysis and wrapping the paper by suggesting practical implications for the marketers.

Keywords: Tweenagers, Purchase intention, Types of media

Females' Apparel Fashion Behaviour of Bangladesh and West Bengal: Mapping Their Analogy and Antipathy

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Abstract

Fashion behaviour for the apparel items is a multidimensional approach that oscillates with respect to the difference in personalities that stems from the difference existing in different socio-economic environment. The success of fashion marketing depends on tracing the consumer attitude and also responding them in appropriate manner which is very crucial to know. Considering research gap this paper attempts to map the factors that influencing females' apparel fashion behaviour, develop apparel fashion behaviour model and also to demark the relationship among factors and related issues. West Bengal and Bangladesh have been considered for comparative study as there is N number of similarities especially in apparel selection between these two geographically close areas. The data has been collected through personal interviewing method by using a structured questionnaire followed by 5-point Likert scale that includes 26 statements; before doing so a pilot survey for the same has been carried out. The sample size was 262 and 292 (applying Cochran's formula) respectively for West Bengal and Bangladesh. The sampling elements (individual female consumer), sampling unit (within 16-55 years age) and sample extent (cities of selected districts covering urban, suburban and rural) was designed that could be generalized over the entire population. The sampling frame (educational institutions and households) has been taken randomly and respondents were selected through stratified sampling technique based on demographic variables (summarized by some descriptive statistics), where responses were came out from the diversified category through simple random selection. Three hypotheses have been formulated separately two study areas for being tested. By applying Skewness and Kurtosis test the distribution of data found normal and data also found reliable by using Cronbach alpha test. In Exploratory factor analysis, 11 factors (Spiritual feeling, Unique thinking, Brand liking, Custom Affair, Accessibility, Outlet condition, Apparel features, Others influence, Monetary concern, Surroundings and Item stuff) identified for West Bengal, where for Bangladesh 10 factors (Apparel features, Brand liking, Others influence, Accessibility, Unique thinking, Custom Affair, Spiritual feeling, Decision, Monetary concern and Origin consideration) identified. The study has been developed females' apparel fashion behaviour model by using Confirmatory Factor analysis followed by Structural Equation Modelling that also measured the relationship among identified factors and related variables. Present study could reveal the opportunities for practitioners that adding value through unique contributions in females' apparel fashion market. Marketers could care significant findings and design the strategies accordingly for handling the competition comfortably in emerging apparel market which could bring remarkable share and growth that relating to the aid in country's economy. The study also incorporates some scopes for future research.

Keywords: Fashion behaviour, Apparel market, Comparative study, Fashion marketing



Creating Efficient B2C Sales Funnel in Education Sector using Personas

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Abstract

The rise in individuals looking for information on World Wide Web (WWW) and making purchase decisions has led organisations to re-consider customer acquisition process. This is because unlike B2B scenario the number of potential customers is significantly higher in the B2C model and their background characteristics are relatively unknown. This affects the sales productivity of an organisation, even though their sales people are able and experienced. Therefore, a new method is required to segregate website leads for developing a robust sales funnel to rapidly convert them into paid customers. A new approach was developed at Career Launcher Ltd (CL) to achieve this stated goal (for its Law website) by classifying web leads into different personas for acquiring new customers based on their known characteristics whilst reducing the sales conversion time. Our methodology consisted of mainlining relevancy of the website content based on visitor's needs and wants for persuading the visitor to fill our lead capture form. These leads were forwarded to the telecalling team which assessed them based on our proprietary parameters and executed the sales process. The results demonstrated that (after introducing personas in B2C sales model) number of users' web sessions/lead decreased, number of leads increased, customer engagement increased and as a result the sales conversion time decreased. We conclude that pre-qualified leads using persona's increases the productivity of telecallers as they had better knowledge of lead's needs and wants.

Keywords: Buyer Persona, lead nurture, B2C sales model, Lead management, lead conversion

A successful informal entrepreneur, who harvests benefit out of marketing: A case study

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Abstract

This paper offers a single case study on a successful brand of Bangladesh, named *Mama Halim* that exists in the street market per se the informal market where the owner Deen Mohammad is indeed a micro-entrepreneur. *Halim* is a popular snack item in Bangladesh for around last two decades. Deen Mohammad, a 60 something, owns two subsidiaries of this brand, earns daily no less than Tk. 50,000 that translates into some Tk. 1.5 million a month. *Halim (Haleem)* or Daleem is a popular form of stew in some Middle Eastern countries, Indian subcontinent and Central Asian counties, it is also a known and preferred snack in Bangladesh.

