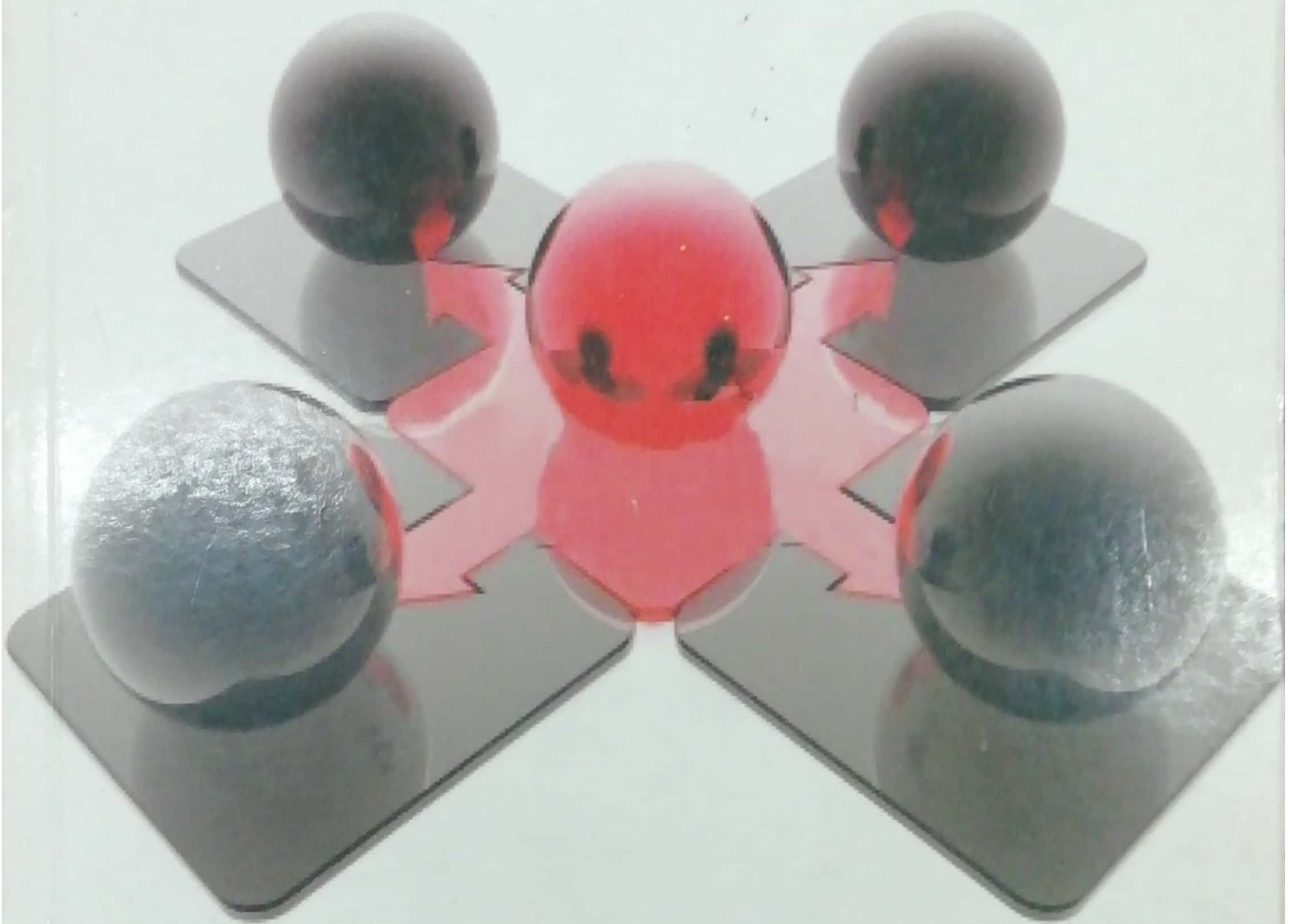


STRATEGIC QUALITY MANAGEMENT

THROUGH INNOVATION AND VALUE CREATION

Reshma Nilchat



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Neuro Marketing the Conceptual Frame Work

Osman Bin Salam

Reshma Nikhat

Abstract

NeuroMarketing is the application of neuroscience to marketing. NeuroMarketing includes the direct use of brain imaging, scanning, or other brain activity measurement technology to measure a subject's response to specific products, packaging, advertising, or other marketing elements. In some cases, the brain responses measured by these techniques may not be consciously perceived by the subject; hence, this data may be more revealing than self-reporting on surveys, in focus groups, etc.

INTRODUCTION

NeuroMarketing is a new field of marketing that studies consumers' sensorimotor, cognitive, and affective response to marketing stimuli. Researchers use technologies such as functional magnetic resonance imaging (fMRI) to measure changes in activity in parts of the brain, electroencephalography (EEG) and Steady state topography (SST) to measure activity in specific regional spectra of the brain response, and/or sensors to measure changes in one's physiological state (heart rate, respiratory rate, galvanic skin response) to learn why consumers make the decisions they do, and what part of the brain is telling them to do it. Companies such as Google, CBS, and Frito-Lay amongst others that have used neuromarketing services to measure consumer thoughts on their advertisements or products.

The neuromarketing concept was developed by psychologists at Harvard University in 1990. The technology is based on a model whereby the major thinking part of human activity (over 90%) including emotion proceeds in subconscious area that is below the levels of controlled

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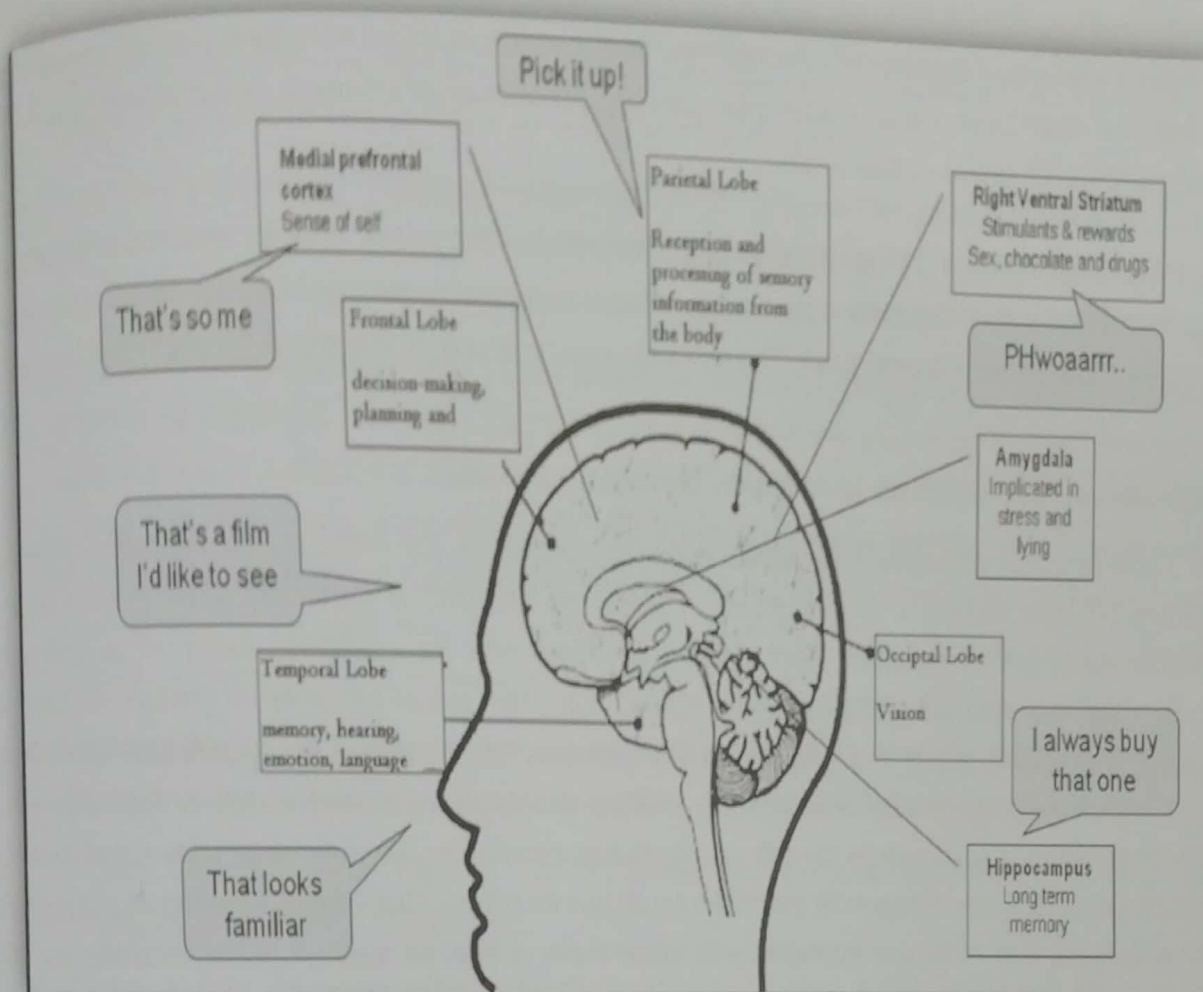
awareness. For this reason the perception technologists of the market are very tempted to learn the techniques of effective manipulation of the subconscious brain activity. The main reason is to inspire the desired reaction in person's perception as deeply as possible.

The base of neuromarketing is "meme (by Richard Dawkins - a unit of cultural information similar to gene) Meme is a unit of information stored in the brain. These units are effective influencing human who is making choices and decisions within 2.6 seconds. If "meme" is chosen properly we remember the good, joke or song and would share it. "Memes stay in memory and they are affected by marketers".

The customers make buying decisions in seconds and understanding the brain activities that led to the decision is the new way for understanding customer preferences. NeuroMarketing measures the brain activity of the customers while making a purchase decision. Marketers try to understand these common behaviors and design marketing and promotion plans to push the products in such a way that it attracts the customers.

Customer Buying Behaviour

This has path breaking applications in the field of marketing and advertising. NeuroMarketing researchers use fMRI to observe which areas of the brain "light up" when the test subjects view, hear or even smell products. The same applies to test subjects viewing various advertisements. E.g If participants undergoing fMRI are shown a series of advertisements and if for some the medial prefrontal cortex lights up, indicating increased neural activity, one can conclude that the participant is thinking about the product. This is a sure-shot way to test which advertisements have an impact on the viewers mind and which does not. The real time imagery even gives the indication which elements of the advertisements are effective and which is not. They can then focus more on the ones which elicits the right response from the viewer and cull out the ones which fail to do so. More precisely it can be used to learn which elements of the advertisement are responsible for 'neuroengagement'- things that appeal to us, and which ones for 'counterforce'- our brains calculated way of trying to avoid such appealing forces.



Various parts of a human brain which affect buying decisions of consumers

E.g. In a advertisement for Rolls Royce, its look would elicit 'neuroengagement', however its exorbitant price tag would result in 'counterforce'. Such specific knowledge can save the advertisements millions of rupees which are unknowingly spent on elements having no desired impact on the viewer. Having known the consumers' response to various stimuli it equips the marketers with significant fire power to elicit the desired response to their brands.

Neuroscience and Brand Connections

As neuroscience opens the brain to marketers' scrutiny, the electrical flashes that arise in response to stimuli make it increasingly apparent that what drives purchase decision making is actually a primal mechanism of the mind -attachment. This signal of a potent emotional attachment is the primal mechanism of the mind -attachment. This signal of a potent emotional attachment is the primal mechanism of the mind -attachment. It's a form of primal brand magic, built on a near-mythical brand foundation for brand success. A brand experience has the potential to actually transform our inner world and inspiring us to buy.

brain chemistry. The experience of a product/service and its messaging can be transformational in a sensory way and emotionally. More importantly, at the end of a satisfying product experience, our feelings have been transformed into a strong emotional attachment (magical/mystical bond) that endures until proven otherwise)

Fostering magical brand connections is particularly important in this "new normal" era of consumer frugality because an emotional connection creates consumers loyalty. But how can CMOs begin the quest for the magic brand grail. These three keys will unlock the doors to begin the journey.

Traditional Market Research Vs. Neuroanalysis

The disadvantage with this innovative ways to market is the difficulty to correctly estimate the thoughts and behavior of customers. The Neuro analysis is generally done in labs where a testing customer is provided with multiple products and the purchase behavior is analyzed through sophisticated scientific methods. Many times, the actual behavior of customers tend to vary from the way they behave in a pre set environment. What modern marketers look into is how the new technologies can be leveraged to analyze the target customer trends to formulate new marketing methods to increase the effects of product promotion. Studies have shown that most of the purchase decisions happen at the last minute before billing. Customers sometimes leave their favorite brands and pick new products and place them in their shopping basket, reasons are still unknown and neuroanalysis comes into play in such situation. Tomorrows marketing decisions will be decided by the analysis of the neuro studies of human brain.

Conclusion

Having said that, it needs to be noted that the field of NeuroMarketing is still in its embryonic stage. It is developing with more and more new studies being conducted round the year. However as with any emerging field, there is enough scope of improvement in this as well. In spite of its utility it is still not widely used by the companies. High price of the fMRI test prohibits many companies from trying it out. The fact that the test subjects are subject to brain imaging to understand what they are thinking, is considered to be unethical to many, resulting in a reluctance to participate in such studies and high participation fees. The fact that fMRI machines are cumbersome doesn't help things. Also, the cases where NeuroMarketing is applied successfully are still few and far between vis-a-vis traditional marketing methods, to gain currency amongst the marketers. As more and more successful cases emerge, the suspicion regarding the technique would fade away and acceptance would take root.

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3. Ab c d Dawkins, Richard (1989), *The Selfish Gene* (2 ed.), Oxford University Press, p. 192, ISBN 0-19-286092-5, "We need a name for the new replicator, a noun that conveys the idea of a unit of cultural transmission, or a unit of imitation. 'Mimeme' comes from a suitable Greek root, but I want a monosyllable that sounds a bit like 'gene'. I hope my classicist friends will forgive me, if I abbreviate mimeme to meme. If it is any consolation, it could alternatively be thought of as being related to 'memory', or to the French word *même*. It should be pronounced to rhyme with 'cream'."
4. Millikan 2004, p. 16; Varieties of meaning "Richard Dawkins invented the term 'memes' to stand for items that are reproduced by imitation rather than reproduced genetically."
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8. Natasha Singer (3 November 2010). "Making Ads that Whisper to the Brain". The New York Times. <http://www.drdauidlewis.co.uk/assets/NeuroMarket1.pdf>.

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C SR Policy and its Implementation: A Study of Select IT Companies

Reshma Nikhat¹

ABSTRACT

Days are gone when the corporates use to be responsible for the goals of the organization, now it has to equally think about the society which is directly or indirectly getting affected with the policies, taken such care of the society is termed as Corporate social responsibility (CSR) it is being the way through which a company achieves a balance of economic, environmental and social imperatives ("Triple-Bottom-Line- Approach"), focusing on people ,planet and profit. While at the same time addressing the expectations of shareholders and stakeholders, as explained by United Nations Industrial Development Organization (UNIDO). It is a corporate initiative to assess and take responsibility for the company's effects on the environment and impact on social welfare, became noticeable over the last two decades as the policies and the practices where not upto the codes and standards. CSR is a tool used to integrate societal objectives with the company's operations and growth. It has become mandatory now for the companies and have its policies.

Keywords: Corporate Governance, Corporate Social Responsibility, Mandates, Sustainable Development, Transparency

Introduction

CSR is the process by which an organization thinks about and evolves its relationships with stakeholders for the common good, and demonstrates its commitment in this regard by adoption of appropriate business processes and strategies by working on the triple bottom line approach, and now companies are compelled to react as it has become mandatory now. The idea has gained prominence over the last two decades with better understanding and taking different issues by different companies and countries in their own way, whatever may be the method, issues the main objective was to see that the society at par should be benefitted.

CSR projects are far more replicable, scalable and sustainable, with a significant multiplier impact on sustainable livelihood creation and environmental replenishment. (Osborn

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2001)¹. It is not charity or mere donations, but a way of conducting business, by which corporate entities visibly contribute to the social good. CSR team identifies and engages with growing and impactful projects that deliver quality in the areas the company decides to focus on. This paper has tried to study the CSR policy in select IT firms as it has been found that the IT sector employees are young and work for longer hours and different shifts, come from different cultures and regions and comparatively better paid, they are the future leaders and the values can be inculcated in a broad platform. Kevin Jones and Jennifer viewed CSR as a tool to facilitating relationship management, and thus building support networks for the organisation, instead of as a set of activities that build organisational legitimacy through the management of perceptions.

Review of Literature

CSR as a construct that "encompasses the economic, legal, ethical, and discretionary expectations that society has of organizations at a given point in time" (Carroll 1979) In 1991 Carroll illustrated these four responsibilities in a pyramid, which ranks business responsibilities in order of relative importance, with economic responsibilities assumed as primary, followed by legal, ethical and finally philanthropic responsibilities.²

CSR enhances the relationship between Service Quality (SQ) and Purchase Intention (PI), proving that the presence of CSR activities as a moderator enhances the impact on finding to understand consumer behavior towards relationship between service quality and purchase intention. The organizations should communicate the performed CSR activities to its stakeholders clearly.

According to Jai Prakash and Sharma, Corporate governance came into prominence in the early 90s after the problem of policies and practices of Junk Bond Fiasco of USA and failure of Maxwell, BCCI and Polypeck in UK. India had a scam of Harshad Mehta in 1992.³

CSR enhances the relationship between Service Quality (SQ) and Purchase Intention (PI), proving that the presence of CSR activities as a moderator enhances the impact on finding to understand consumer behavior towards relationship between service quality and purchase intention. The organizations should communicate the performed CSR activities to its stakeholders clearly.⁴

The researchers felt that no food retailer in the investigated European country has a successful CSR positioning, even if it intensively communicates. Therefore it has to be considered critically whether the input-output ratio of the cost to communicate and the impact on consumer behavior are at least balanced, it is worth rethinking their CSR communications strategy.⁵

- 1 Erica van harpen, joost, m, e, penning, Matthew Muhlenberg consumer's evaluations of socially responsible activities in retailing, <https://www.researchgate.net/publication>
- 2 Carroll, A. B. (1991). The Pyramid of Corporate Social Responsibility: Toward the Moral Management of Organizational Stakeholders. *Business Horizons*, 34, 39-48.
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- 4 Hammadhassan, maryamsaeedhashmi and zahoorsarwar, exploring the impact of retail stores' service quality on consumers' purchase intention: the moderating role of CSR". *Middle-east journal of scientific research* 19 (4): 505-520, 2014, ISSN 1990-9233.
- 5 Eva Lienbacher, Christina Holweg, Nicole Rychly, Peter Schnedlitz, csr in food retailing: what's really on customers' minds?

The World Business Council for Sustainable Development (WBCSD) defines CSR as, "The continuous commitment by the business organization to behave ethically and contribute to the economic development while improving the quality of life of the workforce and their families as well as of the local community and society at large". CSR projects are far more replicable, scalable and sustainable, with a significant multiplier impact on sustainable livelihood creation and environmental replenishment. Principle as follows: CSR activities mitigate risks, enhance reputation, and contribute to business results, that is all to the good. But for many CSR programs, those outcomes should be a spill over, not their reason for being. Yet all have one thing in common: They are aligned with the companies' business purpose, the values of the companies' important stakeholders, and the needs of the communities in which the companies operate. These companies, of course, stand in stark contrast to those that are focused solely on creating value for their shareholders.⁶

The original pyramid of CSR needs updating to reflect the increased power of business relative to government in the 21st century. The amended pyramid of CSR places ethical responsibilities as primary, followed by legal responsibilities economic responsibilities and lastly philanthropy.⁷

Hanna Schramm - Saarbruecken's study we contribute to the knowledge on the impact of CSR in the retailing industry on consumer behavior, which has only seldom been addressed in previous research and to the best of our knowledge has not been analyzed in such a comprehensive manner, covering all six domains of CSR activities. Our study on CSR's impact on consumers' purchasing behavior is in line with the research that generally suggests that the influence on companies' market performance is positive in terms of affecting customer loyalty and purchasing behavior. We could reconfirm this for the retailing industry.⁸

According to HBR review there is equally important need to ensure that society does not suffer from disparities of income and provision of basic services like health care, education and literacy, companies are adopting CSR practices because of various benefits like

1. Securing strong relationship with stakeholders
2. To increase attractiveness of investors
3. Create a better & stimulating work environment
4. To improve organization effectiveness
5. Create & maintain high reputation.⁹

Wilson (1994) argues that creating an environment in which the organisation can flourish depends upon developing relationships with stakeholders including government, industry, suppliers, employees, special interest groups, and local and national communities.¹⁰

- 6 V. Kasturirangan, Lisa Chase and Sohel, social responsibility the truth about CSR, jan-feb 2015 issue.
- 7 Denise Baden, Are construction of Carroll's pyramid of corporate social responsibility for the 21st century, International Journal of Corporate Social Responsibility 2016:8 DOI: 10.1186/s409910160008© Baden 2016 Published: 2 August 2016.
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CSR communication strategies that are adapted to consumers' cultural backgrounds could be essential (Ding 2006), especially when the message content and audience's message perception are tied to cultural values (e.g. Kim & Johnson 2013).¹¹ CSR activities. Communication practitioners implementing CSR or CRM campaigns across different cultural groups should carefully examine audience's cultural backgrounds and their impacts on individuals' message processing, and develop culturally adaptive messages.¹²

Objectives

1. To know the concept of CSR & the various benefits of CSR.
2. To study the CSR status in the IT Firms.
3. To understand the diversified activities under CSR by It firms.
4. To look into various kind of CSR policies.

The modern times are followed by Globalisation and the rise of variety for the consumers and their welfare is kept in mind to better oneself and the society at large. Some of the IT Companies based on the corporate social responsibility and its incorporation and implementation policies are studied for the same and the details are given below.

I.TechMahindra's CSR policy works for the "Educated, skilled and able people providing equal opportunities to people with different abilities. The Foundation was set up in 2007, as a Section 25 Company (referred to as a Section 8 Company in the Companies Act, 2013). The Foundation essentially works with children and youth from urban, disadvantaged communities in India. In the current year, it will reach out to as many as 80,000+ primary and 400,000+ secondary beneficiaries. Of these, at least 50% are girls/young women and 10% are people with disabilities. It has 10,000+ associates over 50,000+ hours with its beneficiaries through a robust corporate volunteering programme.

Tech Mahindra's social work is currently focused upon three areas School Education, Employability and Technical Education, the Foundation is running 150 + projects at 10 locations in 9 states/union-territories of India, long-term partnerships with government, non-government, corporate and institutional agencies.

Among which 1245 proposals from 375 schools entered into the semi-finals, and 124 projects that entered the final, 32 were ultimately selected for awards (10,000-80,000 INR (USD 1,460-11,700)).

The second Social Innovation Cup in 2009 with 6,252 applications from 766 colleges and universities, among which 1,181 proposals from 377 schools entered into the semi-finals. 29 proposals were selected as the winning projects who received Google's funds.

11 Kim, J.-E., & Johnson, K. K. P. (2013). The impact of moral emotions on cause-related marketing campaigns: a cross-cultural examination. *Journal of Business Ethics*, 112(1), 79–90. doi:10.1007/s10551-012-1233-6.

12 soojungkim and jiyangbae: Cross-cultural differences in concrete and abstract corporate social responsibility (CSR) campaigns: perceived message clarity and Perceived CSR as mediators, *International Journal of Corporate Social Responsibility* 2016:6 DOI: 10.1186/s40991-016-0009-1 © Kim and Bae 2016 Published: 2 August 2016

In 2010, Among the 18,200 proposals from 1,060 schools, 1,511 proposals from 506 schools has made to the semi-final round. 28 student teams were selected to be funded to run their projects in 2010 summer.

In 2011, Among the 20,600 proposals from 1,278 colleges and universities, 3,326 proposals from 677 schools made their way into the semi-finals and 310 proposals from 172 schools into the finals. Winner teams, approximately 40 expected, that stand out in the end will run their projects in 2011 summer with Google awards ranging from 20,000 to 80,000 RMB (USD 3,050-12,200).

"Google China Social Innovation Cup for College Students" is a nationwide competition that aims to empower China's youth to become agents of social change. 100 of them that top in the number of proposal submission will share 500 Google "Campus Volunteer Stars" Scholarships every year.

Social issues addressed have included education, poverty alleviation, disability aid, healthcare, women and children, arts and culture, and community development.

Google Grants is an in-kind donation program awarding free AdWords advertising to select charitable organizations. Since its inception, it has supported hundreds of organizations in advocating and promoting their causes, from animal rights and literacy to abandoned children and HIV education. Room to Read, which educates children in Vietnam, Nepal, India and Cambodia, attracted a sponsor who clicked on its AdWords ad.

In the aftermath of the Sichuan earthquake in China, Google Grants also supported the China Red Cross, China Charity Federation, China Youth Development Foundation, China Children and Teenager's Fund and other organizations with free in-kind advertising of over 6 million RMB.¹³

Table-1: CSR Policies of Microsoft

Categories of CSR activities	Microsoft Performance
Educating and empowering workers	More than 99% of Microsoft employees completed annual training on Standards of Business Conduct, which is available globally in 17 languages
Labor and human right	86% of employees surveyed stated that they would recommend Microsoft as a great place to work. The proportion of women in the global workforce grew from 24% to 28% during 2014. Representation of women and minorities increased from 22% to 27% during the same period.
Health and safety	The company conducts Voice of the Supplier Surveys in an anonymous manner to monitor the adherence to health and safety and other important CSR-related principles.
b) Emissions	Microsoft has purchased 3 billion kilowatt hours (kWh) of renewable energy in 2014. All new data centers of Microsoft have an average 1.125 Power Usage Effectiveness (PUE), which is one-third less than the industry average. Company's carbon offset project portfolio represents more than 600,000 metric tons of carbon dioxide (CO ₂) emissions.

¹³ www.google.com

Categories of CSR activities	Microsoft Performance
Other initiatives	The Microsoft Youth Spark Initiative has been introduced to create opportunities for 300 million youths. The initiative has resulted in creation of opportunities for 124 million. Microsoft has launched Office 365 for Non-profits in 92 countries around the world, providing \$55 million worth of Office 365 subscriptions to nearly 11,500 non-profits globally. Microsoft completed the Global Network Initiative (GNI) Phase III Assessment, conducted by an independent assessor, and the GNI Board determined that Microsoft is compliant with the GNI Principles on Freedom of Expression and Privacy. The company began the audit of its non-hardware suppliers against 23 different ethical, social, and environmental risks by country and by commodity category.

