

CHAPTER 4

**RESEARCH STUDY  
CONDUCTED  
RELETED TOPIC**

## 4.1 Introduction

This topic is divided into two parts one is Chronological order work done on the subject area so far and another is Chronological order books on the subject area so far.

## 4.2 Chronological order work done on the subject area so far

Webster, Fredrick E. (1965)<sup>\*1</sup>, “The deal Prone Consumer” Journal of marketing Research, Volume 2 (May), pp186-89. They conducted that high deal prone consumers exhibit less brand loyalty than those who are low deal- prone.

William Morton, (1967)<sup>\*2</sup>, describes the need to adopt a marketing position or attitude in business. It is recognize that there is a more knowledgeable, scientific, and intelligent approach to doing business-one that is now being used by America's most successful industries. Perhaps it should add that if you don't accept the marketing hypothesis, you may well be shutting your door not only to opportunity —but barring your own survival.

Filiatrault and Ritchie, (1980)<sup>\*3</sup> Discussed role structure in decision making describes the manner in which influence, across elements of the decision process, is distributed among members of a decision making unit. Authors express their work as while husbands (men) have traditionally been associated with instrumental (functional) roles, the wife usually plays the expressive (social or emotional) role. Instrumental roles also known as economic roles’ involve three things Functional aspects, performance characteristics and other functional attributes. Whereas expressive roles involves support to other family members in decision making process and expression of aesthetic or emotional needs of the family.

Davis and Rigaux (1974)<sup>\*4</sup>; confirmed that the nature of influence is also seen to vary product category. While for some product purchases husband may be most influential, for others wife or other family members may decide about all most dimension of purchase.

The possibilities of dominance of spouses may take any of the following form

1. Autonomic decisions; where equal numbers of decisions are made by each spouse.
2. Husband dominated decisions; where husband has the most significant

influence in purchase outcome. 3. Wife dominated decisions; where wife has the most significant influence in purchase outcome. 4. Syncratic decisions; where the spouses jointly decide about the purchase.

Role specialization of wives is observed to be high for purchase of groceries, furniture, and clothing, while that of husbands are significant for the purchase of automobiles and life insurance. Vacations and housing decisions are seen to fall under the joint- consensus (Syncratic) category and those of savings, investments and household appliances under the autonomic category. These studies conducted along an array of product categories revealed that decisions for personal consumption items were made individually, while for purchase of item of mutual interest, couples made decision jointly.

Darden W R and Raynolds F D (1971) <sup>\*5</sup>, conducted a study to explain the shopping attitudes and behaviour of housewives. Four major shopping types were identified- economic shoppers, personalizing shoppers, apathetic shopper. The study also highlighted the reasons why these different shoppers have quite different buying preferences and habits.

Gaikwad, 1972<sup>\*6</sup>, provided a comprehensive classification of rural consumers, as following six categories

Category 1 - A class of proprietors of land (comprising of old zamindars, malguzars, money-lenders and traders with hold over land and plantations or mine owners)

Category 2 - A small group of rich farmers (generally belonging to the dominant caste of the region).

Category 3 - A class of small peasants with tiny uneconomic holdings;

Category 4 -A class of tenant farmers;

Category 5 -A growing class of agricultural labour; and

Category 6 -A class of ruined artisans and others

The rural consumers as per category-1 (The landlords) and Category-2 (Rich Farmers) were few, and were largely inaccessible and less-severed due to sever al problems of rural marketing, such as scattered ness of village, poor communication and infrastructure in rural areas. The remaining others (Category-3 to Category-6) were large chunk out of rural population, with very les per capita monthly expenditures, were "extremely poor and live most often below subsistence level. Their needs for consumer

products are the bare essentials-food and clothing.

Bonfield E H (1974) <sup>\*7</sup>, conducted study to measure the interactions among the four independent variables- attitude, social influence, personnel norms and intention- as related to brand purchase behaviour among 301 active members of a daily panel. The results of the study provided empirical evidence that the importance of social and psychological influences in relation to consumer behaviour vary according to the situation which is strongly supported. It is felt that the study of these variables enables one to understand the individual brand choice process.

Rajeev Kaushal, Raghubanshi C S and Sinha B K (1976) <sup>\*8</sup>, conducted study on the purchasing behaviour pattern of the consumers and their brand preferences for washing soaps among 150 consumers based in Simla city. The study revealed that the education level of the consumers of washing soaps significantly influences the formation of brand loyalty. Less educated people form their loyalty on the basis of price, attractive packaging and easy availability in market, whereas highly educated consumers form their brand loyalty on the basis of easy lather formation, convenience in handling, and mildness and skin friendliness of the soap.

Areh Goldman (1978) <sup>\*9</sup>, had conducted study on the confined shopping behaviour among the low income consumer. The purpose of study was to find whether the respondents from the lower income areas tend to confine their purchases of two shopping goods- furniture and ladies shoes. The findings of the study indicated that the respondents from lower class areas are not being forced because of economic, social, and cultural factors to confine their purchases to a small sub [set of the stores in the system or to the low quality small stores.

(Balakrishnan, 1978) <sup>\*10</sup>, Low agro-production, lack of basic amenities, facilities and infrastructure, poor communication as well as movement links. Very low purchasing power resulting in low standards of living, and blinkered attitudes of marketers were the major highlights of the rural markets four decades ago.

Leo M. Renaghan, (1981) <sup>\*11</sup>, “A New Marketing Mix for the Hospitality Industry”, Cornell Hotel and Restaurant Administration Quarterly, Vol. 22, No. 2, 31-36. Traditional marketing-mix concepts have little utility for the service industries, because they reflect strategies for selling products, rather than services

James U. McNeal and Stephen W. McDaniel; (1981) <sup>\*12</sup>, in this article Authors takes a look at one of the most significant and yet seemingly ignored topics in the field of consumer behavior-consumer knowledge. In order to aid the consumer behavior instructor, this concept is explored from the standpoint of how knowledge is interwoven with many commonly used terms and theories in consumer behavior. The synonymous use of knowledge with these other topics can be somewhat confusing to students and teachers alike. Having an understanding of this situation minimizes the difficulty of handling this topic in the classroom.

Lee G. Cooper; (1983) <sup>\*13</sup>, The domain of this review includes the development and application of multidimensional scaling (MDS) in product planning; in decisions concerning pricing and branding; in the study of channels of distribution, personal selling, and the effects of advertising; and in research related to the fact finding and analysis mission of marketing research. In research on product planning, specific attention is given to market structure analysis, to the development of a master configuration of product perceptions, to the role of individual differences, to representing consumer preferences, to issues in market segmentation, and to the use of asymmetric MDS to study market structure. Author deals with issues in data collection such as the response rate, time, and accuracy of judgments; the validity, reliability, and stability of judgments; and the robustness of data collection techniques and MDS algorithms. A separate section on new-product models deals with the determination of relevant product markets, the identification of determinant attributes, the creation of product perceptual spaces, and the modeling of individual or market-segment decision making. Three trends are discussed briefly; 1. a trend toward fine-grained inspection of individual and group perceptions, 2. a trend toward merging consumer level measurement and market level measurements, and 3. a trend to ward the study of the creation of new markets, rather than new products in existing markets.

Gudagni, Peter M and Little John DC (1983) <sup>\*14</sup>, The result of study conducted by imply that consumers who switch to a brand have a higher like hood of repurchasing the brand if they switched voluntarily than if they did so in response to a promotion. Similar findings are reported by Lawrence, Raymend J (1969) <sup>\*15</sup>.

Mukesh Dhuna (1984) <sup>\*16</sup>, Author conducted study to analyse the prevalent patterns and attributes of consumers towards soft drinks and how different segments, based on age, profession, sex and income, differ in their attitudes. Information was collected from 100 respondents in Rohak city. Campa Cola had the highest awareness among the respondents. The taste of soft drinks was found to be the most important factor. The study also revealed that consumers in the age group of 20 years were very much interested in advertisements, and those in the age group of 20-30 years were found to be taking extraordinary interest in advertisement. Most of the consumers were found to be changing their brands quite often.

Funkhouser G. Ray, (1984) <sup>\*17</sup>, this article traces the technological antecedents of several key elements of the modern marketing mix (Borden 1964)-distribution, promotion, and packaging.

Bhatta Rajeswari G and Jaiswal M C (1986) <sup>\*18</sup> Authors conducted a study to analyse the consumers' reaction towards washing powder advertising and the purchase behaviour of consumers in Baroda city. The study revealed that in most of the cases, females are decisions regarding the purchases of a particular brand considering some important factors like good quantity, less consumption, advertisement and low cost. It was found that a maximum number of consumers watch television advertisements and are unconsciously affected by them.

Marta Ortiz-Buonofina, (1987) <sup>\*19</sup>, This article proposes to analyze the economic and societal circumstances which affected the development process of the Guatemalan retail sector from the mid-1960s to the present. The purpose is to examine the relative contribution of marketing institutions to the development process during the implementation of import substitution industrialization policies. It suggests that channels of distribution reflect the economic and social circumstances of a society; therefore, a particular structure of retailing activities, while not "modern" in a technological sense, may still be beneficial to the society and, in a larger sense, economically efficient.

Charles S. Sherwood and Richard D. Nordstrom, (1988) <sup>\*20</sup>, Traditional presentations of physical distribution in a principle of marketing course commonly focus on the activities of distribution without effectively integrating them into the marketing mix. This article offers instructors an integrative framework for presenting physical

distribution activities as a means of achieving desired levels of customer service and ultimately customer satisfaction.

Gupta Sunil (1988) <sup>\*21</sup>, Author claims that more than 84 percent of the sales increase due to promotion comes from brand switching.

Blattborg, Robert C and Sen (1976) <sup>\*22</sup>, most of the new buyer do not continue purchasing the brand when the promotion has ended.

Sandra Hile Hart, William C. Moncrief and A. Parasuraman, (1989) <sup>\*23</sup>, This article examines goal theory in conjunction with sales contests. Specifically, the study examines goal difficulty, goal clarity, and goal acceptance and their association with performance, effort and selling method. The results of the study are based on a sales contest of a Fortune 500 industrial sales organization. A theoretical base for goal theory is reviewed. Results indicate that difficult goals and increased acceptance of goals are important attributes in a sales contest. Other results are presented and managerial implications are discussed.

Bruner Gordon C., (1989) <sup>\*24</sup>, Marketing is viewed by AMA's new definition as being the management of the marketing mix. However, the presently popular paradigm of the mix (the Four Ps) may not be adequate to describe the breadth of marketing applications in the 1990s and beyond. This article proposes, as an alternative, that some terms already used independently be grouped and offered as a new marketing mix conceptualization termed "the Four Cs" (concept, channels, costs, and communication).

Barbara B. Stern, (1990) <sup>\*25</sup>, This paper proposes the addition of concepts drawn from literary criticism to philosophical and historical ones in order to provide insights into "reading" marketing theory. The paper sets forth three modes of literary criticism applicable to the analysis of marketing theory-psycho biographical, editorial, and structural. It offers as an illustrative example a reading of the history of Ernest Dichter's motivation research movement using these methods. The addition of literary analysis demonstrates how textual clues can enrich the historian's study of the rise and fall of marketing phenomena over time.

Robert A. Mittelstaedt; (1990) <sup>\*26</sup>; This paper traces the development of the sub discipline of marketing known as "consumer behavior" and its literature which grew during the 1950s and 1960s and at an increasing rate during the 1970s. In spite of

marketing's roots in economics, it came to rely more heavily on psychology as a source for conceptual borrowing. It is suggested that this may have resulted from greater congruity between marketing scholars and psychologists with respect to research purposes and philosophies of science.

Gould, Harold; (1990) <sup>\*27</sup>, 'Author put an excellent description of the village as well as the networks and relations that bind it to its wider religion environment. It questions the self sufficiency myth and other views of the village as a republic.

Rajagopal (1991), <sup>\*28</sup> 'In developing countries, rural economy is established through the marketing system prevailing in the region. The efforts of the Government to promote rural economy through income-generating schemes largely depend on the production and marketing efficiency. It is a complex phenomenon. In depth understanding of Rural Marketing for planners and programme implementers, therefore, is a challenging task. This book advocates participatory approach to understanding Rural Marketing. It presents management games in Rural Marketing for understanding trade channels, market infrastructure, institutional linkages, monitoring and evaluation and marketing of village industries products. This is a first attempt of its kind envisaging a new approach to the concept and issues pertaining to the subject.

Inden, Ronald; (1994) <sup>\*29</sup>, *Imagining India*, Oxford Basil Blackwell; the book is polemical in nature and critiques the construction of Indian subcontinent. The chapter on the village community presents a critical assessment of colonial as well as later scholarship, questioning and debunking some of the established ideas about the village community.

Gene Brown, Robert E. Widing, II and Ronald L. Coulter; (1991) <sup>\*30</sup>, Measuring retail salesperson performance is a critical, though relatively neglected research issue. Authors suggest that the SOCO scale may be an appropriate tool for measuring salesperson performance from the buyer's perspective. Therefore, a replication of the SOCO scale was undertaken by having consumers evaluate retail salespeople. The SOCO scale items were slightly modified to fit the consumer sample and retail focus of the study. In addition, the number of points on the SOCO response scale was also reduced and the verbal anchors modified to better suit the needs of telephone surveys. Despite these changes, the properties of the scale were found to be strikingly similar to those



reported in prior studies. Daniel D. Butler and J. Ford Lauimer, Jr., (1992) <sup>\*31</sup>, Three marketing mix activities found useful in large introductory marketing classes are presented. These activities help create a better learning environment, tend to help students better understand marketing, and lead to better attitudes toward the instructor.

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According to Khanna (1993) <sup>\*33</sup> following emerged to be important in the changed business environment 1. Customers perspective is the only perspective, 2. Management commitment and involvement, 3. Far reaching goals combined with continuous measurement of performance, 4. End to end view of processes across all functional and organizational boundaries, 5. Cooperationist focus around customer driven business results, 6. The elimination of non value added activities, 7. Ownership at all levels of the organization and people empowered with knowledge tools and authority, 8. Timely dissemination of information.

Lisa A. Phillips and Brenda J. Sternquist, (1994) <sup>\*34</sup>, Compensation disparities in the realm of retailing are unique because retailing is a female-dominated industry. Retail buyers, vital links between manufacturers and consumers, were the focus of this study. It was hypothesized, based on findings of previous studies, that gender would be significantly related to compensation disparities. Although comparative studies of gender-based compensation issues have traditionally found pay inequities favoring men, this study does not support such findings. Further analysis revealed both position experience and retail experience were significant predictors of compensation. of all retailing positions, the buying function is the most performance-based. The results suggest that for retail buyers compensation is more strongly based on performance, as opposed to gender.

Philip A. Titus and Peter B. Everett, (1995) <sup>\*35</sup>, Consumers are continually faced with the task of finding their way through a wide variety of retail environments. Surprisingly, very little research has addressed questions about how consumers physically search through retail settings. This article explores this important, yet little researched behavior A conceptual model of the consumer `s retail search process (CRSP) and several

research propositions are advanced. The CRSP model integrates research findings relevant to an understanding of consumer retail search behavior Literature from such diverse fields of scientific inquiry as environmental psychology; human factors, architecture, and marketing are reviewed and serve as the theoretical basis of the CRSP model.