We consider '*Mama Halim*' as a "cases of something" or "well chosen" or "crucial" on the ground of significant economic success; which is far above the average turnover of 'others' in the same cluster per se the street vendors. Also that 20 employee work for the street vendor is significant. With the help of deductive reasoning this paper would attempt to correlate the empirical findings with the template of marketing.

The "Four Ps" in general, are better suited to the small and micro enterprises, due to their administrative flexibility and the proximity of sales with marketing. This argument is in line with the case of *Mama Halim* where the micro-entrepreneur enjoyed the status of 'one man show'. Therefore, he could craft marketing strategies capitalizing on his flexibility. Since the micro-entrepreneur was inseparable from the customers that also worked in the formulation and continuous tailoring of 4 P strategies. *Mama Halim* satisfies the litmus test of a brand; i.e. differentiation from the crowd. Authors find that the literature of brand matches with the reality of *Mama Halim*. The strength of the brand stands on "insight" and "intuition" of the "actor" per se the micro-entrepreneur is true for *Mama Halim*.

Keywords: *Mama Halim*, Street Market, Dhaka, Brand

Opportunities and Challenges of Internet adoption in Agriculture

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Abstract

Agriculture is primary occupation of majority of Indians living in rural market constituting of about 70% of India's population. Major challenge is to create and improve the existing agriculture infrastructure which can improve the livelihood of rural masses. Penetration of internet in India in the last 10 years has grown tremendously. Many Internet service providers have emerged as players in this market providing a portfolio of services to consumers. Internet-enabled information services have been introduced in Agri business to empower farmers with updated relevant information related to farming and marketing of agricultural produce. Internet is acting as an aggregator between the availability and delivery of agricultural inputs and agriculture infrastructure.

The objective of this paper is to explore the potential of agricultural services through internet in increasing the agricultural efficiency of farmers and their market efficiency. Farmers are benefiting from better access to information through websites on seed variety selection, weather update, crop diseases and getting a better market price for their produce. Farmers equipped with information have a stronger bargaining position within existing trade relationships. Websites can serve as the backbone for early warning systems to mitigate agricultural risks and safeguard agricultural incomes. Present paper also attempts to study the challenges related to adoption of Internet in agricultural business.

Keywords: Rural market, Internet adoption and Agricultural performance

How does brand innovativeness and brand attitude affects brand loyalty

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Abstract

Now a day's companies are spending billions to make a brand universally acclaimed trusted and well known, from the past few months we are working on how branding effects on other variables like innovativeness and brand attitude. It has how much weightage on improving brand image across consumers, likewise attitude plays a vital role in forming a brand image in the minds of consumers or not, or brand loyalty is somewhere dependent on other factors, so to investigate these primary problems of branding we come up with that idea.

In this research we are trying to explore the relationship amongst brand innovation brand attitude and brand loyalty after a thorough review of literature we come up with a conclusion that in the past, researchers have proven that there is a logical relationship between positive brand attitude and a brand loyalty so by taking this as our research primary hypothesis we move on and further design a supportive assumption that there is a logical connection of brand loyalty with brand innovation and brand attitude. Hence this relationship has been discussed in many past studies but still there is an ambiguity that no one has proved that innovation has a direct impact on brand loyalty.

Keywords: Brand, Innovation, Attitude, Loyalty, relationship.



Social Media Marketing The New Revolution in Business Engagement

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Abstract:

The advent of internet has revolutionized the business environment with a significant impact on the retail strategies as well. Social media is one such revolution and has gained attention of marketers throughout the globe. Social media has become a widely used tool for marketing since it provides an effective platform to the retail firms to interact with their customers. The present study proposes a conceptual framework in which we discuss the linkages of social media with other marketing metrics. We explicitly take a dynamic view, in which we argue that social media marketing has a significant relationship with behavioural outcomes of the customers as well as strategic branding by the firms. This study has attempted to identify relevance and limitation of social media marketing for organizations by exploring the extant literature on social media. This study is helpful for understanding of social media in general, which is helpful for academicians, social media companies etc. Organizations before entering the field of social media marketing should have complete research on social media practices. An organization has to adept basic principles and strategy of using social media as an effective tool in order to beat its competitor. Main aim that an organization has to keep in mind is to involve customers so as to build company reputation, to have positive interaction with customers regarding their goods and services and to satisfy customer's need and wants. Social media marketing is also approached from a strategic perspective by focusing on the issues such as relevance and limitations of social media as a marketing tool.

Keywords: Social media Marketing, Strategic Branding, Relevance, Limitation, Consumer metrics.