Source: microsoft.com

II. IBM defines itself by fundamental values not by products, technologies or leaders, shared values are given more importance than ever before, identify and act upon new opportunities to apply our technology and expertise to societal problems, its existing programs and initiatives to achieve maximum benefit. Empowering employees and others to serve their communities and integrate corporate citizenship and social responsibility into every aspect of our company. Microsoft spending on CSR initiatives in 2014 exceeded \$1 billion, which includes cash donations of \$119 million and in-kind donations worth \$948.6 million.¹⁴

III. ITC believes that a company's performance must be measured by its Triple Bottom Line contribution to building economic, social and environmental capital towards enhancing societal sustainability and the strategic context of business, enterprises possess, beyond mere financial resources, the transformational capacity to create game-changing development models by unleashing their power of entrepreneurial vitality, innovation and creativity. ITC has crafting unique models to generate livelihoods and environmental capital.

Enhancing environmental and natural capital, supporting rural development; promoting education; providing preventive healthcare, providing sanitation and drinking water; creating livelihoods for people, especially those from disadvantaged sections of society, in rural and urban India; preserving and promoting sports;

Developing the required capability and self-reliance of beneficiaries at the grass roots for social and economic development;

Engaging in affirmative action interventions such as skill building and vocational training, to enhance employability and generate livelihoods for persons from disadvantaged sections of society;

Pursuing in areas that fall within the economic vicinity of the Company's operations to enable close supervision and ensure maximum development impact;

Carrying out in relevant local areas to fulfil commitments arising from requests by government/regulatory authorities and to earmark amounts of monies towards "Enterprise Social Responsibility (ESR)" activities and to spend such monies.

¹⁴ www.microsoft.com /john dudovskiv/may 15, 2015 .

Providing equal opportunities through CSR Programmes as vendors or employees on merit.

Promoting sustainability in partnership with industry associations, like the Confederation of Indian Industry (CII) through the CII-ITC Centre of Excellence for Sustainable Development.

Implementation: through ITC Education Trust, Rural Development Trust, Sangeet Research Academy, Bhadrachalam Education Trust, Tribeni Tissues Education Society (and other Trusts, Foundations and Section 8 companies that may be established by the Company from time to time.

Governance: The CSR and Sustainability Committee will place for the Board's approval, a CSR Plan delineating the CSR Programmes to be carried out during the financial year and the specified budgets thereof. The Corporate Management Committee (CMC) will assign the task of implementation of the CSR Plan within specified budgets and timeframes to such persons or bodies as it may deem fit.

The persons/bodies to which the implementation is assigned will carry out such CSR Programmes as determined by the CMC within the specified budgets and timeframes.

Reviewing the implementation of the CSR Programmes once a quarter and issue necessary directions from time to time to ensure orderly and efficient execution.

Every six months the CMC will provide update to the Sustainability Committee and give review of reports and status of implementation of the same.

At the end of every financial year, the CSR and Sustainability Committee will submit its report to the Board.

IV. Wipro's view is that it is critical to engage with the social and ecological challenges that face humanity. Social programs on a strong foundation of ethical principles, good governance and sound management. This includes, among other things, holding ourselves up to public scrutiny through a framework of transparent, rigorous reporting. Its engagement with social and ecological issues goes back a long time. The central tenets of its approach have been the emphasis on strong, meaningful work on systemic social issues. Its policy reflects these principles and strategies that have informed long history of corporate citizenship and social responsibility over the years.

1. Wipro's foremost responsibility of an organization is to run its business ethically and in compliance with the law in letter and spirit, with a set of foundational values as embodied in Spirit of Wipro and comprises, at the least, the following three principles
 - a) Unyielding integrity in every aspect of business
 - b) Treating people everywhere fairly and with respect – at the workplace as well as in communities outside and
 - c) Demonstrating ecological sensitivity in thought and action.
2. Its approach to social responsibility and sustainability rests on three important pillars.
 - a) The Strategic: Choosing domains and issues to engage with that are force multipliers for social change and sustainable development. Social responsibility is as much about

being a sustainable organization as it is about external initiatives. Therefore, some of its areas of engagement lie at the convergence of business goals and social purpose.

b) The Systemic: Within the chosen domains, engaging on systemic issues that require deep, meaningful and challenging work. Given the nature of social change, this implies commitment over the long term, typically for several decades because real, genuine change does that long to happen.

c) The Deliberative: emphasis is on depth and on long term commitment implies a deliberative approach that precludes spreading ourselves thin or engaging in 'cheque book philanthropy'. By implication, this also means that we are wary of expanding and growing our social programs as ends in themselves.

3. Governance and Management: The Board Governance, Nomination and Compensation Committee will be the apex body that will oversee its CSR policy and programs. The committee comprises of following independent directors, Member An officer of the company at the senior most level will report to the Board CSR committee, who looks after the goals, objectives and budgets. Comprehensive, transparent reporting on sustainability.

4. Implementation: is through multiple channels – a separate trust (e.g. Wipro Cares) or directly through functions and groups within the company that have been set up for this purpose. Decisions will be taken by the CSR leadership of the company. The approach is to primarily work through partners with established track records in the respective domains. The majority of its projects are long-term multi-year programs.

5. CSR and sustainability must transcend boundaries whether organizational or national. Wipro's social and sustainability initiatives center on Education, Ecology, and Community Care. The principles for the programs are: Education: Engaging in deep and meaningful systemic work in the area of school and college education.

Community Ecology and Health Care: Engaging with the community on issues of Health Care, Ecology and Education for the underprivileged of Business Sustainability: Reducing and minimizing the environmental footprint of our operations and enhancing the biodiversity.

Diversity: Encouraging and enhancing diversity at the workplace and outside on gender, nationality and persons with disability .work in education is driven by the belief that education is a key enabler of social change and a better society, believe in a social vision of democracy where each citizen is not only capable in an individual sense but also sees the ethic of equity, the essentiality of diversity, the ethos of justice, and is thus driven by social sensitivity. School Education in India: systematic issues in school education in India through a network of partner organizations. Over the past 14 years, it is associated with 60 organizations at different levels and have worked closely with 35 organizations working in improvement of school education, through organization-level and project-level support for 67 projects till now, which has contributed to systemic improvements at multiple levels including state and central government level educational reforms.

6. Education for children with disability: There has been inadequate focus on education for children with disability.

Sustainability Education: Started in 2011, the program brings together key concerns: school education and sustainability. This program reached out to more than 3000 schools, 3500 educators and 15000 students since inception. School Education outside of India: Contribute to improve Science and Math education in schools primarily serving disadvantaged communities in US cities. The program is currently active in Chicago, in New Jersey, New York and in Boston Engineering Education, the IT Services industry contributes to nearly 8% of the GDP.

Skills development for students that is based on a comprehensive framework of postgraduate level education and (b) Capacity building among the faculty of engineering colleges. The Wipro Academy of Software Excellence (WASE) program helps Science graduates to study for a Master's degree in Software Engineering (M.Tech). Run in partnership with the Birla Institute of Technology & Science (BITS), Pilani, India, this unique program blends rigorous academic exposure with practical professional learning at the workplace, we run a similar program called WISTA in collaboration with Vellore Institute of Technology (VIT) for science graduates without a mathematics background. Since 2007, it has reached out to nearly 27500 faculty across 1300+ colleges in 27 states.

Primary Health Care: touches the lives of 50000 people in 45 village communities in the areas of Waluj, Amalner, Mysore, Tumkur and Hindupur in India. Engaging in a number of significant post-disaster rehabilitation projects, most notable of which have been the Gujarat earthquake, the Tamil Nadu tsunami and the Karnataka floods. Business Sustainability: working based on the Triple Bottom line framework, focuses on a range of ecological and workplace initiatives, the principal ones of which center around Energy and Carbon, Water, Waste, Biodiversity, Product Stewardship, Supply Chain Responsibility, People Diversity on the aspects of Gender, Disability and Nationality, Employee health, wellness and safety, Employee empowerment through continuous learning and advocacy forums and a framework of comprehensive public reporting.

It has a presence in more than 57 countries around the world; of our workforce of more than 145,000 employees, 11% comprise nationalities other than Indian. Issues of healthcare, education, access to energy, water and sanitation and livelihoods are often closely inter-linked.

7. Wipro's Charter on CSR it is critical to engage with the social and ecological challenges that face humanity. It is the conviction that the engagement with social issues must be deep, meaningful and formed on the bedrock of long term commitment; for that is the only way by which real change can happen on the ground. This is also reflective of the fact that such an approach serves both, enlightened business interest and social good. its social programs run on a strong foundation of ethical principles, good governance and sound management including.¹⁵

V. Cognizant is focusing on the sustainability efforts in various programme ranging from reducing the environmental impact of company's operations ,providing a safe workplace

¹⁵ www.wipro.org

while promoting professional development of the employees, maintaining a high standard of business conduct, delivering superior service and tangible business advantage to the clients.

The company follows a strict policy on CSR and supplier ensuring that its priorities are clear, concrete and unmistakable to the stake holders consisting of employees, clients, investors. The mandate of the company is dual from operating with greater efficiency and productivity to run better, simultaneously achieving innovation led advances in performance and value to run differently. Client first is the culture of the company where experienced professional client team ensures flawless alignment. It strives to create and support learning experiences that are accessible, stimulating, enriching – and fun.

Education efforts are aligned with the needs of each region in the company's global network, with a focus on alleviating disparities in education due to gender, economic level or distance from urban centers. Since 2011 it has awarded over \$ 9 million in grants and has introduced 25000 children to 1.5 million hours of making activities focused in math disciplines in 200 communities.

Its Global delivery platform allows associates, business partners and customers to work as one sharing their experiences and insights and collaborating in real time results.

Project Outreach is one of the world's largest corporate volunteer efforts, and focuses on learning, mentoring, career counseling and talent development, it logged over 1.25 million volunteer hours since inception in 2007. Today, supporting in India, the Philippines, Singapore, Australia, Hungary, and the Benelux region, UAE, Argentina, Germany, China, UK and North America.

Fulfilling the education, healthcare and livelihood needs of economically and socially disadvantaged segments of society,. Peoples development efforts are focused on attracting and retaining talented individuals, building a diversified workforce offering effective programs to advance their carrier.

Client first work ethics which It stands for professionalism, integrity and passion for excellence. Women empowerment aims in attracting developing and promoting them.

Health and safety initiatives including employee health screening program in India's IT industry, wellness first campaign encourages better nutrition and other healthy practices. Occupational, health and safety measures: Strategies are executed to conserve energy and reduce waste through disciplined management practices ,improves facilities design and reengineered business processes.

Paperless office program has made great strides in reducing paper usage across the global operations. 43% less per capita carbon emission is taken care of with the go green campaign. Around 4000 volunteers as green brigadiers are involved in the cleanup efforts, recycling campaigns and awareness raising activities in their communities.16

VI. Infosys strives for economic development that positively impact the society at large with minimal resource footprint. Embrace responsibility for the company's actions and encourage a positive impact through its activities by eradicating extreme hunger, poverty

16 <https://www.cognizant.com/company-overview/sustainability>

and malnutrition, promoting healthcare, sanitation and safe drinking water. For the Environment, communities, stakeholders and the society.

Education: Employment enhancing vocational skill especially among children, women and elderly and differently abled persons.

Rural Development Projects: Strengthening by increasing accessibility, housing, drinking water, sanitation, power and livelihood by creating sustainable villages. Gender equality and empowerment of women: setting up home, day care centers and hostels. Environmental sustainability: ecological balance, flora and fauna, safeguarding animal welfare agro forestry etc. National heritage arts and culture: protecting building sites and monuments setting up libraries, developing traditional arts and handicraft. 17

Conclusion

Since the last decade it has established a strong foundational framework for social and environmental initiatives both within the organization as well as outside. As it has become mandatory either by pull or push companies has to think about CSR which if implemented successfully will definitely will bring in the change in the society. As IT sector has expatriates also the policies can be adopted of other countries easily. The coming together of business, government and civil society to address society's biggest challenges holds great promise, which is brought with the distinctive vision, commitment and energy to the fullest.

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REVIEW OF RESEARCH

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BEHAVIOURAL PATTERN OF CONSUMERS TOWARDS THE ORGANIZED RETAIL OUTLETS - A REVIEW



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ABSTRACT: Retailing in India is increasing with a tremendous growth due to the rise and improvement of several factors- mainly, income dynamics, literacy rate, easy access

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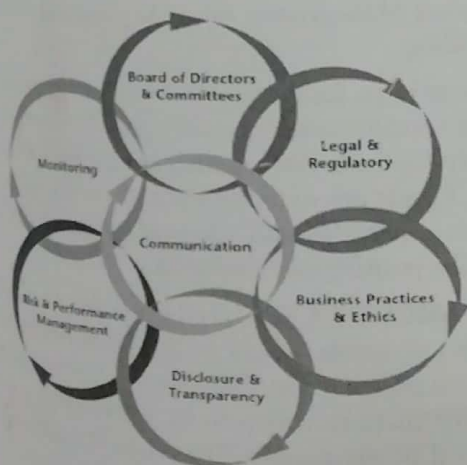
Corporate Social Responsibility - A Case Study of Apollo Hospitals Enterprise Ltd Hyderabad

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Introduction

Corporate Social Responsibility looking for equality in the society billions of people are searching for the helping hand which is nothing but the CSR known as corporate responsibility, corporate citizenship, responsible business, responsible business (SRB), or corporate social performance, it is a form of corporate self-regulation integrated into a business model. Ideally, CSR policy would function as a built-in, autonomous mechanism whereby business would watch and ensure its support to law, ethical standards, and international norms. Every person in a society is judged by the opportunities that it provides its citizens to create wealth and obtain a continuous flow of quality life. Accordingly, business would embrace responsibility for the impact of its activities on the environment, consumers, employees, communities, stakeholders and all other members of the public sphere. Furthermore, CSR-focused businesses would proactively promote the public interest by encouraging community growth and development, and voluntarily eliminate practices that harm the public sphere, regardless of legality. Essentially, CSR is the intentional addition of public interest into corporate decision-making, and the devotion of a triple bottom line: People, Planet, and Profit.

Corporate Governance Framework™



According to Crowe corporate as "The systems and processes an organization has in place to protect and enhance the interests of its diverse stakeholder groups." Crowe's framework links seven essential and interrelated components. Our governance scorecard helps company leaders see where their organization stands – from "compliant" to "developed" to "advanced" – in various areas to see where improvements will benefit the organization and its stakeholders.

II Objective: Corporate Social Responsibility

- To provide conceptual understanding of CSR
- To explain factors relevant in the strategic making of CSR.
- To highlight the need, evolution and the formulation of CSR
- The emerging issues of CSR

III Concept of CSR

Profit –only point of view: it is to perform its economic function of production and supplying goods and services in a very efficient manner in order to maximize its profitability. **Direct Social activism View:** CSR is to consider the interests of society and of its major groups and give due weightage to them while making its economic decisions and economic activities. Monitoring Social Programmes subsidiaries and executives actions associated. Consistent surveillance by top management of corporate policies.

The Evolution of CSR: Started in the early 1970s, after many multinational corporations formed, although it was rarely abbreviated. The term stakeholder, meaning those on whom an organization's activities have an impact, was used to describe corporate owners beyond shareholders as a result of an influential book by R Freeman in 1984.

ISO 26000 is the recognized international standard for CSR (currently a Draft International Standard). Public sector organizations (the United Nations for example)

adhere to the Triple Bottom Line (TBL). It is widely accepted that CSR adheres to similar principles but with no formal act of legislation. The UN has developed the Principles for Responsible Investment as guidelines for investing entities. CSR is based on the public policy including the issue of society for the benefits to look after the ethical issues. The 21st century demanded a more ethical business processes and an action (known as ethicism) is increasing. Simultaneously, pressure is applied on industry to improve business ethics through new public initiatives and laws (e.g. higher UK road tax for higher-emission vehicles).

The latter often feels that companies are using this to repair imperfect images or otherwise paint a rosier picture of their practices while not addressing fundamental issues. Many from these and other perspectives, however, are trying to make corporate behavior more responsible when it comes to ethics, working conditions, environmental sustainability.

In India CSR is a reputational asset. Obtaining industrial licenses and environmental clearance can depend on being known for public responsibility. Creating a sense of motion.

Leading the India way: the Indian company leaders focus on the aspects like

- Chief input for business strategy e.g. Ratan Tata reduced the risk of dependence on a single country and led a wave of acquisitions like Tetley group, Daewoo and Boston's Ritz-Carlton hotel the development of Nano for \$2000 or 1 lakh is an example of CSR
- Keeper of organizational culture e.g. motivating the employees u Sing four specific ways. 1. creating a sense of motion. 2. engaging through transparency and accountability, Empowering through communication investing in training, improving customers lives, the social mission of Indian companies are integral to their strategy and often route to their profits. Guide teacher or model for employees. Representativeness of owner and investors interests as CSR.

Achieving CSR targets: Routinely monitor progress: Indian company 40%, U.S. Companies 17%, rarely monitor progress, Indian company 15%, U.S. Companies 45%.

A STARK DIFFERENCE IN FOCUS (Spending of Indian companies on internal issues US spends on external issues)

Table 1

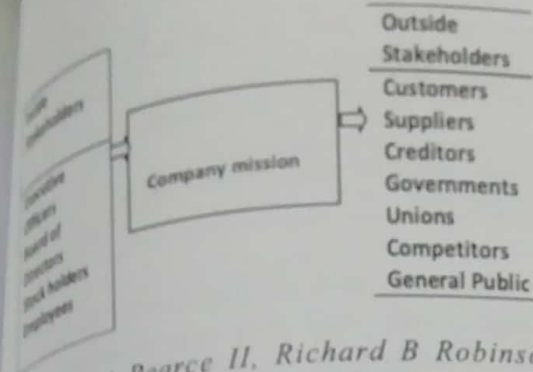
	CEOS WHO ARE DEVOTING LESS TIME IN %	CEOS WHO ARE DEVOTING MORE TIME IN %
REGULATORY AFFAIRS	2 US COMPANIES CEOS 24 INDIAN COMPANIES CEOS	98 US COMPANIES CEOS 41 INDIAN COMPANIES CEOS
Reporting to the board	1 US COMPANIES CEOS 17 INDIAN COMPANIES CEOS	78 US COMPANIES CEOS 41 INDIAN COMPANIES CEOS
SHARE HOLDERS RRELATIONS	4 US COMPANIES CEOS 11 INDIAN COMPANIES CEOS	58 US COMPANIES CEOS 41 INDIAN COMPANIES CEOS
SETTING STRATEGY	9 US COMPANIES CEOS 0 INDIAN COMPANIES CEOS	47 US COMPANIES CEOS 93 INDIAN COMPANIES CEOS
MEDIA RELATIONS	11 US COMPANIES CEOS 17 INDIAN COMPANIES CEOS	31 US COMPANIES CEOS 31 INDIAN COMPANIES CEOS
DAY TO DAY MANAGEMENT	27 US COMPANIES CEOS 55 INDIAN COMPANIES CEOS	28 US COMPANIES CEOS 24 INDIAN COMPANIES CEOS

Source: HBR MARC H 2010 creating a real sense of a social mission, whereby employees can feel that their work mission will impact and has a harder achievable goal

IV Emerging Management Issues In Corporate Social Responsibility:

Customer is the focal point for the CSR. Environment: putting the valuable material at the right time always and everywhere. Using the raw materials and also looking after the waste. People are your assets bear it, nurture and feel pride for it, e educated staff you need to operate. If you don't build a positive relationship its not worth

DYNAMICS OF CSR: It is the idea that a business has a duty too serves society in general as well as the financial interests of the shareholders. The outsiders demand that insiders claims to be subordinated to the greater good of the society. The issues are numerous, complex and contingent on specific situation.



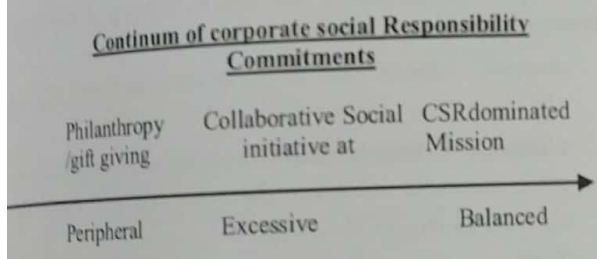
Source John A Pearce II, Richard B Robinson, Jr, Amita Mital "Strategic Management" Tata McGraw Hill Co Ltd, edition X

TYPES OF CSR: Economic responsibilities: the duty of the managers as agents of the company Owners, to maximize stockholders health.

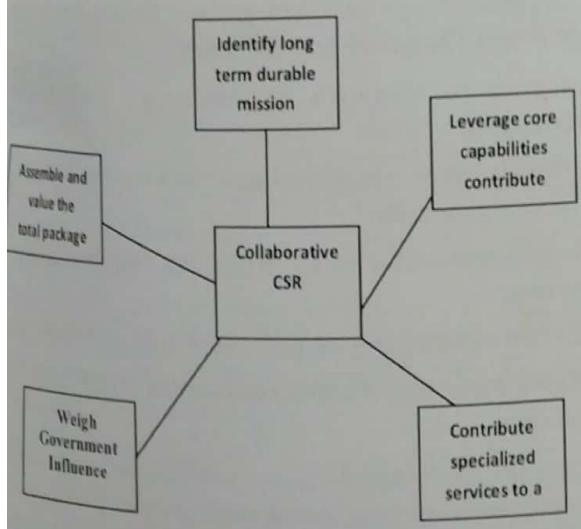
Legal responsibilities: The firm's obligations to comply with the laws that regulate business activities.

Ethical responsibilities: the strategic managers notion of right and proper business behavior.

Discretionary responsibilities: voluntarily assumed by a business such as public relations



Source John A Pearce II, Richard B Robinson, Jr, Amita Mital "Strategic Management" Tata McGraw Hill Co Ltd, edition X



CSR COMMITMENT: CSR Continuum showing commitment philanthropy and gift giving on the left-hand side showing commitment as peripheral, a balanced CSR will be having a commitment as collaborative and social initiative the continuum on the right hand shows the dominated mission and excessive commitment of CSR

Fig 1 Principles of Successful Collaborative CSR

- Identify long term durable mission
- Leverage core capabilities contribute what we do
- Contribute specialized services to a large scale undertaking
- Weigh Government Influence
- Assemble and value the total package of benefits

Debates and Criticism on Corporate Social responsibility

The practice of CSR is subject to much debate and criticism. Proponents argue that there is a strong business case for CSR, in that corporations benefit in multiple ways by operating with a perspective broader and longer than their own immediate, short-term profits. Critics argue that CSR distracts from the fundamental economic role of businesses; others argue that it is nothing more than superficial window-dressing; others yet argue that it is an attempt to pre-empt the role of governments as a watchdog over powerful multinational corporations. Corporate Social Responsibility has been redefined throughout the years. However, it essentially is titled to aid to an organization's mission as well as a guide to what the company stands for and will uphold to its consumers.

Development Business ethics is one of the forms of applied ethics that examines ethical principles and moral or ethical problems that can arise in a business environment.

Business ethics can be both a normative and a descriptive discipline. As a corporate practice and a career specialization, the field is primarily normative. In academia, descriptive approaches are also taken. The range and quantity of business ethical issues reflects the degree to which business is perceived to be at odds with non-economic social values. Historically, interest in business ethics accelerated dramatically during the 1980s and 1990s, both within major corporations and within academia. For example, today most major corporate websites lay emphasis on commitment to promoting non-economic social values under a variety of headings (e.g. ethics codes, social responsibility charters). In some cases, corporations have re-branded their core values in the light of business ethical considerations (e.g. BP's "beyond petroleum" environmental tilt).

Values	A value shift has taken place within businesses where they not only feel responsibility for profit earning but also for social and environmental good
Strategy	more socially and environmentally responsible is important for the strategic development of a company
Pressure Groups	Pressure group like consumers, media the state and other public bodies are pressing companies to become more socially responsible.

Table 4 The Drivers of CSR

		Value for action	Value for society
Nestle	Expertise and support for farmers	Securing suppliers of high quality raw materials	Improved yield and income
	Increasing volume and value of sales	Achieving competitive shareholders returns	Generating local involvement and growth of economic
HDFC		Value for business house :The programmes provide quality employees with high morale, hence improved employee retention	Intensive staff training programmes and scholarships.
NTPC (Power generation)		Value for business house :Recycling by products of power generating reduces costs of buying raw material. Community programmes improve local relations.	Environmental management and community development.

investment in community outreach employee relations, maintenance and retention it helps in environment betterment, poverty alleviation and sustained

Corporate Social Responsibility Approach: is to lead business to operate to meet the expectations ethically, legally, a commercially, to see that the investment in community outreach employee relations, maintenance and retention it helps in environment betterment, poverty alleviation and sustained development of the society. In

1990s companies have realized that without a healthy community the new business ventures cannot prosper. philanthropy was the concept which means charity.

Eg: Tata in socio-eco development. & ITC, Birla coco cola, p&g coco cola has won the golden peacock award for CSR. Warhust (2001) said that there are three elements of CSR are

Product use: focusing on the contribution of the industrial products to help the quality of life of the society.

Business practice: focusing on the betterment through corporate governance and

Equity: distribution of profits equitably across different societies.

A simple Approach to introducing CSR in a structured way:

- **Assess:** Assessment of the actions and well as society.
- **Commit:** Commitment to a statement being a responsible business means to the company and clear ethical values from the top down.
- **Tell:** set ethical and business cases, communicate them and promote them at every opportunity.
- **Integrate:** Responsible business behavior across different functions and activities within the business.
- **Organize:** the project management, the details relevant business resources and set targets.

According to Crowe's methodology CSR helps organizations:

- Identify areas where business risks are not being effectively mitigated;
- Implement solutions to strengthen corporate governance;
- Retain talented employees, executives, and directors;
- Reduce the costs of capital and enhance value to stakeholders.

CSR acc to the world business council for sustainable development is the continuing commitment by business to behave ethically and contribute to economic

development while improving the quality of life of the workforce and their families as well as the community and society at large. Not only legal but also going beyond compliance and investing more into the human capital, the environment relations, India has ranked fourth in the list according to social enterprise CSR Asia's Asian Sustainability Ranking (ASR)

Conclusion

Recent years have witnessed increasing importance on corporate social responsibility, especially as concerns about climate change are becoming main stream. Longer without its social acceptance.

Society does not stand to gain if business performance suffers. No organization can afford to exist without its social acceptance. Corporate social responsibility (CSR) is about how businesses align their values and behavior with the expectations and needs of stakeholders- not just customers and investors, but also employees, suppliers, communities, regulators, special interests groups and society as a whole. It not only looks for the profits but also is most reliable and consistent way of getting it. It follows that business can maximize the long term long returns by minimizing their negative impact. In this paper various nuances of CSR have been addressed. It has become a new business strategy for capturing and sustaining about the response of the community. It is firmly and irreversibly part of the corporate fabric.

While concluding, the following points to be kept in mind as a functionary of CSR.

- Standards are essentially rule-based systems to guide behavior
- Standards are impact on different aspects of organizational processes and change, Standards are only relevant if they influence behavior in desirable, predictable ways.