Barton A. Weitz and Sandy D. Jap, (1995) <sup>\*36</sup>, The interest of practitioners and academics in channel relationship management has shifted from corporate channel structures and relationships in conventional channels governed by use of power to relationships between independent firms involving contractual and normative control mechanisms. In this article, we identify several factors leading to this change of interest, propose a scheme for classifying channel relationship research based on control mechanisms, and suggest areas for future research involving the use of contractual and normative control mechanisms in conventional channel relationships.

Christopher Wright and John Lund, (1996) <sup>\*37</sup>, Contrary to prevailing visions of workplace reform as a harmonious and beneficial process, this paper examines the case of the Australian grocery distribution industry and recent changes in work organization imported from the United States. Unlike the consensual 'team-based' approaches that have been advocated within recent management literature, 'international best practice' in this industry equates to a system of labour management based upon low trust and direct control. The paper highlights the variability of workplace reform and the continued centrality of management control over the labour process.

Trijp, Hans C M Van, Wayne D Hoyer, and J. Jeffery Inman (1996) <sup>\*38</sup>, Authors reported that variety seeking behavior is more likely to occur than repeat purchasing when smaller differences are perceived among choice alternatives. This explains why variety seeking behavior is more commonly found in case of FMCGs than other consumer goods.

Brannon Evelyne L and Anderson Lenda Jo (1996) <sup>\*39</sup>, A study was conducted to find whether the ease, accepted and frequency of shopping away from hometown stores had increased concern for the survival of small, independent, locally owned business in rural towns. A study was conducted to determine the relative position of hometown merchants, as compared to other shopping alternatives, in the minds of rural consumers.

The survey was mailed to randomly selected residents in the six small Alabama towns selected to represent economic and geographic diversity

Alison Cherney, (1997) <sup>\*40</sup>, Marketing is typically thought of as selling, but marketing includes the services delivered, pricing strategies, and distribution as well as promotional strategies. Managed care is forcing companies to shift their marketing strategies to be successful. Marketing needs to be proactive rather than reactive, and too many home care companies merely react to managed care organizations (MCOs). Reactive marketing means companies lower their prices without adjusting their services or just answer requests for proposals without discerning the individual service needs of particular types of MCOs. This article details the critical aspects of managed care marketing strategies that will help home care companies reengineer to grow in managed care.

Jennifer Rowley, (1997) <sup>\*41</sup>, Considers the important role played by marketing in the work of library and information science (LIS) professionals and draws parallels between the concepts of satisfying customer needs inherent in both. Illustrates the argument with particular reference to a review analysis of seven representative marketing textbooks; chosen for their being well established and in at least their second edition. Identifies the most topical issues covered by each book and points to the differences in emphasis between them. Concludes that the advent of the global business world and associated global marketing, supported by powerful communication technologies, will be bound to pull together the LIS and marketing professions.

Jonathan Rigg, (1998) <sup>\*42</sup>, the forces of economic and social change are reworking rural areas of the developing world, sometimes fundamentally so. Agriculture is being squeezed by nonagricultural pursuits, aspirations are increasingly informed by a wish to avoid farming and the 'household' is being restructured as the genders and generations contest and renegotiate their respective roles. The diversification of the household economy and the interpenetration of rural and urban have created multiple hybrid ties where individuals and households shift between agricultural and industrial pursuits and cross between rural and urban areas. Farm is in thrall to non farm, and industry is often dependent on 'rural' labour. Drawing largely on work from Southeast Asia, the article

reviews these changes to rural life and livelihood, discusses their impacts on agriculture and reflects on their implications for rural development.

P. Rajan Varadarajan and Satish Jayachandran, (1999) <sup>\*43</sup>, this article provides an assessment of the state of the field of marketing strategy research and the outlook. Using institutional theory, the authors develop an organizing framework to serve as a road map for assessing research in marketing strategy. Their assessment of the state of the field based on a review of extant literature suggests that significant strides in conceptual development and empirical research have been achieved in a number of areas. Several recent developments in the business world, including deconglomeration and increased organizational focus on managing and leveraging market-based assets such as brand equity and customer equity, suggest that marketing is likely to play a more important role in charting the strategic direction of the firm. However, the theoretical contributions of the field to the academic dialogue on strategy leave much to be desired.

Gary L. Frazier, (1999) <sup>\*44</sup>, during the past three decades, tremendous strides have been made in our understanding of how firms should organize and manage their channels of distribution. Still, we have barely touched the surface of all the managerial issues that need to be addressed. A variety of research needs still exist regarding constructs and issues examined in prior channels research. Furthermore, many issues of managerial importance relating to the organization and management of channels of distribution have received no attention in empirical research. The purpose of this article is to provide a perspective on how channels research should proceed in the future to promote the most progress. It is hoped that the article will help to shape the future direction of marketing thought with regard to channels of distribution and its fundamental domain.

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Reddy D R and Raju R G (1999) <sup>\*46</sup>, Authors examined the rural consumer behaviour for seeds in Warangal District. Various factors influencing the buying behaviour of rural consumer with regard to purchase of seeds were also analyzed. The motive of purchase comprises quality, prize, service and availability. About sources of purchase, majority of farmers were purchasing seeds from wholesale shop from city.

Alka Gupta Amruik Singh (1999) <sup>\*47</sup>, conducted a study on psychographic characteristic of consumers operating in four independent cultures in Jammu and Kashmir namely; Panjabis, Dogaras, Kashmiries and Hindi speaking. The study conducted that purchase decisions are influenced by the psychographic profiles of the consumers. It states that the efficiency of advertising depends on its match with target market. The study has established the relationship between psychographic and advertising effectiveness through targeting divisions, advertisement writing decisions and media decisions.

Varma D P S and Savitha H (1999) <sup>\*48</sup>, Varma and Savitha have undertaken a research to distinguish seven prominent lifestyles existing amongst the middle class in Delhi- stay at home traditionalists, progressive-provident, social consumers, security seekers, conservatives, privileged and their implications for the service marketer in terms of market analysis, demand forecasting, marketing segmentation, brand loyalty, word of mouth communication, service environment, price differentiation, choice of idea, media scheduling, advertising design and creativity and service delivery.

Haemoon Oh; (2000) <sup>\*49</sup>, the author introduces a comprehensive customer value framework and tests an extended value model with lodging products. The extended value model in this study newly incorporates the concepts of brand awareness, as compared to brand or product class, and price fairness. Based on Baron and Kenny's guideline for mediation analysis, this study found the traditional customer value process to be useful for lodging research and marketing. In addition, brand awareness and price fairness concepts were found to play significant roles in the customer value process. The article includes discussions on both managerial and research implications.

Tim Coles, (1999) <sup>\*50</sup>, the relationship between department stores and small shopkeepers in Wilhelmine, Germany has received considerable attention. This article focuses primarily on the social relations between the groups and the nature of the Mittelstand responses to large-scale retail capital born of their perception of department stores as innovatory, "unfair" competition. In contrast, little work has focused on the marketing innovations, the probity of the methods considered so objectionable, and the veracity of the Mittelstand case. These form the basis of this article. Stores "innovated" through the integration and the refinement of existing marketing ideas and practices to suit contemporary conditions. Several inconsistencies existed in the Mittelstand position and antidepartment store sentiment masked significant internal difficulties in the shop sector. Established thinking surrounding retail evolution in Germany should be revised instead of concentrating solely on emerging marketing innovations, the date and manner in which existing ideas and practices became redundant are also critical.

Inge Geyskens, Jan-Benedict E. M. Steenkamp and Nirmalya Kumar, (1999) <sup>\*51</sup>, authors advance a conceptual model of channel member satisfaction that distinguishes between economic and non economic satisfaction. The resulting model then is tested using meta-analysis. Meta-analysis enables the empirical investigation of a model involving several constructs that never have been examined simultaneously within an individual study. More specifically, the authors unify the stream of research on power use-the focus of many satisfaction studies in the 1970s and 1980s-with more recent work on trust and commitment, which usually explores antecedents other than power use. The results indicate that economic satisfaction and non economic satisfaction are distinct constructs with differential relationships to various antecedents and consequences. Furthermore, this study demonstrates that satisfaction is both conceptually and empirically separable from the related constructs of trust and commitment.

Boonghee Yoo, Naveen Donthu and Sungho Lee, (2000) <sup>\*52</sup>, study explores the relationships between selected marketing mix elements and the creation of brand equity. The authors propose a conceptual framework in which marketing elements are related to the dimensions of brand equity, that is, perceived quality, brand loyalty, and brand associations combined with brand awareness. These dimensions are then related to brand equity. The empirical tests using a structural equation model support the research

hypotheses. The results show that frequent price promotions, such as price deals, are related to low brand equity, whereas high advertising spending, high price, good store image, and high distribution intensity are related to high brand equity.

Woodward Tracy, (2000) <sup>\*53</sup>, Brand awareness and brand image influence strategies of distribution channel management, particularly push and pull strategies within the channel. Thus, this research investigates brand awareness and brand image issues within tourism distribution channels. The eight major Australian domestic tour wholesaler brands were measured for the brand awareness of end consumers and travel agents. Also, brand image held in the minds of travel agents was researched. This research demonstrates that a combination of push and pull strategies could be used by domestic tour wholesalers to send appropriate messages to both travel agents and end consumers. This combination may be more effective than either strategy on its own because intangibility, heterogeneity, perishability and ownership issues affect the supply and demand of tourism services.

Geng Cui, (2001) <sup>\*54</sup>, This study provides a historical survey of the research on ethnic minority consumers and related marketing issues and includes more than two hundred articles and books dated from 1932 to 1997. Quantitative analyses of longitudinal data reveal several historical transitions and the amount of research activities in various subject areas, thus providing an overview of the history and recent development in this area. Content analyses identify the key research topics, theoretical propositions, and empirical findings. It further explores directions for future research and provides suggestions for marketing educators, researchers, and practitioners.

Stephen Brown, Elizabeth C. Hirschman and Pauline Maclaran, (2001) <sup>\*55</sup>, In recent years, marketing history has emerged as a major research stream. Impressive and welcome though these historical studies are, they are predicated on traditional research perspectives. History, however, is embroiled in a serious epistemological crisis, precipitated by the advent of postmodernism. Marketers, therefore, are becoming more historically minded at a time when accepted historical approaches are under mounting attack and the discipline is dissolving into a state of scholarly civil war. Indeed, the cutting edge of contemporary historical scholarship is found in the field of literary criticism, where historicism is replacing deconstruction as the method of the moment.

This article examines the postmodern critique of (marketing) history, explains the literary theorists' textual alternative, provides a worked example of postmodern historicism and explicates the methodological implications for marketing research.

Eric H. Shaw and Robert D. Tamlia, (2001) <sup>\*56</sup>, Robert Bartels was one of marketing's most prolific scholars. His research covered a broad array of marketing topics, including the marketing-as-a-science debate, theory, Meta theory, the nature and scope of marketing, credit management, international marketing, comparative marketing, macro marketing, and marketing education, among others. Bartels's most significant and enduring contribution, however, was his fifty years of ongoing research, from dissertation to last publication, in the area with which his name became synonymous- The History of Marketing Thought. Although not without criticism, no other work provides such a long view of marketing's past and wide sweep of its sub disciplines. By tracing the history of marketing thought in the twentieth-century American academy, Bartels nurtured the interest in marketing's heritage and established a common knowledge base for generations of marketing students.

Jean C. Darian, Lewis Coopersmith, (2001) <sup>\*57</sup>, Increasingly, U.S. businesses are breaking down barriers between functional departments and focusing on interdepartmental teams aimed at providing customer satisfaction. Cooperation between marketing and production/operations is critical to this objective. This article describes integrating a marketing elective and a required operations management course through coordinated instruction that integrates topics and projects. This approach teaches business students that effective management involves close cooperation between these two functional areas in providing competitive and profitable products. Teamwork is emphasized by utilizing self-managed teams of students who work on functionally integrated projects that include locating a facility, aggregate production planning, and monitoring and improving service quality.

Thomas G. Johnson, (2001) <sup>\*58</sup>, This article discusses the economic status of rural America. It focuses on the current status of rural areas and the incipient forces that will change life in rural areas through the early twenty-first century. During the twentieth century, technology eroded the employment base of most rural communities, depressed incomes, and made out-migration the only recourse for millions. The fortunes of rural



communities are diverging. Some are continuing to face economic decline. Others are trying to cope with rapid growth in population, land use conflicts, and growing demand for public services. The twenty-first century could instead favor rural communities. Economic and demographic trends are reducing the cost of distance and increasing the value of space. Technology is reducing the need for proximate labor. Demand for rural community lifestyle is growing. With effective rural policy, rural communities could contribute much more to the national economy.

Xuehong Du, Jianxin Jiao and Mitchell M. Tseng; (2001) <sup>\*59</sup>, The rationale of developing product families with respect to satisfying diverse customer needs with reasonable costs, i.e., mass customization, has been well recognized in both industry and academia. Earlier research often highlights isolated and successful empirical studies with limited attempt to explore the theoretical foundations surrounding this economically important class of engineering design problem. This paper investigates the fundamental issues underlying product family development. The concept of Architecture of Product Family (APF) is introduced as a conceptual structure and overall logical organization of generating a family of products. APF constructs, including common bases, differentiation enablers, and configuration mechanisms, are discussed from both sales and engineering perspectives. Also discussed are variety generation methods with regard to producing custom products based on the modular product architecture and configure-to-order product development. To support APF-based product family design, a Generic Product Structure (GPS) is proposed as the platform for tailoring products to individual customer needs and generating product variants. A case study of an industrial example is also presented to illustrate the feasibility and potential of the proposed methodology.

Gordon R. Foxall; (2001) <sup>\*60</sup>, this essay reviews the course of consumer behaviour analysis, a research programme that employs the findings and principles of behavioral research to elucidate consumer behaviour and marketing management. Although attempts have been made from time to time to integrate a behaviour analytic perspective into marketing research, the tendency has been to concentrate on the potential contribution of operant psychology to managerial practice rather than to examine the potential of behaviorism to provide a theoretical basis for marketing and consumer research. Moreover, concentration on research with animal subjects has severely limited the

relevance of behaviour analysis to marketing. The essay therefore pursues three themes 1. to explicate recent developments in behaviour analysis, such as the analysis of verbal behaviour; 2. to take account of work by behaviour analysts on economic choice and to apply its lessons to understanding consumer behaviour and marketing action in naturally occurring environments; 3. to establish the requirements of an interpretive approach to consumer behaviour and marketing which is not limited to an experimental analysis of choice.

Forhad Shilpi and Emran Shahe, (2002) <sup>\*61</sup>, use survey data from Bangladesh to present empirical evidence on externalities at household level sales decisions resulting from increasing returns to marketing. The increasing returns that arise from thick market effects and fixed costs imply that a trader is able to offer higher prices to producers if the marketed surplus is higher in villages. The semi-parametric estimates identify highly nonlinear own and cross commodity externality effects in the sale of farm households. The vegetable markets in villages with low marketable surplus seem to be trapped in segmented local market equilibrium. The analysis points to the coordination failure in farm sale decisions as a plausible explanation for the lack of development of rural markets even after market liberalization policies are implemented. This paper is part of a larger effort in the group to understand the process of development of rural markets.

