

FACTORS AFFECTING CUSTOMERS' BUYING DECISIONS OF TWO WHEELERS- A STUDY ON PUNJAB AND CHANDIGARH

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Abstract

India is a home to producers of two wheelers because the majority of the population has the median age is 26.9 years who are young and desperately likes the bikes, moped, scooters etc. In 2015, scooters witnessed year-on-year sales jump of 12.9 percent with sales of 4,880,117 units. While motorcycle sales were down by 3.4 percent last year (ET Auto.com). With the dramatic surge in the sale of two-wheelers in recent years, people take into account various factors while they decide to purchase two wheelers. This study uncovered the underlying factors those affect customers in choosing two wheelers. Data were collected from those people live in Punjab and Chandigarh and already purchased any two wheelers in recent time. In order to complete the research process, convenient sampling method was used with the help of a structured questionnaire designed based on the previous study with five point Likert's scale carrying 1strongly disagree to 5 strongly agree. Therefore, factor analysis was applied to extract the underlying factors affect the purchasing decision to buy two wheelers. The results showed that there were two most important factors, New Model Influence and Personal Traits which influences the customers' purchase decision about buying two wheeler.

Investment Pattern: An Analytical Study of Residents of Punjab

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Abstract

Investments by Individuals and households is one of the important factor in deciding capital formation in the economy. Various researches have been conducted to understand awareness and preference of individuals regarding different investment options available in the market. Present study has been conducted in Punjab to know the awareness and percentage of holding of different investment options amongst residents of Punjab. It has been observed that traditional options like bank deposits, gold and real estate are generally preferred by residents of Punjab. Equities, Mutual Funds, Commodities are not the preferred options amongst residents of Punjab.

Impact of MLM Product Attributes on Customer Perception While Purchasing The Products

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ABSTRACT

Multilevel marketing(MLM) industry has emerged as a new era of marketing across the world. The business of MLM companies has gained an exponential growth over last few years in India. The range of products offered by MLM companies tends to allure the customers to purchase the products. Many success stories of these companies in a very short time and mammoth sale of their products fuelled our curiosity to ascertain the product attributes offered by MLM companies which have the highest level of contribution in influencing the consumer perception while purchasing the products. Generally, Customers evaluate the products on the basis of its intrinsic attributes (e.g., quality, color, shape or physical characteristics) and extrinsic attributes that are not part of the actual physical product (e.g., price, brand name, and packaging). A large scale survey was conducted to collect the primary data, after that factor analysis applied on the data in order to clubbing the similar responses variables in one factor. The findings of this study revealed that product quality, price, brand, easy availability and quantity are some of the key attributes of MLM products which influence the customers to purchase the same. Moreover, service, country of origin and company image has also significant impact on customer perception.

Analysing the Impact of Celebrity Credibility on Purchase Intentions & Buying Behaviour in FMCG Sector In Punjab, India

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Abstract

Celebrity endorsements are famous marketing strategy in India. Consumers are continually looking for some support to reduce disharmony and risk towards products/services. A little gesture of approval provides support or confirmation to the consumer. The purpose of this paper was to find if there is any relationship between celebrity credibility i.e. trustworthiness, attractiveness and expertise and consumer buying intentions. The results showed that there is significant relationship between consumer buying intention and celebrity credibility. But the individual effect of attractiveness and trustworthiness was moderate while that of expertise was high. Also, it was found out that the consumer has positive intention of buying celebrity endorsed products which are related to skin care, kitchen was, deodorants and hair care.

INNOVATIVE MARKETING TOOLS – A CASE STUDY OF IDFC MUTUAL FUND

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INNOVATIVE MARKETING TOOLS – A CASE STUDY OF IDFC MUTUAL FUND

ABSTRACT: The present study is based on various innovative physical tools, videos and movies “One Idiot” and “BachatNiveshBadhat” made by IDFC (Infrastructure Development Finance Company) Mutual Fund Company. . IDFC has made various tools but in this study taken only Pyramid Puzzle, T-Puzzle and Newspaper tool. Marketing tools made by IDFC Mutual Funds are game changer for a mutual fund industry. The purpose of the study is to study the effect of IDFC movies “One Idiot” and “BachatNiveshBadhat” on customer, effect of various physical tools made by IDFC on customer to understand their needs and effect of Game Changer Tools of IDFC by creating more happy mutual fund investors. The study is based on respondents of 200 investors of Jalandhar and Hoshiarpur. The study concludes that with the help of tools and movies made by IDFC it had brought ease in the customers to understand the concept and make a wiser decision rather than just depending on the thorough concept. Thus, marketingstrategies plays an important role in the overall market development and this will expand the investors’ base of mutual fund industry