A Case Study of Apollo Hospitals Enterprise LTD. CSR

Rating 3/5 according to this is a need-based initiative, which covers all aspects of congenital heart disease, a major socio-economic problem in India. Save A Child's Heart was established in the year 2002 April with an aim of providing quality care and financial access to children belonging to lower socio-economic groups and in this short span of time has performed 900 surgeries/ interventions with a success rate of 97% and screened over 30,000 children with heart diseases across India.

Save A Child's Heart : enjoys access to the most accomplished and distinguished cardiologists and cardio thoracic surgeons from Apollo hospitals. The expenditure

for the surgeries are undertaken by the Apollo hospitals along with support from philanthropic organizations and individuals

The CURE foundation: is an effort by Apollo Hospitals to bring cancer care to those who cannot afford it. Cancer among the poor is lethal.

Society to Aid the Hearing Impaired (SAHI) : The Society to Aid the Hearing Impaired is a foundation to help underprivileged children with impaired hearing. SAHI seeks to identify children in rural areas with minimal access to modern medical treatment, free of cost.

Apollo rural community health centre: The centre caters to an average of 94 inpatients and 800 outpatients per month. Several rural health initiatives have been regularly implemented.

Koyambedu free emergency care centres: where heavy vehicle traffic is very high with high risk of road accidents. The centre caters to nearly 1000 cases per month and provides first aid emergency services.

DISHA – Distance healthcare advancement project: Disha is a Distance health care advancement project, an initiative partnered by Apollo hospitals, Philips, ISRO and the Dhan Foundation. This is basically a mobile Teleclinical van that will reach out to areas that do not have access to state of the art medical care.

Charitable Foundation [1993]: Was established to provide financial assistance to deserving poor patients irrespective of caste or religion for their treatment in Apollo Hospitals.

Aragonda Apollo Medical and Educational Research Foundation [1998] to establish, run and maintain dispensaries and hospitals for the poor and the needy and to provide financial assistance towards medical aid and scholarship for education.

Apollo Healthcare Foundation [2002]: The Apollo Healthcare Foundation was formed in 2002 to develop, establish and maintain educational institutions for provision of education in the field of medicine, nursing, radiology, cardiology, physiotherapy, lab services and other allied medical and non-medical courses.

Dr. Prathap C Reddy Education Foundation [1993] the Dr. Prathap C Reddy Education Foundation. provides scholarships to meritorious and/or students irrespective of caste creed and religion.

Apollo Hospitals Educational Trust [1996]: was initiated to promote and advance medical, para medical, primary and secondary education among the telugu speaking community

Disaster Relief Programme

- Cyclone - Andhra Pradesh - May 1990, Earthquake - Maharashtra - May 1994
- Cyclone - Andhra Pradesh - November 1996, Earthquake - Gujarat - January 2001
- Tsunami - Chennai - December 2004, Disaster Relief - Floods - Chennai - November 2005 - A Medical relief camp was arranged at Kotturpuram, Chennai for victims Affected by flood and treatment was provided to OVER 20 YRS Preferred standards are those likely to have significant impact on organization's decisions, activities, performance and impact.

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BEHAVIOURAL PATTERN OF CONSUMERS TOWARDS THE ORGANIZED RETAIL OUTLETS - A REVIEW

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ABSTRACT:

Retailing in India is increasing with a tremendous growth due to the rise and improvement of several factors—mainly, income dynamics, literacy rate, easy access to online shopping lifestyle, health consciousness, migration of the population from rural to urban areas and the increasing educated middle-income groups and women empowerment.

The main objective of this paper is to strategically analyze the Indian retail industry by reviewing different groups. The study represents that infrastructure, economic growth and changing demographics of consumers are the major contributors of organized retail in India. The location of the retail store, store brands, consumer preferences, sales promotion perceptions and adequate services are some of the variables that augment the efficacy of retail business and are important factors for retailer's success.



KEYWORDS: Consumer behaviour, Distribution, retailing, stores, technological development.

1. INTRODUCTION :

Retailing is supplying the right kind of product at the right time and the right price in smaller volume with greater variety. There are different factors which has kept the sector growing like foreign direct investment, economic growth, urbanization, government policies, technological development and entrepreneurship skills, from buy-anywhere, fulfil-anywhere supply chain management and recommendations that produce Amazon-like experiences,

Artificial Intelligence powered solutions can help retailers combat fierce competition.¹² 1.4 cr is the sales from it. The Indian retail market has around 14 million outlets, (Sinha and Uniyal, 2007). As India is the second highest populated country in the world, the consumption and usage of goods or the demand is huge for goods and services. It provides largest source of employment. Growth of real-estate and Improvement in infrastructure also welcomes the competition, the government allowing the foreign direct

investment has opened the doors for big investors and global brands like IKEA and Walmart will not only bring better technology and wide range of products but also will create a healthy competition and environment. With huge agricultural sector offering an abundance of raw materials the product and materials will create a better producer. Consumer behaviour is dynamic and the variables that are significant and associated with the decision making shall be discussed, it is important so that

¹² <https://www.retaildive.com/news/retailing-at-the-end-of-the-world-how-large-chains-liquidate/556273/>

effective decisions can be taken in respect of marketing mix. Finally, it was important to review the papers to understand the gap and scope for the study.

Global retail sales through the convenience stores channel reached US\$3,256 billion in 2017, rising 6.7% on 2016, and are projected to register a CAGR of 8.5% over the forecast period 2017-2022 to reach US\$4,902 billion in 2022. Increasing consumer affinity towards smaller format stores that offer convenience is driving sales in the channel, economic growth, coupled with rapid urbanization, has contributed considerably towards the growth of convenience stores in the past few years.¹³ Industry experts project duty-free retailing market to grow at a CAGR of 6.06% during the period 2017-2021. The study also talks about the market size of different segments and their growth aspects along with key leading countries in Americas, Asia-Pacific, Europe, the Middle East, and Africa regions.¹⁴ Increasing consumer affinity towards small format stores that offer convenience is driving sales in the channel.

1.2.Importance: This study serves as the basis for various other features of retailing in future and contributes to the basis of retail spending among corporate houses. By growing globally, the results will provide the firm some insights and information on how retailing is viewed by Indian consumers, it focuses on the retail institutions, growth and type of channels that is interested and liked by the consumers.

1.3.Distribution Channel: Frequently there may be a chain of mediators each passing the product down the chain to the next level, before it finally reaches the market. Each of the elements in these chains will have their own specific needs, which the producer must consider along with those of the all important end-user.

1.4.A look at the history of retail : India was sometimes been called a nation of storekeepers having its roots with huge number of retail entrepreneurs in India, even among retail enterprises that employ hired workers, the bulk of them use less than three workers. Its retail sector is not so developed compared by the standards of industrialized countries but also in comparison with several other emerging markets in Asia and elsewhere. Retail sales in a developing country like India, a large chunk of consumer expenditure is on necessities, especially food related items. Food, beverages and tobacco accounted for as much as 71% of retail sales, 29% of retail sales are non-food items. This is to be expected as, with income growth, Indians, like consumers elsewhere, spent more on non-food items compared with food products.

1.5.The emergence of organised retailing in India: dates to the pre-independence era with textile majors setting up their own retail stores. However, the phase between 1990 and 2005 saw organised retail grow rapidly with the entry of pure- players like Pantaloons, Shoppers' Stop etc in the organised retailing scene in India. Thereafter, growth has been sustained by the foray of corporate like Tata, Reliance and Aditya Birla in the retailing market. Growth of the Indian retail industry is driven by favourable demographics, rising disposable income, nuclearization of Indian households, improving credit facilities and increasing urbanization levels, among others. Organised retail penetration in India is very low at present, implying the huge untapped potential for organised retail players.

1.6. The Indian Retail industry: divided into the organized and the unorganized sector. The non-store and the retail outlets in the unorganized sector mainly include the local convenience store and the hawker system, and one stop shop. The organised sector includes the big company's like RPG, Pantaloons and the foreign players like adidas, Reebok, McDonalds and Pizza hut.

¹³<https://www.businesswire.com/news/home/20190610005471/en/Global-Convenience-Stores-Retailing-2017-2022-Market-Size>

¹⁴<http://californiaoracle.com/duty-free-retailing-market-size-global-status-growth-trends-dynamic-demand-industry>

1.7. Emerging Trends: Most fail to consider how price elasticity changes over time, particularly for fashion merchandise, or how market segments react differentially to price changes. In addition, many retailers find it difficult to know how to price merchandise when their suppliers offer temporary "deals." They are also generally unaware of how their pricing strategy influences their overall image.

1.8. Role of Store Image and Retail Brands: Three critical facets that need to be examined include, the role of national brands, the role of private labels and the role that the store itself plays as a brand according to Sayman and Raju (2004). They provide interesting insights into the complex interplay between national and store brands. Specifically, the relative strength of the national brands seems to be the key factor in determining whether a store should have one or two store brands within a category.

1.9. Suppliers and Buyer Organization: Abhishek Kumar Singh, Naak and Seshadri (2014) studied that the tendering process from structural, supplier, and buyer perspectives. It explores mechanisms through which superior value delivered by the supplier firm can be captured in the tendering process. Suppliers can extract returns for the value of their offerings in a tendering situation by early engagement with buyers and the buyer organization should leverage the opportunities inherently available to improve price-discovery via structural changes to the tendering process by using a tiered adjusted price bid mechanism.

1.10. Chain stores: are the significant innovation in organizational form of the early 20th century. Chains competed differently and therefore had several competitive advantages, including more buying power and lower costs, over their independent competitors. This greater efficiency is likely to enhance recession survival.

1.11. Attitude of the consumers : Afzal saifi and Kamalun Nabi Mohd has felt that organized retailing explored the attitude of customers towards modern retail formats and unorganized traditional formats in Delhi and NCR and admitted that due to the changing demographics, increase in income, rapid urbanization and advent of electronic media especially internet as a source of product information , customers preferred to purchase from organized outlets because of variety, easy availability convenient shopping timings, cleanliness and facility of entertainment for children, it is also observed that unlike higher age group sample respondents who prefer to visit kirana stores ,the younger generation and higher income group customers has more inclination towards organized retailing ,also more product lines should be added with a focus on quality of product and most customers have a positive image about organized retailing.

1.12. Mall kiosks: Anjala.S. Krishen (2010) believes that retail kiosks and the impact of consumer regret on shopping are becoming an increasingly common avenue for the release of innovative products and quick entry into the retail market, this paper introduces the importance of consumer decision making in such environments. Retailers must minimize the perception of risk involved in purchases and relates two constructs (regret and variety), which have proven to be very important in e-tail and retail shopping, to show how they can minimize consumer's perceived risk during a shopping experience.

1.13. The Wheel of Retailing: According to the theory of wheel of retailing, retail innovators often first appear as low-price operators with low cost and low margin requirements. Over time, the innovators upgrade the products they carry and improve their facilities and customer service and price rise. As innovation mature, they become vulnerable to new discounters with lower costs, the rise and fall of forms of retailing follows a cycle called the wheel of retailing.

Retail Attributes: Bone (1991) suggest that the mature market can be attracted by offering special discounts based on age.

1.14.Retail Store Design: consumers are sighted and visually attuned to labels, colours, lighting, point-of purchase displays, point-of-sale information, and merchandising. These visuals provide a symbolic system that is assumed to be cognitively processed by consumers as they move through the shopping environment. However, many handicap and legally blind people are impaired to the degree that reading signs and other printed materials, and/or distinguishing landmarks and faces is difficult, if not impossible.

1.15.Retail Training: should include information on how to recognize the uniqueness of consumers, ask questions, what type of assistance is desired so that the consumer can maintain control, and how to communicate that the shopper is expected. A key aspect of this training needs to be to educate retail employees that consumer tastes are driven by characteristics inside a person, not by characteristics that are visible to the employee, switch retailers as they become accustomed with the retail store.

1.16.Identified Mainly the Challenging Factors: SudhansuSekhar& Sarat Kumar Sahoo (2009) like technology, supply chain, human resources, store positioning faced by the retailers and trying to tackle with the issues and overcome it to face the challenges around at the operational strategic and conceptual level.

1.17.Shopping Practices: AbdulMajed Amin studied the effects of the massive arrival of foreign distribution concepts in emerging countries on the evolution of the local buyers' shopping observes. The conflict of the latter, long adapted to the traditional network, with the new retail outlets gives rise to the emergence of new modes of shopping and purchasing, trends in consumption in an emerging country Morocco for instance, the differences in social classes gives place to varied shopping strategies. Where the consumers change some values and shopping behaviour inherited from the traditional trade into the modern distribution stores. Global and local retail banners laying on their perceived images, store attendance and shopping practices which reflect their contrasted positioning strategies and that the implications on the public policy to manage the balance and the future of local traditional shops and modern retail stores.

1.18.Sales Promotion: Smith and Moschis (1985) suggest that age relates positively to the use of money-saving sales promotion offers, such as cents off and/or coupons; yet, their research does not support this view. In many instances, price and price related aspects are of lesser importance, which could explain the preference for department store shopping by the mature patron as opposed to discount store shopping and Bearden (1978) agree that the most important attributes of store selection relate to the relationship of quality to price and the finding of satisfactory products. Manoj Verghese and Pooja luniya felt that price form of promotion influences impulse buying among consumers TPR is the major tool. Consumer as it provides direct off on the product. Mostly females are more attracted towards TPR further other forms of price promotion also influences impulse buying behaviour non-price forms.

1.19.Segmentation: Bone (1991) concludes: "Thus, chronological age does not seem to be an appropriate segmentation variable". Lifestyle or psychographics has emerged as a very robust technique of identifying distinct categories of buyer behaviour. French and Fox (1985) discussed about the adjustment patterns of the elderly to old age. They were able to identify two factors that underlie a list of behaviours and attitudes of the elderly. The first factor is how much the elderly enjoy retirement living, the second factor is the extent to which the elderly is secure in the adjustment process. Indian Customer. With an evolving demography, the market for retail is gradually getting segmented. For retailers, the key is to tap rising lifestyle spends like mobile phones and cars.

1.20.Layoffs: The temptation for retailers facing a recession is to engage in layoffs. when measured by recession survival, people are an asset and not a liability. the segment diffusion of conventional

supermarkets is complete, and that while the new superstore format enjoys better perceptions than the conventional supermarket, the dominant constraint on both modern formats' market share growth continues to be limited penetration of the perishable's category. The goal is to develop a set of guidelines, contingent on the retail context, for managers and policymakers who have a stake in the modernization process.

1.21. Customer as an asset: the availability of data has led to loyalty programs and other initiatives designed to deepen the relationship between individual shoppers and their preferred retail outlets. Under the right conditions, shoppers will switch stores. While it is well accepted that price and promotions on certain products may induce shoppers to switch stores, and that some segments (e.g. cherry pickers) will actively look for differences across stores, less is known about the longevity of the switch. In our view, this question needs to be answered if retailers are to effectively manage one of their most important assets – the customer base. Moreover, we consider that a "switch" takes place only when a shopper moves most of the share of wallet from one store to another.

1.22. Customer Service: Kotler et al. (1998) emphasized the importance of effective interaction between service providers and customers to create superior value during service encounters. Studies on well-managed companies show that good customer service can set one business apart from other competitors. Customers use these cues to ascertain the quality and value of the intangible services the firm provides (Teas and Agarwal, 2000).

1.23. Buying Motives: Acc to Sheath (1983) there are two classes of motives underlying shopping patronage: functional and non-functional, of which Tauber's (1972) motivations are the non-functional. If the shopping motive is solely a function of the buying motive, the decision to shop will occur when a person's need for goods becomes sufficiently strong to allocate time, money, and effort to visit a store.

1.24. Brand Relationship: Arvind Sahay has felt that young consumers do form relationships with brand(s) on all the six dimensions of consumer brand relationship and found that love and passion dimension of brand relationship is stronger amongst teenagers as compared to young adults and that family has a relatively stronger influence than peers, and that consumers do compare price irrespective of how strong the brand relationship is.

1.25. Service Quality: Mohammed Bilal Uddin & Bilqis Akhter (2012) service quality and fair price have indirect influence on customer satisfaction of a mass service industry.

1.26. Perceived value: has intermediating role between quality, charge fairness and satisfaction. fair price has positive direct impact on customer satisfaction; operators are recommended to formulate operations and marketing strategies that focus on expectations of customers to enhance level of satisfaction quality of the service provided to them.

1.27. Buyers black box: Ravindar reddy highlighted that the key factors in influencing the perceptual processing of the buyers' black box in selecting the retail store and retail brands. The perceptual changes about store brands and retail store may influence the purchase attitude of shoppers.

1.28. Customer Loyalty: Acc to Mariyam Rehman Bilal (2012) Customer Loyalty is a psychological motive which today's managers are considerate about and concludes that long-term success and sustainable, it is one of the most important issues organizations face today, customers loyalty has become more vital due to substantial increase in competition.

1.29. Customer Satisfaction: Enrique Bigne felt that the cognitive and affective antecedents and consequences of satisfaction in the context of hedonic services indicated that the impact of satisfaction

is not limited to loyalty, its effects extend to behavioural responses like consumers' willingness to pay more for the service.

1.30 Consumer Decision Making Process: According to Mumtaz Jing Fengjie and Naveed Akhter customer behaves differently at the time of purchasing goods/services as it depends on number of factors such as family, age, culture, and advertising have an impact on an individual's way of thinking, whereas price is associated to product.

1.31. Economic Reforms in India: Suchi Patel Anand and Zerna (2013) studied that Economic reforms in India have brought about major changes in the whole market environment. With those changes rural marketing has become an important concern to marketers. Environment, proper understanding of the nature and profile of the rural consumers, designing the right products to appeal to them, and suitable media for communication and distribution. The Indian marketers, therefore, needs to change their traditional view about the rural India's rural consumer that settles for less.

1.32. Location: Sunil Chopra (2010) decisions regarding the role, location, capacity, and flexibility of facilities have a significant impact on supply chain's performance. It is an important factor that influences the customer's choice of the outlet, regular visit of the customers to the outlet, repeat purchases at the same outlets etc.

1.33. Store Brands: Sandeep (2014) revealed that most of the youth have positive opinion towards the store brands in fashion-wear and accessories. Most of the respondents opined that quality, reliability and brand image are the dominant aspects that differentiate store brands with national and regional brands.

1.34. Store Formats: Vipul Jain (Apr 2012) argues that consumers purchases from more than one outlet despite some preferred store or store format, this indicates that consumers perception of outlets and preference do not result in patronizing of retail outlet and so situational factors should be considered for better predictability of consumers buying behaviour, modern consumer is increasingly realizing his nature in acquiring more and more assets, and/or articles in general and electronic gadgets, electronic produces/devices in particular (Erich From) including digital based services, the modern consumer is expecting the organizations to uphold business ethics in general and that of Business Transparency in particular.

1.35. Green Marketing: Tanushri Purohit (Feb 2014) felt that the attitude of retail organizations towards green marketing in India is on the rise and this green image of the company can be a competitive advantage for the company and will help in creating a more positive image in the minds of the consumer. Touching the lives of millions Indian retail sector has emerged as most exciting challenging and fast growing.

1.36. Technological Development: the shopping experience According to Katole Hemant (2011) at malls is worthy and less time consuming, time taken for payment and obtaining suggestions from the consumers. Considering the retailers and the consumer's point of view, it is inferred that most of the problems are due to overcrowding and these problems can be resolved to some extent by implementing new technologies. Thus, there are a few suggestions like electronic payment systems to avoid long queues, automated parking systems, flexible offers and facilities. Flexible offers can include food coupons, entertainment coupons, mobile recharge coupon etc as per the preferences of people.

1.37. Lifestyle: Kamalaveni (2008) has felt that India is witnessing a change in life styles and there is a need to understand the emerging markets and consumers has become a big challenge for the global brands in creating and managing a powerful brand. Branding is one of effective competitive tools and it

is a challenging task for the marketer to nurture a brand into a strong, profitable brand. Today's brands are more visible than those in the past. Intangible assets such as brands, patents and know-how have become increasingly dominant elements of company value

1.38. Multiple Outlets. Lars Meyer warden in his study of the retailing sector felt that consumers typically patronize multiple outlets, which leaves outlets striving to earn a greater portion of consumer expenditures and the researcher wants to give theoretical and empirical knowledge about the impact of retailing loyalty programmes on customer purchasing behaviour.

1.39. The Emergence of Private labels: on the shelves of retailers has become the integral part of retailing, manufactured or provided by one company for offer under another company's brand, available in a wide range of industries from food to cosmetics to web hosting, positioned as lower cost alternatives to regional, national or international brands, although recently some private label brands have been positioned as "premium" brands to compete with existing "name" brands. Organized retail is a big revolution to Indian economy, which not only contribute national brands and private label brands

1.40. Consumer: According to Alba zamira and Samuel(2014) the consumer's buying behavioural pattern towards online shopping (specially in case of flipkart.com users in Lucknow city), The success in India is dependent upon its popularity, brand image, unique, fair policies, and its customer relations etc

1.41. FMCG and Employment: According to Amandeep (2011) India's FMCG sector is the fourth largest sector in the economy and creates employment for more than three million people in downstream activities. Its principal constituents are Household Care, Personal Care and Food & Beverages.

1.42. Buying Behaviour: Bobby and Vishnu (2011) found out that the buying behaviour of Nepali teenagers towards mobile phones between urban, semi-rural and rural teenagers of Nepal. The aspects of buying behaviour assessed were choice of brand, source of information, factors affecting buying decision, source of finances and the level of satisfaction with the product

1.43. Buying Behaviour: Gopinat (2011) investigated men's perception in buying decisions on branded shirts in Tiruchirappalli district. There is a need to understand the emerging markets and consumers has become a big challenge for the corporate world especially in creating and managing a powerful brand. By developing a powerful brand corporate can establish brand equity and the equity assists firms in a variety of ways to manage competition and to maintain market share. Branding is one of the most operative modest tools. And it is a challenging task for the marketer to nurture a brand into a strong, profitable brand.

FINDINGS AND CONCLUSIONS:

In a world of developing economies, where every week there is a product launch, the life cycle of the product has become short, lot of product variety, is available, applications are used for the purchase of the products, it is found that the preferences and perceptions are different in various markets for different goods and services. But still there is every opportunity available to a challenger, no channel has completely replaced another channel. Both click and brick type of institutions are surviving. No matter where they are, the behavioural pattern of consumer has similar buying motives and follow the same steps in consume decision making process, but the behaviour is different in unorganised and organised retail outlets.

Back in India, liberalisation, globalisation, foreign direct investment, multinational companies are making the environment more environment, providing a better product offering.

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Emotional Marketing : A Tool for a Brand Success

Reshma Nikhat
Osman Bin Salam

ABSTRACT

Every product should be thought of as a contribution to the complex symbol which is the brand image. If you take that long view, a great many day to day problems solve themselves. The customers are educated and have got a wide variety of choice to select among the products getting the customer for the first time is a worry but retaining them is very important in this paper an attempt has been made to provide an insight at various aspect to be covered and how emotional appeal will click to win the hearts of the customers in the competitive environment.

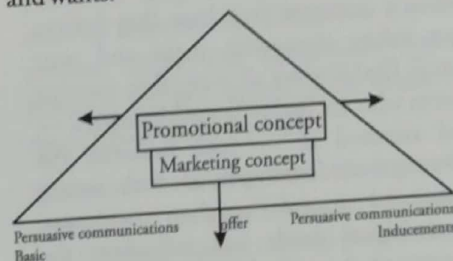
Keywords : Emotional branding, , the advertising appeals, message generation execution styles.

Introduction

Promotion management is a practice of coordinating the various marketing mix elements, setting objectives for what the elements are intended to accomplish, establishing the amount of expenditure required to create sales that are sufficient to the objectives, designing the specific program to achieve it and evaluating the performance of sales or communication objectives, and taking corrective action.

To manage the communication and promotion three different types of marketing functions are required consisting of overlapping of set of activities or modes ,whereby marketer seeks to manage the demanded product. The three modes are Basic offer, Persuasive communications, and Promotional inducement. This helps in understanding the relationship between the traditional marketing concepts, the basic mode is the mode that is primarily

responsible for fulfilling the marketing concept, and the promotional concept tries to adapt the customer to the marketers need and wants.



Source Adapted from Eugene R.Beem and H.Jay Shaffer, 'Trigger to customer action some elements in a theory of promotional inducements.

Defining Emotional Branding

Emotional branding refers to marketing communications activities that seek to connect a brand to specific consumer feelings and emotions. Marketing expert Marc Gobe has suggested that successful emotional branding "brings a new level of

credibility and personality to a brand by connecting powerfully with people at a personal and holistic level." Gobe cites Ben & Jerry's, Nike and MTV as a few of the brands that have successfully identified their customers' most basic needs and moved to satisfy them. The more people associate a product or service with a positive emotion, the more willing they will be to rely on it. **Emotions drive our behavior; the world is driven by emotions. Rational thought leads customers to be interested but it is emotion that sells.**

A HANDSHAKE IS ONE widely recognized form of greeting in many cultures. It's meant to be a warm, friendly gesture, asking for nothing more than welcome and acceptance. This subtle "feel good" approach can also be applied to your marketing initiatives — and can be highly effective in influencing your target audience. Humans are largely motivated by their emotions, with emotion stimulating the mind 3,000 times faster than rational thought. Recent published findings in neuroscience indicate its emotion, not reason that primarily drives customers' purchasing decisions. How your company makes a customer feel, how they believe your values align with theirs and your overall likability are all integral to creating clients who are highly favorable toward — and attached to — your business. An advertisement accompanied with strong emotional appeal, touches customers' psychological needs and influences the perception about the brand image without actually conveying the product qualities, beautiful people (models) are used to connect with the audience at an emotional level. The audience then associates the brand with a specific emotion. Thus, human feelings are transferred towards a product or brand. This is an important and widely used process

Making the extra effort to sincerely and

relevantly show customers how much you care about them is not as difficult as one might think. It simply takes the form of a "soft sell," by making them smile — maybe even laugh — and leaving them feeling valued, protected and informed with the information you send this is "emotional marketing." This emotional approach is effective for introducing a company, building brand recognition or reinforcing relationships. The objective is not making the sale today or even tomorrow. It's about engendering greater trust and positive associations with your business that cultivate truly engaged clients

The best way to appeal to consumers is through emotional marketing. This method of marketing is about connecting your target market to your product or service at their most basic level — the emotional level. Emotion stimulates people's minds up to 3000 times faster than non-emotional thought. The world is driven by emotions. People make impulse buys based on emotion, not rational thought. If you can play to people's emotions, you can get that sale when you otherwise would not. Emotional Marketing Techniques Emotional marketing depends on experience. You cannot really use emotional marketing unless someone has already experienced your product or service. A few marketing techniques work well in emotional marketing Word of mouth - people trust other people that tell them your product works or if it is the best. Forums - this is basically electronic word of mouth. Trials - if you have concrete results, and the people who participated in the trials are satisfied, you have proof that your product works, which appeals to people's skeptical side. Testimonials - again, people trust other people. If people are willing to take the time to give a testimonial, others will know you have a great product. Emotional Marketing Copy - When you write your brochure copy

or flyer copy, use emotional words, such as "pride," "happy" and "confidence." Emotional Marketing Colors - Everything about your marketing materials, including your choice of colors, affects your customer. Green makes people think of money and greed; turquoise can make people feel tranquil and peaceful; dark blue is generally connected to feeling depressed. Emotions Do Not Have to Be Sad - When people think of emotional marketing, they most likely think of sappy, cry-worthy long-distance type of commercials.