Kalyanam Kirithi and Shelby McIntyre, (2002) <sup>\*62</sup>, in the context of the wars between the upstart Internet retailers and the existing bricks-and-mortar retailers, many e-marketing techniques were invented. This article develops a single unifying and theoretically based taxonomy for e-marketing techniques the e-marketing mix. Drawing on the paradigms of exchange, relationships, and digital interactions in networks, 11 e-marketing functions are identified that form the elements of the e-marketing mix. Nine of the 11 e-marketing functions are considered basic, while 7 functions moderate the effects of others and are termed overlapping. The 11 e-marketing functions provide a categorization of the e-marketing techniques. Compared to the conventional marketing mix, the e-marketing mix has more overlapping elements and directly represents personalization, an aspect of segmentation, as a basic function. The existence of multiple elements that are basic and overlapping in the e-marketing mix indicates that integration across elements should be more commonplace compared to the traditional marketing mix.

Peter November, (2002)<sup>\*63</sup>, there is no consensus on what to teach in marketing theory or how to teach it no established syllabus, no standard textbook and no standard teaching method. In addition academics seem to have little interest in teaching marketing theory and students have even less interest in learning about it. This article describes how an academic, asked to teach a new marketing theory course at short notice, overcame these difficulties by designing and implementing an innovative marketing theory course using a hermeneutic approach.

Larry Dwyer, Peter Forsyth and Prasada Rao; (2002)<sup>\*64</sup>, the price competitiveness of tourism is an important determinant of inbound visitor numbers. Price competitiveness indices can be used to explore questions of how a destination changes in this respect over time and the causes of any changes. A method of constructing tourism price competitiveness indices is outlined here. The method allows the various determinants of tourism price competitiveness, such as exchange rate and price changes, to be highlighted and their influence on the indices to be identified. The method also allows for comparison of a destination's tourism price competitiveness relative to domestic tourism in origin markets and for its overall price competitiveness relative to major competitors. Results are presented for 19 tourism destinations during the period from 1985 to 1998 using Australia as a base case.

Rob Lawson and Sarah Todd; (2002)<sup>\*65</sup>, although a link between lifestyles and social class has long been acknowledged, marketers have more closely identified lifestyles with psychographics and therefore with psychological segmentation. We propose that the origins of lifestyle are more correctly reflected in Weber's approach to status and that it can be viewed more appropriately as the most relevant form of social stratification for a contemporary society. Evidence from an ongoing national study of consumer lifestyles is used to demonstrate how consumer lifestyle segmentation can be used to reflect structural inequalities within society. The ability of lifestyle measurements to evolve and adapt is illustrated. In this sense, lifestyle segmentation is found to be related to, but different from, class and the term psychographics is arguably redundant.

Patrick Vyncke; (2002)<sup>\*66</sup>, Nowhere in the field of mass communication research has the concept of 'lifestyle' been so prominently and fruitfully used as in the field of marketing communication, where it has been shown that lifestyles influence both

consumption patterns and the processing of different forms of marketing communication. Therefore, the lifestyle concept has become the core of a special kind of segmentation research called 'psychographics'. This psychographic or lifestyle research usually takes as its point of departure extensive and adhoc AIO (activities, interests and opinions) surveys, which then lead to often very colorful and useful lifestyle typologies using the technique of cluster analysis. In this article, new approaches to constructing lifestyle typologies are developed using the more general and stable concepts of values, aesthetic styles and life visions. Their applicability, both in isolation and in combination, to form meaningful lifestyle typologies is compared to traditional demographic segmentation criteria such as gender, age, social class and stage of life. This is done in four different markets goods (cars), services (tourism), not-for-profit (political parties) and media (television programmes, films and magazines). In each of these markets, we compare the different segmentation systems in terms of most wanted product attributes or benefits as found in a survey using a quota sample of the Flemish adult population. It is found that values, aesthetic styles and life visions - either alone or in combination - can lead to very balanced and meaningful lifestyle typologies. In all four markets studied here, these lifestyle segmentations clearly surpass classic demographic segmentations in yielding significant differences in terms of product attribute or benefit evaluation. Finally, the research results clearly demonstrate the value of a media section as an essential part of a lifestyle questionnaire.

Thomas Bieger and Christian Laesser (2002) <sup>\*67</sup>, this study describes the segmentation of mature travel markets, as exemplified by Switzerland. Based on an extensive and representative travel survey covering 2,000 households and more than 11,000 trips, situational, motivation-based travel market segmentation is proposed. The clustering of motivations proves to be a valuable means to segment markets. The results reveal a diminishing role of sociodemographic segment descriptors. It is more the (anticipated) travel profile and the attraction of a certain destination that determines Swiss travel behavior.

Dawn Burton, (2002) <sup>\*68</sup>, Critical multiculturalism has generated considerable interest in the social sciences and humanities but has rarely surfaced as a distinctive theoretical approach in marketing. This paper is a first attempt to develop a critical

multicultural marketing theory, drawing inspiration from the work of leading critical theorists. The paper makes the distinction between different types of multicultural orientations before exploring critical multiculturalism in more detail. The main body of the paper sets out essential elements of a critical multicultural marketing theory and simultaneously assesses the extent to which a critical orientation is evident in current multicultural marketing research.

G. Srinivas Rao, Srinivas, (2002)<sup>\*69</sup> The Indian Rural Market with its vast size and demand potential offers great opportunities to the marketers. The Rural Market provides vast potential as many new products have already made their entry into the rural consumer basket. Thus, the rural market has been growing in magnitude for both traditional and modern consumer Goods and services. In spite of its large size and high potential, many marketing firms are not able to avail the opportunities in rural market because of problems in selling the goods in rural areas

Sue Peattie and Ken Peattie, (2003)<sup>\*70</sup>, the past development of social marketing theory and practice has been based largely on the translation of ideas and practices from conventional, commercial marketing. The application of a customer orientation and conventional marketing techniques has often successfully revolutionized the pursuit of social goals and has led to the growing popularity of social marketing. There is, however, a danger that an over-emphasis on the direct translation of mainstream marketing principles and practices into social contexts may create practical problems and also confusion regarding the theoretical basis of social marketing. This paper provides a critique of the development of social marketing theory and its reliance on mainstream commercial marketing.

Seamus Grimes, (2003)<sup>\*71</sup>, While there is little dispute that rural SMEs have much to gain from an effective engagement with e-commerce, the experience to date, particularly for firms operating in remote locations, points to considerable barriers to their involvement in the digital economy in the short term. Despite the considerable effort being made by the European Union to heighten the awareness of the need for peripherally located rural SMEs to become more involved in exploiting the economic potential of the digital economy, among the major barriers preventing such an involvement by rural

SMEs is the difficulty of obtaining affordable high-speed internet access in remote locations in this era of liberalized telecommunications markets.

Gerard Hastings and Michael Saren, (2003) <sup>\*72</sup>, this paper examines the symbiotic relationship between social, commercial, and critical marketing thought. Marketers seek to influence consumer behaviour. Much ill health and many social problems are caused by human behaviour. Social marketing puts these two phenomena together and uses marketing insights to address social behaviors. In the process both arms of the discipline can benefit, and this paper illustrates this using the examples of exchange theory and relational thinking. Social marketing also recognizes environmental influences on behaviour and that commercial marketing can be an important part of this influence. The case of tobacco is used to show that this influence can be malignant, and that as a result marketing has come under unprecedented scrutiny. Social marketing's understanding of both the commercial and social sectors puts it in a unique position to provide realistic critiques of marketing and identify intelligent solutions. The paper concludes that social marketing will flourish by exploiting its twin understanding of the good and the bad that marketing can bring to society.

David Ballantyne, Martin Christopher and Adrian Payne, (2003) <sup>\*73</sup>, Authors begin with a short historical perspective on the origins of relationship marketing. A discussion on future directions and theory development based around the concept of value exchange follows. A 'view from the edge' of chaos is then offered. Authors conclude that marketing as a discipline is forever changed.

Denny E. McCorkle, Joe F. Alexander, James Reardon and Nathan D. Kling, (2003) <sup>\*74</sup>, This article presents the authors' observations, job market statistics, relevant academic literature, and survey results concerning the marketing and business student job search process. The research findings guide several recommendations for developing student self-marketing and job search skills, with the perspective of teaching students to apply what they have learned in their marketing courses.

Gerard Hastings, (2003) <sup>\*75</sup>, Authors put their views as the future of social marketing depends on continuing this learning from commercial marketing and, in particular, its recent moves toward relational paradigms.

Byoung-ho Jin, Brenda Sternquist and Aeran Koh; (2003)<sup>\*76</sup>, Consumers react differently to price. The purpose of this study was to determine if price acts as a multidimensional cue for Korean students and to determine how this cue is related to hedonic shopping value. Some consumers view high price as a cue to their economic status; others seek out bargains and like to share this information with friends. Two product classes, clothing and durable goods, were used in this study. Price mavenism, a negative price cue, was significantly related to hedonic shopping value for both categories of goods. Value consciousness was also positively related to hedonic shopping for both groups. In the case of clothing, prestige sensitivity was positively related to sale proneness but was negatively related to hedonism. For durables, value consciousness had a positive relationship with hedonism, whereas sale proneness and price consciousness were negatively associated with hedonism.

Yikuan Lee and Gina Colarelli O'Connor; (2003)<sup>\*77</sup>, the existing literature offers little decision-making guidance to managers on how to successfully introduce a product that exhibits network effects. The authors discuss the influence of network effects on the dynamics of market competition and on consumers' consumption behaviors. They argue that, because of these changes, the priority of particular performance objectives and the impact of specific launch strategies differ for products that exhibit network effects from what current wisdom and empirical results prescribe. These ideas are formalized in a conceptual framework and a series of research propositions.

Deepak Chhabra, Erin Sills and Frederick W. Cabbage, (2003)<sup>\*78</sup>, Festivals are often part of the economic development strategy of rural areas. This study estimates the economic impacts of visitor expenditures at two Scottish festivals in rural North Carolina, using tourist survey data and an input-output model. While local restaurants and lodging and festival vendors and sponsors benefit from substantial visitor expenditures, the multipliers are relatively small, and hence the total economic impact of the festivals represents only a small percentage of economic activity in the two regions considered. Lodging expenditures have the greatest impact on the region with a multiple-day festival, while expenditures on food and beverage have the greatest impact on the region with a single-day festival. The magnitude of the economic impact depends on characteristics of both the festival (number of days) and the local economy (other attractions and linkages).

Thomas G. Brashear, James S. Boles, Danny N. Bellenger and Charles M. Brooks; (2003) <sup>\*79</sup>, this study examines three trust-building processes and outcomes in sales manager–salesperson relationships. This study, based on a sample of more than 400 business-to-business salespeople from a variety of industries, shows two trust-building processes (predictive and identification) to be significantly related to salesperson trust in the sales manager. Interpersonal trust was found to be most strongly related to shared values and respect. Trust was directly related to job satisfaction and relationalism, and indirectly related to organizational commitment and turnover intention.

Fok D., Richard Paap and Philip Hans Franses (2003) <sup>\*80</sup> to comprehend the competitive structure of a market, it is important to understand the short-run and long-run effects of the marketing mix on market shares. A useful model to link market shares with marketing-mix variables, like price and promotion, is the market share attraction model. In this paper we put forward a representation of the attraction model, which allows for explicitly disentangling long-run from short-run effects. Our model also contains a second level, in which these dynamic effects are correlated with various brand and product category characteristics.

Puneet Manchanda ,Peter E. Rossi and Pradeep K. Chintagunta, (2003) <sup>\*81</sup> Sales response models are widely used as the basis for optimizing the marketing mix or for allocation of the sales force. Response models condition on the observed marketing mix variables and focus on the specification of the distribution of observed sales given marketing mix activities. These models fail to recognize that the levels of the marketing mix variables are often chosen with at least partial knowledge of the response parameters in the conditional model. This means that, contrary to standard assumptions, the marginal distribution of the marketing mix variables is not independent of response parameters. We expand on the standard conditional model to include a model for the determination of the marketing mix variables.

Zutshti S (2004) <sup>\*82</sup>, Author discussed facts and figure related to national economy and retail contribution in it. Retail is a major contributor to the GDP and employment generator globally. The sector gainfully employs 6.7% (second largest employment after agriculture) of the total workforce in India and contributes more than 10% to GDP. Retail is India’s largest industry with a size of approximately \$180 billion and is estimated to



grow to \$350 billion by 2005. This paper tries to present retailing scenario in India with future growth prospects and how it will lead to tremendous employment generation and economic development of country.

Kaptan Dr S. and Rajendrakumar C; (2004) <sup>\*83</sup>, Authors discussed the importance of rural market and opportunities in it. Big companies, which were reluctant to enter the rural markets and completely ignored this sector a few years ago, have started making a bee line for the villages now, each offering its brands of different consumer products. Strategies adopted by Onida and HLL for rural marketing are discussed with problems faced in rural marketing in this article.

Lars Torsten Eriksson and Amie M. Hauer, (2004) <sup>\*84</sup>, in this conceptual article, the authors describe an alternative course structure that joins learning key marketing concepts to creative problem solving. The authors describe an approach using a convergent-divergent-convergent (CDC) process key concepts are first derived from case material to be organized in a marketing matrix, which is then used as the platform for creation of a marketing plan through various forms of creativity resulting in four maps developed through mind mapping, the technique of focus for divergent thinking in this article. Finally, the matrix format returns to summarize the key concepts, models, and major decisions identified during the first two phases.

Naidu Dr.Y.Krishna Mohan; (2004) <sup>\*85</sup> this paper deals with the extent of awareness in the rural markets of India. It presents the "Gold" available in this steadily growing market, which has been going great guns since the 1980's and is now bigger than the urban market for both FMCG's and durables. The data has been collected through a questionnaire. The survey is intended to seek information about the buying experiences of those rural consumers who have been widely purchasing goods and services. Ranga Reddy Dist. in Andhra Pradesh has been chosen for the study. Ten villages have been selected for this purpose. Agriculturists, Businessmen, Professionals, Homemaker's have been included in the sample. Altogether, a sample of 125 consumers has been selected for the study.

Sudarshan Prof .R., G.Sridhar, K. Arun Jyothi; (2004) <sup>\*86</sup>, Consumer involvement refers to the intensity of interest with which consumers approach the market place. It is related to the consumer's values and self-concept, which influences the degree of personal

importance ascribed to a product or situation. Consumer involvement varies across different individuals, products, brands and situations. Today, the manufacturers are facing severe competition in marketing their goods and services. As such, there is the need to understand the impact of consumer involvement in buying decisions. A thorough knowledge of various factors that influence the involvement level of the consumers is also needed; the purpose of this paper is to discuss the conceptual framework regarding the impact of consumer involvement on buying decisions.

Charles M. Wood and Tracy A. Suter, (2004) <sup>\*87</sup>, This article presents an effective course supplement for Principles of Marketing classes. An experiential project involving online auctions is offered to instructors seeking to create a more participatory student environment and an interactive teaching style. A number of learning points are illustrated that allow instructors to use an auction project to illustrate specific Principles of Marketing concepts as a living case study. Emphasis in the present context is given to the illustration of the marketing mix, consumer behavior, ethics, e-marketing, and marketing research topics. An example for more advanced purposes is also provided.