**“MEASURING FREQUENT FLYER PROGRAMME AMONG CORPORATE
TRAVELERS: AN EMPIRICAL STUDY ON DOMESTIC AIRLINE SERVICES IN
MODERN CHENNAI CITY”**

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ABSTRACT:

The Indian Aviation Industry is among world's fastest growing industries and it has undergone huge transformation following the liberalization of the aviation industry in India. Once owned by the government, the aviation sector of India is now privately owned with full service airways and affordable carriers. Almost 75% of the domestic aviation sector consists of the private airlines. Aviation plays a vital role in moving people or products from one place to another, be it domestic or international, especially when the distances involved are far. In a highly competitive environment the provision of high quality services to passengers is the core competitive advantage for an airline's profitability and sustained growth. Frequent Flyer Programme (FFPs) have been used as a common strategy in the competitive airline industry. These can be defined as a service quality attribute which consists of some redemption of free flight miles and often determines the selection of airlines. It is a loyalty program offered by an airline and designed to encourage airline customers enrolled in the program to accumulate points also called miles, kilometers or segments which may then be redeemed for air travel or other rewards. The objective of research paper is to study corporate travelers who travel frequently on the same airline and aim to measure their level of loyalty and relationship with domestic airline services in Chennai city. This study also investigates the effect which a strategy by airlines of building relationships with customers has on customer satisfaction, loyalty, and ultimately customer retention.

CONSTRAINS IN MARKETING AND PRODUCTION OF ORGANIC AGRICULTURE PRODUCTS - A CASE OF PUNJAB

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ABSTRACT-Agriculture has been backbone of Indian economy since ancient times. Agriculture has been basic occupation for Indian people. Organic farming/ agriculture is a unique production management system, which promotes and enhances agro-eco system of health including bio diversity, biological cycles and soil biological activity. In current scenario Agriculture land in India decreasing at high rate due to urbanization and quantity of pesticides and fertilizers increased over last few years to increase the yield. The state of Punjab, known as 'Food Bowl' of the country, is the largest surplus state in terms of food grains, but these agriculture products are containing harmful elements of chemicals and fertilizers. In today's era People are highly conscious about their health and the demand of organic products is very high. Organic farm products have got more value as compared to inorganic products. But still people are not producing organic vegetables and other food products. Government should play role as promoter in the field of organic farming. More financial and technical stimulus required from government side to increase the organic production in the state.

In this review we access the status, opportunities of organic farming in India. We also try to identify those constraints that impede adoption of organic farming especially for small farm holders. It is also the attempt to find out what are the main hurdles Indian farmers are facing in cultivating and marketing organic products, how government policies can stimulate the organic farming in terms of financial, technical assistance and fixing the MSP for the organic products.

Workforce Diversity: A Key to Improve Productivity

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ABSTRACT

Workforce diversity means similarities and differences among employees in terms of age, cultural background, physical abilities and disabilities, race, religion, gender, and sexual orientation. No two humans are alike. People are different in not only gender, culture, race, social and psychological characteristics but also in their perspectives and prejudices. Society had discriminated on these aspects for centuries. Diversity makes the work force heterogeneous. In current scenario, employing diversified workforce is a necessity for every organization but to manage such diversified workforce is also a big challenge for management. This paper critically analyses the workforce diversity and its impact on productivity of an organization. The researcher after examining the literature and various research papers concluded that workforce diversity is strength for any organization but people still stick to their views related to caste, religion etc. and so consider diversity as a problem but if managed properly, can increase the productivity.

Demonetization In India: Boon or Bane

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Abstract

Demonetization of currency means discontinuity of the particular currency from circulation and replacing it with a new currency. Demonetization was effectively planned by the think-tank but suddenly declared in an unplanned way to curb black money in Indian economy. The cash ban caused considerable damage to the wheels of the economy in the form of forced unemployment. The Indian informal sector, which provides 80 percent of total employment was much affected.