Emotion stimulates the mind 3000 times faster than rational thought. It's an emotional world we live in. Many people say we live in a rational world but nothing could be further from the truth. Emotions drive our behavior; the world is driven by emotions. Rational thought leads customers to be interested but it is emotion that sells. People really aren't much interested in attributes; they want to know if they can have a product that suits their personality. It is all about values.

Emotional marketing is better in many instances than rational marketing that focuses on product attributes. The "Emotional Benefit" statement and NOT the "Emotion" which is most informative, motivating, and useful for brand development. An emotional benefit, rather than being a physiological state of arousal with a simple label, is an often rather complex, positive, cognitive statement which our respondent is able to make about themselves due to their use, display, and attachment to our brand and its features.

Need of Emotional Marketing

The fundamental premise behind emotional marketing has now been followed by marketers from fairly long time now. It was understood by the marketers that understanding Psychology of a

customer / consumer was really very important for getting that share of mind (and now share of heart). They now knew that understanding the customers philosophy helps them achieve there marketing goals. This philosophy can be understood easily for instance, consumers do not buy shampoo just to clean their hair, but to get a new look, a new feel, a new fragrance that could keep them fresh all day long. A Car is purchased not just for transport but also as a status symbol. Nonetheless, customers can not be considered as bundle of emotions at one extreme, or as objective and rational analytical machines at other.

However, adding an emotional appeal helps a company sell its product more; and marketers are increasingly restoring to this measure. Just think of the last product you brought home, what was the concealed force that ha compelled you to make the purchase; it was emotion was it not? You may believe it or not but some degree of emotion is always involved in any purchase you make. Trust me for many purchases it's more of emotion that makes you buy the product rather than all possible logics. Emotion acts as a catalyst in the engine of the purchase decision process.

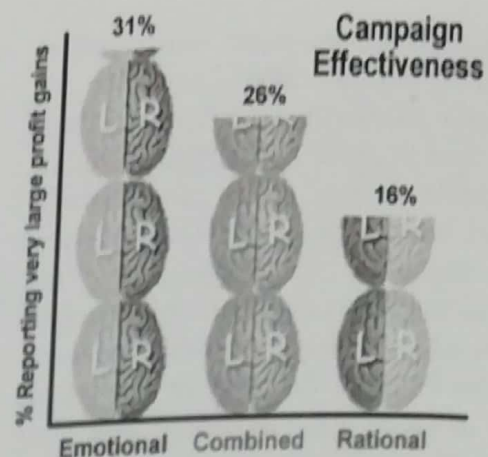
Customers most often attribute logic and reasoning to the purchase and try to prove that they have made a rational purchase and emotion has not played a role in the decision making process. But the ultimate driver is emotion, which has played a major role in the final purchase decision – believe it or not. Rational only generates interest in the product the ultimate driver is emotion. Customers are not much interested in the attributes of the product; they want to know that how that product is going to suit there personality. And yes, this is not the case with

some customers. All customers behave in the same manner. Customers purchase their products emotionally and rationalize their choices intellectually.

Marketers therefore follow the concept of emotional marketing. They endeavor more emotions, as emotional marketing helps in getting share of wallet. If strategically developed emotional marketing can minimize the impact of rational factors, which may otherwise take away the customer to the competitors.

My personal belief is that the products offered my any brand do get buying decisions motivated by different senses of the buyer; senses like – Touch, Feel , See, to some extent smell. Let me explain, if the product or brand is communicated with a great emotional touch, or feel I may but the product as the time when I decide to chose the product I may recall the advertisement and decide to by that's product spontaneously. And trust me this works. I may find the fabric of a product so good, soft that I might decide not to look into other options available which rationally may be a better choice, and may be cost me less. Emotional connect can be see more in cases of Perfumes – you may like '212 Sexy' so much that you might not even be in a position to chose a other brand. True? This is emotional connect on which marketers are now concentrating. Remember, costumers get attracted to products which effect there feelings. So the question is – how actually do customers make purchase decisions? How do they evaluate products? What are the various criteria on which they chose the product while making choices?

Hence, companies which want to stand above the competition have to take emotional marketing so as to increase market share. Effective development in emotional marketing can shift a marketing challenger or market follower to position to market leader.



Emotional appeal vs. those which used rational persuasion and information. The chart above shows the results. Campaign with purely emotional content performed about twice as well (31% vs. 16%) with only rational content, and those that were purely emotional did a little better (31% vs. 26%) those that mixed emotional and rational content. Emotion-based ads may be more difficult to create, but the stats say it's worth the attempt.

Emotional Branding –the New Pattern For Connecting Brands To People

- Brands have personality and emotional blow, and that marketers can craft that behavior using all of the elements of their customer relations, from product package design to retail selling environments.
- Begins with a review of the changing demographics of the marketplace and how they may differ in emotional terms from past generations of consumers.
- Emotional branding for women: needs to address five key needs: respect, individuality, stress relief, connection, and relationship.
- Sensory experiences: Touch, sound, taste, and smell can all be important

mechanism in developing an emotional brand identity.

Thoughts and deals, which shows how creative design can affect a brand identity

Emotional Benefits to use in Marketing:

Feeling Loved, Attractive, Sense of Adventure, Feeling Financially Secure, Sense of Accomplishment, Sense of Accomplishment, Feeling Caring or fostering, Being Altruistic, Assertive, Feeling Brave or Courageous, Creative, Excitement or Liveliness, Feeling Fair, Just, or Ethical, Luxurious or Pampered, Healthy, Athletic, Flexible or Adaptable, Enjoying Humor, Free ,Being a Good Friend, Enjoying Humor, Being In Control, Feeling Spiritual, Respected, Safe, Sense of Belonging, Feeling Trustworthy²

Principles of Emotional Marketing

- 1) To be able to open oneself up to new universes, to new feelings .
- 2) To understand the emotions of customers properly.

- 3) To give emotions a meaning
- 4) To use more creativity when innovation is done.
- 5) To see the all the concepts are integrated.
- 6) To transmit rather than to communicate: communion
- 7) To make prototypes, in order to succeed in creating a product from a concept.
- 8) To be poly-sensorial
- 9) To accelerate the marketing process through marketing effort
- 10) To structure the internal organization in a way that enables creative analysis.

Deciding on the advertising appeals :

A deductive approach is used which explains or gives four types of rewards: Rational, sensory, social, ego, satisfaction, which is experienced through the result of use experience, or incidental to use experience. Twelve types of appeals we can use to market emotionally

Types of Potentially Rewarding experience With a product	Potential type of reward			
	Rational	Sensory	Social	Ego satisfaction
Result- of- use experience	1. Gets clothes cleaner	2. settles stomach upset completely	3. When you are cared enough to serve the best	4. for the skin you deserve to have
Product- in- use experience	5. The floor that does not need shifting	6. Real flavor in a great light real juice	7. A deodorant to guarantee social acceptance	8. The product for the young executive
Incidental - to-use experience	9. The plastic pack keep the chocolate fresh	10. the portable television that is light and easy to lift	11. The furniture that identifies the home of modern people	12. Stereo for the man with an elegant taste.

Source marketing management By Philips kotler pg 623 6 edition

Advertising must make some form of impressions on consumers to be effective there is structured and well defined impressions which are prioritized most

likely is the retention of the brand name, then recognition of the general characteristics, generation of feeling . Emotional marketing gives more

satisfactions to the customers and is successful to the marketer if used appropriately and with the right products. eg jewelry, cosmetics, fashion

apparel, soft drinks and long distance telephoning. It evokes strong bond, affections and memories.

ALTERNATIVE	MOST SUITABLE CONDITIONS	COMPETITIVE IMPLICATIONS
GENERIC: straight product or benefit claim with no assertion of superiority	Monopoly or extreme dominance of product category	Serves to make advertisers brand synonymous with product category: may be combated through higher order strategies.
PREEMPTIVE: Generic claim with assertion of superiority	Most useful in growing or awakening market where competitive advertising is generic or nonexistent.	May be successful in convincing consumer of superiority of advertisers product. Limited response options for competitors'
UNIQUE SELLING PROPOSITION: Superiority claims are based on unique physical feature or benefit	Most useful when point of difference cannot be readily matched by competitors	Advertisers obtain strong persuasive advantage: may force competitors to imitate or choose more aggressive strategy.
BRAND IMAGE: Claims based on psychological differentiation: usually symbolic association	Best suited to homogenous goods where physical differences are difficult to develop or may be quickly matched; requires sufficient understanding of consumers to develop meaningful symbols/associations.	Most often involves prestige claims which rarely challenge competitors directly.
POSITIONING: Attempts to build or occupy mental niche in relation identified competitor.	Best strategy for attacking a market leader; requires relatively long-term commitment to aggressive advertising efforts and understanding consumers.	Direct comparison severely limits options for named competitor; counterattacks seem to offer little chance of success.
RESONANCE: Attempts to evoke stored experiences of prospects to endow product with relevant meaning or significance.	Best suited to socially visible goods; requires considerable consumer understanding to design message patterns.	Few direct limitations on competitor's options; most likely competitive response is limitation.
EMOTIONAL: Attempts to provoke involvement or emotion to ambiguity, humor, or the like, without strong selling emphasis.	Best suited to discretionary items; effective use depends upon conventional approach by competitors to maximize difference; greatest commitment is to aesthetics or intuition rather than research.	Competitors may imitate to undermine strategy of difference or pursue other alternatives.

Source : Charles J. Frazer "Creative Strategic Management Perspective: Journal of Advertising Vol12, No 4 1983 p 40

Every product, no matter how popular or obscure, is affected by the factors in the marketing mix none is overlooked or excused. Although they are present but, their strength and magnitude is important. To see this we have to first see how a customer is really motivated with as the meaning of motivation is "Properly

translated, and finding out the best method of convincing people rather than persuading them. Understanding the motive behind the purchase of the product shows the motive like

Physiological needs the need to feel secure, the need to love the need for self esteem and status, the need to be your own see these

needs are given to the customer like

- Making money, being happy, handsome, secure independent.
- Being proud of yourself, making a good home, having good health.
- Being looked up to, Gaining popularity, Improving yourself
- Gaining social acceptance Doing better for yourself
- Being a leader "up to date"

Psychology of the pictures can evoke a mood, relate a situation or tell a story as people like to see relating in their ads. Photographs are sometimes are excellent convincers, speed flexibility and economy will take longer to complete than a photograph.

Conclusion :

It is the best way of marketing as it touches the heart of the customer from empathetic point. As customers desires rather than their needs are focused. Emotion stimulates the mind faster than rational thought. The more people associate a product or service with a positive emotion, the more willing they will be to rely on it. How one should promote the product to increase its value. No matter what your business you are in, if you are in marketing, you need to be able to tap into the emotions that motivate as this is how we get customer acquisition, retention and delight.

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How Important and Crucial is International Marketing for A Domestic Player in the Present Scenario

Reshma Nikhath
Osman Bin Salam

ABSTRACT

"At its simplest level, the technology is moving so fast that the world which we used to travel taking lot of time spending months only in traveling. with the advent of technology and science we are not confined to one area and the world is looking smaller, As we could easily communicate and meet each other so also the product, promotion ,place, price is breaking the barriers for the marketer international marketing involves the firm in making one or more marketing mix decisions across national boundaries. At its most complex level, it involves the firm in establishing manufacturing facilities overseas and coordinating marketing strategies across the globe. International marketing is the multinational process of planning and executing the conception, pricing, promotion and distribution of ideas, goods, and services to create exchanges that satisfy individual and organizational objectives "In this paper it has tried to bring in the factors responsible and influence the decision maker. How these factors contribute and are found in different countries.

Keywords : marketing mix,domestic international marketing, entry decisions,jount ventures, mergers, acquisitions, environmental factor.

Introduction

International marketing : means attempting to actualize potential exchanges for the purpose of satisfying human wants and needs the needs and wants and the other one being the process are a set of techniques related to the conversion of future exchanges into realised exchanges thus international marketing is marketing carried out at different and across national boundaries.It is not the same thing as international trade; it is a shorthand expression for the special international aspects of marketing it defines The marketing of goods and services across

national frontiers and the marketing operations of an organization that sells and/or produces within a given country when that organsation is part of, or associated with, an enterprise which also operates in other countries and there is some degree of influence on or control of the organizations marketing activities from the country in which it sells and/or produces, it refers to marketing carried out by companies overseas or across national borderlines. This strategy uses an extension of the techniques used in the home country of a firm According to the American Marketing Association (AMA) "It is the

multinational process of planning and executing the conception, pricing, promotion and distribution of ideas, goods, and services to create exchanges that satisfy individual and organizational objectives." In contrast to the definition of marketing by the word multinational has been added in simple words international marketing is the application of marketing principles to across national boundaries. However, there is a crossover between what is commonly expressed as international marketing and global marketing, which is a similar term. Involves the firm in making one or more marketing mix decisions across national boundaries and involves with the firm in establishing manufacturing facilities overseas and coordinating marketing strategies across the globe. The flow of good and services in more than one for a profit. The marketer applies the marketing orientation and marketing capabilities to international business. It goes beyond the export marketer and becomes more involved in the marketing environment in the countries in which it is doing business. From leveraging companies assets,

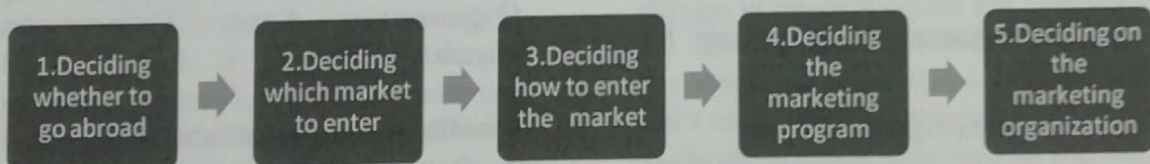
experience and products globally and changing oneself according to the changing needs of the technology in different countries where it is operating.

Objectives

- To bring in the awareness the different decisions involved in internationalization.
- To highlight the differences between domestic and international marketing.
- To provide insight into the factors affecting internationalization.

International marketing is often not as simple as marketing your product to more than one nation, Companies must consider language barriers, ideals, and customs in the market they are approaching Tailoring your marketing strategies to attract the specific group of people you are attempting to sell to is highly important and can serve the number one cause of failure or success.

International Marketing Decisions



Source : Philips Kotler " Principles of Marketing Management

1. Deciding whether to go abroad: If domestic market is large enough most of the companies decides to stay domestic only. If planning to go international companies have to look into culture language, laws politics and legal constraints of other countries Companies decides to go abroad. If

- If it discovers that some foreign markets present higher profits opportunities than the domestic market.

- If it needs a larger customer base to achieve economies of scale.
- If it wants to reduce its dependence on any one market.
- Global firms offering better products or lower prices can attack the company's domestic market. The company might want to counterattack these competitors in their home markets.

- If its customers are going abroad and require international servicing. Before making a decision to go abroad, the company must weigh several risks.
- If it might not understand foreign customer preferences and fail to offer a competitively attractive product.
- If it might not understand the foreign country's business culture or know how to deal effectively with foreign nationals.
- It might underestimate foreign regulations and incur unexpected costs.
- It might realize that it lacks managers with international experience.
- The foreign country might change its commercial laws, devalue its currency, or undergo a political revolution and expropriate foreign property.

The internationalization process has four stages:

1. No regular export activities
2. Export via independent representatives.(agents)
3. Establishment of one or more sales subsidiaries.
4. Establishment of production facilities abroad.

2. Deciding which markets to enter: A company should choose few countries if :Market entry and market control costs are high. Product and communication adaptation cost are high, Population and income size and growth are high in the initial countries choosen.Dominant

foreign firms can establish high barriers to entry.

How many markets to enter: Develop vs developing countries, five modes of entry is available in foreign market.

3. Deciding how to enter the market: Indirect and direct export, Using a global ,Licensing ,Direct investment.

4. Deciding on the marketing Program: how much to adapt the marketing strategy to local conditions that is going for globalized marketing mix or adaptive marketing mix.

Communications : Do not change, Adapt

Straight Extension	Product Adaptation	Product Invention
Communication Adaptation	Dual Adaptation	

5. Deciding on the marketing Organization: Export Department, international division

Benefits for the International Marketing

Survival: Even if in domestic market the product is not doing well sometimes at international level the product can survive.

Growth at the Overseas Market: If quality is maintained,sales and profits :the level it maintains someties does not touch the deleting satge.

Diversification: This helps the firm in entering unrelated products

Inflation:,price Modification: Even though the price at domestic market is low it can be increased at international market .

Employment: It creares employment to lot of people.

Standard of Living: The standard of living is raised.

Understanding Marketing Process.: It is possible as different countries have different stages of development stage and needs and wants

The Pull Factor: Are those forces of attraction which pulls the business to the foreign markets, companies are motivated to internationalize because of the attractiveness of the foreign market broadly the relative profitability and the growth prospects. The pull factor refers to the compulsions of the domestic market like saturation of the market which prompts the firm. In favoring the decision the growth of the international production is an important part of the internalization

Culture: Social norms, attitudes towards buying foreign goods, and the working practices of foreign markets are all cultural factors when opting to invest in foreign markets. Social norms affect business practices, since social norms are one factor in the demand for a product. Company marketing pork would experience fewer sales in an Islamic country, than it would in China (which is the world's largest consumer of pork). In Western societies, sexuality and sexual topics are often used in marketing communications (such as advertising, for instance). However, in a comparatively more conservative society (such as India for instance) social attitudes may shun the use of sexual topics to advertise products.

Political and Legal Factors: The following political/legal factors are of bearing in international marketing, Government attitude to business, The level of governmental regulations, red-tape and bureaucracy, Monetary regulations

Political Stability: Not all governments are as open to foreign investment as others, nor

are all governments equally favorable to business. Typically, a firm may opt to invest in an economy in which the government is more inclined to support business activity in a country. In other words, the "business-friendliness" of a foreign government is paramount in this instance.

Additionally, some economies are more "liberal" and less regulated, by comparison to other economies. Excessive regulations can be a hindrance on a firm, since they contribute to additional costs to a firm. Conversely, regulations can aid in assisting firms, by easing the path of doing business. A firm seeking to invest in foreign markets must gauge the regulatory arrangement of the economy it is looking to invest in. Monetary regulations, akin to the above points, can hinder the ability to do business. A high level of monetary regulations can hamper foreign investment within an economy.

Lastly, the political stability of a country is also a key factor in foreign investment decisions. Nation-states experiencing continual coup-d'état can appear unattractive to invest in, since the continual changes in political system can compound the inherent risk in investing. Typically, a firm would opt to invest in a country which had a stable mode of government, in which handovers of power were peaceful and non-violent. Even if a country is not a liberal democracy, the level of political stability within a country may supersede the political system (or, more accurately, the perceived immorality of a government's policies/constitutional structure) of a given nation-state.

Level of Economic Development: The level of economic development of an economy can affect foreign investment decisions. Within the field of developmental economics, differing modes of economic development can be identified. These are:

Developing country Industrialized (also known as a developed country, advanced economy or first world economy)

A developing economy has a comparatively low general living standard (as defined by material lifestyle/level of material possession). Moreover, a developing economy may also be at subsistence level, or possess a large share of its Gross Domestic Product in primary industries. Accordingly, a developing country would not be a profitable market for high-end consumer goods, or fast-moving consumer goods commonly found in developed/advanced economies. Exports of machinery (related to the extraction and processing of raw materials) may be viable for a developing economy, due to primary industries possessing a large share of national income.

A newly-industrialized economy is an economy which has experienced high recent economic growth, and thus has experienced a rise in general living standards. Coupled with the rapid economic growth, the emergence of a middle class leads to the development of a consumerist culture in the society. A newly-industrialized economy would consequently possess a small general demand for high-end consumer goods, but not to the extent of an advanced economy. A newly-industrialized economy may export manufactured goods to other countries, and often possess secondary sector industries as a high percentage of its economic output.

An industrialized economy is typically identified via a high Gross Domestic Product per capita, a high United Nations

Human Development Index rating and a high level of tertiary/quaternary/quandary sector industries in the context of its national income. Thus, the high general living standard denotes the highest generalized demand for goods and services within all modes of economic development. Commonly, developed/advanced economies are high exporters of high-tech manufactured goods, as well as service sector products (such as financial services, for instance).

Differences Between Domestic Marketing and International Marketing

Various differences between domestic marketing and international marketing. Due to a language barrier it is more difficult to obtain and interpret research data in international marketing. Promotional messages need to consider numerous cultural differences between different countries this includes the differences in languages, expressions, habits, gestures, ideologies and more. For example, in the United States the round O sign made with thumb and first finger means "okay" while in Mediterranean countries the same gesture means "zero" or "the worst". In Tunisia it is understood as "I'll kill you" meanwhile for a Japan consumer it implies "money". Even among the 74 English-speaking nations a word with the same meaning can differ greatly from the English which is spoken in the United States as the following example shows

International Marketing	Domestic Marketing
1. Many languages, many nations, many cultures	1. One language, one nation, one culture
2. Patriotism hinders trade	2. Patriotism helps trade
3. Markets are diverse and fragmented	3. The market is much more homogeneous
4. Multiple currencies, differing instability	4. Single currency and exchange values
5. Uniform economic (monetary climate)	5. Varied economic (monetary and fiscal) climate and fiscal) climate
6. Political factors are of minor importance	6. Political factors may play a major role
7. Minimum government interference in business Decisions	7. Government influence on business decisions
8. Transport cost influences marketing	8. Transport cost forms

Difference between International Marketing and Domestic Marketing

There are three basic points of similarities between domestic marketing and international marketing.

- 1) Both in domestic marketing as well as in international marketing, success depends upon satisfying the basic requirements of the consumers. This necessarily involves finding out what the consumers want and meeting their needs accordingly.
- 2) It is necessary to build goodwill both in the domestic market as well as in the international market. If a firm has been able to develop goodwill of the consumers, its task will be much simpler than the one which has not been able to do so. The days of caveat emptor have gone and the basic principle now is caveat vendor. In fact, to win over customers, liberal guarantees have to be given and facilities of after-sale service may have to be provided on an extensive scale.
- 3) Research and development for product improvement and adaptation is necessary both for international marketing and domestic marketing. However there are some salient features of difference between international marketing and domestic marketing.

International Marketing Coordination

International marketing activities dispersed in different countries should be properly coordinated to gain competitive advantage. Such coordination can be achieved in the following ways:

1. Performing marketing activities using similar methods across countries This form of coordination implies standardizing activities across nations.
2. Transferring marketing know-how and skills from country to country For example, a market entry strategy successfully tried in one country can be transferred and applied in another country.

3. Sequencing of marketing programs across countries For example, new products or new marketing practices may be introduced in various countries in a planned sequence.

4. Integrating the efforts of various marketing groups in different countries Perhaps the most common form of such integration is managing relationships with important multinational customers, often called international account management. International account management systems are commonly used in service firms. For example, Citibank handles some accounts on a worldwide basis. It has account officers responsible for coordinating services to its large corporate customers anywhere in the world. Competitive advantage can result from international account management systems in a variety of ways

International marketing permits linking marketing functions to upstream and support activities of the firm, which can lead to advantage in various ways. For example, marketing can open economies of scale and learning in production and/or research and development by

- (a) Supporting the development of collective products by providing the information necessary to develop a physical product design that can be sold worldwide;
- (b) Creating demand for more universal products even if historical demand has been for more varied products in different countries;
- (c) Identifying and acute segments in many countries to allow the sale of universal products; and .
- (d) Providing services and/or local accessories that effectively tailor the standard physical product.

International Marketing And Business Development

1. Channel Control Strategy and Business Development: Channel arrangements

traditionally consisted of loosely aligned manufacturers, wholesalers, and retailers, all of whom were trying to serve their own ends regardless of what went on elsewhere in the channel structure. In such arrangements, channel control was generally missing. Each member of the channel negotiated aggressively with others and performed a usually defined set of marketing functions. Importance of Channel Control For a variety of reasons, control is a necessary ingredients.

2. Disagreement between Channel Members: It is quite conceivable that the independent firms that constitute a channel of distribution (i.e., manufacturer, wholesaler, retailer) may sometimes find themselves in conflict with each other. The underlying causes of conflict are the divergent goals that different firms may pursue. If the goals of one firm are being challenged because of the strategies followed by another channel member, conflict is the natural outcome. Thus, channel conflict may be defined as a situation in which one channel member perceives another...

3. Perspectives on Distribution Strategies :
I. Channel-Structure Strategy Definition: Using perspectives of intermediaries in the flow of goods from manufacturers to customers. Distribution may be either direct or indirect
Objective: To reach the optimal number of customers in a timely manner at the lowest possible cost while maintaining the desire...

4. Advertising and Promotion of a Product: The amount that a company may spend on its total promotional effort, which consists of advertising, personal selling, and sales promotion, is not easy to determine. There are no unvarying standards to indicate how much should be spent on promotion in a given product/market situation. This is so because decisions about promotion expenditure are influenced by a

complex set of circumstances. Promotion-Expenditure Strategy Promotion expenditure makes up one part of the total marketing budget.

5. Strategy: Concerning the allocation of effort among the three different methods of promotion. Advertising refers to non personal communication transmitted through the mass media (radio, television, print, outdoors, and mail). The communication is identified with a sponsor who compensates the media for the transmission. Personal selling refers to face-to face interaction with the customer. Unlike advertising, personal selling involves communication.

6. Promotion: The promotion decision should be made in the context of other aspects of the marketing mix. The price and quality of a product relative to competition affect the nature of its promotional perspectives. Higher prices must be justified to the consumer by actual or presumed product superiority. Thus, in the case of a product that is priced substantially higher than competing goods, advertising achieves significance in communicating and establishing the product's superior quality in the minds of customers.

7. How to Identify Target Markets: The World Bank lists 132 countries. Different countries represent varying market potential due to economic, cultural, and political contrasts. These contrasts mean that a global marketer cannot select target customers randomly but must employ workable criteria to choose countries where the company's product/service has the best opportunity for success. Major Markets The most basic information needed to identify markets concerns population because people, of course, constitute.

8. Entry Marketing and Your Business: Four different modes of business offer a company entry into foreign markets:

(a) exporting, (b) contractual agreement, (c) joint venture, and manufacturing. Exporting A company may minimize the risk of dealing internationally by exporting domestically manufactured products either by minimal response to inquiries or by systematic development of demand in foreign markets. Exporting requires minimal capital and is easy to initiate. Exporting is also a good way to gain international.