Jennifer Paff Ogle, Karen H. Hyllegard and Brian H. Dunbar, (2004) <sup>\*88</sup>, This study investigated consumer patronage (i.e., shopping and making purchases) at Recreational Equipment Inc. (REI), specifically examining consumer response to REI's incorporation of sustainable design principles at their Denver flagship store. Data were collected using a consumer intercept survey at the Denver REI store (n = 186). Of particular interest was the role of store atmospherics-including sustainable store design, historic preservation, and urban renewal efforts-in shaping consumers' future intentions to patronize REI Denver. Consumers' intentions to patronize REI were modeled using the classic belief-attitude-behavior intention model (i.e., attitude and subjective norm) based upon the theory of reasoned action, and an extended model that included variables external to the theory. Findings suggest that, when used to predict consumer patronage behaviors, the classic belief-attitude behavior intention model should be extended to include retail characteristics, notably store atmospherics and merchandise assortment; a social context or social identity variable such as consumer lifestyle orientation; and demographics.

William H. Murphy, Peter A. Dacin and Neil M. Ford; (2004)<sup>\*89</sup>, Sales contests, a widely used form of sales force special incentives, receive considerable attention in the trade and academic press. While understanding salespersons' preferences for various contest designs is a critical first step for understanding how sales contests motivate sales people to pursue contest goals, a knowledge gap exists in understanding design preferences. With expectancy theory serving as a theoretical basis, the authors develop hypotheses about preferences for sales contest components. Following tests of hypotheses using survey and conjoint data provided by field sales forces from three companies, exploratory analyses of how individual, supervisory, and sales setting characteristics may affect preferences suggest potential boundary conditions for initial findings. The results lead to an improved awareness of the determinants of contest design preferences as well as insights and implications for sales managers seeking to design effective contests.

Mukhopadhyay Dr.Chiranjit; (2004)<sup>\*90</sup>, A leading organization in the FMCG sector was interested in studying how the demand of one of their brands experienced changes as the price increased. In particular, they were interested in knowing whether there existed a price-point, called a "price threshold", beyond which there was a major down- slide in sales volume of their brand, and if such a price- point indeed existed, they were interested in knowing to know its value. That is, the problem was to first check for the existence and then estimation of this-price, if there was one. To begin with, the very nature of this so-called price-threshold, in the sense of the kind of behavior in the change in relationship between the two variables, namely price and demand, that was to be expected, was not very clear a priority. Further more, it was also not clear whether indeed there was a price-threshold that was lurking in the given data set or not.

Sadar Dr. S.B. and Fulzele Dr. T.U.; (2004)<sup>\*91</sup> the idea of consumer movement is quite in the economic theory. This ultimate segment of every economic activity has little say in the economic process. Consumer was in the true sense at the receiving end, the consumer was not supposed to play, in any manner, the marketing and economic game. This approach made the consumers position mean and pitiable. Consumers in the advanced countries are much more conscious of their rights than in countries like India. Consumers are exploited by a large number of restrictive and unfair trade practices. Misleading, false or deceptive advertisements deliberately give only half-truths so as to

give a different impression than is the actual fact. Taking this background into account, one can easily understand that the development of the consumer movement was in reach into the exploitative marketing practices. In many cases, the exploitation was severe and resulted in a steep resistance to curb these malpractices.

Lokhande Dr. M. A.; (2004)<sup>\*92</sup>, everybody of us is a consumer. We need a variety of goods and services right from our birth to death. Because, of marketing, we can have what we need. Marketing is a process through which both the buyer and seller give something (e.g. goods, services, money etc.) to each other for maximum possible satisfaction. Nowadays, Rural Marketing is gaining importance. Author put details the potential of rural markets. Rural consumption share in popular soaps is 48%, tooth pastes 24%, talcum powder-17%, cold medicines-42%, Batteries - 52% etc. The Market for Packaged food items of Rs. 20,000 crores is growing at 2.5% per year. It is interesting to understand the various aspects of the rural markets and consumption patterns

Sudharshan Prof. R., Jyothi K. Arun, (2004)<sup>\*93</sup>, Advertising is any paid form of non – personal presentation and promotion of ideas, goods, or services by an identified sponsor. The purpose of advertising is to bring the advertised and its features and uses to the notice of the consumers. It also serves a number of other allied objectives which include creation of image and goodwill of the firm, explaining the various uses of goods and services to the customers; enabling the producer to face competition, removal of doubts and reminding the users to buy the products/services and maintenance of scale demand. The purpose of this paper is to present a conceptual framework regarding socio, cultural, and psychographic dimensions of advertising.

Nagaraja Dr. B.; (2004)<sup>\*94</sup>, In recent days, consumer India is at the point where there is a multiplicative effect of income growth, aspiration to consume and a changed consumption friendly ideology/social discourse across the income board, especially in rural India. Hence, the buying behaviour of rural consumers has become a hot-topic for discussion because rural India, in recent days, is enthusiastically consuming everything from shampoo to motor cycles and this " rural predilection" is being considered as one of the significant topics of market analysis.

Chidambaram Dr. K. and Ganesan Dr. S., (2004)<sup>\*95</sup> talcum powder is one of the popular cosmetics used both by men and women. It has been traditionally used for its

fragrance and feeling of freshness. There are numerous companies marketing their talcum powder under different brand names. The major ingredients are more or less the same. However, the brand name of a product plays an important role in determining the product success or failure. Hence, an attempt is made to study the brand preference of talcum powder consumers. The study is undertaken with reference to Maduraites.

Singh Raghbir, Kaur Pavleen; (2004) <sup>\*96</sup>, Purchase decision making has researched in a restricted context in India although Indian families are seen to most strongly influence decision patterns and behaviour of buyers (family members). Also, three fourth of county's population recedes in the hinterlands, which are considered to be poles apart from their urban counterpart an account of demographics and psychographics. Therefore, this paper attempts to identify whether any significant differences exist between the two types of families while deciding to purchase durable.

Joep P. Cornelissen and Andrew R. Lock, (2005) <sup>\*97</sup>, Although images of the relationship between marketing science and practice have been dominant features of past and contemporary marketing thought, surprisingly little research has been conducted on the subject, particularly at the level of the marketing practitioner. This article provides a framework for characterizing and better understanding the ways in which practitioner's value. And use academic theory, and defines a set of propositions for guiding research into this area. The exercise is intended to urge fellow researchers to refine, test and augment the working hypotheses suggested herein in order to achieve a better understanding of the ways in which marketing practitioners attend to, value and use marketing scientific theories. Managerial implications of this research are discussed.

William E. Baker, James M. Sinkula, (2005) <sup>\*98</sup>, Recent studies on marketing and the natural environment have called for research that links environmental marketing strategies to the performance of the firm. This research operationalizes the enviropreneurial marketing (EM) construct and examines its relationship with firm performance. It is the first empirical research to operationalize the EM construct. The new scale, albeit a first attempt, demonstrates encouraging psychometric properties. According to the resource-based view of the firm, a resource such as EM should directly influence firms' capabilities (e.g., new product development success) but not competitive advantage (e.g., change in market share). A nationwide study of top-level marketing managers

supports this perspective. In addition, although market turbulence also affects new product development success, it does not have an impact on EM. This suggests that EM formation is driven by internal rather than external forces.

Dave Bussière, (2005)<sup>\*99</sup>, Authors first demonstrates that the historical method is similar to and compatible with the case method. It is then shown that the historical method strengthens analytical skills not used in the case method. Finally, this article further describes an innovative student assignment/project that requires the use of the historical research method.

Karen F. A. Fox, Irina I. Skorobogatykh and Olga V. Saginova, (2005)<sup>\*100</sup>, The official Soviet ideology rejected most aspects of marketing, and yet there were marketing specialists in the Soviet Union, mostly in ministries, research institutes, and state enterprises involved with foreign trade. This article focuses on the development of marketing thought in the Soviet Union during the period 1961 to 1991, when the Soviet leadership was striving to increase Soviet exports, to push state enterprises to greater efficiency, and to deliver a higher standard of living. We report on the 1976 founding of the Marketing Section of the USSR Chamber of Commerce, and introduce eight early contributors to marketing thought. With the coming of perestroika and the end of the USSR, several early contributors continued to teach marketing and to publish marketing guides.

Suchitra Rani T. and Menon Dhanya; (2005)<sup>\*101</sup>, Innovation today has become a corporate buzzword. It has been proved that in any field of endeavor, innovation is the hallmark of success. Business is no exception and innovation plays a very important role in defining marketing strategies. The Traditional 4Ps of marketing have given way to 8Ps, which in turn, are being transformed by new-age marketing strategists to 8Cs. Marketers are now focusing on the customer experience and maintaining relationships in order to gain a competitive edge. Therefore, a customer-centric approach would enable organizations to build successful brands and improve profitability

Kubendran Dr. V. and Vanniarajan Dr.T., (2005)<sup>\*102</sup>, since the consumers are not homogeneous, the consumption pattern of milk likes quantum of purchase, mode of purchase, source of purchase, brand preference etc., are changing from consumer to consumer. The socio-economic profile of the consumers namely income status,

occupational position, educational level, sex, age and region are the major determinants of the consumption pattern of milk. The study of consumer behavior is inevitable to position the right product in right market at right time. The milk is not the exception to this. Hence, the present study focus on the profile of consumers, their consumption pattern in milk consumption and its correlates.

Vaswani L.K, Aithal Rajesh, Pradhan Debasis and Sridhar G., (2005) <sup>\*103</sup>, The article attempts to bring to focus the role of rural marketing in bridging the widening disparity between rural and urban economies in India. The suggested reconceptualization of rural marketing highlights the need for a dual perspective— ‘producers’ empowerment’ and ‘strategic marketing’, and broad basing its domain to cover variety of market relationships which are part of growing rural-urban linkages. This difficult and complex task can be achieved by helping rural producers to effectively compete in the marketplace based on competitive/comparative advantage through consolidation of agriculture and rural enterprises. More specifically, agriculture and rural enterprises need to be linked to rural and/or urban markets through ‘minimizing market resistance to rural products’ and ‘maximizing market orientation of rural enterprises’.

Sakkthivel A.M., Bishnupriya Mishra Dr.; (2005) <sup>\*104</sup> this created a tremendous modification in the behavior of rural consumers. Also, many rural youth usually go out of their places for higher education, which proves to be a leverage to face new life styles in semi-urban and metros. Not only FMCG’s but many consumer durable companies found rural markets very potential and made inroads into this lucrative market. This vividly shows the potential of rural markets that were long neglected which now came into limelight with a force to reckon with. Hence, rural marketing finds a prominent place in every company’s marketing map and everyone wants to have a competitive edge in this arena. This paper was mainly developed on the basis of the primary survey conducted among the rural consumers in certain parts of Karnataka to analyze the role of FMCG products (in sachets) in boosting rural consumers’ consumption pattern and the modification of their buying behavior.

Nandagopal Dr. R. and Chinnaiyan P.; (2005) <sup>\*105</sup>, Consumer finance is that part of financing that provides the assistance to buy consumer electronics and durables. It is one of the potential areas of growth. It indirectly helps in the increase in sales of durables.

Companies are increasingly using consumer financing as a marketing tool. It serves as an incentive to consumers to upgrade their products, go in for multiple product options etc. With payment being phased out over a few months, it is more manageable for a household compared with a one time payment. In addition to dealers offering their own installment schemes, several consumer financing institutions have come up, facilitating the purchase of consumer durables and thus leading to their demand growth.

Srivastava Dr. R. K., Singhal Ankur, Pasupula Raghavi, Mudit Khandelwal, Srikrishnan Balasubramanian and Swapnil Shirodkar; (2005) <sup>\*106</sup>, Authors discussed that Procter and Gamble is set to launch its global oral care brand Crest in India soon. While Colgate - the market leader and with a focus on oral care alone - is certainly likely to face threat of market share erosion by the entry of a new player. Proposed entry of the Giant like PandG has made this segment very volatile and forced the players to evaluate their options once again; Keeping in mind the future Ups and Downs in the Category we have done a analysis to evaluate present Brand equity of the major brands in this Category.

Dawn Burton, (2005) <sup>\*107</sup> The focus of this article is to stimulate more discussion of multicultural issues within marketing by proposing suggestions for a multicultural marketing course and identifying appropriate teaching resources. Issues for discussion include defining the multicultural terrain, ethnic groups and boundaries, models of acculturation and assimilation, multicultural marketing research, and incorporating multicultural issues into the marketing mix.

Eric H. Shaw, D. G.Brian Jones, (2005) <sup>\*108</sup>, Marketing has been practiced since ancient times and has been thought about almost as long. Yet, it is only during the 20th century that marketing ideas evolved into an academic discipline in its own right. Most concepts, issues and problems of marketing thought have coalesced into one of several schools or approaches to understanding marketing. This article traces the evolution of 10 schools of marketing thought. At the turn of the 20th century, early in the discipline's history, the study of functions, commodities, and institutions emerged as complementary modes of thinking about subject matter and became known collectively as the 'traditional approaches' to studying marketing; shortly thereafter the interregional trade approach emerged. About mid-century, there was a 'paradigm shift' in marketing thought eclipsing the traditional approaches as a number of newer schools developed marketing



management, marketing systems, consumer behavior, macro marketing, exchange, and marketing history.

Ian F. Wilkinson and Louise C. Young; (2005) <sup>\*109</sup>, we show how different approaches to developing marketing strategies depend on the type of environment a firm faces, where environments are distinguished in terms of their systems properties rather than their content. Particular emphasis is given to turbulent environments in which outcomes are not a priori predictable and are not traceable to individual firm actions and we show that, in these conditions, the relevant unit of competitive response and understanding is no longer the individual firm but the network of relations comprising interdependent, interacting firms. Networks of relations are complex adaptive systems that are more 'intelligent' than the individual firms that comprise them and are capable of comprehending and responding to more complex and turbulent environments.

Raymond Hubbard, Andrew T. Norman and Chip E. Miller, (2005)<sup>\*110</sup>, Using citation count data we examined the impact on the discipline of a number of articles dealing with marketing history, thought, and theory. This examination was made on a decade-by-decade basis from the 1950s through the 1990s. Articles commonly regarded as 'classics' generally fared well in attracting citations, and often maintained good track records over time.

Mitchell J. Lovett and Jason B. MacDonald, (2005) <sup>\*111</sup>, In this article, the authors provide a dynamic framework for understanding the relationship between marketing and financial performance. They suggest that firms market to financial markets as well as to consumption markets and that some mixture provides superior long-term performance. The authors discuss the potential pitfalls of overemphasizing one market to the detriment of another and then provide a theoretical model of the factors that influence the extent of marketing to financial markets. This is followed by a discussion of implications for theory, practice, and future research.