Determinants of the Consumer Perception towards Online Advertising and their Role in Online Consumer Segmentation

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Abstract

India's advertising industry is expected to grow at a rate of 16.8 per cent year-on-year to Rs 51,365 Cr. India's digital advertising market has grown at a fast pace of 33 per cent annually between 2010 and 2015. The online advertising market in India is expected to touch Rs 3,575 Cr. (US\$ 530 million) in 2015 from Rs 2,750 Cr. (US\$ 407.66 million) in 2014 (IBEF 2015). The major driver consumer of this is youth of India. The young online consumers are proving to be the catalysts of growing online markets and online advertising therefore. India offers huge business potential for online advertising industry with rising population, growing income level and changing lifestyle. Greater levels of interactivity, vividness, entertainment, and self-referencing in narrative online advertisements led to more favorable attitudes toward a product. In particular, self-referencing had a substantial effect on transportation in forming product attitudes. Our research objectives are:

- To find determinants of consumer perception towards online advertising.
- To understand different consumer segments based on their perception towards online advertising.

Researchers have used 'Exploratory Research method' & 'Convenience sampling'. For data collection 'Structured Questionnaire' was used. With the help of factor analysis researchers have found that there are total 5 factors which affect the online advertising such as buying appeal, feature, medium, content, entertainment. Out of these 5 factors 'buying appeal' and 'feature' are the most effective factors. Using cluster analysis researchers have segmented the sample in two segments according to their preferences of Ads. Those are,

- Explorers: These are those people who look for online ads of new products.
- Entertainment Seekers: These people online ads only if these ads are attractive and entertaining. It might be of new or old products.

As per the outcomes of the research carried companies from different industries which promote their products through online medium should focus on effect and features of online ads instead of focusing on content and visibility in ads. Focus should be on two types of people i.e. explorers and entertainment seekers. It will result in increase of sales through both medium i.e. online buying as well as physical buying. This research was done only related to the youth segment to analyze the online advertising impact on them. Since the sample drawn from selected localities, in future the research can be extended to a bigger and more comprehensive population to get the insights of the online advertising impact. Also the Factors drawn could be later converted in to a conceptual model for better understanding of the impact.

Keywords: Online Advertising, Buyer Segment, Determinants, Factor Analysis, Cluster Analysis

Study of Fashion Industry in India from retail to e- marketing with special reference to W Brand

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Abstract:

India is a country known for cultural diversity and beautiful colourful variety of traditional, ethnic and modern wear. The share of apparel in India's retail market is 8% corresponding to a value of USD 40 billion. In addition to fashion apparel, the growing demand for fashion accessories makes the Indian fashion market both interesting and lucrative.

The Indian fashion retail market has witnessed several fascinating changes in recent years, which are indicators of the country's evolving fashion retail market going towards online-marketing.

Online fashion retail in India includes the sale of apparel and non-apparel products through the Internet. The apparel segment includes all kinds of apparel for men and women. The non-apparel segment includes footwear, watches, bags, and other accessories. When combined, they form the fashion segment online.

Indian e-commerce industry has been growing at a scorching rate during the last few years with hundreds of million dollars being invested by venture capital funds in the sector. E-commerce has been around in India for more than a decade but has become main stream only in the last few years.

Online shoppers have now graduated from buying only Books/Consumer Electronics to buying Clothes, Shoes and Accessories. In fact, as per a recent study by Accel Partners (one of the most prolific investors in Indian e-commerce), Fashion category recorded highest number of transactions in 2013. As per this study, Fashion is expected to grow by 400% by the end of 2016.

Today's majority customers are professionals having less time to shop in retail outlets so prefer to do online shopping from anywhere anytime.

'W' is the top fashion brand for women in apparels industry. Tagline: "At W, we are committed to creating fashion with passion for the modern Indian woman". This article examined the **Study of Fashion Industry from retail to e- marketing with special reference to W Brand** for ladies apparels in Pune among 5 major stores of W.

The research aims to assimilating the information of Fashion industry in India & how the consumers are shifting more towards online marketing for apparels with special reference to W Brand. This study is done through survey with managers and Store heads in 5 major stores of 'W' in Pune and with observation and survey of customers with questionnaire method. Secondary data from different articles, newspapers and websites. Survey came with the outcome of more preference of customers to online shopping specially for branded products like W brand. Customers are shifting from retail to e-marketing because of many reasons such as easy access, shopping from home, no tension of visiting store, traffic and parking, it saves time, more discounts online rather than retail, easy payment mode etc. All this leads to shift of customers from retail to e-marketing.

Keywords - Fashion Industry, Retailing, E-Marketing, W Brand

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