9. Business Development and Global Marketing: Not only are the risk factors underlying the mode of entry largely contingent on the nature of the foreign environment, but these environmental forces also influence the development of marketing strategies. Decision making for expansion into global markets is strategically similar to the decision-making process guiding domestic marketing endeavors. More specifically, four marketing strategy variables product, price, distribution, and promotion need to be as systematically addressed in the context of international mar...

10. Developing Global Marketing Strategy: Two opposite viewpoints for developing global marketing strategy are commonly expounded. According to one school of thought, marketing is an inherently local problem. Due to cultural and other differences among countries, marketing programs should be tailor-made for each country. The opposing view treats marketing as know-how that can be transferred from country to country. It has been argued that the worldwide marketplace has become so homogenized that multinational corporations can market standardized products.

Globalization, which signifies integration and unity in world markets, poses both opportunities and challenges for crafting marketing strategy. While most economists tout the market opportunities catalyzed by

falling trade barriers and increased. International exchanges, globalization confronts strategic marketers with new dilemmas

Conclusions

It can be concluded with no doubt the barriers for entry and exit can be found these are not boundaries actually we can enter if we are competent enough, But the same 4 p's will not be applicable after passing the hurdles at the domestic and international market the quality of 4 p's of marketing mix has to be improved.

The intent of globalization is efficiency improvements and market optimization taking advantage of the opportunities of the global market the economic liberalization has enabled the companies to grow fast internally and externally.

The growth of many Indian companies has long and great leap forward .The increase in size could keep the companies on a strong footing to make the further dent into domestic and international market.

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BEHAVIOURAL PATTERN OF CONSUMERS TOWARDS THE ORGANIZED RETAIL OUTLETS - A REVIEW



Dr. Reshma Nikhat

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Gachibowli, Hyderabad, Telangana.

Dr. Reshma Nikhat

ABSTRACT: Retailing in India is increasing with a tremendous growth due to the rise and improvement of several factors- mainly, income dynamics, literacy rate, easy access

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BEHAVIOURAL PATTERN OF CONSUMERS TOWARDS THE ORGANIZED RETAIL OUTLETS - A REVIEW

Dr. Reshma Nikhat

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Gachibowli, Hyderabad, Telangana.

ABSTRACT:

Retailing in India is increasing with a tremendous growth due to the rise and improvement of several factors—mainly, income dynamics, literacy rate, easy access to online shopping lifestyle, health consciousness, migration of the population from rural to urban areas and the increasing educated middle-income groups and women empowerment.

The main objective of this paper is to strategically analyze the Indian retail industry by reviewing different groups. The study represents that infrastructure, economic growth and changing demographics of consumers are the major contributors of organized retail in India. The location of

the retail store, store brands, consumer preferences, sales promotion perceptions and adequate services are some of the variables that augment the efficacy of retail business and are important factors for retailer's success.



KEYWORDS: Consumer behaviour, Distribution, retailing, stores, technological development.

INTRODUCTION :

Retailing is supplying the right product at the right time and the right price in smaller volume with greater variety. There are different factors which have kept the sector growing like foreign direct investment, economic growth, urbanization, government policies, technological development and entrepreneurship skills, from anywhere, fulfil-anywhere supply chain management and commendations that produce Amazon-like experiences,

Artificial Intelligence powered solutions can help retailers combat fierce competition.^{121.4} cr is the sales from it. The Indian retail market has around 14 million outlets, (Sinha and Uniyal, 2007). As India is the second highest populated country in the world, the consumption and usage of goods or the demand is huge for goods and services. It provides largest source of employment. Growth of real-estate and Improvement in infrastructure also welcomes the competition, the government allowing the foreign direct

investment has opened the doors for big investors and global brands like IKEA and Walmart will not only bring better technology and wide range of products but also will create a healthy competition and environment. With huge agricultural sector offering an abundance of raw materials the product and materials will create a better producer.

Consumer behaviour is dynamic and the variables that are significant and associated with the decision making shall be discussed, it is important so that

<https://www.retaildive.com/news/retailing-at-the-end-of-the-world-how-large-chains-liquidate/556273/>

Journal for all Subjects : www.lbp.world

effective decisions can be taken in respect of marketing mix. Finally, it was important to review the papers to understand the gap and scope for the study.

Global retail sales through the convenience stores channel reached US\$3,256 billion in 2017, rising 6.7% on 2016, and are projected to register a CAGR of 8.5% over the forecast period 2017-2022 to reach US\$4,902 billion in 2022. Increasing consumer affinity towards smaller format stores that offer convenience is driving sales in the channel, economic growth, coupled with rapid urbanization, has contributed considerably towards the growth of convenience stores in the past few years.¹³ Industry experts project duty-free retailing market to grow at a CAGR of 6.06% during the period 2017-2021. It also talks about the market size of different segments and their growth aspects along with key leading countries in Americas, Asia-Pacific, Europe, the Middle East, and Africa regions.¹⁴ Increasing consumer affinity towards smallformat stores that offer convenience is driving sales in the channel.

1.2.Importance: This study serves as the basis for various other features of retailing in future and contributes to the basis of retail spending among corporate houses. By growing globally, the results will provide the firm some insights and information on how retailing is viewed by Indian consumers, it focuses on the retail institutions, growth and type of channels that is interested and liked by the consumers.

1.3.Distribution Channel: Frequently there may be a chain of mediators each passing the product down the chain to the next level, before it finally reaches the market. Each of the elements in these chains will have their own specific needs, which the producer must consider along with those of the all-important end-user.

1.4.A look at the history of retail : India was sometimes been called a nation of storekeepers having its roots with huge number of retail entrepreneurs in India, even among retail enterprises that employ hired workers, the bulk of them use less than three workers. Its retail sector is not so developed compared by the standards of industrialized countries but also in comparison with several other emerging markets in Asia and elsewhere. Retail sales in a developing country like India, a large chunk of consumer expenditure is on necessities, especially food related items. Food, beverages and tobacco accounted for as much as 71% of retail sales, 29% of retail sales are non-food items. This is to be expected as, with income growth, Indians, like consumers elsewhere, spent more on non-food items compared with food products.

1.5.The emergence of organised retailing in India: dates to the pre-independence era with textile majors setting up their own retail stores. However, the phase between 1990 and 2005 saw organised retail grow rapidly with the entry of pure- players like Pantaloons, Shoppers' Stop etc in the organised retailing scene in India. Thereafter, growth has been sustained by the foray of corporate like Tata Reliance and Aditya Birla in the retailing market. Growth of the Indian retail industry is driven by favourable demographics, rising disposable income, nuclearization of Indian households, improving credit facilities and increasing urbanization levels, among others. Organised retail penetration in India is very low at present, implying the huge untapped potential for organised retail players.

1.6. The Indian Retail industry: divided into the organized and the unorganized sector. The non-store and the retail outlets in the unorganized sector mainly include the local convenience store and the ha system, and one stop shop. The organised sector includes the big company's like RPG, Pantaloons and the foreign players like adidas, Reebok, McDonalds and Pizza hut.

¹³<https://www.businesswire.com/news/home/20190610005471/en/Global-Convenience-Stores-Retailing-2017-2022-Market-Size>

¹⁴<http://californiaoracle.com/duty-free-retailing-market-size-global-status-growth-trends-dynamic-demand-industry>

7. Emerging Trends: Most fail to consider how price elasticity changes over time, particularly for fashion merchandise, or how market segments react differentially to price changes. In addition, many retailers find it difficult to know how to price merchandise when their suppliers offer temporary "sales." They are also generally unaware of how their pricing strategy influences their overall image.

8. Role of Store Image and Retail Brands: Three critical facets that need to be examined include, the role of national brands, the role of private labels and the role that the store itself plays as a brand according to Sayman and Raju (2004). They provide interesting insights into the complex interplay between national and store brands. Specifically, the relative strength of the national brands seems to be the key factor in determining whether a store should have one or two store brands within a category.

9. Suppliers and Buyer Organization: Abhishek Kumar Singh, Naak and Seshadri (2014) studied the tendering process from structural, supplier, and buyer perspectives. It explores mechanisms through which superior value delivered by the supplier firm can be captured in the tendering process. Suppliers can extract returns for the value of their offerings in a tendering situation by early engagement with buyers and the buyer organization should leverage the opportunities inherently available to improve price-discovery via structural changes to the tendering process by using a tiered adjusted price bid mechanism.

10. Chain stores: are the significant innovation in organizational form of the early 20th century. Chain stores competed differently and therefore had several competitive advantages, including more buying power and lower costs, over their independent competitors. This greater efficiency is likely to enhance recession survival.

11. Attitude of the consumers : Afzal saifi and Kamalun Nabi Mohd has felt that organized retailing explored the attitude of customers towards modern retail formats and unorganized traditional formats in Delhi and NCR and admitted that due to the changing demographics, increase in income, rapid urbanization and advent of electronic media especially internet as a source of product information, customers preferred to purchase from organized outlets because of variety, easy availability convenient shopping timings, cleanliness and facility of entertainment for children, it is also observed that unlike higher age group sample respondents who prefer to visit kirana stores, the younger generation and higher income group customers has more inclination towards organized retailing, also more product lines should be added with a focus on quality of product and most customers have a positive image about organized retailing.

12. Mall kiosks: Anjala.S. Krishen (2010) believes that retail kiosks and the impact of consumer regret on shopping are becoming an increasingly common avenue for the release of innovative products and quick entry into the retail market, this paper introduces the importance of consumer decision making in such environments. Retailers must minimize the perception of risk involved in purchases and relates to constructs (regret and variety), which have proven to be very important in e-tail and retail shopping, to show how they can minimize consumer's perceived risk during a shopping experience.

13. The Wheel of Retailing: According to the theory of wheel of retailing, retail innovators often first appear as low-price operators with low cost and low margin requirements. Over time, the innovators upgrade the products they carry and improve their facilities and customer service and price rise. As innovation mature, they become vulnerable to new discounters with lower costs, the rise and fall of forms of retailing follows a cycle called the wheel of retailing,

Retail Attributes: Bone (1991) suggest that the mature market can be attracted by offering special discounts based on age.

1.14.Retail Store Design: consumers are sighted and visually attuned to labels, colours, lighting, point-of purchase displays, point-of-sale information, and merchandising. These visuals provide a symbolic system that is assumed to be cognitively processed by consumers as they move through the shopping environment. However, many handicap and legally blind people are impaired to the degree that reading signs and other printed materials, and/or distinguishing landmarks and faces is difficult, if not impossible.

1.15.Retail Training: should include information on how to recognize the uniqueness of consumers, ask questions, what type of assistance is desired so that the consumer can maintain control, and how to communicate that the shopper is expected. A key aspect of this training needs to be to educate retail employees that consumer tastes are driven by characteristics inside a person, not by characteristics that are visible to the employee, switch retailers as they become accustomed with the retail store.

1.16.Identified Mainly the Challenging Factors: SudhansuSekhar& Sarat Kumar Sahoo (2009) like technology, supply chain, human resources, store positioning faced by the retailers and trying to tackle with the issues and overcome it to face the challenges around at the operational strategic and conceptual level.

1.17.Shopping Practices: AbdulMajed Amin studied the effects of the massive arrival of foreign distribution concepts in emerging countries on the evolution of the local buyers' shopping observes. The conflict of the latter, long adapted to the traditional network, with the new retail outlets gives rise to the emergence of new modes of shopping and purchasing, trends in consumption in an emerging country Morocco for instance, the differences in social classes gives place to varied shopping strategies. Where the consumers change some values and shopping behaviour inherited from the traditional trade into the modern distribution stores. Global and local retail banners laying on their perceived images, store attendance and shopping practices which reflect their contrasted positioning strategies and that the implications on the public policy to manage the balance and the future of local traditional shops and modern retail stores.

1.18.Sales Promotion: Smith and Moschis (1985) suggest that age relates positively to the use of money-saving sales promotion offers, such as cents off and/or coupons; yet, their research does not support this view. In many instances, price and price related aspects are of lesser importance, which could explain the preference for department store shopping by the mature patron as opposed to discount store shopping and Bearden (1978) agree that the most important attributes of store selection relate to the relationship of quality to price and the finding of satisfactory products. Manoj Verghese and Pooja luniya felt that price form of promotion influences impulse buying among consumers TPR is the major tool. Consumer as it provides direct off on the product. Mostly females are more attracted towards TPR further other forms of price promotion also influences impulse buying behaviour non-price forms.

1.19.Segmentation: Bone (1991) concludes: "Thus, chronological age does not seem to be an appropriate segmentation variable". Lifestyle or psychographics has emerged as a very robust technique of identifying distinct categories of buyer behaviour. French and Fox (1985) discussed about the adjustment patterns of the elderly to old age. They were able to identify two factors that underlie a list of behaviours and attitudes of the elderly. The first factor is how much the elderly enjoy retirement living, the second factor is the extent to which the elderly is secure in the adjustment process. Indian Customer. With an evolving demography, the market for retail is gradually getting segmented. For retailers, the key is to tap rising lifestyle spends like mobile phones and cars.

1.20.Layoffs: The temptation for retailers facing a recession is to engage in layoffs. when measured by recession survival, people are an asset and not a liability. the segment diffusion of conventional

supermarkets is complete, and that while the new superstore format enjoys better perceptions than the traditional supermarket, the dominant constraint on both modern formats' market share growth continues to be limited penetration of the perishable's category. The goal is to develop a set of guidelines contingent on the retail context, for managers and policymakers who have a stake in the information process.

Customer as an asset: the availability of data has led to loyalty programs and other initiatives aimed to deepen the relationship between individual shoppers and their preferred retail outlets. Under the right conditions, shoppers will switch stores. While it is well accepted that price and promotions on certain products may induce shoppers to switch stores, and that some segments (e.g. heavy pickers) will actively look for differences across stores, less is known about the longevity of the switch. In our view, this question needs to be answered if retailers are to effectively manage one of their most important assets - the customer base. Moreover, we consider that a "switch" takes place only when a shopper moves most of the share of wallet from one store to another.

Customer Service: Kotler et al. (1998) emphasized the importance of effective interaction between service providers and customers to create superior value during service encounters. Studies on well-managed companies show that good customer service can set one business apart from other competitors. Customers use these cues to ascertain the quality and value of the intangible services the service provides (Teas and Agarwal, 2000).

Buying Motives: Acc to Sheath (1983) there are two classes of motives underlying shopping behaviour: functional and non-functional, of which Tauber's (1972) motivations are the non-functional. If the shopping motive is solely a function of the buying motive, the decision to shop will occur when a consumer's need for goods becomes sufficiently strong to allocate time, money, and effort to visit a store.

Brand Relationship: Arvind Sahay has felt that young consumers do form relationships with brands on all the six dimensions of consumer brand relationship and found that love and passion dimension of brand relationship is stronger amongst teenagers as compared to young adults and that family has a relatively stronger influence than peers, and that consumers do compare price irrespective of how strong the brand relationship is.

Service Quality: Mohammed Bilal Uddin & Bilqis Akhter (2012) service quality and fair price have direct influence on customer satisfaction of a mass service industry.

Perceived value: has intermediating role between quality, charge fairness and satisfaction. fair price has positive direct impact on customer satisfaction; operators are recommended to formulate operations and marketing strategies that focus on expectations of customers to enhance level of satisfaction quality of the service provided to them.

Buyers black box: Ravindar reddy highlighted that the key factors in influencing the perceptual processing of the buyers' black box in selecting the retail store and retail brands. The perceptual changes about store brands and retail store may influence the purchase attitude of shoppers.

Customer Loyalty: Acc to Mariyam Rehman Bilal (2012) Customer Loyalty is a psychological motive which today's managers are considerate about and concludes that long-term success and sustainable, it is one of the most important issues organizations face today, customer loyalty has become more vital due to substantial increase in competition.

Customer Satisfaction: Enrique Bigne felt that the cognitive and affective antecedents and consequences of satisfaction in the context of hedonic services indicated that the impact of satisfaction

is not limited to loyalty, its effects extend to behavioural responses like consumers' willingness to pay more for the service.

1.30 Consumer Decision Making Process: According to Mumtaz Jing Fengjie and Naveed Akhte customer behaves differently at the time of purchasing goods/services as it depends on number of factors such as family, age, culture, and advertising have an impact on an individual's way of thinking, whereas price is associated to product.

1.31. Economic Reforma in India: Suchi Patel Anand and Zerna (2013) studied that Economic reform in India have brought about major changes in the whole market environment. With those changes rural marketing has become an important concern to marketers. Environment, proper understanding of the nature and profile of the rural consumers, designing the right products to appeal to them, and suitable media for communication and distribution. The Indian marketers, therefore, needs to change their traditional view about the rural India's rural consumer that settles for less.

1.32. Location: Sunil Chopra (2010) decisions regarding the role, location, capacity, and flexibility of facilities have a significant impact on supply chain's performance. It is an important factor that influences the customer's choice of the outlet, regular visit of the customers to the outlet, repeat purchases at the same outlets etc.

1.33. Store Brands: Sandeep (2014) revealed that most of the youth have positive opinion towards the store brands in fashion-wear and accessories. Most of the respondents opined that quality, reliability and brand image are the dominant aspects that differentiate store brands with national and regional brands.

1.34. Store Formats: Vipul Jain (Apr 2012) argues that consumers purchases from more than one outlet despite some preferred store or store format, this indicates that consumers perception of outlets and preference do not result in patronizing of retail outlet and so situational factors should be considered for better predictability of consumers buying behaviour, modern consumer is increasingly realizing his nature in acquiring more and more assets, and/or articles in general and electronic gadgets, electronic produces/devices in particular (Erich From) including digital based services, the modern consumer expects the organizations to uphold business ethics in general and that of Business Transparency in particular.

1.35. Green Marketing: Tanushri Purohit (Feb 2014) felt that the attitude of retail organizations towards green marketing in India is on the rise and this green image of the company can be a competitive advantage for the company and will help in creating a more positive image in the minds of the consumer. Touching the lives of millions Indian retail sector has emerged as most exciting, challenging and fast growing.

1.36. Technological Development: the shopping experience According to Katole Hemant (2011) malls is worthy and less time consuming, time taken for payment and obtaining suggestions from the consumers. Considering the retailers and the consumer's point of view, it is inferred that most of the problems are due to overcrowding and these problems can be resolved to some extent by implementing new technologies. Thus, there are a few suggestions like electronic payment systems to avoid long queues, automated parking systems, flexible offers and facilities. Flexible offers can include food coupons, entertainment coupons, mobile recharge coupon etc as per the preferences of people.

1.37. Lifestyle: Kamalaveni (2008) has felt that India is witnessing a change in life styles and there is a need to understand the emerging markets and consumers has become a big challenge for the global brands in creating and managing a powerful brand. Branding is one of effective competitive tools and

is a challenging task for the marketer to nurture a brand into a strong, profitable brand. Today's brands are more visible than those in the past. Intangible assets such as brands, patents and know-how have become increasingly dominant elements of company value.

38. Multiple Outlets. Lars Meyer warden in his study of the retailing sector felt that consumers typically patronize multiple outlets, which leaves outlets striving to earn a greater portion of consumer expenditures and the researcher wants to give theoretical and empirical knowledge about the impact of retailing loyalty programmes on customer purchasing behaviour.

39. The Emergence of Private labels: on the shelves of retailers has become the integral part of retailing, manufactured or provided by one company for offer under another company's brand, available in a wide range of industries from food to cosmetics to web hosting, positioned as lower cost alternatives to regional, national or international brands, although recently some private label brands have been positioned as "premium" brands to compete with existing "name" brands. Organized retail is a big revolution to Indian economy, which not only contribute national brands and private label brands.

40. Consumer: According to Alba zamira and Samuel(2014) the consumer's buying behavioural pattern towards online shopping (specially in case of flipkart.com users in Lucknow city), The success in India is dependent upon its popularity, brand image, unique, fair policies, and its customer relations etc.

1. FMCG and Employment: According to Amandeep (2011) India's FMCG sector is the fourth largest sector in the economy and creates employment for more than three million people in downstream activities. Its principal constituents are Household Care, Personal Care and Food & Beverages.

2. Buying Behaviour: Bobby and Vishnu (2011) found out that the buying behaviour of Nepali teenagers towards mobile phones between urban, semi-rural and rural teenagers of Nepal. The aspects of buying behaviour assessed were choice of brand, source of information, factors affecting buying decision, source of finances and the level of satisfaction with the product.

3. Buying Behaviour: Gopinat (2011) investigated men's perception in buying decisions on branded products in Tiruchirappalli district. There is a need to understand the emerging markets and consumers to become a big challenge for the corporate world especially in creating and managing a powerful brand. By developing a powerful brand corporate can establish brand equity and the equity assists in a variety of ways to manage competition and to maintain market share. Branding is one of the most operative modest tools. And it is a challenging task for the marketer to nurture a brand into a strong, profitable brand.

NGS AND CONCLUSIONS:

In a world of developing economies, where every week there is a product launch, the life cycle of a product has become short, lot of product variety, is available, applications are used for the purchase of products, it is found that the preferences and perceptions are different in various markets for different goods and services. But still there is every opportunity available to a challenger, no channel has completely replaced another channel. Both click and brick type of institutions are surviving. No matter where they are, the behavioural pattern of consumer has similar buying motives and follow the same steps in consume decision making process, but the behaviour is different in unorganised and organised retail outlets.

Back in India, liberalisation, globalisation, foreign direct investment, multinational companies are changing the environment more environment, providing a better product offering.

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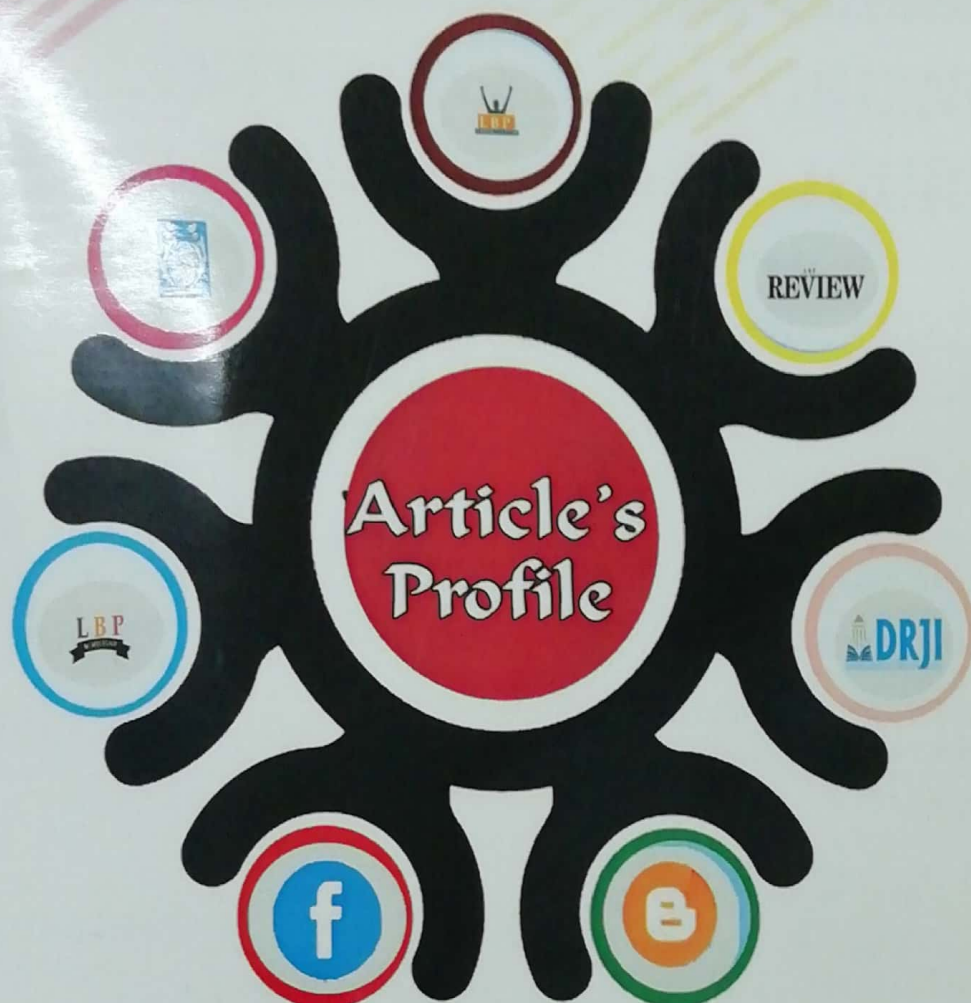
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Research Paper : BEHAVIOURAL PATTERN OF CONSUMERS TOWARDS
THE ORGANIZED RETAIL OUTLETS - A REVIEW

Research Scholar : Dr. Reshma Nikhat

Dr. Reshma Nikhat

Assistant Professor, Maulana Azad
National Urdu University,
Gachibowli, Hyderabad, Telangana.



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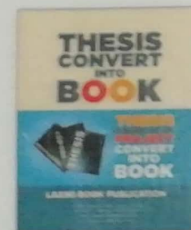
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Awarded to

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Women Entrepreneurship: All Women are Endowed with Innate Power that can make them Successful Entrepreneurs

Osman Bin Salam*, Reshma Nikhath**

ABSTRACT

Women entrepreneurship is inherent and also a natural process. Women are naturally endowed with the qualities of entrepreneurship. Maternity is a creative capacity involving risk of life. Maternal instincts generate enormous strength and determination that drive the fear away from them. Courageousness and determination that generate at the time of maternity are in born. These characters mature within themselves and not come from elsewhere. Women empowerment becomes reality by nurturing their innate qualities of entrepreneurship.

Key Words: Women, Entrepreneurship, Maternity, Determination, Empowerment

INTRODUCTION

Every woman undergoes a risk of life to bring life into this world. Women do not deny motherhood on the idea of risk is involved. Their maternal instincts overcome the thoughts of risk to life. Women have the capability to face the risk of life with firm courage. This is an essential quality for Entrepreneurship. Women entrepreneurship is therefore, a natural process for women. Encouragement of women entrepreneurs are the solution for women empowerment.

Since ages India has been men-dominated country. But, time is changing now. Women in India have changed the fact that since hundreds of years they had been following the orders of men. They now know their rights and duties and with the spreading awareness amongst the women they are now no less than the men. They are walking with men at the same pace in each and every field.

Following this latest trend, women are no less and backward any more. Many women have established their own economy i.e., entrepreneurial empire and are now ruling their world as they wished to. The hidden entrepreneurial potentials of women have gradually been changing with the growing sensitivity to the role of women in the economic status in the society. Skill, knowledge and adaptability in business are the main reasons for women to emerge into business ventures.

"Women Entrepreneur" is a person who accepts challenging role to meet her personal needs and become economically independent. A strong desire to do something positive is an inbuilt quality of women. A part of women, who is capable of contributing values in both family and social life. This is great news. In some parts of the country still do not know their power. They don't know that they can break the domination over men and move on, walk on and fight for their freedom. They can live like princess in their own Disney world.