Michael R. Hyman and Ike Mathur, (2005) <sup>\*112</sup>, This article introduces the special issue of the Journal of the Academy of Marketing Science on the marketing/finance interface. In addition to previewing the nine subsequent articles in the special issue, it surveys early research on, suggests the scholarly foundations of, and recommends future directions for this boundary-spanning research domain

Denver D'Rozario and Jerome D. Williams, (2005) <sup>\*113</sup>, Retail redlining is a spatially discriminatory practice among retailers, of not serving certain areas, based on their ethnic-minority composition, rather than on economic criteria, such as the potential profitability of operating in those areas. Consequently, consumers in these areas often find themselves "vulnerable" because no other retailers will serve them, or they are exploited by other, often smaller, retailers who charge them higher prices and/or offer them inferior goods. In this article, the authors define retail redlining, identify eight different commonly seen variations of it, look at both sides of the argument on this practice, and finally suggest a methodology for empirically verifying this practice.

Christian Homburg, Wayne D. Hoyer and Nicole Koschate; (2005) <sup>\*114</sup>, This article investigates the effects of price increases at an individual level. The authors argue that customers' reactions to price increases (i.e., re-purchase intentions) are strongly driven by two factors; the magnitude of the price increase and the perceived fairness of the motive for the price increase. In this context, the authors examine the role of customer satisfaction in influencing the impact of these two variables on repurchase intentions after a price increase. Their findings reveal that as satisfaction increases, the negative impact of the magnitude of a price increase is weakened. Furthermore, the results suggest that satisfaction moderates the impact of perceived motive fairness. The authors also find that the level of satisfaction can influence the valence of the perceived motives in response to a price increase.

Gadi Fibich, Arieh Gavious and Oded Lowengart; (2005) <sup>\*115</sup>, The authors derive an expression for the price elasticity of demand in the presence of reference price effects that includes a component resulting from the presence of gains and losses in consumer evaluations. The effect of reference price is most noticeable immediately after a price change, before consumers have had time to adjust their reference price. As a result, immediate-term price elasticity is higher than long-term elasticity, which describes the response of demand long after a price change, when reference price effects are negligible. Furthermore, because of the differential effect of gains and losses, immediate-term price elasticity for price increases and price decreases is not equal. The authors provide a quantitative definition for the terms immediate term and long term, using the average inter purchase time and the discrete "memory" parameter. Practical consequences of the

distinction between immediate- and long-term elasticities for the estimation and use of elasticity values are discussed.

William E. Baker and James M. Sinkula; (2005) <sup>\*116</sup>, Recent studies on marketing and the natural environment have called for research that links environmental marketing strategies to the performance of the firm. This research operationalizes the environmental marketing construct and examines its relationship with firm performance. The new scale, albeit a first attempt, demonstrates encouraging psychometric properties. According to the resource-based view of the firm, a resource such as EM should directly influence firms' capabilities (e.g., new product development success) but not competitive advantage (e.g., change in market share). A nationwide study of top-level marketing managers supports this perspective. In addition, although market turbulence also affects new product development success, it does not have an impact on EM. This suggests that EM formation is driven by internal rather than external forces.

Sridhar G.; (2005) <sup>\*117</sup>, Attitude formation and change theories in consumer behaviour literature have received wide attention till date. These theories especially attitude formation theories are used by marketers to segment, target and position products and services. However, little evidence exists in the use of attitude change theories for segmenting, and targeting. This paper addresses the above concern. The paper attempts at understanding the use of attitude change theories for segmentation and targeting by using nicotine patches as an example. The choice of the product is apt considering the growing importance of anti tobacco movement across the globe.

The paper briefly describes how attitude forms and changes, followed by description of nicotine patches, segmentation and targeting scheme for nicotine patches using attitude change theories.

Jain Amit and Rathod Raju. M.; (2005) <sup>\*118</sup>, The Indian rural market with enormous size and demand base, offers great opportunities to marketers. With nearly three fourth of the country's consumers accounting for one half of the national income, India's rural market is indeed a large one. Talking in numerical terms it consists of more than 741 million consumers, and more than 12 crore house holds, forming over 70 % of the total households in the country. As the rural market becomes more attractive

competition will intensify and success will depend on reaching a large no of customers in vast geographical area cheaply and profitably.

Ganguly P.; (2005) <sup>\*119</sup>, Positioning is not what you do to a product. Positioning is what you do to the mind of the prospect (Ries and Trout, 1986).The purpose of positioning is to create a distinct position or place for a particular brand in the minds of the target market so that it stands apart from competing brands. The objectives of this paper

a. To know by means of perceptual maps, 'how' target customers (youth segment for this research paper) perceive one brand vis-à-vis other brands. b. To understand how brands are positioned in relation to relevant attributes, c. To find 'gaps' or 'holes' for potential opportunities of launching a new product. d. To check whether marketing communications have been successful in placing the brand in the desired position

Awadhesh Kumar Singh, (2005) <sup>\*120</sup>, Rural marketing as a separate discipline in management has emerged recently. The growing importance of the subject has been well realized by the marketers, policymakers and management interns. However, there is dearth of quality literature on the subject, comprehensive coverage of all the dimensions, aspects and managerial issues pertaining to rural marketing. In most of the management institutions, a half-baked knowledge of rural marketing is being imparted to the management interns while there is more emphasis on marketing perspective on harnessing the immense potential offered by rural areas through suitable marketing planning, product mix, pricing, distribution, promotional mix, branding and communication strategies. This book is a serious attempt to bridge the need gap in the subject. Salient features of this book are i. Test updated and highly structured marketing perspective, issues and trends analysis. ii. Comprehensive coverage of agricultural marketing, marketing of non-farm products, marketing of industrial products - FMCG's durables, marketing of services, social development etc. iii. Thorough researched exhaustive case studies and case lets on various issues, products, services and corporates iv. Prepared by the authors who have relevant research and teaching experience, both at the grassroots and strategic decision-making level in leading NGO's, MNC's, Government Dept, academic Institutions etc.

Arul Kumar S., Madhavi C., (2006) <sup>\*121</sup>, Today economy is conformed to two major and far-reaching changes – a change from domestic to global and a change from urban to rural. Both these changes are evolutionary. Corporate sector has already realized the vast opportunities. Existing in the rural sector and are trying to harness these with their strategies specially aimed at rural markets. Marketing in rural areas needs altogether different strategy as against the marketing in urban area. This paper aims at exploring the consumer behavior patterns of rural consumers with reference to FMCG product of tooth paste, shampoo and toilet soap

Maruthamuthu K., Krishnakumar K. and Vasani M., (2006) <sup>\*122</sup>, the biscuit market in India is estimated to be 1.1million tons p.a., valued at Rs.35billion. The unorganized sector accounts for over 50% of the market. The market has been growing at a CAGR of 6-7% p.a. Per capita consumption of biscuits in India is estimated at a low 1.5kgs, reflecting the huge potential for growth. Manufacturing was reserved for small-scale upto 1997, which put large players at a disadvantage.

Vincent Nithila, (2006) <sup>\*123</sup>, 'Brand', 'Brand Name', 'Brand Equity', 'Brand Loyalty' are forces or terms that affects a business. Product features can be easily copied; therefore brands are considered a marketer's tool for creating product differentiation. Brands differentiate products and represent a promise of value. Brands incite beliefs, evoke emotions, and prompt behaviour. People buy products, but which products they buy and how they make a buying decision have a lot to do with how they feel about the brand. Products are what the company makes, what the customer buys is a brand. Brands work by facilitating and making more effective the consumer's choice process. Brands have a social and emotional value for the users. Authors conclude that, consumers expect to pay lower prices for unbranded products or for those with low brand equities. On the other hand, they are ready to pay a premium for their favorite or socially valued brands.

Scammell Alison, (2006) <sup>\*124</sup>, Provides an outline of the role of business writing in the communications strategy of an organization, department or information service. Authors makes clear that writing is a fundamental business skill and that the quality of an organization's communications activity can affect its survival. Authors explain the connections between marketing and communications and reviews and the various available communication tools. Authors conclude that, although business writing may

seem to be bound by rules and standards, it is a very creative activity once the writer has developed a public relations or communications mindset.

Sunil Gupta, Dominique Hanssens, Bruce Hardie, Wiliam Kahn, V. Kumar, Nathaniel Lin, Nalini Ravishanker and S. Sriram; (2006) <sup>\*125</sup>, As modern economies become predominantly service-based, companies increasingly derive revenue from the creation and sustenance of long-term relationships with their customers. In such an environment, marketing serves the purpose of maximizing customer lifetime value (CLV) and customer equity, which is the sum of the lifetime values of the company's customers. This article reviews a number of implementable CLV models that are useful for market segmentation and the allocation of marketing resources for acquisition, retention, and cross-selling. The authors review several empirical insights that were obtained from these models and conclude with an agenda of areas that are in need of further research.

Denish Shah, Roland T. Rust, A. Parasuraman, Richard Staelin and George S. Day, (2006) <sup>\*126</sup>, The concept of customer centricity and its benefits have been discussed for more than 50 years. Despite this fact, many firms are still struggling to fully align themselves to the customer-centric paradigm. This article identifies fundamental issues and challenges that typically deter a firm from becoming customer-centric. These are mainly related to the organizational culture, structure, processes, and financial metrics of the firm. To overcome these barriers, the article suggests a path to customer centricity that is driven by a strong leadership commitment, organizational realignment, systems and process support, and revised financial metrics. The article concludes with directions for further research.

Christian Gronroos, (2006) <sup>\*127</sup>, The American Marketing Association has updated its marketing definition and included value for customers and customer relationships in the new definition. Moreover, marketing is defined as one organizational function. Taking mainly service and relationship marketing research as a starting point, this present article broadens the discussion to a generic marketing level, and analyses the underpinning logic of the updated definition. It concludes that the use of these elements of the definition is not well founded in current research. Also, it shows that marketing cannot be treated as one organizational function only. Drawing on the analysis of the updated definition, a set of propositions regarding the scope and content of a marketing definition are developed.

Finally, based on the analysis and this set of propositions, an alternative marketing definition, based on the promise concept, and labeled a promises management definition, is suggested and its implications for marketing research and practice are discussed.

Christian Gronroos, (2006) <sup>\*128</sup>, the use of a service-dominant logic has become an international topic for discussion. In the present article, following the research tradition of the Nordic School, the contribution of service marketing to marketing at large is discussed. In this article service logic is compared to goods logic. It is concluded that service logic fits best the context of most goods producing businesses today. However, there are differences as well, as the approach of the Nordic School is to study services directly in their marketing context and report on how changing marketing contexts influence the logic required for effective marketing

Gilles Marion, (2006) <sup>\*129</sup>, The analysis of the dialectical relationships between marketing ideology and criticism is supported by the distinction between legitimacy and legitimization. Marketing ideology is defined as a relatively stable set of arguments that provide legitimacy to marketers and the market economy. However it does not preclude contradictions and the dissenting voice of criticism. Marketing doctrine also produces legitimization to lessen the tensions between the marketer's claim to legitimacy and other people's belief in this legitimacy. As marketing doctrine develops through incorporation of criticism, it follows that the critical process is a never-ending one.

Ming-Chyuan Lin, Chen-Cheng Wang and Tzu-Chang Chen; (2006) <sup>\*130</sup>, Customer requirements play an important role in securing the competitive advantages of a company's new product development endeavors. Based on the concept of quality function deployment, this article presents a novel procedure to effectively link customer requirements with design characteristics for product design. The proposed procedure comprises an analytic hierarchy process (AHP), which is adapted to evaluate the importance of customer requirements, and an interpretive structural modeling (ISM) technique, which is used to tackle the interdependency of customer requirements so as to clarify their structural relationships. The procedure is validated using a case study on the design of functional clothes. The details of the validation are presented and discussed.

Naresh K. Malhotra; (2006) <sup>\*131</sup>, This article offers an assessment of the current state of the literature in consumer well-being and quality of life and illustrates the

challenges facing researchers in this area with comments on the articles by Sirgy and Lee, Marshall and Meiselman, and Peterson.

Andreas Leverin, Veronica Liljander, (2006) <sup>\*132</sup>, The purpose of this study is to investigate the relationship marketing (RM) strategy of a retail bank and examine whether – after its implementation – customer relationships were strengthened through perceived improvements in the banking relationship and consequent loyalty towards the bank. A survey was conducted on two profitability segments, of which the more profitable segment had been directly exposed to a customer oriented RM strategy, whereas the less profitable segment had been subjected to more sales oriented marketing communications. No significant differences were found between the segments on customers' evaluations of the service relationship or their loyalty toward the bank. Furthermore, regression analysis revealed that relationship satisfaction was less important as a determinant of loyalty in the more profitable segment. The study contributes to the RM literature and marketing of financial services by providing empirical evidence of the effects of RM activities on customer relationship perceptions in different profitability segments.

Gary Warnaby and David Bennison, (2006) <sup>\*133</sup>, this paper is an expanded version of an earlier draft presented at the Spaces and Places Exploring the "Flagship" Concept symposium at the London College of Communication, The University of the Arts, London. This paper investigates the role of planned shopping centers in the marketing activities of towns and cities. Based on data from a wider programme of research on the marketing of towns and cities as shopping destinations, the paper considers the extent to which planned shopping centers located in traditional urban retail areas engage in the practice of 'co-branding' with the towns/cities within which they are located. Data from qualitative interviews with shopping centre managers, a survey of managers of planned shopping centers in the 173 top urban retail destinations in the UK The study indicate that some degree of reciprocity does occur in the marketing activities between the different levels of urban place marketing. Various directions for further research are identified.

Pilkington Marc, (2007) <sup>\*134</sup>, this paper aims at the delimitation of the concept of social marketing, with a special emphasis on priority products for the weakest sections of society in rural India. It also aims to show that there is a wide and unexplored scope for



potential synergies between private and public institutions, small-scale enterprises and multinational corporations, business and non-governmental organizations and between the formal and the informal sectors. Given the slogan of the World Health Organisation "Health is Wealth

Ramanathan V. (2007)<sup>\*135</sup>, In the last two decades, the developed and developing nations have seen their economies change from being a manufacturing-led to a service-led, in terms of wealth creation, employment and investment. From the day, when our country opened the doors of our economy to the process of liberalization, privatization, and globalization, the manufacturers as well as the distributors of both domestic and global markets have started to herald their products in our rural destination. The increase in the number of south Indians working in rural environment, the exposure of products through the media, frequent trips abroad made by the rural educated youth, and the level of increasing literacy in south Indian rural public, have all created a brand consciousness among south Indian rural customers. They equate brand with quality, prestige, and status. At present, the penetration of Fast Moving Consumer Goods (FMCGs) in rural markets has delineated the new marketing strategies to promote their branded items available in all rural outlets. So, they have started to adopt channel enhancement strategies in south Indian rural markets, where availability determines the volumes and market share.

Bijaya Kumar Panda, Siba Prasad Pothal (2007)<sup>\*136</sup> In this study, Engel elasticities are estimated from three different formulations of Engel function, i.e., in terms of per capita (Model-1); per unit (Model-2); and per unit with economies of scale (Model-3), using the unit record NSS consumption expenditure data of 55th round to confirm the reliability of elasticities when household consumption and economies of scale are taken into account. The elasticities estimated from Model-1 are higher than that of Model-3 for items having economies of scale, and lower for items having diseconomies of scale. But the elasticities estimated from Model-2 are lower for the necessary items and higher for the luxury items than that of Model-3. This indicates that the Engel elasticities would be of highly dubious value if the Engel functions do not take into account, both household composition and economies of scale effect, while estimating these elasticities.

Mukerjee Kaushik; (2007) <sup>\*137</sup> India's rural market holds high potential for increased consumer buying, as per the reports prepared by the National Council for Applied Economic Research (NCAER). This paper explains the potential of the rural market and the issues of concern with regard to rural marketing, with supportive data. A research framework is presented, followed by the cases of Hindustan Lever Ltd. (HLL) and Coca-cola. The cases cover the strategies employed by these companies for the rural market. An analysis of the research framework and the data presented in the cases has been carried out.

Sanjeev Kumar, V K Bishnoi (2007) <sup>\*138</sup>, The present study aims at finding how marketers' efforts have influenced the rural mindset regarding the products, their own self and society. Influenced by Sir Theodore Levitt's dictum that marketing is a 'creation and delivery of standard of living'. With this in mind the researchers tried to gauge the social impact of marketing, with the objective of studying the perception of rural consumers regarding the impact of consumer durable on their life; impact of the advertisements on consumers' attitude and brand choice; impact of marketers' efforts in building aspirations regarding future products and brands; and rural consumers' perception regarding the impact of marketing on society.

Mohanram A.S. and Mahavi Dr. C. ; (2007) <sup>\*139</sup> Authors explain that teenagers are influenced by updated information of the product and hence they go for information search, collect information from different dealers on various aspects like price, technology and so on. They are also influenced by peers' compulsion and sales talk of the dealers. While parents apply general response, teenagers employ two types of strategies to convince their parents. They are emotional and logical. Logical teenagers give importance to product image. Emotional teenagers try to put forth their importance by various product value attributes like utility, quality, features, durability, long term benefit and service warranty of the two-wheeler. In respect of promotion mix, various sales initiatives like store visit, store display, multilevel marketing and sales promotion efforts like test run, free offers; finance scheme and other sales promotion techniques influencing the logical teenagers. Also advertisement in TV and print media also contribute to some extent.

Sehgal Dr. N.K., (2007) <sup>\*140</sup>, In this paper Authors explains that, the single most important thing to remember about any enterprise is that there are no results inside its walls. The result of a business is a satisfied customer.” In present era of cut-throat competition, it is no longer enough to satisfy the customers. You must delight them! As Philip Kotler puts it, “Today you have to run faster to stay in the same place.” The most important tool available to the business firms these days to make the customers happy is “Relationship Marketing”.

Anbalagan Dr. M. and Gunasekaran V., (2007) <sup>\*141</sup>, India has been a nation of Dukandars – around 12 million retailers, more retail shops than the rest of the world put together. Retailing has been in our blood – as a shopkeeper or as a shopper. The business of retail in India has seen significant changes in the last few years. Authors have seen the emergence of new formats and the application of global concepts and constructs albeit with modifications to suit the Indian environment. It not only provides the Indian consumer a wide choice, but also represents a very large employment opportunity for people with diverse skill sets. Therefore this paper highlights the growth, demographic and consumer behavior, opportunities, challenges and emerging trends in retail consumer market.

Anandan Dr.C., M.Prasanna, Mohan Raj and Madhu S. (2007) <sup>\*142</sup>, India's rural markets have seen a lot of activity in the last few years. Since penetration levels are pretty high in most categories, future growth can come only from deeper rural penetration. Rural marketing has become the latest marketing mantra of most FMCG majors. True, rural India is vast with unlimited opportunities, waiting to be tapped by FMCG majors. To gain advantage of this, the Indian FMCG sector is busy putting in place a parallel rural marketing strategy. FMCG majors are aggressively looking at rural India since it accounts for 70% of the total Indian households. Today, India has a diverse range of detergents available off the shelf. The annual consumption of detergents in India ranges to thousands of tones. The formal sector with its increasing ability to influence consumers via advertisements is expanding its market share aggressively. The detergent market has evolved into a highly competitive one where myriad brands vie with each other to get the customers' attention. Each brand claims to clean whiter, boasting of technologically dubious terms such as fighting granules, power pearls, etc. This study

aims at finding the factors influencing the rural customers to prefer a particular brand in detergent soaps. This study concludes with suggesting the strategic framework for Marketers to win over the hearts of the rural customers.

Chaudhuri Ranjan, (2007) <sup>\*143</sup>, The article focuses on the emerging concept of neuromarketing and has looked at the science behind neuromarketing in particular. This literature survey is an attempt to widen the scope of neuromarketing beyond commercial brand and consumer behaviour applications, to include a wider conceptualization of marketing science. Neuromarketing offers the prospect of gaining a better understanding of how the brain responds in a wide variety of everyday situations. In addition to proving of great commercial value such research offers the possibility of increasing our knowledge of brain function as it extends powerful medical technologies into a new and challenging area of research. Drawing from general neuroscience and neuroeconomics, neuromarketing as a field of study is defined, and some future research directions are suggested.

Chandrasekar Dr.K.S. and Senthil Dr. M.(2007) <sup>\*144</sup>, Sales promotion in India is often related to discounts, coupons, exchange schemes etc. Many a time a company does more than what is possible. In such cases, innovations in the promotional front come into being. One such possibility is Joint promotions. When any sales promotion scheme, either for trade or consumer is announced by more than one company and or more than one brand of the same company, it is referred to as joint sales promotion or horizontal cooperative sales promotion or cross promotion or umbrella sales promotion. Sales promotional arrangements between one or more retailers or manufacturers are known as promotional tie-ins. Authors explains that Tie-ins are used to combine resources of the business to promote products from all businesses involved. Joint promotions are one of the oldest marketing tools that companies employ to push sales.

Shinde Rajesh, (2007) <sup>\*145</sup>, According to the census of 2001, India's total population is 102crore of which 71.89crore was of rural India, constituting 70% of the total population. In spite of this fact, marketers earlier concentrated on the urban markets and scheduled their strategy accordingly. As the competition increased in urban areas, and taking into account the increasing demand for FMCG's in rural areas, the marketers

expanded their business in rural areas. Perhaps it has become a policy for their survival. Marketers found different strategies to penetrate in the rural segment.

Kumar R. Renjith, (2007) <sup>\*146</sup>, the aim of this research is to evaluate the effectiveness of television advertisement of a selected product. It seeks to explore the viewers recall ability of various brands of advertisements of the product, brand awareness and influence in purchase. A sample of 189 households are selected those who watch regional television channels. The analysis shows no relation between recall ability and age, gender, channels, programmes watched and time of viewership. It is concluded that majority of the viewers have medium level of recall ability and it has influenced their purchase.

Mohanram A.S. and Mahavi Dr. C., (2007) <sup>\*147</sup>, Parents apply general response, teenagers employ two types of strategies to convince their parents. They are emotional and logical. Logical teenagers give importance to product image. Emotional teenagers try to put forth their importance by various product value attributes like utility, quality, features, durability, long term benefit and service warranty of the two-wheeler. In respect of promotion mix, various sales initiatives like store visit, stores display, multilevel marketing and sale promotion efforts like test run, free offers; finance scheme and other sales promotion techniques influencing the logical teenagers.

Vinayagamorthy Dr. A., (2007) <sup>\*148</sup> Consumers are creatures of unique characteristics. Each one differs from every other in the universe. Each one behaves differently from time to time and place to place. This may be called the law of individual differences. Such being the case, it is worth to make a study of consumer behaviors in a particular situation. Shampoo is a low-cost, inexpensive, mass-consumption product, which requires search efforts with regard to availability, quality, price and other information related features.

Garg Bhawna, (2007) <sup>\*149</sup>, Rural markets are growing rapidly because of social, political and economical changes. Rural consumers are fundamentally different from their urban counter part. In present scenario hair oils is one of the many products, which is consumed by the rural consumer more than their counterpart. The rural consumers consume hair oils as essential goods. Many companies are marketing their hair oils under different brand names. This has made it essential to probe in to and analyse the impact of

socio-economic influences in rural consumer behaviour in terms of their buying practices, brand loyalty and behaviour changes of rural consumers.

Indumati V.M , Sivakumar S.D. , Raveendran N. and Balaji P., (2007) <sup>\*150</sup>, Spices have been an integral part in every Indian food, be it prepared at home or elsewhere. In recent times, large scale production of spice powders, curry seasonings, masala powders, spice paste etc., has been taken up by many firms. Marketing of these brands has been aggressive since there are several brands firmly rooted in the market. Information on the buying behavior of consumers with regard to processed spices, factors influencing the purchase of processed spices and problems in use of processed spices would help firms to formulate their marketing strategies. Hence a study was undertaken addressing the above issues.

The study was conducted in Bangalore and Chennai city since they were developed urban areas and the use of processed spics is likely to be higher than in other areas. Simple random sampling technique was used to select area, supermarkets and ultimately 200 sample respondents. The data required for the study were gathered by personal interview with the selected respondents. Majority of the consumers in Bangalore and Chennai purchased 200 gms of spice powders and masalas and 100 gms of spice paste per month. About 50 per cent of consumers purchased processed spices once in a month. In Bangalore, occupational status of the women respondents was the most influencing factor regarding purchase of processed spices, followed by income of the family, time saved while cooking, quality certification of the product and number of working persons in the family. In Chennai, time saved while cooking was the most influencing factor followed by employment of the respondents, income status and lack of knowledge on the method of preparation of garam masalas and other spice paste items were also influencing factors or the purchase. Addition of the preservatives was stated as the main problem in the use of processed spice products followed by gradual decline in flavour and aroma after the opening of the package of processed spice products.

Jebanesan Dr. M. Jezer and Bhavani S., (2007) <sup>\*151</sup>, In today's business environment companies can survive only if they can get, retain and add more customers by delivering appropriate products and services. They should be capable of creating an unbreakable lifetime relationship with customers. These companies should be able to

reach the rural consumers, who are presently increasing becoming more comfortable in economic terms with increased purchasing power. Hence the strategies need to be more home-intrusive and neo-literate friendly. All organizations are trying to develop new models with novel additional features with a view of achieving these goals. Therefore the companies are sensitive to get the feedback on satisfaction levels and potentials of future expectations. The company also wants to find different means to improve the service facilities provided to their customers, especially from the rural areas.

Karen A. Smith, (2007) <sup>\*152</sup>, Distribution involves the dissemination of information, the means of booking and purchase, and product bundling or packaging. In an increasingly competitive market place, special events, like other tourism products, require an effective distribution strategy to reach their target tourist and local markets. This article systematically integrates data from interviews with events organizers and a survey of attendees at four events in Wellington, one of New Zealand's main event tourism destinations. The complexity of event distribution channels is influenced by the event's target market, capacity, partnership relationships, and other factors. Free events have simple distribution channels focused on disseminating information; channels for ticketed events are more complex. There is limited bundling of event tourism packages and a number of barriers exist to their further development in this destination.

Kajsa Hulthén, Lars-Erik Gadde, (2007) <sup>\*153</sup>, Technical developments in manufacturing and increasingly efficient systems for physical distribution and information exchange have made new distribution configurations available. The main feature of the new configurations is the opportunity to provide end users with customized solutions. The aim of this article is to analyse the characteristics and implications of the evolving distribution arrangements by comparing the features of these arrangements with those of 'traditional channels'. For this analysis Authors use two concepts developed by Wroe Alderson half a century ago sorting and transvection. The article explores the features of a transvection and the role of sorting in each of the two channel contexts. Authors conclude that the transvection concept is particularly well-suited for understanding the characteristics and effects of the evolving distribution arrangements. Authors also explain how sorting is fundamental to both types of channels, although its role is different in the two settings.

Peter Svensson; (2007) <sup>\*154</sup> This article seeks to problematize and de-reify the phenomenon of marketing work by means of subjecting it to a social-phenomenological gaze. Drawing upon a discourse-analytical understanding of the productive nature of language, the interaction at a meeting between an advertising agency and a client is interpreted and discussed. This micro-event is moreover interpreted in relation to the particular socio-cultural milieu, here referred to as 'the narrative archipelago', wherein marketing practitioners have to navigate. It is argued that a social conception of the phenomenon of 'marketing work' is not only a prerequisite for carrying out marketing tasks; it is also one of the outcomes of marketing practice. In other words, marketing work is contingent upon as well as generative of the social and discursive accomplishment of a notion of 'marketing work'.

D. G. Brian Jones and Alan J. Richardson, (2007) <sup>\*155</sup> This study used content analysis of source material from the 1890s to examine the enduring historical theory of a marketing revolution first proposed in 1960 by Robert Keith and still popular in introductory marketing textbooks today. The results are consistent with earlier studies. Strong evidence exists of sales and marketing orientations during the period known as the production era. We conclude that there was no marketing revolution.

Luis Araujo, (2007) <sup>\*156</sup>, Recent debates in economic sociology have moved away from a critique to homo economics to a focus on how market exchange is formalized and abstracted from social relations. Rather than dwell on the disparities between the formalism and the practice of market exchange, the work of Michel Callon and associates focuses on the calculating agencies that enable the creation and operation of markets. This article provides a critical examination of these ideas and argues that they have important implications for marketing theory, namely in terms of a shift from exchange as events to markets as institutions. Rather than regarding marketing practices as operating within pre-defined markets, we argue that marketing practices have a performative role in helping to create the phenomena they purportedly describe.

Fabrice Alizon, Kiran Khadke, Henri J. Thevenot, John K. Gershenson, Tucker J. Marion, Steven B. Shooter and Timothy W. Simpson; (2007) <sup>\*157</sup>, In today's market, products must meet or exceed customers' needs while being competitively priced and developed in the shortest time possible. While product platforms address many of these



requirements, they can incur additional development challenges with regards to coordination, time, and cost. Companies therefore need to use a concurrent engineering process to develop product families and product platforms efficiently; however, no concurrent engineering process models exist to support product family development. Based on concurrent engineering principles, four processes are proposed for systematic product family design using two platform-forming approaches — top-down and bottom-up — and two development drivers — product-driven and platform-driven. The first objective of this study is to propose a consistent product family development process terminology. The second objective is to detail representative frameworks and processes for the four proposed product family design processes based on the two approaches and two drivers. Several industry examples highlight the context and illustrate the four proposed processes.

Martha A. Starr, (2007) <sup>\*158</sup>, Recent economic literature puts forth "behavioral" perspectives on self-control as a means of understanding oddities of consumer behavior spending too much, saving too little, borrowing too much on costly credit cards. This article argues that the behavioral emphasis on cognition overlooks the extent to which issues of self-control are framed, elaborated, and sustained as problematic of contemporary consumer culture. As such, they are rooted as much in the social, cultural, and economic dynamics of capitalism as they are in the human mind.