WOMEN'S ENTREPRENEURSHIP

According to the Tax and Customs Board (Maksu- ja Tolliamet), only 39.1% of sole proprietors are women. According to the National Sample Survey, only 1.5% of women are entrepreneurs. According to the National Sample Survey, only 1.5% of women are entrepreneurs. According to the National Sample Survey, only 1.5% of women are entrepreneurs.

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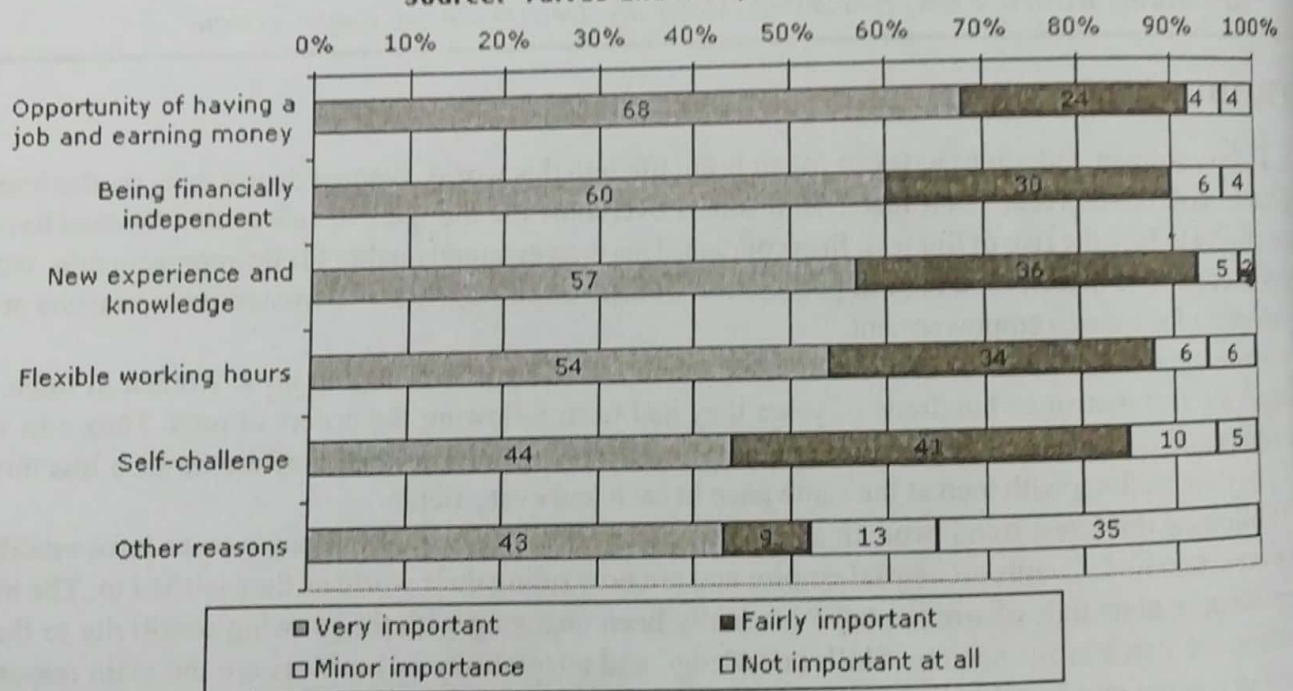
women. However, according to the Estonian Labour Force Survey, the employment rate of women aged 15-64 years was 59.8% in 2004. Nonetheless, there are six counties in Estonia (all having a high share of rural areas), where the employment rate is lower than the 57% target set for women by 2005 in the Lisbon strategy.

According to this study, the majority of female entrepreneurs are 36-65 years old and only one-third are younger than 35 years. The percentage of entrepreneurs increases with age, perhaps indicating that women often start their own business when they cannot find a convenient job nearby. The majority of respondents have family relations: 79% are married or cohabiting, and 62% have at least one child younger than 18 years. Having children does not seem to be a constraint for women in starting their own business.

Generally, women are active in areas that do not require large investment: services (beauty-services, hairdressing, sewing, etc), tourism and agriculture. In addition, many women also work in another area, in order to decrease the business risk. Women tend to start their businesses slowly, take fewer risks than men, and try to avoid taking out loans.

Figure 1 outlines the main reasons for becoming an entrepreneur. The primary driving forces are the wish to have a job and earn money, but also to be financially independent and/or have flexible working time. For many women, the possibilities of gaining new experience and knowledge, as well as testing one's business capacity, are important factors.

Figure 1: Main motivators in starting own business
Source: Talves and Laas, 2004, p.51



CONSTRAINTS FACED BY WOMEN

Lack of Confidence: women lack confidence in their strength and competence. The family members and the society are reluctant to stand beside their entrepreneurial growth.

Socio-Cultural Barriers: Women's family and personal obligations are sometimes a great barrier for succeeding in business career.

Market-oriented risks: Stiff competition in the market and lack of mobility of women make the dependence of women entrepreneurs on middleman indispensable.

Motivational factors: Self-motivation can be realized through a mind set for a successful business, attitude to take up risk and behaviour towards the business society by shouldering the social responsibilities.

Knowledge in Business Administration: Women must be educated and trained constantly to acquire the skills and knowledge in all the functional areas of business management.

identifying the available resources: Women are hesitant to find out the access to cater their needs in the and marketing areas.

WOMEN ENTREPRENEUR IN GLOBAL ECONOMY

As technology speeds up lives and the new millennium is now upon us, it is useful to take time to reflect on what will surely be one of the driving forces of the global economy of the 21st century. Women are an economic force that policymakers cannot afford to ignore. What are the implications of this for women throughout the world? How can women's business association's best channel this potential to improve the status of women in the world economy? The world's modern economy, and in particular its move towards democracy, depends on the participation of both sexes. Wouldn't it be ideal to envision as normal a global economic order based on democracy, free enterprise, and international law? Since no such system has ever been implemented, this system looks utopian, if not naive. However, governments and institutions promoting democratic reforms can make a real difference in women's business organizations in newly emerging market democracies. In the global economy of the 21st century, international trade will be a key source of economic growth and development. Recent surveys conducted in several countries by the National Foundation of Women Business Owners (NFWBO) indicate that women-owned firms involved in the global marketplace have greater revenues, are more optimistic about their business prospects and are more focused on business expansion than women-owned firms that are domestically oriented. Obviously, expanding into international trade can pay off for women-owned firms. However, it is not clear that smaller enterprises are benefiting from this potential as much as larger firms. Women's business associations can and should ensure that their members—large and small—can benefit from the rewards of expanding into the international arena. Women must learn how to play the global trade game, and a global network of women's business associations can help them do that. Information technology can help identify markets, provide industry information and spotlight trends about the role of women in national economies can be. More information about women-owned business is sorely needed to force policymakers to realize that women are an economic force to be reckoned with. One of the first steps in this process is to document the economic significance of women-owned enterprises in order to foster a constructive dialogue. What women's business organizations (WBOs) can provide may be summed up in a few words: access, organization, and advocacy?

Access. WBOs can offer access to contacts for sources of credit, access to training in international business, access to mentoring, as well as access to the more basic skills of operations management and information technology. The importance of access to information technology cannot be underestimated. Information technology can help identify markets, provide important industry information, spotlight trends, and highlight business niches.

Organization. WBOs can advance women within the business community, identify their interests, and provide support for them. CIPE's upcoming June 2000 conference for directors of women's business associations is designed to deliver valuable practical information on how these groups can better serve the needs of the women's business community worldwide.

Advocacy. WBOs can demonstrate how successfully targeted advocacy is critical if women are to overcome the institutional and informal constraints that continue to hamper them in many parts of the world. WBOs can increase access to education, foster the growth and dynamism of women owned firms, spur innovation, and raise the awareness of international

CHARACTERISTICS OF AN ENTREPRENEUR REQUIRES

innovative thinking and far sightedness.
quick and effective decision making skill.

- Ability to mobilize and marshal resources.
- Strong determination and self confidence.
- Preparedness to take risks.
- Accepting changes in right time.
- Access and alertness to latest scientific and technological information

Many women have these qualities but they never got a platform to showcase their talents and hence they don't know their real abilities.

CONCLUSION

In a world of rapid change, all entrepreneurs must have the flexibility and creativity to meet the changes they face. The importance of a strong, mindful vision that can lead toward a better world is often underestimated. Let's join hands and mark the beginning to raise the women and influence them, motivate them by showing them the various vibrant paths waiting for them. And all the women, who've read it, remember: "Nothing is impossible..." this is what you teach our students or children. Follow it for yourself as well...!!! Life will then be wonderful.

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CSR Policy and its implementation: A study of select IT companies

Dr Reshma Nikhat¹

Abstract

Days are gone when the corporates use to be responsible for the goals of the organization now it has to equally think about the society who is directly or indirectly getting affected with the policies, taken such care of the society is termed as Corporate social responsibility (CSR) is generally understood as being the way through which a company achieves a balance of economic, environmental and social imperatives ("Triple-Bottom-Line-Approach"), focusing on people planet and profit. While at the same time addressing the expectations of shareholders and stakeholders, as explained by United Nations Industrial Development Organization (UNIDO) "Corporate Social Responsibility (CSR)" can be referred as corporate initiative to assess and take responsibility for the company's effects on the environment and impact on social welfare. It has become prominent over the last two decades as the policies and the practices were not upto the codes and standards.

It is not charity or mere donations, but a way of conducting business, by which corporate entities visibly contribute to the social good. CSR is used to integrate economic, environmental and social objectives with the company's operations and growth.

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Prof Ghuman is a former Dean, Faculty of Arts, Department of Public Administration, Punjab University. He is a member of Punjab Governance Reforms Commission, Director - FACT (a Government of India Undertaking) and a Former Member, Fifth Pay Commission, Punjab.

Prof Ghuman has published more than 60 papers and a book. His areas of specializations include Development Planning, Poverty and Environmental Studies, Governance, Economic Administration and Public Enterprises Management, Quantitative Analysis, Financial Administration, Economic Theory and Labour Economics.

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CONTEMPLATE SALES PROMOTION FOR SUCCESSFUL BUSINESS

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Introduction :

Sales promotion consists of a diverse collection of incentive tolls, mostly short term, designed to stimulate quicker and / or greater purchase of particular products/services by consumers or the trade.

Sales Promotion is an important method of promotion which supplements personal selling and advertising effects. According to American Marketing Association' "Sales promotion includes marketing activities, other than personal selling, advertising such as displays, shows and expositions, demonstrations and various non-recurring selling efforts which are not in the ordinary routine." Sales promotion includes free samples, premium on sales, sales and dealer incentives, contests, fair and exhibition public relations activities etc. Sales promotion are those activities, other than advertising and personal selling and stimulates market demand for products.

The basic purpose is to stimulate on the spot buying by prospective customers through short term incentives. These incentives are essentially temporary and non-recurring in nature.

Objectives of Sales Promotion :

- ♦ Introduction of new products to the market through educating people
- ♦ Attractive new customers by offering attractive gifts.
- ♦ Increases sales in slack season

- ♦ Create goodwill among the present as well as prospective customers.
- ♦ Create good public image of the product and the firm.

Need and Importance of Sales Promotion :

Sales Promotion acts as a bridge between advertising and personal selling. Due to the diversity of markets, the importance of sales promotion had increased tremendously. Sales promotion helps to remove the customers dissatisfaction about a particular product, manufacturer and create brand image in the minds of consumers and users. The sales promotion devices at the point of purchase stimulate the customers to make purchase promptly on the spot.

Sales promotion includes marketing activities, other than personal selling, advertising such as displays, shows and expositions, demonstrations and various non-recurring selling efforts which are not in the ordinary routine.

Benefits of Sales Promotion :

- ♦ Spreads information
- ♦ Stimulates demand
- ♦ Customer satisfaction
- ♦ Stabilization of sales volume
- ♦ Create product identity
- ♦ Performance appraisal criticism of sales promotion

Why is Sales Promotion Criticized :

No real incentives : The incentives offered through sales promotion schemes are fictional and not real. It is said that manufacturer will realize the cost of their incentives by raising the price of goods.

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Nonmoving products are passed off: Only products which are lacking in quality or are not likely to be favoured by customers, require sales promotion efforts.

Temporary Nature: The sales promotion schemes are carried out during particular seasons and not on permanent basis. The results achieved through them are generally short lived. As soon as the incentives offered under such schemes are withdrawn, the benefit in terms of increased sales may also vanish.

Types of Sales Promotion :

Sales promotional activities may be broadly classified into the following

- ♦ Consumer sales promotion
- ♦ Trade sales promotion
- ♦ Business Sales promotion

I. Consumer - Promotion Tools :

Samples: Samples are offers of a free amount of a product or service. The sample might be delivered door to door, sent in the mail, picked up in store, found attached to another product, or featured in an advertising offer. Sampling is the most effective and most expensive way to introduce a new product.

Coupons: Coupons are certificates entitling the bearer to a stated saving on the purchase of a specific product. Coupons can be mailed, enclosed in other products or attached to them, or inserted in magazine and newspapers ads.

Discount or price off: In order to increase sale, many producers introduce price off offer to customers. Under this, the product is offered at a price lower than the normal price. For eg., dining off season (winter), ceiling Fans, Coolers and refrigerators may be offered at 20% or 30% off price.

Cash Refund offers (Rebates): Cash refund offers to provide a price reduction after the purchase rather than at the retail shop. The consumer sends a specified "proof of purchase" to the manufacturer, who "refunds" part of the purchase price by mail.

Price Packs: Price packs (also called cents-off deals) are offers to consumers about savings off the regular price of a product, flagged on the

label or package. They can take the form of a reduced price pack, which is single packages sold at a reduced price (such as two for the price of one) or banded pack, which is two related products banded together (such as a toothbrush and toothpaste). Price packs are very effective in stimulating short-term sales, even more than coupons.

Premiums or Gift Offer: Premiums (or gifts) are merchandise offered at a relatively low cost or free as an incentive to purchase a particular product. There are three types of premium offers (i) with pack premium (ii) a reusable container (iii) a free in mail premium.

(a) *Packaged Premium:* In this type of sales promotion marketers pack some gifts inside the product package. The gifts create desire to buy the product. One such scheme was launched by a toilet soap marketer in which gold pendant was put inside a toilet cake.

(b) *Free in mail premium:* In these types of sales promotion the customers do not get immediate benefit promotion the customers do not get immediate benefit at the time of making a purchase. Rather the customers are required to correspond with the marketer by sending, for eg, a wrapper or some proof of purchase or multiple purchase to claim the benefit. For instance, a company making chocolate required the kids to send specially marked wrappers to claim gifts.

(c) *Container premium :* This category of sales promotion is also very popular with the marketers of jams, detergents and soaps. In this scheme, the marketer devises special containers for packaging the product which could be used by the customer for some. For eg coffee powder, Oats etc in unique. Jar which could be used by the housewife in the kitchen for storing things.

Prizes (Contests, Sweepstakes, Games) Prizes are offers of the chance to win cash, trips, or merchandise as a result of purchasing something. A contest calls for consumers to submit an entry - a jingle, estimate, suggestion - to be examined by a panel of judges who will select the best entries. A sweepstake calls for consumers to submit their names in a drawing. A game presents consumers with something

every time they buy - bingo numbers, missing letters - which might help them win a prize.

Patronage Awards: Patronage awards are values in cash or in other forms that are proportional to one's patronage of a certain vendor or group of vendors. Most airlines offer "frequent-flyer plan" providing points for miles traveled that can be turned in for free airline trips.

Free Trials: Free trials consist of inviting prospective purchasers to try the product without cost in the hope that they will buy the product. Thus auto dealers encourage free test drives to stimulate purchase interest.

Product warranties are important promotional tools: These especially make consumers more quality sensitive.

Tie-in Promotions: Tie-in promotions involve two or more brands or companies that team up on coupons, refunds, and contests to increase their pulling power.

Cross-promotions: Cross-promotions involve using one brand to advertise another noncompeting brand.

Quantity Deals: Some times, sellers devise special package which gives extra quality of the product to the buyer at the same price. These deals came in the form of "Buy three, get one free" offer for beauty soaps like Nirma, Lux.

Quiz Contests: There may be customers contest, salesman contest and dealers contest. Contests for salesman and dealers are intended to inducting them to devote greater efforts and for obtaining new sales ideas in the task of sales promotion. Contest for consumers is held on writing a slogan on the product regarding liking of a customer etc.

Fair Exhibition Businessmen: They can demonstrate their products explaining their special features and usefulness. They can also distribute free literature to introduce their firm and products to the public. Fair and Exhibition are usually successful since they draw large ground.

Display of products: Goods can be displayed in artificially laid out window at the shop front or

at important busy centers like railways station and bus stops. The retailer organize such shares in their own shops. Window display is very popular with the retailers since it helps in informing the customer the types of goods available with them.

Free offer: Recently several companies are using free offers to promote their products for instance, 36cms TV free with purchase of 95cms TV.

Exchange offer: Attractive terms are offered to the old item and moreover, consumer finance is made available for the amount of difference between the price of new item and sale value of the old item.

II. Trade-Promotion Tools :

Manufacturers use a number of trade-promotion tools like :

Trade Promotion can persuade the retailer or wholesaler to carry the brand: Shelf space is so scarce that manufacturers often have to offer price-offs, allowances, buy-back guarantees, free goods, or outright payments (called slotting allowances) to get on the shelf, and once there, to stay on the shelf.

Trade Promotion can persuade the retailer or wholesaler to carry more goods than the normal amount: Manufacturers will offer volume allowances to get the trade to carry more in their warehouses and stores. Manufacturers believe that the trade will work harder when they are "loaded" with the manufacturer's product.

Trade promotion can induce the retailers to promote the brand by featuring, display, and price reductions: Manufacturers might seek an end-of-aisle display or increased shelf facings or price reduction stickers and obtain them by offering the retailers allowances paid on "proof of performance"

Trade promotion can stimulate retailers and their sales clerks to push the product: Manufacturers complete for retailer sales effort by offering push money, sales aids recognition programs, premiums, and sales contests. Manufacturers probably spend more on trade promotion than

they would freely choose to spend. The increased concentration of buying power in the hands of fewer and larger retailers had increased the trade's ability to demand manufacturers financial support at the expense of consumer promotion and advertising. In fact, the trade had come to depend on promotion money from the manufacturers.

III. Major Trade-Promotion Tools :

Price-Off: A price-off (also called off invoice or off-list) is a straight discount off the list price on each case purchased during a started time period. The offer encourages dealers to buy a quantity or carry a new item that they might not ordinarily buy. The dealers can use the buying allowance for immediate profit, advertising or price reductions.

Allowance: An allowance is an amount offered in return for the retailers agreeing to feature the manufacturers products in some way. An advertising allowance compensates retailers for advertising the manufacturers product. A display allowance compensates them for a carrying a special product display.

Free Goods: Free goods are offers of extra cases of merchandise to middlemen who buy a certain quantity or who feature a certain flavor or size. Manufacturers might offer push money, which is cash or gifts to dealers or their sales force to push the manufacturer's goods. Manufacturers might offer free specialty advertising items to the retailers that carry the company's names, such as pens, pencils, calendars, paperweights, memo pads and ashtrays.

Store administration : Under it, sale personnel of the manufacturer carryout special demonstrations of their products for the benefit of dealers and consumers. The object is to educate the dealers and consumers about qualities of the product, how it is be used, and so on.

Dealer contests : Under this dealers are offered additional incentives for attracting predetermined sales targets or for arranging attractive display and demonstration of the products.

Special discounts : During the promotion campaign, a manufacturer may offer special discounts on purchases made by retailers such a campaign may be called price off scheme or off list. Special discounts increase the profit margin of the dealer who gets encouragement to push up sales of the product.

Push Money: The dealers may be given a specific amount of money to push the sales of the manufactuers products. Cash reward is given for purchasing the product among the buyers when there is tough competition in the market. As the number of competitive sale promotions has increased, friction has been created between the company's sales force and its brand managers. The sales force says that the retailers will not keep the company's products on the shelf unless they receive more trade- promotion money, while the brand managers want to spend the limited funds on consumer promotion and advertising. Some company sales vice presidents are insisting that they control the budget for consumer promotion and especially trade promotion, since they know the local market better than a brand manager sitting at head quarters. Some companies have given a substantial part of the sales promotion budget to the sales force or local marketing managers to handle. Manufacturers have other problems with trade promotions. First, they find it difficult to police retailers to make sure that they are doing what they agreed to do. Retailers do not always convert the buying allowances into reduced prices for consumers, and they might not provide extra shelving or display even after receiving merchandise or display allowances. Manufactuers are increasingly insisting on proof of performance before paying these allowances. Second, more retailers are doing "forward buying" namely, buying a greater quantity of the brand during the deal period than they can sell during a 12 week or longer supply. The manufacturer finds that it had to schedule more production than planned and bear the costs of extra work shifts and overtime. Third, retailers are doing more "diverting", namely buying more cases than needed in region in which the manufactuer offered a deal

and shipping the surplus to nondeal regions. Manufacturers are trying to handle forward buying and dealing by limiting the amount they will sell at a discount or producing and delivering less than the full order in an effort to smooth production. All said, manufacturers feel that trade promotion had become a nightmare. It contains layers of deals (off-invoice, street money, lump-sum funds, market development funds) is complex to administer, and the manufacturers lose money for the most part. Kevin Price describes trade promotion in the following way.

Business-Promotion Tools:

Companies spend huge amounts on business promotion tools. These tools are used to gather business leads, impress and reward customers, and stimulate the sales force to greater effort. Companies typically develop budgets for each business promotion tool that stay fairly close from year to year.

Major Business-Promotion Tools :

Trade shows and conventions : Industry associations organize annual trade shows and conventions. Firms selling products and services to the particular industry buy space and setup booths and displays to demonstrate their products at these shows. Trade show help companies reach many prospects who could not be reached through their salesforces. About 90% of a trade show's visitors see a company salesperson for the first time.

Sale Contests: A sales contest is a contest involving the sales force or dealers, aimed at inducing them to increase their sales results over a stated period, with prizes going to those who succeed. A majority of companies sponsor annual or more frequent sales contest for their sales force. Called incentive programs, they serve to motivate and to give recognition to good company performance. The good performers may receive trips, cash prizes, or gifts. Some companies award points for performances, which the received can turn into any of a variety of prizes. Incentives work best when they are tied to measurable and achievable sales objectives (such as finding new

accounts, reviving old accounts) which employees feel they have an equal chance. Otherwise, employees who do not think the goals are responsible will not take up the challenge.

Speciality advertising: Speciality advertising consists of useful, low-cost items given by sales people to prospects and customers without obligation and which bear the company's name and address and sometimes an advertising message. Common items are ballpoint pens, calendars, cigarette lighters and memo pads. The item keeps the company's name before the prospect and creates goodwill because of the items utility. One survey indicated that over 86% of manufacturers supply their salespeople with speciality items.

Conclusion :

Evaluation is a crucial requirement, and yet according to a researcher, "evaluation of promotion programs receives...little attention. Even where an attempt is made to evaluate a promotion, it is likely to be superficial". The promotion evidently attracted new triers and also stimulated more purchasing by existing customers. In spite of these sales promotion will continue to play a growing role in the total promotion mix. Its effective use will require defining the sales promotion objectives, selecting the appropriate tools, constructing the sales promotion program, pretesting it, implementing, and evaluating the results. The sales promotion only altered the time pattern of demand rather than the total demand. The promotion may have covered its cost but more likely did not.

Sales promotions can also evaluate through experiments that vary such attributes as incentive value, duration, and distribution media. Beyond these methods of evaluating the results of specific promotions, management must recognize other potential costs and problems. There are many points to be discussed conceptually to state that sales promotion will have its impact on sales if high priority is given for customers need and demands. Then we can see a great change into sales promotion.

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Management & Business Journal

*Thinking well is wise,
Planning well, wiser,
Doing well in event management is the wisest*




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A SYSTEMS MODEL FOR GREEN MANUFACTURING

The technology of green manufacturing has been growing in interest and importance recently. The opportunities for developing advanced manufacturing capabilities while, at the same time, reducing the impact of manufacturing on energy use, water and resource consumption and, overall, greenhouse gas emissions and carbon footprint are numerous. The background, vocabulary and motivation for green manufacturing and the competitive opportunities for manufacturers who embrace this growing movement are reviewed.

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Introduction :

A significant shift in manufacturing techniques is being noticed in developed economies all over the world. Smarter and leaner production techniques have displaced inefficient means of production. On a more noticeable level, hybrid vehicles are beginning to populate our roads. The term 'Green Manufacturing' has established itself in the vocabulary of engineers and manufacturing professionals. Green Manufacturing is generically defined as 'elimination of waste by re-defining the existing production process or system'. Several other jargons such as 'end-of-line management' mean the same thing. We have all come across company examples that take their problem solving approach to the next level and develop innovative techniques towards effective solutions. Such solutions result in cost savings from reduced work handling, effluent control, process automation, etc. All these efforts are applications of green manufacturing.

This manufacturing concept is not just restricted to addressing the social and environmental impact of a pollution-centric process. Green manufacturing addresses process redundancy, ergonomics and cost implications due to faulty methods of producing goods. Faster and cheaper are no longer the only two criteria in manufacturing a product or evaluating an existing process line. Several other factors such as materials used in manufacture, generation of waste, effluents and

their treatment (or possible limitation), life of the product and finally, treatment of the product after its useful life are all important considerations.

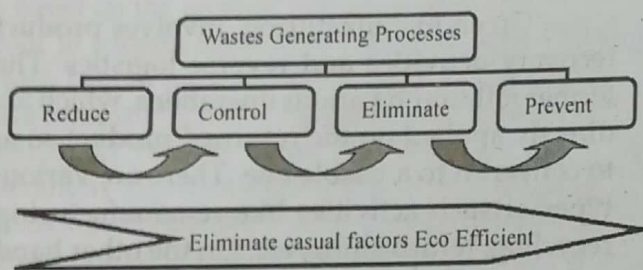
'Green manufacturing' involves product recovery activities and reverse logistics. The former reflects on various operations, which are directly applied on the returned product so as to convert it to a usable one. There are various types of such activities like remanufacturing, recycling, refurbishing, etc. On the other hand, reverse logistics is the area that focuses on inbound supply and distribution of the used products and the inventory management. This once again can be divided into inventory management activities and reverse distribution processes.

The uniqueness of these activities is mainly centered on the uncertainty factors, particularly relating to timing, quality and quantity of supply of used products. The following facts justify the reasons for the complexity inherent to 'Green manufacturing'.

- ◆ The timing, quality and the quantity of returns are unknown.
- ◆ Demand is also stochastic in nature, so balancing returns with demand is vital.
- ◆ Disassembly operations are highly variable with respect to the time required which, in fact depends on the condition of the returned product, modules, components or parts.