Ricardo Montoya, Oded Netzer and Kamel Jedidi, (2007) <sup>\*159</sup>, to optimally allocate its marketing mix across customers, a firm needs to consider the evolution of its customers over time. Changes in the marketing environment, as well as intrinsic changes in preferences or needs, may discretely shift customers into different buying-behavior states. The ability to identify the dynamics in customer behavior and its drivers presents an opportunity for the firm to influence the movement of customers to more favorable states of buying behavior. Accordingly, Authors address the following managerial questions in this research 1. how can the firm dynamically segment its customer base? 2. what are the short- and long-term effects of marketing activities? and 3. how should the firm allocate and target its marketing resources to maximize long-term profitability? To address these questions Authors propose a non-homogeneous hidden Markov model that accounts for dynamics in customer behavior, the long-term impact of marketing

actions, and customer heterogeneity. Authors capture dynamics in customer behavior by allowing customers to transition over time among a set of latent states of buying behavior. Authors develop a unique and flexible approach to capture the enduring effect of marketing actions by incorporating a non-stationary transition matrix that is dynamically affected by these actions. To optimally allocate marketing activities, Authors formulate a dynamic programming approach which takes into account the evolution of customers' behavior. Authors apply the model in the context of direct-to-physicians marketing in a major pharmaceutical company. The results suggest that physician's transition among three behavioral states over time, showing a high degree of dynamics. Furthermore, the direct-to-physician marketing activities have varying degrees of short- and long-term effects that depend on the physician's prescription-behavior state. Specifically, we find that; i. both detailing and sampling have mostly long-term effects; ii. detailing and sampling have a total duration impact of approximately 10 and 5 months, respectively; iii. Detailing is most effective as an acquisition marketing tool, whereas sampling is most effective as a retention tool. Using a counterfactual analysis, the optimization results show that by applying our dynamic marketing allocation approach, the firm could increase the number of prescriptions and its profits by as much as 51% and 80%, respectively. Moreover, our analysis suggests that the pharmaceutical firm should decrease its current detailing and sampling efforts by 30% and 20%, respectively. The integrative framework Authors propose provides important marketing implications for managing customers and maximizing long-run profitability.

William C. Kolberg, (2007) <sup>\*160</sup> this paper develops a positive analysis of non-price competition in the context of setting price, advertising and product development budgets by firms. In the process, first the relationship between advertising and product development is explored. Then the relationship between these and price is addressed. The analysis is done in the context of a profit-maximizing firm with price, advertising, and product development budgets as decision variables affecting its own and rival's demands. The analysis is built upon the use of "sales isoquants", and marketing effort budgets used in deriving the firm's "sales expansion path". Finally, a profit maximizing rule for optimal marketing effort expenditures is derived which is shown to be a generalization of the Dorfman-Steiner rule.

Swain, Dindayal, Sahu, Suprava (2007) \*161, Authors are of opinion that, in addition to the products that teens buy for themselves and/or consume themselves (food, entertainment, clothing, music, electronics, etc.), teens actually influence adults' purchases of a large variety of products. Although earlier generations have grown up with computers and computer games, this is the first generation to have grown up with online chat and multiplayer online games as part of their milieu. This generation uses the Internet not just to find things out or to connect with friends from their neighborhoods or from school. This generation uses the Net to make new friends.

Mukerjee K (2007) \*162, this paper explains potential of the rural market and the issues of concern with regard to rural marketing, with supportive data. A research framework is presented, followed by the cases of Hindustan Liver Ltd. and Coca Cola. The cases cover the strategies employed by these companies for the rural market. An analysis of the research framework and the data presented in the cases has been carried out.

Cecilia Tacoli, (2007) \*163, Cecilia Tacoli argues that there is a complex web of relations and connections incorporating rural and urban dimensions that determine poor people's livelihoods. Ensuring that poor people's voice is heard in policy debates needs to take into account these realities in order to break down the rigid divide between 'rural' and 'urban' in sectoral policies.

Patel Dr. Naresh K. (2008) \*164, This particular article highlights various facets of brand awareness concept in rural market Indian market comprises of both urban and rural market where the rural population which comprises of 70% of India's population is the major opportunity for marketers in India. The article focuses on the concept of Brand in rural market, which actually conveys various terms related to rural market as to

1. Why the awareness is low in Rural Market?;
2. Essential features of rural market of Gujarat;
3. What are the popular local brands, which are doing very well?
4. What are the popular brands, which has got a strong foothold in the rural market?

Despite the fact that this market has got high potential why still it is untapped which is again another point of contention, which has been articulated genuinely in the article. What are the problems of distribution and what is the attitude of retailers towards popular brands has also been discussed. Rural population witnesses a vast segment with

huge amount of potential for marketers in India. The benefit of this market is the large size, which is still untapped. This article focuses on the basic features of rural market of Gujarat, which can be the base for study for another similar type of regions. The study also focuses on consumer behaviour towards various brands in FMCG category for e.g. soaps, shampoos, detergents, oral care, cold drinks etc. that holds the major share in FMCG category. Thus it can be conclude that the article is basically an impetus towards extensive analysis and presentation of certain facts, which becomes mandatory for proper analysis of Rural Market and Brand Awareness among rural consumers.

Sarangapani A. and Mamatha T. (2008) <sup>\*165</sup> Rural consumer behavior is a very complex phenomenon, which needs more efforts to understand, explain and predict. In order to get a clear understanding of the same, every marketer should realize that consumer behavior is, in fact, an assumption every marketing manager must make, if he plans to market on any basis other than hit-or-miss. Although some individuals find it difficult to make this assumption, one must agree that behavior is not so erratic or mysterious that it defies explanation. In this paper, an attempt has been made to analyze and highlight the rural consumer post-purchase evaluation, rural consumerism with regard to different Consumer Protection Acts, consumer satisfaction levels with regard to selected FMCGs and duplicate brands which have penetrated rural India. The paper also provides some useful suggestions to FMCG marketers for a more effective penetration of the rural markets.

Handal BS (2008) <sup>\*166</sup> His paper discusses the significant considerations in the purchase of consumer durables for rural consumers in Punjab with the help of advanced statistical approach 'Factor Analysis'. It presents a brief picture on intensity of brand loyalty of rural consumer.

Saranapani A and Mamatha T (2008) <sup>\*167</sup>, This paper explains how consumer behavior is a complex phenomenon to understand, explain and predict. In this paper, an attempt has been made to analyze and highlight the rural consumer post- purchase evaluation, rural consumerism with regard to different consumer protection acts, consumer satisfaction levels with regards to selected FMCGs and duplicate brands which have penetrated rural India. This paper also provides some useful suggestions to FMCG marketers for a more effective penetration of the rural markets.

A. Sarangapani, T. Mamatha, (2008) <sup>\*169</sup> Marketing of FMCGs (Fast Moving Consumer Goods) plays a pivotal role in the growth and development of a country irrespective of the size, population and the concepts which are so interlinked that, in the absence of one, the other virtually cannot survive. It is a fact that the development of FMCG marketing has always kept pace with the economic growth of the country. Both have experienced evolutionary changes rather than revolutionary changes. The objective of modern marketing is to make profits by delighting the consumers by satisfying their needs and wants. Hence, the marketers of FMCGs have to understand the real needs, wants, beliefs and attitudes of the consumers towards their products and services. Today, network marketing is a multi-billion dollar business. A number of companies have adopted this business model. It is one of the main driving forces of the 21st century economy. This article highlights the characteristics of rural respondents in terms of demographic, political, economic and socio-cultural background. Finally, before concluding, it also analyzes the consumption patterns, brand usage and brand shifting of different FMCGs.

Mishra MS and Dash U (2008) <sup>\*170</sup> This paper explores the way organized retail has dramatically changed not the Indian traditional retailing structure but also the consumption behavior. The consumption behaviour was examined with the help of a structured questionnaire, and the results reveal that for consumers the shopping malls or variants of organized retail formats are preferred type of retail store due to the convenience and variety they offer.

Peter van Ham, (2008) <sup>\*171</sup>, this article examines the relevance of place branding as a political phenomenon in international politics. After setting place branding in a historical and conceptual context, it maps out the connections between branding and international politics by looking at three examples. First, it examines the challenges facing the European Union to strengthen its image as a global player. Second, it analyzes the efforts of the United States to deal with its collapsing image in the aftermath of its failing "war on terror" and military intervention in Iraq. Third, it examines negative place branding by focusing on the Borat movie that upset Kazakhstan in 2006 and the cartoon crisis that erupted in Denmark in September 2005. This article also aims to situate the practice of place branding in a broader analytical context. It argues that place branding is

part of a wider spectrum of postmodern power, where soft power and public diplomacy also have their place.

Glenn McCartney, Richard Butler and Marion Bennett, (2008) <sup>\*172</sup>, National tourist offices and tourism stakeholders are challenged to maintain and secure travel markets. Travelers are constantly bombarded with travel marketing messages. Compounding the challenge is a lack of research on effective, efficient, and optimal methods in convincing tourists to travel to a particular destination. To address this literature gap, a questionnaire survey on destination brand image research was conducted on outbound travelers from four major cities, examining their image perceptions of Macao and the degree of influence that various information sources had on destination selection. Results show that a communication mix strategy could be designed to more effectively manage tourist destination image perceptions. A cross-tabulation of the data revealed that the information sources affecting travel destination choice had varying levels of influence. A "Communication Effectiveness Grid" (CEG) was conceptualized from the research with quadrants indicating marketing resource effectiveness. The CEG has significant implications for destinations with limited budgets wishing to influence travelers.

Lisa O'Malley, Maurice Patterson and Helen Kelly-Holmes, (2008) <sup>\*173</sup>, The frame marketing as relationships is central to contemporary marketing thought and informs both research and practice in marketing. It is underpinned by the 'interpersonal relationship' metaphor, which at the super-ordinate level relies upon social exchange theory and at the subordinate level reinforces the ideological values of Judeo-Christian marriages. The current pervasiveness of the marketing as relationships frame suggests that this view of marketing has become commonsensical, taken-for-granted and recognized by marketers as simply part of their discourse.

In this paper, we trace the evolution of the marketing as relationships frame and analyse its current position. Using insights drawn from conceptual metaphor theory and critical discourse analysis, we argue that it is necessary to reactivate this metaphor in order to investigate whether it is relevant to current theory and practice in marketing.

Detlev Zwick, Samuel K. Bonsu and Aron Darmody, (2008) <sup>\*174</sup>, Co-creation is a new paradigm that has captured the imagination of marketing and management

professionals and scholars. Drawing on Foucault's notion of government and neo-Marxist theories of labor and value, we critically interrogate the cultural, social, and economic politics of this new management technique. We suggest that co-creation represents a political form of power aimed at generating particular forms of consumer life at once free and controllable, creative and docile. We argue that the discourse of value co-creation stands for a notion of modern corporate power that is no longer aimed at disciplining consumers and shaping actions according to a given norm, but at working with and through the freedom of the consumer. In short, administering consumption in ways that allow for the continuous emergence and exploitation of creative and valuable forms of consumer labor is the true meaning of the concept of co-creation.

Babatunde Joshua Omotosho; (2008) <sup>\*175</sup>, In spite of the efforts to safeguard consumers' health through product regulations, reports revealed that diseases and illnesses due to unhygienic production and consumption are on the increase. This study examined knowledge of consumers about information and warning labels on selected products in Ado Ekiti in southwestern Nigeria. Findings from the study revealed that respondents had average knowledge of information labels on the selected products. Also, a majority of the respondents did not check information on products before purchase and consumption. Chi-square results further showed relationships among some variables tested. The article recommends ways by which higher knowledge could be achieved.

Rathnayake C.V., Perera H.S.C. and Buddhika S.A.; (2008) <sup>\*176</sup>, this study investigates the nature and extent of customer complaining behavior in retailing. The focus of the study is to examine the complaining behavior of young retail customers in Matara District, Sri Lanka. Survey method was used as the main research method and a structured questionnaire was used to gather data from 80 customers. Survey results revealed that customers make complaints mainly to obtain the restitution. Conversely, the customers are somewhat altruistic and they prefer to make complaints to facilitate the service improvements. However, men tend more towards complaining to vent their anger. Mainly, it was recognized that young customers tend more towards private actions and comparatively, men are more aggressive. There, they switch the retailer, boycott the product/brand and/or spread negative word-of-mouth. Finally, it is notable that customers are somewhat passive in taking public actions in the face of a dejected transaction.

However, they prefer to complain to the retailer first. They dislike to complain to a third party or to take legal actions against the retailer. Further, it is notable that that young retail customers view complaining as wastage of their time and effort. The study further highlights that the young retail customers are not “self blamers”.

Ramanathan V. and Hari K. (2008) <sup>\*177</sup>, The increasing purchase power of the great Indian middle class is the major reason for retail sprint that is being witnessed. The percentage of young people in the country is increasing. It portends well for the retail business, as it is the young people who buy more than the old. Again the percentage of women in the population is showing an increasing trend. Organised retail market boom is expected to create the much-needed mass employment. It will upgrade India’s layer second and third tier cities to international standard. While this boom addresses India’s basic infrastructure challenges to create demand for the product of rural India and a more efficient agricultural sector. The organized retail market boom is expected to bring positive outcomes in many of sectors like economic growth, exports, education, IT industry, food processing, infrastructure, banking, tourism, management along with the greater customer satisfaction. This paper focuses a clear picture of looming retail boom through the form of organized retail format. It gives a glance of the progress organized retail format and its positive and negative impact in Indian economy.

Begde Prasad; (2008) <sup>\*178</sup>, the cola majors, Coke and Pepsi, are trying to penetrate deep into the rural markets with innovative pricing and marketing strategies. Apart from the high-decibel price wars and the usual battle over market shares, cola brands Coca-Cola and Pepsi have been in a quiet behind-the-scenes skirmish - to reach the rural masses. After an almost stagnant growth in this segment for the last two years, both Coke and Pepsi have made efforts this year to penetrate deep into the rural markets by substantially increasing their retailer and distribution network and with innovative pricing and marketing strategies.

Kamalaveni Dr.D.K., Rajalakshmi S. and Kalaiselvi S.; (2008) <sup>\*179</sup>, Marketing starts with the determination of consumers wants and ends with the satisfaction of those wants. Every company must be organized totally around the marketing function, anticipating, stimulating and meeting customer’s requirements. Advertising in India has grown in a spectacular manner throughout the last two decades and has scaled new peaks



during the last ten years in terms of size, range and quality. Over the years, there has also been a substantial expansion in the media. Everything the purchaser gets in exchange for his money is the product. Product has its personality. Four elements surround the product concept viz., branding, packing and labeling product warranty and service.

Branding is an essential part of marketing sub-function of selling. Every manufacturer feels the need of identifying his goods with some definite symbol, mark or slogan, so that his goods catch the attention of the customers. Branding is invariably used to introduce “Product differentiation” in the market, to single out a product from its rivals. This paper highlights the brand loyalty of women consumers in respect of eight categories of FMCGs that are commonly used by both urban and rural consumers.

Ganakumar P., Baba, (2008) <sup>\*180</sup>, the research explores the decontextualization of place in simulated experiences of rural festivals sponsored by urban retail stores. Primary data are collected from urban retailers and their rural customers based upon the snow ball sampling stages. In first stage, rural advertisements well thought-out during the festival seasons in the four districts of Western Tamilnadu were identified. Based upon that in stage two 30 urban retailers were selected in four feeder towns. From the response given by the urban retailers in stage three 200 rural consumers were identified. Multidimensional scaling technique was used to assess the rural advertising media. Derived approaches are used to collect perception data about the promotional measures taken by the urban retailers in rural places.

Talha Harcar, Erdener Kaynak, (2008) <sup>\*181</sup>, In view of the existing void in the current international and cross-national/cultural marketing literature, the purpose of this paper is to look into the similarities and differences of life-style orientations prevalent among US and Canadian consumers. The AIO (Activities, Interest, and Opinions) and VALS (Values, Attitudes, and Life-Styles) statements adapted from the current cross-cultural marketing literature were utilized to determine different US and Canadian consumer market segments. The research tools and techniques used in this study help retail businesses as well as manufacturing companies of the two countries to develop and execute more effective target marketing strategies. The data for this study were collected through self-administered questionnaires. The questionnaires were administered in two different locations. First, in Brandon, Canada and second, in the rural part of south central

Pennsylvania (York and Lancaster counties). Both regions are similar to each other, each having a flourishing agricultural industry and a significant number of companies in the service and manufacturing industries. The data were collected through a drop-off and pick-up method among a sample of 300 Canadian married or common-law families and 400 in the USA.

The study results show that there are, indeed, differences among the consumers' lifestyles in the two countries which were similar in demographics and as such may have been previously treated the same way by marketers, but in reality have very different lifestyles. Based on the survey findings, managerial and/or public policy implications are offered for orderly marketing decision-making purposes. This empirical research study presents cross-cultural comparisons of life-styles, value orientations of consumers in the purchase of a variety of goods and services in the similar environments of North America, namely rural areas of the USA and Canada.

Ramanathan V. and S. Sudhamathi (2009) <sup>\*182</sup>, The recent successes and failures of the corporate world in the rural market have clearly demonstrated that the Indian rural market is a totally different composition in terms of its market structure, consumers' demographic profile, need expectations and value expectancy from products and services. In whichever way the rural markets are defined, there are only a few national and global level companies in India which understand the rural markets well enough to invest large amounts of money in them, as the rural Indian markets mostly have an unpredictable market structure. Marketers, however, need to be aware of the challenges that lie on the way and should be rightly equipped with strategies and tactics in order to combat them. Financial services, especially like insurance products, are slowly being accepted in the Indian rural markets, as there is a strong relationship between financial sector development and economic growth. The very nature of economic activities of rural market extending the provision of quality access to financial solutions is vital for the development of people residing in rural areas. Low-income households and micro enterprises can benefit from credit, savings and insurance services. In this situation, in order to exploit the available untapped rural market potential and opportunities, the life insurance companies are in a position to strengthen their brand personification out of augmenting competitions. This paper discusses the opportunities available for life

insurance companies in the Indian rural markets and the strategies to be adopted by them for strategic alliances and for building their brand assets.

Carola Raab, Karl Mayer, Yen-Soon Kim and Stowe Shoemaker; (2009) <sup>\*183</sup>, Setting the correct price for hospitality products is a crucial management task that has a major influence on a firm's profitability. In general, there has been a lack of academic interest in the area of pricing in services. The restaurant industry typically establishes prices by marking up a variable cost percentage and by intuition, or by trial-and-error methods. This study illustrates how restaurant managers can use price-sensitivity measurement to assess their guests' price sensitivity. By means of a relatively simple survey, restaurant managers can gain insights about their menu pricing directly from their customers. This study uses data collected from a Hong Kong buffet restaurant, but the technique could be applied in virtually any restaurant setting. The results reveal price ranges that represent real value for dinner buffet patrons.

Marcel Van Birgelen, Janjaap Semeijn, Manuela Keicher and Audi AG; (2009) <sup>\*184</sup>, Understanding proenvironmental consumption behavior may enable companies to establish reputation and competitive advantages. This study generates new insights by analyzing consumer-related factors related to distinct but connected package-related behaviors regarding beverage consumption purchase and post consumption disposal. An online survey among 176 German respondents provides empirical support for all but one hypothesis. The results suggest that eco-friendly purchase and disposal decisions for beverages are related to the environmental awareness of consumers and their eco-friendly attitude. Furthermore, consumers are willing to trade off almost all product attributes in favor of environmentally friendly packaging of beverages, except for taste and price. The non supported hypothesis pertains to the expectation that believing in the positive effects of own eco-friendly disposal actions will guide ecological disposal behavior. Perceived behavioral control may thus not translate into actual disposal behavior. Underlying this may be the belief that individual actions are not enough to contribute to a greener world.

Wesley R. Hartmann, (2009) <sup>\*185</sup>, this paper develops a model for the estimation and analysis of demand in the context of social interactions. Decisions made by a group of customers are modeled to be an equilibrium outcome of an empirical discrete game, such that all group members must be satisfied with chosen outcomes. The game-theoretic

approach assists estimation by allowing us to account for the endogeneity of group members' decisions, while also serving as a managerial tool that can simulate equilibrium outcomes for the group when the firm alters the marketing mix to the group. The model builds upon the existing literature on empirical models of discrete games by introducing a random coefficients heterogeneity distribution. Monte Carlo simulations reveal that including the heterogeneity resolves the endogenous group formation bias commonly noted in the social interactions literature. By estimating the heterogeneous equilibrium model using Bayesian hierarchi, we can also recover some parameters at the individual-level to evaluate group specific characteristics and targeted marketing strategies. To validate the model and illustrate its implications, we apply it to a data set of groups of golfers. We find significant social interaction effects, such that 65% of the median customer value is attributable to the customer, while the other 35% is attributable to the customer's affect on members of his group. We also consider targeted marketing strategies and show that group-level targeting increases profit by 1%, while targeting within groups can increase profitability by 20%. We recognize that customer backlashes to targeting could be greater when group members receive different offers, so we suggest some alternatives that could retain some of the profitability of within group targeting while avoiding customer backlashes.

### **4.3 Chronological order books on the subject area so far**

Kamlesh Kumar Jha, “Rural Marketing Challenges and Opportunities” (2009) <sup>\*186</sup>  
"The rural consumer of today is no longer bound by limited finances and urban brand elitism, as incomes increase and communication technologies improve, the rural customer has become as well aware as his urban counterpart of the options, choices and the quality of products that he/she is entitled to buy.

The present text is an attempt to acquaint marketing professionals and corporate leaders with the emerging trend of rural marketing, fostered by rising rural incomes, greater information and awareness and globalization. The focus is on comprehending the logistics of rural marketing in a scenario wherein it is essential for marketers to cater to both rural and urban consumers in order to expand their business, and the advantages,

issues and prospects offered by it. In addition, it also gives space to analyse current trends and developments, and undertake an exploration of the way it is shaping up."

Vandan Madan, *The village in India*, (2002) <sup>\*187</sup>, Monier- Williams (1996) and Mujumdar and Pusalkar (1951) *Studies in social evaluation* have shown how nomadism was given up for village life once settled agriculture became a way of life. In India, the village (gram) finds mention in ancient texts and latter epics. It is distinguished from the city (nagar) and the town the fortress (pur), while all three stand in opposition to habitation of recluses in the forests (aranta). City life was not a major feature of the Vedic Age as the economy was mainly pastoral. Villages were, however, ubiquitous. According to Basham, the Indian village had not changed much from what it was like during the first millennium to what it was in the mid- twentieth century. Then as now ... the villagers formed a self conscious community' (1954)

Gopal VV (2007) <sup>\*188</sup>, this book provides insights into the opportunities offered and challenges thrown by rural markets. The article oven into a narrative, provide definitive guidance on selecting and implementing the tactics that will enable producer and resellers to exploit the potential of India's rural market. First section of book presents the Indian rural market scenario, rural consumer behaviour and marketing strategies adopted by the retailers. Cases describing the rural marketing strategies adopted by different companies such as ITC, Coca- Cola, LG, HLL and CavinKlare are discussed in second section. Sourced from reputed publications worldwide, the collection of articles and cases offers an insight into various interesting and innovative aspects of tapping rural market.

Parthsathy V; (2007) <sup>\*189</sup>, this book is based on relevant, authoritative and though providing articles written by experts and published in leading professional magazines and research journals. The articles are organized in a sequential and logical way that makes reading continuous and helps the researcher acquire a holistic view of the subject. This helps in strengthening the understanding of the subject better and also enables the readers stretch better and also enables the readers stretch their thoughts beyond the content of the book. The mix of articles and cases that take an in depth look at the process of rural

marketing. The first section touches upon the various issues, while the second section speaks of specific application.

Dogara Dr Balram, Ghuman Karminder; (2008) <sup>\*190</sup>, Authors had strived to build concept of Rural marketing by discussing the practice followed by rural marketers and linking them with the theory. The book discusses how the producer can tap the opportunity in the progressive Indian rural economy as also the need, to perforce, to move to a new turf because of maturation of urban markets. In depth data and case based analysis of the various aspects of rural marketing makes the treatment real word and interesting. In general book provides the stepping stone for doing analysis and for mapping opportunities in rural markets.

Gupa Dr SL; (2008) <sup>\*192</sup>, this book discusses the various theories and principals of rural marketing in the context of Indian products and markets. It offers a practical approach to rural marketing and gives a comprehensive, easy to read and enjoyable treatment to the subject matter for researcher. Case studies inserted give researcher intimate insight into the actual business situations. It includes more than two hundred live examples and eleven case studies from Indian marketing environment and provides sufficient food for thought to researcher.

C. S. G. Krishnamacharya, Lalitha Ramakrishnan, Rural Marketing Text and Cases,(2008) <sup>\*193</sup> This book provides a comprehensive coverage of changing profile and issues, policy questions and practices in the context of rural marketing. This book helps recognize the potential of rural markets in the offing. It facilitates analysis of rural consumer behaviour and evaluation of competitors practices. It enables to design and implement marketing strategies to gain from rural marketing opportunities.

This book is divided into four sections perspectives, insights, strategies and cases. The first section, perspectives, consisting of three chapters, sets the stage by providing introductory material like preset some key terms and concepts, and covers broad spectrum of marketing management, distinguishes the features of rural and urban economics and describes the ongoing It revolution in rural India. Author explains the evolution of rural marketing and its growing significance.

Second section, insight, compromises chapter three which throw light on analysis of markets and design of marketers. Chapter four addresses the complex issues of consumer

behaviour. Chapter five analysis marketing information system and discuss rural marketing research process and business. Chapter six shows how marketers can select and attract markets by segmentation, targeting and positing.

Third section, strategies, in its four chapters elaborates marketing strategies. Chapter 7-10 presents product, price, and promotion and place strategies respectively.

The last section, cases contain in all 20 cases both comprehensive and specific to issues drawn from consumer goods and agricultural products. In adaptation to these, there are twenty ends of chapter cases.

Kapoor Jagdeep, 2009<sup>\*194</sup>, this concise and practice-based book is aimed at helping marketers develop winning brand strategies. It presents 24 action-oriented mantras which can help launch, build, rejuvenate and grow successful brands.

24 Brand Mantras Finding a Place in the Minds and Hearts of Consumers (Second Edition) is an excellent guide for building brands with a consumer-focus approach. The updated version of the book covers all the important elements of marketing including segmentation, advertising, promotion, sales, distribution, product portfolio design, pricing and customer service. Well illustrated with examples of latest brands, the book is a must read for brand managers, entrepreneurs, marketing managers, advertising professionals and management students.

Singh Sukhpal; (2005)<sup>\*195</sup>, This book covers core aspects of rural marketing with its primary focus on marketing agricultural inputs - the heart of rural marketing and development. This book provides an in depth understanding of the market for agricultural inputs and suggests input specific solutions for their better marketing.

The book looks inside for these and more introduction to rural marketing with focus on development approach, nature and profile of seed fertilizer; pesticide; tractor market and strategies for rural marketing like product usage focus; development marketing; ethics in marketing; partnership for sustainability.

Gopalswamy T. P.; (2005)<sup>\*196</sup>, This book attempt to keep these objectives in view in comprehensively covering the rural market environment, problems associated with rural marketing, marketing of agricultural inputs, marketing system for agricultural and allied produce, marketing of the artifacts produced by rural artisans and craftsmen, marketing of consumable and durable products and strategies which can be adopted to

realize the potential offered by the rural market. This approach is relevant to all underdeveloped and developing countries like India, which in rural areas play a significant role in development.

This book provides an in-depth analysis of the environment in which the rural market operates, the problems assorted with rural marketing and also the strategies that can be successfully adopted.

Krishnamacharya C. S. G., Ramakrishnan Lalitha; (2004) <sup>\*197</sup>, Rural Marketing has emerged as an exciting and dynamic discipline. One way of learning this discipline is through the case method. Case provides an opportunity to develop an appreciation of real life problem situations, help unfold challenges and sharpen the skills of analysis and decision making.

The book covers helpful hints on how to analyse case, guidance on preparing case analysis and written and oral presentations of case analysis. The cases in this book represent a broad range of marketing problems in the context of rural markets, emphasizing rural marketing. Each case is designed to fit into a specific section of courses. These are long and short cases with varying levels of difficulty.

Neelamegham S.; (2005) <sup>\*198</sup>, the case studies and articles contained in this volume reflect the current thinking in the subject of marketing management. They provide perspectives on key issues and problems facing Indian marketers as entering new phase of economy.

The issues, concepts and perspectives presented in the book, cut across different disciplines and encompass a wide range of business experience. The articles covers areas such as marketing and its challenging role in the labialized Indian economy, strategic marketing, Urban and rural marketing, Global competitiveness, marketing mix strategy, product, pricing, distribution and promotion challenges in the context of Indian marketing environment, sales force management and control.

The case studies in the book present real life problems faced by Indian marketing executives and provide opportunities for the concepts and tools to be

G Shrinivas Rao, Rural Marketing in India, (2002) <sup>\*199</sup>, Rural Marketing in Indian Context assumes greater importance as a wind of change is blowing form three angles- firstly, changing rural scene towards development in different spheres owing to success



of green revolution, white revolution and grey revolutions and consequent raise in the rural incomes; secondly changes in market conditions resulted from the transformation of sellers' market into buyers' market consequent to new innovations, modern technology, increased production, increased competition and stagnated urban markets; and lastly the changing Government policy towards liberalization and globalization of the Indian economy. This book is a comprehensive work on rural marketing covering almost all the dimensions of rural marketing-the rural marketing environment, its structure, different purchasing, selling, pricing, sales promotion, financial and accounting practices of rural marketers dealing in different merchandise, problems and performance of rural markets are critically analyzed. Marketing starts with consumer and ends with the consumer. Consumer satisfaction is the key for the successful marketing. But the key to consumer satisfaction lies in understanding the consumer, his likes, dislikes his expectations; shopping behaviour etc. An attempt is also made in this book to study the rural consumer profile, their shopping behaviour, buying process and their level of satisfaction with regard to rural marketing practices. This volume provides and insight into the rural marketing environment. This book is a significant addition to the existing rare stock of knowledge on rural marketing. It is extremely useful for industrialists, academics, researches, students of Commerce and Business Management as well as practitioners in marketing management in rural areas.

The preceding review points out that although role structure in families has been well researched in the West and India in general, yet there is dearth of such studies in rural segment of India. A vast of majority of Indians lives in villages whose behaviour as consumers is believed to be largely different from urbanities.

Strikingly, there is hardly any comprehensive study that centers on Marketing Mix for rural consumer. Therefore, the present study is designed to abridge gaps in the existing literature.

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