- ♦ There exist various methods of product recovery depending on the condition of the product, for example, returned items may be either remanufactured or used for spares or sold to secondary market or recycled.
- ♦ Logistics network is also a complex domain of 'Green manufacturing' due to the involvement of stochasticity both in supply of returns and demand of remanufactured products, and existence of both forward and reverse distribution channels.
- ♦ Uncertainty exists also in routing and processing times, as the condition of a returned product is not known before disassembly operation.

Green Manufacturing and Efficiency :



Time is money, energy is money and consumables are money. Making the same product using fewer resources and/or energy is a good strategy to make money. In other words, being efficient through preventing waste is both eco as well as money efficiency. In manufacturing there are a lot of wastes that can be eliminated in the process as well as the product. Green manufacturing strategy to reduce wastes is outlined in Figure 1.

Green Manufacturing with Environment:

Most large Western companies these days view going green as an imperative, not an option, as they face calls from customers, regulators, shareholders, partners, and directors to reduce their carbon footprint and the impact of their operations on the environment. And while green strategies are socially responsible, equally important is that they can lower costs, minimize energy sticker shock, and potentially provide new revenue and profit streams. Many organizations find manufacturing operations a good place to start environmentally conscious

initiatives, primarily because even before green became fashionable, production systems were focused on improving efficiencies and reducing resource consumption.

The appropriate environmental commitment varies widely among companies and among industries. But generally there are three prevalent green strategies (from simple to complex):

Responsible: Seeks to meet the basic sustainability demands of key stakeholders, such as trade customers and regulators, and maintain the company's competitive position. Initiatives tend to be focused on compliance.

Efficient: Pursues operational efficiency and cost competitiveness through environmental approaches that also leverage lean principles. The goal is chiefly to provide cost savings, with revenue opportunities viewed as a possibility down the road.

Differentiated: Elevates environmentally sound behavior from a social responsibility to a core operating model by placing a "green lens" on the entire product life cycle and integrating green messaging into brand positioning and communications. With this substantial effort, green strategies are the source of long-term business value and enhanced market share.

Conclusion :

As a scientific field 'Green manufacturing' is still young. It needs new inter- and intraorganisational processes. However, the inherent scarcity in natural and environment resources is creating the necessity and the motivational forces to make it a field of active research and an efficient business proposition in years is yet to come. And within a few years, like a newspaper boy or a milkman, you may not be surprised to see a company-van coming to your doorstep collecting their products back.

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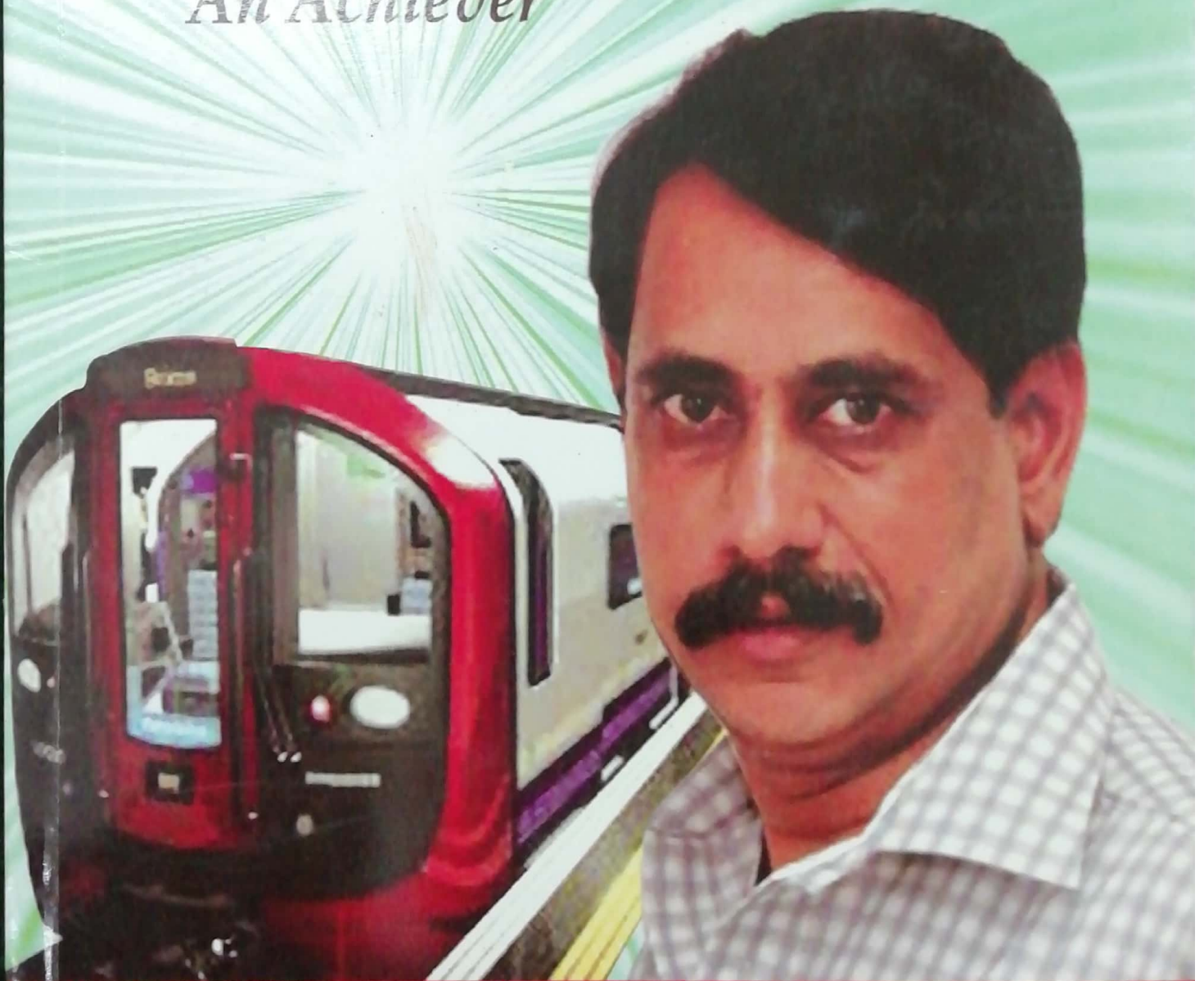
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IPL - THE MONEY BALLING GAME

Cricket in India is known to every individual and one of the sports in which India excels most of the time at worlds level. Surprisingly since few years we are finding instead of players playing for countries this league came with a new idea of identifying players potential and winning them by bids to play for their particular team, which gave the best performance of each player. Each ball bowled was best and also played in the best way. It is really worth watching the members play, therefore can be called as money balling as the main intention is to get the best pay for the performance you show.

- Ms. Reshma Nikhat, Associate Prof.
- Dr Shehbaz Ahmed, Director & Prof.

Amjad Ali Khan College Of
Business Administration, Hyd.

Introduction:

Gone are the days when sports was taken in a lighter way to distress ourselves, games are also taken and thought in the other way out, that is a source used to stabilize ourselves and get consistency in the style of living which one wishes to.

Key Words:

Runnerup, maiden over, IPL, bowler, all rounder, Rajasthan Royals, Kolkatta Knight Riders, Royal Challengers Bangalore, Delhi Dare Devils, Mumbai Indians, Chennai Superkings, Deccan Chargers etc

The Indian Premier League (IPL) is a professional league for Twenty 20 cricket championship in India. It was initiated by the Board of Control for Cricket in India (BCCI), headquartered in Mumbai, supervised by BCCI Vice President Rajeev Shukla, who serves as the league's Chairman and Commissioner. It is currently contested by nine teams, consisting of players from around the world. It was started after an altercation between the BCCI and the Indian Cricket League. IPL is the inspiration for various



international T20 leagues including, Friends Life t20 (England), MiWay T20 Challenge (South Africa), Big Bash League (Australia), Bangladesh Premier League (Bangladesh). Lucrative Indian Premier League started five years back under the chairmanship of Mr Lalit Modi. started to challenge one more counter league 'Indian Cricket League' which was organised by ZEE entertainment enterprises. The format of IPL is like UEFA champions league etc.

In 2010, IPL the first sporting event ever was broadcast live on YouTube in association with India times. brand value estimated to be

around \$3.67 billion in fourth season. According to the Annual Review of Global Sports Salaries by sportingintelligence.com, IPL is the second highest-paid league, second only to the NBA with an average salary of an IPL player over a year would be \$3.95 million. Kolkata Knight Riders made profits to the tune of Rs 13 crores last year.

Eight teams were introduced into the auction and it were sold for a whopping amount of Rs 2,083 crore with the highest bid going for the Mumbai team for Rs 441 crore to Mr Mukesh Ambani of Reliance Industries. The players were auctioned for the first season Indian Captain MS Dhoni with highest bid of \$1.5 million. the league evolved and gained popularity among the local indians and NRI's alike. The IPL bought stardom and Bollywood with it as Shahrukh Khan bought the Kolkata team in the first season in partnership with Juhi chawla. The IPL grew when in the second season Shilpa shetty Kundra bought shares in the Rajasthan team with beau Raj Kundra. The highest bid were Andrew flintoff and Kevin peterson, for \$1.5 million. It went international as it was conducted outside India due to security reasons in South Africa. The tournament with craze and enjoyed the game to a maximum extent. The third season was not a serious affair as it had no controversies and was followed by the crowd in the same way as the first two seasons.

The fourth season saw the introduction of two new teams which were bought for around Rs 1000 crore each.

The winners of the Initial Seasons: IPL 1 winners were Rajasthan Royals, IPL 2 Deccan Chargers, IPL 3 and 4 Chennai Super Kings
IPL 4

The IPL season V

The auction this year saw Ravindra Jadeja getting the highest cap.



Logos of the Competing Teams:

Played in India and administered by BCCI having its head quarters in Mumbai and Chennai. Current champion is with a format of 20-20. first tournament was played in 2008.

First season: The inaugural season of the tournament started on 18 April 2008 and lasted for 46 days with 59 matches scheduled. final was played in DY Patil Stadium, Mumbai Every team played each other both at home and away in a robin system.

Second season: The 2009 season coincided with the General Elections in India. Owing to concerns regarding players' security, the venue was shifted to South Africa. Deccan Chargers, who finished last in the first season, were big underdogs, but came out as eventual winners defeating the Royal Challengers Bangalore in the final. Deccan set a target of 144 with the help of Gibbs (53) and defended it.

Third season: The third [season] opened in January 2010 with the auction for players. 66 players were on offer but only 11 players were sold. Four teams qualified for the semi-finals. The final was played between Chennai Super Kings and Mumbai Indians. Chennai Super Kings won by a margin of 22 runs.

Fourth season: Chennai are the most successful team in the tournament winning the

championship twice and qualifying for the top four every time.

On 21 March 2010, it was announced in Chennai that two new teams from Pune and Kochi will be added to the IPL for the fourth season. The addition of teams from 8 to 10. The BCCI originally considered extending the tournament format used in previous season to ten teams, which would increase the number of matches from 60 to 94. Instead, the round-robin stage of the tournament was to have been replaced by a group stage with two groups of five, limiting the number of matches to 74. But this format was replaced by another one in which each team would play 5 other teams in a two-way round robin format and there would be 2 teams against whom they would play only at home and remaining 2 teams against which they would play only away matches. Thus each team plays 14 matches. Top four teams would qualify for the semi-finals.

Chennai Super Kings won their second consecutive IPL title after defeating Royal Challengers Bangalore by 58 runs in the fourth season of IPL.^[15] CSK had beaten RCB in the playoffs too while RCB defeated Mumbai Indians to reach the final. This is the first time a franchise has won two IPL titles, had four consecutive semi-final visits, come to the finals three times, and successfully defended their title. The top four teams namely CSK, RCB, KKR and MI have also qualified for the Champions League. MUMBAI INDIANS are the current Champions League Twenty20 champions.

Fifth season: The fifth season this time with 9 teams is set to started on 4 April 2012. In Mumbai, for which the players auction was held on 4 February 2012 in Bangalore. The season saw IPL authority increased the salary cap by \$0 million. The first match between champions league 20-20 winners Mumbai Indians and the defending champion Chennai Super Kings was won by Mumbai Indians by eight wickets.

Rules for acquiring players:

There are five ways that a franchise can acquire a player. In the annual auction, buying

domestic players, signing uncapped players, through trading and buying replacements. In the trading window the player can only be traded with his consent. The franchise will have to pay the difference between the old contract price and the new contract price. If the new contract is worth more than the older one then the difference will be shared between the player and the franchise selling the player.

Some of the Team composition rules are:

- Minimum squad strength of 16 players plus one physio and a coach.
- No more than 11 foreign players in the squad and maximum 4 foreign players should be in the playing eleven.
- Minimum of 14 Indian players must be included in each squad.
- A minimum of 6 players from the BCCI under-22 pool in each squad.

Some of the differences to international Twenty20 cricket:

- A difference to international cricket is a timeout. It gives the players an opportunity to strategize and take a drink during the strict 1 minutes, 30 seconds time limit. Each team is awarded two timeouts per innings totaling to four timeouts for the whole game. IPL is also known for having commercials during the game, hence there is no time limit for teams to complete their innings. However, there may be a penalty if the umpires find teams misusing this privilege at their own choice.

The total spending cap for a franchisee in the first player auction was US \$5 million. Under-22 players are to be remunerated with a minimum annual salary of US \$20,000 while for others it is US \$50,000. The most expensive players in the IPL to date is Gautam Gambhir of India with \$2.4 million from Kolkata Knight Riders. Ravindra Jadeja was the most sought after player in the first stage of IPL Player Auction 2012. Starting at a base price of USD 100,000, he was eventually bought for USD 2 million by Chennai Super Kings after winning a tie-breaker against Deccan Chargers. Kolkata Knight Riders snapped the swashbuckling New Zealand wicketkeeper

batsman Brendon McCullum for USD 900,000. McCullum was a part of the Kolkata franchise for the first three seasons.

- Sri Lankan spin wizard Muttiah Muralitharan will be with Royal Challengers Bangalore bought for USD 220,000. Along with Daniel Vettori, RCB, perhaps have the most formidable spin-pair.
- Delhi Daredevils got the services Mahela Jayawardene (base price 300,000) for USD 1.4 m

Round 2

- Indian medium pacer R Vinay Kumar attracted the highest bid, that of USD 1 million, in the second stage of the IPL Player Auction 2012. Bangalore boy Vinay, who was a part of the Kochi Tuskers Kerala team last season, was bought by his home team Royal Bangalore Challengers after entering the auction at the base price of USD 100,000.
- West Indies off-spinner Sunil Narine was another big catch, with Kolkata Knight Riders securing his services for USD 700,000.
- The second stage of the auction saw 43 players, divided into five categories – batsmen, wicketkeepers, allrounders, fast bowlers and spinners – go under the hammer. Out of these, 13 players, including five Indians, found bidders.
- RP Singh went to the Mumbai Indians for USD 600,000 after entering the bid at a base price of USD 200,000. Rajasthan Royals bought S Sreesanth for his base price of USD 400,000.
- Out of the nine batsmen, South African Herschelle Gibbs went to Mumbai Indians for USD 50,000, while Australia's Brad Hodge (BP USD 200,000) was taken by Rajasthan Royals for USD 475,000.
- Deccan Chargers added wicketkeeper Parthiv Patel to their squad at USD 650,000 and the Rajasthan franchise went with Sri Lankan keeper Dinesh Chandimal for a base price of USD 50,000.
- Among the allrounders, West Indies' Andre Russell, who entered at a base price of USD

50,000, was eventually grabbed by the Delhi Daredevils for USD 450,000. Australia's Mitchell Johnson will don the Mumbai Indians blues, after they bought him at his base price of USD 300,000.

- Apart from Narine, Ramesh Powar (USD 160,000 to Kings XI Punjab), Australia's Brad Hogg (USD 180,000 to Rajasthan Royals) and South Africa's Robin Peterson (USD 100,000 to Mumbai Indians) were the other spin bowlers to be bought in the second round.

Round 3

- 22-year-old Sri Lankan fast bowler Thisara Perera struck big at the auction, attracting a final bid of USD 650,000 from Mumbai Indians. His selling price was significantly higher than his base price of USD 50,000.
- Australian medium pacer Daniel Harris will play in IPL 2012 as a Deccan Charger after the team from Hyderabad shelled out USD 70,000 for him in the third round. His bidding started off at USD 50,000.
- Another young Australian pacer, James Faulkner, was snapped up by Kings XI Punjab for USD 190,000 after entering the bid at a base price of USD 100,000.
- All-rounder Azhar Mahmood will be the only player from Pakistan to play in IPL 2012 after Kings XI Punjab bought him for USD 200,000, double his base price.
- A sensational Test debut in 2011 has earned young South African pacer Marchant de Lange his first IPL contract. Marchant was bought by Kolkata Knight Riders for his base price of USD 50,000.
- Having played for Trinidad & Tobago in the Champions League Twenty20, 23-year-old medium pacer Kevon Cooper will now make his IPL debut. He was bought by Mumbai Indians for his base price, USD 50,000.

Re-auctioned players:

- Fourteen out of the 30 players who went unsold. Only two of them managed to find a bid in the second attempt.
- West Indies batsman Darren Bravo was bid by Deccan Chargers for USD 100,000.

List of few players sold in the auction:

Sr.No	Name of the Player	Country	Previous Team(s)	RP	Sold at	2012 Team
2	Ravindra Jadeja	India	RR/KTK	100,000	2,000,000	CSK
3	Mahela Jayawardene	Sri Lanka	KXIP/KTK	300,000	1,400,000	DD
4	Brendon McCullum	New Zealand	KKR/KTK	400,000	900,000	KKR
5	Muttiah Muralitharan	Sri Lanka	CSK/KTK	200,000	220,000	RCB
8	Darren Bravo	W. Indies	-	100,000	100,000	DC
9	Herschelle Gibbs	S. Africa	DC	50,000	50,000	MI
10	Bradley Hodge	Australia	KTK/KKR	200,000	475,000	RR
17	Dinesh Chandimal	Sri Lanka	-	50,000	50,000	RR
18	Parthiv Patel	India	CSK/KTK	200,000	650,000	DC
22	Doug Bracewell	New Zealand	-	50,000	50,000	DD
23	Mitchell Johnson	Australia	-	300,000	300,000	MI
26	Andre Russell	W. Indies	-	50,000	450,000	DD
35	Rudra Pratap Singh	India	DC/KTK	200,000	600,000	MI
38	S Sreesanth	India	KXIP/KTK	400,000	400,000	RR
40	R Vinay Kumar	India	RCB/KTK	100,000	1,000,000	RCB

A sample of a few player from the list of 147

S.No	First Name	Surname	Country	Specialism	IPL teams		Reserve Price USD'000
1	James	Anderson	England	Bowler		Capped	300
2	Ravindra	Jadeja	India	All-rounder	RR/KTK	Capped	100
3	Mahela	Jayawardene	Sri Lanka	Batsman	KXIP/KTK	Capped	300
4	Brendon	McCullum	New Zealand	Wk/Batsman	KKR/KTK	Capped	400
5	Muttiah	Muralitharan	Sri Lanka	Bowler	CSK/KTK	Capped	200
6	Adrian	Barath	W. Indies	Batsman	KXIP	Capped	50
7	Ian	Bell	England	Batsman		Capped	200
8	Darren	Bravo	West Indies	Batsman		Capped	100
9	Herschelle	Gibbs	S. Africa	Batsman	DC	Capped	50
10	Bradley	Hodge	Australia	Batsman	KTK/KKR	Capped	200
11	Tamim	Iqbal	Bangladesh	Batsman		Capped	50
12	VVS	Laxman	India	Batsman	DC/KTK	Capped	400

Statistical Details of few players

Players Matches Inns NO Runs HS Avg S/R 100's 50's 4's 6's

▼ ▲	▼ ▲	▼ ▲ ▼ ▲ ▼ ▲ ▼	▼ ▲ ▼ ▲ ▼ ▲ ▼	▼ ▲ ▼ ▲ ▼ ▲ ▼	▼ ▲ ▼ ▲ ▼ ▲ ▼	▼ ▲ ▼ ▲ ▼ ▲ ▼	▼ ▲ ▼ ▲ ▼ ▲ ▼	▼ ▲ ▼ ▲ ▼ ▲ ▼	▼ ▲ ▼ ▲ ▼ ▲ ▼	▼ ▲ ▼ ▲ ▼ ▲ ▼	▼ ▲ ▼ ▲ ▼ ▲ ▼
Chris Gayle	14	14	2	733	128	61.08	1	7	46	59	
Gautam Gambhir	17	17	1	590	93	36.88	143.55	0	6	64	17
Shikhar Dhawan	15	15	1	569	84	40.64	129.61	0	5	58	18
Aiinkya Rahane	16	16	2	560	103	40.00	129.33	1	3	73	10
Virender Swag	16	16	1	495	87	33.00	0	5	57	19	
Cameron White	13	13	2	479	78	43.55	149.69	0	5	41	20
Rahul Dravid	16	16	0	462	58	28.88	112.14	0	2	63	4
Suresh Raina	18	18	1	441	73	25.94	135.69	0	1	36	19
Rohit Sharma	17	16	2	433	109	30.93	126.61	1	3	39	18
Mandeep Singh	16	16	0	432	75	27.00	126.32	0	2	53	7
Jacques Kallis	17	17	1	409	79	25.56	106.51	0	2	34	10
Robin Uthappa	16	16	1	405	69	27.00	118.08	0	2	38	10
Faf du Plessis	12	12	0	398	73	33.17	130.92	0	3	29	17
David Hussey	16	15	3	396	68	33.00	129.84	0	2	28	17
Dwayne Bravo	18	16	8	371	48	46.38	140.53	0	0	20	20
Virat Kohli	15			364	73	28.00	111.66	0	2	33	9
Steven Smith	15	14	5	362	15	2	135.58	0	0	24	14
MS Dhoni	18	17	5	358	51	29.83	128.78	0	1	26	9

Team Records Result Summary

Team ^{III}	Span	Titles	Mat	W	L	T	NR	Win %	Best	Worst
<u>Chennai Super Kings</u>	2008–2012	2	82	47	32	1	2	59.37	Champions (2 times)	Semi-finals
<u>Deccan Chargers</u>	2008–2012	1	76	29	46	0	1	38.66	Champions	8th of 8
<u>Delhi Daredevils</u>	2008–2012	0	76	39	35	0	2	52.70	Semi-finals	10th of 10
<u>Kings XI Punjab</u>	2008–2012	0	73	35	37	1	0	48.63	Semi-finals	8th of 8
<u>Kochi Tuskers Kerala</u>	2011	0	14	6	8	0	0	42.85	8th of 10	8th of 10
<u>Kolkata Knight Riders</u>	2008–2012	1	75	36	35	1	3	50.69	Champions	8th of 8
<u>Mumbai Indians</u>	2008–2012	0	77	43	33	0	1	56.57	Runners-up	7th of 8
<u>Pune Warriors India</u>	2011–2012	0	30	8	21	0	1	27.58	9th of 10	9th of 9
<u>Rajasthan Royals</u>	2008–2012	1	74	37	34	1	2	52.08	Champions	7th of 8
<u>Royal Challengers Bangalore</u>	2008–2012	0	79	39	38	0	2	50.64	Runners-up (2 times)	7th of 8

Highest Totals

Score	Team	Opponent	Ov	RR	Inns	Season
246 / 5	<u>Chennai Super Kings</u>	<u>Rajasthan Royals</u>	20.0	12.30	1	<u>2010</u>
240 / 5	<u>Chennai Super Kings</u>	<u>Kings XI Punjab</u>	20.0	12.00	1	<u>2008</u>
232 / 2	<u>Kings XI Punjab</u>	<u>Royal Challengers Bangalore</u>	20.0	11.60	1	<u>2011</u>
231 / 4	<u>Delhi Daredevils</u>	<u>Kings XI Punjab</u>	20.0	11.55	1	<u>2011</u>
223 / 5	<u>Rajasthan Royals</u>	<u>Chennai Super Kings</u>	20.0	11.15	2	<u>2010</u>

Highest match aggregates

Score	Winner	Loser	Ov	RR	Wkts	Season
469	<u>CSK</u>	<u>RR</u>	40.0	11.72	10	<u>2010</u>
447	<u>CSK</u>	<u>Kings XI Punjab</u>	40.0	11.17	9	<u>2008</u>
433	<u>DD</u>	<u>Kings XI Punjab</u>	40.0	10.83	10	<u>2011</u>
431	<u>RR</u>	<u>DC</u>	39.5	10.82	12	<u>2008</u>
420	<u>MI</u>	<u>RR</u>	40.0	10.50	13	<u>2010</u>

Largest victories By runs

Margin	Team	Target	Opponent	Season
140 runs	<u>KKR</u>	223	<u>RCB</u>	<u>2008</u>
111 runs	<u>Kings XI Punjab</u>	233	<u>RCB</u>	<u>2011</u>
105 runs	<u>RR</u>	193	<u>DD</u>	<u>2008</u>
98 runs	<u>MI</u>	219	<u>DD</u>	<u>2010</u>
92 runs	<u>CSK</u>	180	<u>RCB</u>	<u>2009</u>

By wickets

Margin	Winner	Target	Balls rem.	Ov	Loser	Season
10 wickets	<u>DC</u>	155	48	12.0	<u>MI</u>	<u>2008</u>
10 wickets	<u>RCB</u>	93	56	10.4	<u>RR</u>	<u>2010</u>
10 wickets	<u>RR</u>	134	41	13.1	<u>MI</u>	<u>2011</u>
10 wickets	<u>DD</u>	54	7	4.5	<u>Kings XI Punjab</u>	<u>2009</u>
10 wickets	<u>MI</u>	163	12	18.0	<u>RR</u>	<u>2012</u>

By balls remaining

Balls rem.	Winner	Target	Margin	Ov	Loser
2008	<u>MI</u>	68	8 wickets	5.3	<u>KKR</u>
<u>2011</u>	<u>Kochi Tuskers Kerala</u>	98	8 wickets	7.2	<u>RR</u>
<u>2010</u>	<u>RCB</u>	93	10 wickets	10.4	<u>RR</u>
<u>2008</u>	<u>DC</u>	155	10 wickets	12.0	<u>MI</u>
42	<u>DD</u>	143	9 wickets	13.0	<u>DC</u>

victories by 1 run : kings xi punjab deccan chargers and mumbai indians

By balls remaining

0 <u>MI</u>	119	7 wickets	20.0	<u>PWI</u>	<u>2011</u>
0 <u>MI</u>	176	5 wickets	20.0	<u>KKR</u>	<u>2011</u>
0 <u>MI</u>	139	5 wickets	20.0	<u>DC</u>	<u>2012</u>
0 <u>CSK</u>	206	5 wickets	20.0	<u>RCB</u>	<u>2012</u>
0 <u>RCB</u>	183	6 wickets	20.0	<u>PWI</u>	<u>2012</u>
0 <u>CSK</u>	147	7 wickets	20.0	<u>RR</u>	<u>2012</u>
0 <u>MI</u>	174	8 wickets	20.0	<u>CSK</u>	<u>2012</u>
0 <u>Kings XI Punjab</u>	191	4 wickets	20.0	<u>DC</u>	<u>2012</u>
0 <u>CSK</u>	159	5 wickets	20.0	<u>KKR</u>	<u>2012</u>

Series records Series winners

Season	Winner	Captain	Coach	League finish	Mat	W	L	Win %	Runner-up
2008	<u>RR</u>	<u>Shane Warne</u>	<u>Shane Warne</u>	1st	16	13	3	81.25	<u>CSK</u>
2009	<u>DC</u>	Adam Gilchrist	Darren Lehmann	4th	16	9	7	56.25	<u>RCB</u>
2010	<u>CSK</u>	Mahendra Singh Dhoni	Stephen Fleming	3rd	16	9	7	56.25	<u>MI</u>
2011	<u>CSK</u>	Mahendra Singh Dhoni	Stephen Fleming	2nd	16	11	5	68.75	<u>RCB</u>
2012	<u>KKR</u>	<u>Gautam Gambhir</u>	<u>Trevor Bayliss</u>	2nd	18	12	5	70.59	<u>CSK</u>

Series summary

Season	Matches	NR	Runs	RR	4s	6s	4s/6s per match	Wkts	Mdns	Extras
<u>2008</u>	59	2	17,810	8.23	2105	781	35.68/ 13.24	751	24	1123
<u>2009</u>	59	2	16,180	7.40	1719	665	29.14/ 11.27	761	25	976
<u>2010</u>	60	0	18,862	8.08	1,959	699	32.65/ 11.65	70	13	1129
<u>2011</u>	74	1	19,724	7.63	1,913	639	26.21/ 8.75	739	34	1225
<u>2012 (as of May 20, 2012)</u>	72	2	21,071	7.79	1048	682	24.96/ 9.833	810	14	624

Players of series

Season	Player	Team	Mat	Batting			Bowling				Cts.+sts.
				Runs	SR	Ave	Wkts	Runs	SR	Ave	
<u>2008</u>	<u>Shane Watson</u>	<u>RR</u>	15	472	151.76	47.20	17	383	19.1	22.52	2
<u>2009</u>	<u>Adam Gilchrist</u>	<u>DC</u>	16	495	152.30	30.93	—	—	—	—	18
<u>2010</u>	<u>Sachin Tendulkar</u>	<u>MI</u>	16	618	132.61	47.53	—	—	—	—	3
<u>2011</u>	<u>Chris Gayle</u>	<u>RCB</u>	12	608	183.13	67.55	8	244	27.0	30.50	2
<u>2012</u>	<u>Sunil Narine</u>	<u>KKR</u>	15	-	-	-	24	324	14.7	13.50	-

Orange cap winners

Season	Player	Team	Runs	Mat	Inns	Balls	SR	Ave	HS	100s	50s	4s	6s
<u>2008</u>	<u>Shaun Marsh</u>	<u>Kings XI Punjab</u>	616	11	11	441	139.68	68.44	115*	1	5	59	26
<u>2009</u>	<u>Matthew Hayden</u>	<u>CSK</u>	572	12	12	395	144.81	52.00	89	0	5	60	22
<u>2010</u>	<u>Sachin Tendulkar</u>	<u>MI</u>	618	15	15	466	132.61	47.53	89*	0	5	86	3
<u>2011</u>	<u>Chris Gayle</u>	<u>RCB</u>	608	12	12	332	183.13	67.55	107	2	3	56	44
<u>2012</u>	<u>Chris Gayle</u>	<u>RCB</u>	733	15	14	456	160.74	61.08	128	1	7	46	59

Purple cap winners

Season	Player	Team	Wkts	Mat	Ov	Econ	Ave	SR	BBI
<u>2008</u>	<u>Sohail Tanvir</u>	<u>RR</u>	22	11	41.1	6.46	12.09	11.2	6/14
<u>2009</u>	<u>R.P. Singh</u>	<u>DDC</u>	23	16	59.4	6.98	18.13	15.5	4/22
<u>2010</u>	<u>Pragyan Ojha</u>	<u>DC</u>	21	16	58.5	7.29	20.42	16.8	3/26
<u>2011</u>	<u>Lasith Malinga</u>	<u>MI</u>	28	16	63.0	6.03	13.39	13.5	5/13
<u>2012</u>	<u>Morne Morkel</u>	<u>DD</u>	25	16	63.0	7.19	18.12	15.1	4/20

Fair Play Award winners

Season	Winner	Total matches	Fair Play Points	Avg points per match	League standing
<u>2008</u>	<u>Chennai Super Kings</u>	16	134	9.6	Runners-up
<u>2009</u>	<u>Kings XI Punjab</u>	14	122	8.8	5th out of 8 teams
<u>2010</u>	<u>Chennai Super Kings</u>	16	140	8.8	Champions
<u>2011</u>	<u>Chennai Super Kings</u>	14	-	-	Champions
<u>2012</u>	<u>Rajasthan Royals</u>	16	154	9.6	7th out of 9 teams

Individual records Batting records

Most runs

Runs Player	Current team	Span	Mat	Inns	Balls	SR	Ave	HS	100s	50s	4s	6s
2254 <u>Suresh Raina</u>	CSK	2008-2012	81	78	1617	139.39	33.64	98	0	13	189	97
2065 Gautam Gambhir	KKR	2008-2012	72	71	1602	128.90	33.30	93	0	16	240	32
2047 Sachin Tendulkar	MI	2008-2012	64	64	1717	119.21	37.90	100*	1	12	257	24
1975 Rohit Sharma	MI	2008-2012	78	74	1529	129.16	31.34	109*	1	14	167	82
1965 <u>Jacques Kallis</u>	KKR	2008-2012	74	73	1771	110.95	30.70	89	0	16	207	37

Best strike rate

SR	Player	Current team	Span	Mat	Inns	Runs	Balls	Ave	HS	100s	50s	4s	6s
169.60	Virender Sehwag	DD	2008-2011	50	50	1384	816	29.44	119	1	9	168	60
162.51	Chris Gayle	RCB	2009-2011	28	28	1071	659	44.62	107	2	5	101	70
157.84	Harbhajan Singh	MI	2008-2012	47	28	322	204	18.94	49*	0	0	28	19
156.28	<u>Yusuf Pathan</u>	KKR	2008-2011	58	53	1294	828	26.95	100	1	6	113	74
149.64	<u>Kieron Pollard</u>	MI	2010-2012	31	27	419	280	19.04	64	0	1	35	23

Minimum balls faced – 125

Best average

Ave	Player	Current team	Span	Mat	Inns	Runs	Balls	SR	HS	100s	50s	4s	6s
52.79	<u>Shaun Marsh</u>	<u>Kings XI Punjab</u>	2008-2011	29	28	1267	899	140.93	115	1	11	125	52
44.62	Chris Gayle	RCB	2009-2011	28	28	1071	659	162.51	107	2	5	101	70
43.56	Michael Hussey	CSK	2008-2011	21	20	697	558	124.91	116*	1	4	67	17
40.44	<u>Sachin Tendulkar</u>	MI	2008-2012	52	52	1739	1449	120.01	100*	1	10	219	21
39.57	<u>Johan Botha</u>	RR	2009-2011	13	12	277	238	116.38	67*	0	1	25	2

Minimum innings – 10

Highest score

Score	Player	Team	Opponent	Balls	SR	Season
158*	Brendon McCullum	KKR	RCB	73	216.43	2008
128*	Chris Gayle	RCB	DD	62	206.45	2012
127	Murali Vijay	CSK	RR	56	226.78	2010
120*	<u>Paul Valthaty</u>	<u>Kings XI Punjab</u>	<u>CSK</u>	63	190.47	<u>2011</u>
119	Virender Sehwag	DD	DC	56	212.50	2011

RR(Rajasthan Royals)MI(Mumbai Indians)DC(Deccan Chargers)CSK(Chennai super Kings)RCB(Royal Challengers Bangalore)
 MI(Mumbai Indians)KXIP(Kings XI Punjab)

Most runs in a series

Runs	Player	Team	Season	Mat	Inns	Balls	SR	Ave	HS	100	50	4s	6s
733	Chris Gayle	RCB	2012	15	14	456	160.74	61.08	128*	1	7	46	59
618	Sachin Tendulkar	MI	2010	15	15	466	132.61	47.53	89*	0	5	86	3
616	Shaun Marsh	Kings XI Punjab	2008	11	11	441	139.68	68.44	115*	1	5	59	26
608	Chris Gayle	RCB	2011	12	12	332	183.13	67.55	107	2	3	56	44
588	Gautam Gambhir	KKR	2012	16	16	407	144.47	39.20	93	0	6	64	17

Most sixes

Sixes	Player	Current team	Span	Mat	Inns	Balls	4s
101	Chris Gayle	Royal Challengers Bangalore	2009-2012	33	33	815	115
84	Adam Gilchrist	Kings XI Punjab	2008-2012	65	65	1208	187
82	Suresh Raina	Chennai Super Kings	2008-2012	69	67	1405	166
78	Virender Sehwag	Delhi Daredevils	2008-2012	61	61	1097	222
75	Yusuf Pathan	Kolkata Knight Riders	2008-2012	64	58	859	114

Most runs from boundaries in an innings

4s + 6s	Player	Team	Opponent	4s	6s	Score	Balls	Season
118	Brendon McCullum	KKR	RCB	10	13	158*	73	2008
106	Chris Gayle	RCB	DD	7	13	128*	62	2012
102	Sanath Jayasuriya	MI	CSK	9	11	114*	48	2008
98	Murali Vijay	CSK	RR	8	11	127	56	2010
96	Adam Gilchrist	DC	MI	9	10	109*	47	2008

RR(Rajasthan Royals)MI(Mumbai Indians)DC(Deccan Chargers)CSK(Chennai super Kings)RCB(Royal Challengers Bangalore)
 MI(Mumbai Indians)KXIP(Kings XI Punjab)

Bowling records Most wickets

Wkts	Player	Current team	Span	Mat	Ov	Mdns	Runs	BBI	Ave	Econ	SR
83	Lasith Malinga	Mumbai Indians	2009-2012	56	217.0	5	1381	5/13	16.63	6.36	15.6
74	Amit Mishra	Deccan Chargers	2008-2012	59	215.2	3	1530	5/17	20.67	7.10	17.4
74	RP Singh	Mumbai Indians	2008-2012	67	244.0	2	1892	4/22	25.56	7.75	19.7
73	Piyush Chawla	Kings XI Punjab	2008-2012	71	239.0	2	1819	4/17	24.91	7.61	19.6
70	Munaf Patel	Mumbai Indians	2008-2012	57	203.5	5	1510	3/24	21.48	7.37	17.4

Best strike rates

SR	Player	Current team	Span	Mat	Ov	Mdns	Runs	Wkts	BBI	Ave	Econ
13.1	Sreenath Aravind	Royal Challengers Bangalore	2011-2011	13	46.0	0	368	21	4/14	17.52	8.00
15.3	Amit Singh	Rajasthan Royals	2009-2011	14	46.0	1	310	18	4/19	17.22	6.73
15.5	Farveez Maharoof	Delhi Daredevils	2008-2010	20	70.0	0	520	27	3/34	19.25	7.42
15.6	Chaminda Vaas	Deccan Chargers	2008-2010	13	47.0	2	355	18	3/21	19.72	7.55
15.7	Yo Mahesh	Delhi Daredevils	2008-2009	13	47.1	0	418	18	4/36	23.23	8.86

Best averages

Ave	Player	Current team	Span	Mat	Ov	Mlms	Runs	Wkts	BBI	SR	Econ
16.61	Lasith Malinga	Mumbai Indians	2008-2012	43	165.2	4	1047	63	5/13	15.7	6.33
17.22	Amit Singh	Rajasthan Royals	2009-2011	14	46.0	1	310	18	4/19	15.3	6.73
17.52	Sreenath Aravind	Royal Challengers Bangalore	2011-2011	13	46.0	0	368	21	4/14	13.1	8.00
18.90	Amit Mishra	Deccan Chargers	2008-2011	45	168.2	3	1153	61	5/17	16.5	6.84
19.00	Doug Bollinger	Chennai Super Kings	2010-2012	22	81.5	3	570	30	4/13	16.3	6.96

Best economy rates

Econ	Player	Current team	Span	Mat	Ov	Mlms	Runs	Wkts	BBI	SR	Ave
6.00	Ravichandran Ashwin	Chennai Super Kings	2009-2012	31	119.0	2	714	35	3/16	20.40	20.40
6.22	Rahul Sharma	Pune Warriors India	2010-2011	20	70.4	1	440	21	3/13	20.1	20.95
6.30	Iqbal Abdulla	Kolkata Knight Riders	2008-2011	19	61.3	0	388	17	3/24	21.7	22.82
6.33	Lasith Malinga	Mumbai Indians	2009-2012	43	165.2	4	1047	63	5/13	15.7	16.61
6.48	Muttiah Muralitharan	Royal Challengers Bangalore	2008-2011	845	175.0	1	1135	42	3/11	25.0	27.02

Minimum balls – 250

Best bowling figures in an innings

BBI	Player	Team	Ov	Mlms	Opponent
6 for 14	Sohail Tanvir	Rajasthan Royals	4.0	0	Chennai Super Kings
5 for 5	Anil Kumble	Royal Challengers Bangalore	3.1	1	Rajasthan Royals
5 for 12	Ishant Sharma	Deccan Chargers	3.0	0	Kochi Tuskers Kerala
5 for 13	Lasith Malinga	Mumbai Indians	3.4	1	Delhi Daredevils
5 for 16	Ravindra Jadeja	Chennai Super Kings	4.0	0	Deccan Chargers

Most wickets in a series

Wkts	Player	Team	Season	Mat	Ov	Mlms	Runs	Econ	Ave	SR	BBI
28	Lasith Malinga	Mumbai Indians	2011	16	63.0	2	375	5.95	13.39	13.5	5/13
25	Mome Markel	Delhi Daredevils	2012	16	63.0	1	453	7.19	18.12	15.1	4/20
24	Sunil Narine	Kolkata Knight Riders	2012	15	59.1	1	324	5.47	13.50	14.7	5/19
23	R.P. Singh	Deccan Chargers	2009	16	59.4	1	417	6.98	18.13	15.5	4/22

List of hat-tricks

Ground	Season	Bowler	Batsmen	For	Against
1	2008	Lakshmipathy Balaji	Irfan Pathan, Piyush Chawla, VRV Singh	CSK	Kings XI Punjab
2	2008	Amit Mishra	Dwaraka Ravi Teja, RP Singh, Pragyans Ojha	DD	DC
3	2008	Makhaya Ntini	Sourav Ganguly, Debatrata DasDavid Hussey	CSK	KKR
4	2009	Yuvraj Singh	Robin Uthappa, Mark Boucher, Jacques Kallis	Kings XI Punjab	RCB
5	2009	Rohit Sharma	Abhishek Nayar, Harbhajan Singh, JP Duminy	DC	MI
6	2009	Yuvraj Singh	Herschelle Gibbs, Venugopal Rao, Andrew Symonds	Kings XI Punjab	DC
7	2010	Praveen Kumar	Damien Martyn, Sumit Narwal, Paras Dogra	RCB	RR
8	2011	Amit Mishra	Ryan McLaren, Mandeep Singh, Ryan Harris	DC	Kings XI Punjab
9	2012	Ajit Chandila	Jesse Ryder, Sourav Ganguly, Robin Uthappa	RR	PWI

RR(Rajasthan Royals)MI(Mumbai Indians)DC(Deccan Chargers)CSK(Chennai super Kings)RCB(Royal Challengers Bangalore)MI(Mumbai Indians)KXIP(Kings XI Punjab)

Wicket keeping and fielding records Most dismissals

Dismissals	Player	Current Team	Span	Mat	Inns	Catches	Stumpings	Max./Inn	Av./Inn.
55	Adam Gilchrist	Kings XI Punjab	2008-2012	67	67	39	16	4	0.820
45	MS Dhoni	Chennai Super Kings	2008-2012	78	71	28	17	3	0.633
44	Dinesh Karthik	Mumbai Indians	2008-2012	73	59	29	15	4	0.745
42	Kumar Sangakkara	Deccan Chargers	2008-2012	62	49	33	9	5	0.857
36	Naman Ojha	Delhi Daredevils	2008-2012	54	53	28	8	3	0.679

Figures exclude catches not taken as wicketkeeper

Most catches (non-keeper)

Catches	Player	Current Team	Span	Mat	Max.	Av./Inn.
42	Rohit Sharma	Mumbai Indians	2008-2012	78	3	0.538
42	Suresh Raina	Chennai Super Kings	2008-2012	81	3	0.525
28	Mahendra Jayawardhane	Delhi Daredevils	2008-2012	65	2	0.430
28	Virat Kohli	Royal Challengers Bangalore	2008-2012	77	2	0.368
27	Dwayne Bravo	Chennai Super Kings	2008-2012	55	2	0.500

Non-keeper catches only included (although Matches figure refers to all matches played)

Most dismissals in an innings

Dismissals	Player	Team	Inns	Opponent	Cts	Sts	Season
5	<u>Kumar Sangakkara</u>	DC	2	<u>RCB</u>	5	0	2011
4	Yogesh Takasale	MI	1	<u>RR</u>	3	1	2008
4	Moore van Wyk	KKR	2	<u>RCB</u>	4	0	2009
4	<u>Dinesh Karthik</u>	<u>MI</u>	2	<u>RR</u>	2	2	2009
4	<u>Robin Uthappa</u>	<u>PWI</u>	2	<u>MI</u>	2	2	2012
4	Adam Gilchrist	Kings XI Punjab	1	<u>CSK</u>	4	0	2012
4	Brendon McCullum	KKR	2	<u>DD</u>	2	2	2012

RR(Rajasthan Royals)MI(Mumbai Indians)DC(Deccan Chargers)CSK(Chennai super Kings)RCB(Royal Challengers Bangalore)MI(Mumbai Indians)KNIP(Kings XI Punjab)

Most dismissals in a series

Dismissals	Player	Team	Season	Mat	Cts	Sts	Max.	Av./Innings
19	<u>Kumar Sangakkara</u>	DC	2011	13	17	2	5	1.461
18	<u>Adam Gilchrist</u>	DC	2009	16	10	8	3	1.13
17	Dinesh Karthik	MI	2009	15	12	5	4	1.13
16	Naman Ojha	DD	2012	18	14	2	3	0.888
15	<u>Robin Uthappa</u>	P.W.I	2011	14	12	3	3	1.153

Mumbai Indians DC(Deccan Chargers) MI(Mumbai Indians) PWI(Pure Warriors India)DD(Delhi Dare devils)

Non-keeper catches only included (although *Matches* figure refers to all matches played)

Man of the Match awards

Awards	Player	Mat	2008	2009	2010	2011	2012
12	<u>Chris Gayle</u>	43	0	1	0	6	5
12	Yusuf Pathan	70	4	3	2	2	1
9	Virender Sehwag	61	2	1	1	2	3
7	Shaun Marsh	40	5	0	0	1	1
7	<u>Sachin Tendulkar</u>	58	0	2	4	1	0
7	Gautam Gambhir	66	0	1	2	1	3
7	Jacques Kallis	68	0	2	3	1	1

Partnership record

Highest partnerships by wicket

Wicket	Runs	Batsmen (final scores)	Team	Opponent
1st	163*	Sachin (58*), Dwayne Smith (87*)	MI	Rajasthan Royals
2nd	206	Adam Gilchrist (106), Shaun Marsh (79*)	K XI P	Royal Challengers Bangalore
3rd	157	Kumar Sangakkara (82), Cameron White (74)	D. C	Pune Warriors India
4th	131	Chris Gayle (87), AB De Villiers (52)	R. C. B	Kings XI Punjab
5th	130*	Ovais Shah (58*), Angelo Mathews (65*)	K. K. R	Deccan Chargers
6th	122	Ambati Rayudu (81*), Kieron Pollard (52*)	MI	Royal Challengers Bangalore
7th	60	Ravindra Jadeja (37), Shane Warne (34*)	R. R	Kings XI Punjab
8th	53*	Harbhajan Singh (49*), Ryan McLaren (13*)	MI	Deccan Chargers
9th	36	Harbhajan Singh (33), Abu Nchim (4*)	MI	Chennai Super Kings
10th	29*	Siddharth Trivedi (6*), Munaf Patel (23*)	RR	Delhi Daredevils

RR(Rajasthan Royals)MI(Mumbai Indians)DC(Deccan Chargers)CSK(Chennai super Kings)RCB(Royal Challengers Bangalore)
 MI(Mumbai Indians)
 KXIP(Kings XI Punjab)

Highest partnerships by runs 206(Adam Gilchrist with 106 and Chris Gayle 73).204(Virat kohli 73and David Warner109 and Naman Ojha 64) 167(Rohit sharma 109 and Herschelle Gibbs 66)163(Sachin Tendulkar 58 and Dwayne Smith 87)

Miscellaneous records Most matches

Mat	Player	Current team	Span	Batting Runs Ave	Bowling Wkts Ave	Cts.+sts
62	Subramaniam Badrinath	C. SK	2008-2011	1121 33.96	-	12
62	Suresh Raina	C.S.K	2008-2011	2008 36.26	18 31.83	31
61	Virat Kohli	R. C. B	2008-2011	1275 28.33	4 74.00	21
61	Rohit Sharma	M. I	2008-2011	1542 31.46	14 28.00	29
60	Adam Gilchrist	K. XI P	2008-2011	1603 27.16	-	50

CSK(Chennai super Kings)RCB(Royal Challengers Bangalore) MI(Mumbai Indians) KXIP(Kings XI Punjab)

The Finals: Shahrukh Khan performed cartwheels and went on an embracing rampage. Wasim Akram likened the win to Pakistan's World Cup triumph. Gautam Gambhir shed his stoicism momentarily and allowed his face to crease into a wide grin – and rightly so!

After all, the most maligned of IPL sides had finally lifted the biggest prize. Manvinder Bisla's swashbuckling 48-ball 89 and held their nerve to carve out a five-wicket win over defending champions Chennai Super Kings in the final of IPL-V.

Chasing Chennai's imposing 190, Kolkata were served well by Bisla, who slammed five sixes to vindicate his replacement of Brendon McCullum in the eleven and partnered Jacques Kallis for 136 runs in just 82 balls to power Kolkata ahead, after the visiting team had lost skipper Gautam Gambhir in the first over of the pursuit. This was the highest successful chase in an IPL final. Bisla's dismissal to an Albie Morkel slower ball when 52 were needed to win in a shade over five overs put Super Kings back in the match. KKR needed 20 off the last two overs as Ben Hilfenhaus, until then the pick of Chennai's bowling, returned to bowl. He lured Kallis into a slice off a full-toss, and on the next ball – another full-toss – appeared to have nailed Shakib Al Hasan. But that delivery was called a no-ball – not only was Shakib not out, he had also scampered a couple as Murali Vijay was busy celebrating the void catch.

The Bangladeshi scooped the last ball of Hilfenhaus' over for four, leaving KKR with just nine to get off Dwayne Bravo's last over of the innings. Consecutive boundaries from Manoj Tiwary took Shahrukh Khan's franchise home with two balls to spare.

Hussey (54, 43b) and M. Vijay (42, 32b) added 87 for the opening wicket in just 62 balls, and then Suresh Raina roared back into form

with a 38-ball 73. The southpaw smashed five massive sixes on his way to partnering Hussey for 73 runs in a shade less than seven overs, as Chennai posted 190, thwarting whatever advantage Kolkata had hoped 'mystery' spinner Sunil Narine would gain them.. Narine, the second-highest wicket-taker in IPL-V, went for a scalp-less 37 in his quota of four as Raina waded into him. Suspect against the short ball, he acquitted himself well against that delivery on Sunday night

Rahul Dravid gets an award for his team's display of fairplay throughout the tournament. Morne Morkel finishes up as the leading wicket taker in this season of the IPL

Indian Premier League 2012, Kolkata Knight Riders v Chennai Super Kings – Final Match. Result - KKR won by 5 wickets

Chennai super Kings scored a total of 190 runs with the fall of wickets (Chennai Super Kings): 1-87 (Vijay, 10.2 ov), 2-160 (Hussey, 17.1 ov), 3-190 (Raina, 19.6 ov) at an avg of 9.50 runs per over

IPL 5 Winners Prize: Champion: ₹10 crore

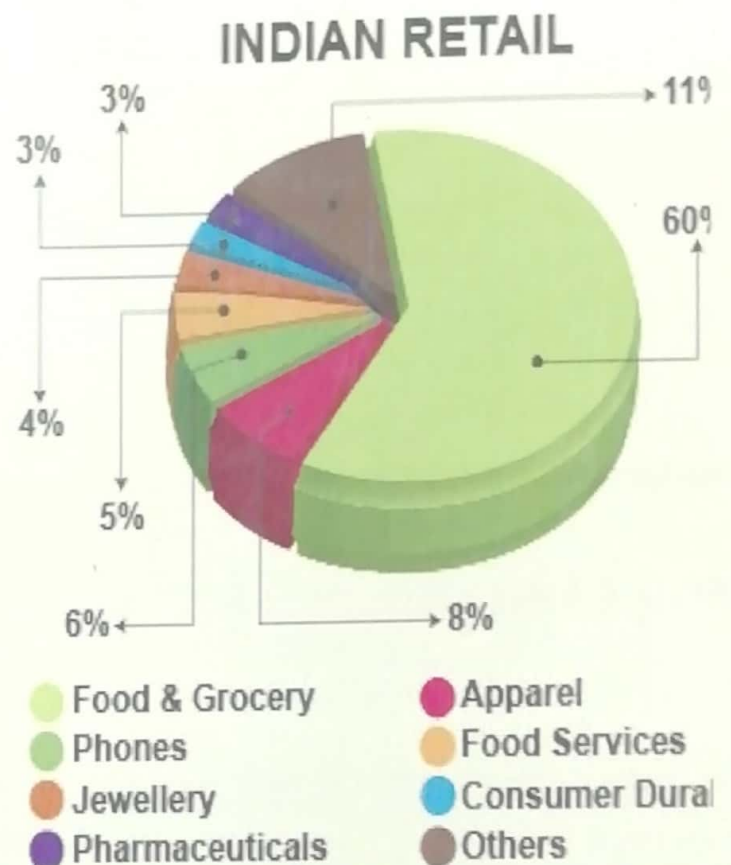
IPL 5 Runners Up Prize: Runner-up: 7.5 crore

IPL has shown how each players potential can be achieved o the maximum by satisfying and paying them the best so are the Returns for the investors too..

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A PRAGMATIC APPROACH OF CONSUMER BEHAVIOUR TOWARDS ORGANIZED RETAIL OUTLETS - A STUDY OF SELECT CITIES



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