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Marketing strategy is essential for every business. This Journal of Marketing strategy is containing contributions from theoreticians and practitioners cover a wide area including:

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Customer behavior - How and why both corporate and ultimate customers behave in the way they do.

Marketing intelligence - The establishment and maintenance of marketing information systems and everything associated with them.

Case studies - How an organization has tackled an important marketing problem.

Field Containing-

- ❖ Retail Marketing
- ❖ Relationship Marketing
- ❖ Social Marketing
- ❖ Product Marketing

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Utilization of Technology to Increase Music Product Sales in Indonesia

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ABSTRACT

The high level music products piracy in Indonesia needs to be tackled, such as to make innovations on original products like Compact Disc (CD) utilizing Augmented Reality (AR). The CD provides a link, pin code, and barcode, so consumer can direct barcode to webcam and use pin code in the link on internet, so that the video clip of songs will appear. The social media is a place to get consumers by promotional tactics through internet. This study aims to determine the effects of product innovation, sales promotion, and consumer purchase intention on successful new music product development of original CD using AR technology. Population of this research is music loving consumers, using 150 respondents. Results indicate that all variables have significant effects on successful new music product development, and contributed by 43.7% on successful new music product development. These results are expected to reduce the level of piracy in the future.

Keywords: Innovation, Promotion, Purchase Intention, Successful New Product

1. INTRODUCTION

The development of music industries is very rapidly marked by numerous singers and bands, which have emerged to make a lot of part to take advantage from the situation. There are many parts who can give the benefit to music industry, but there are also many parties that could harm the music industry, such as the hijackers who produce cassette, CD, or MP3 CDs illegally and distribute them to the agents.

Seeking piracy, it needs an innovation of original music products that are different from pirated music products, it encourages music producers to create an innovation to attract consumers to buy original music. Utilization AR technology to display video clip of the song, is expected to divert the attention of consumers to buy the original music, which is expected to reduce sales of pirated music product.

2. LITERATURE REVIEW

AR is technology that combines visual objects in the real world view in real time (Dorfmueller and Schmalstieg, 2001). Camera as the 'eyes' of AR technology to take pictures of marker, processing, and then generates a virtual interactions on head mounted display (HMD). Superiority of product, market potential, customer need, development of skill, and resources, have generally the most significant impact on new product performance (Henard and Szymanski, 2001; Bergreen, 2001; Craven, 1996). Some researchers (Cooper, 1992; Day, 1994; Jaworski and Kohli, 1993; Griffin and Hauser, 1992) use market knowledge competencies to enhance the advantage of new products. Drucker (1985) found competitive companies in developing new products using knowledge of customers and competitors, to integrate customers with the development of technology.

Products using technology can be promoted through internet social media. Sethi (2001), Kopalle and Lahman (1995) stated that intensive promotion, extensive coverage, and full appeal, can make new product success to increase performance marketing. Managing knowledge was needed to capture the desires of consumers, interpret, and integrate customer knowledge (Ferrell, 2000; Sashittal, 1997; Sinkula, 1994).

Purchase intention is a person's tendency to take action before buying decision is really implemented (Mittal, 1999; Kinnear and Taylor, 1995). The company will use marketing mix to provide information about products to develop interest in consumers. Purchase intention for product resulting from the attraction of product offered is a reflection that occurs within consumer for having planned to purchase product (Morel and Kwakye, 2012; Yoo and Lee, 2012; Assael, 2002; Cobb-Walgreen, Ruble, and Donthu 1995).

The success of new products because of uniqueness and novelty products is an advantage of products (Li and Calantone, 1998), and the success of new product can be seen from performance marketing (Song and Parry, 1997). Samu et al. (1999) found that characteristics of new products which are sold in market will determine the level successful of new products. Cooper (1998) found that consumers of knowledge management can be one of the factors to improve new product success.

Based on the explanation, the purpose of this study was to determine whether there is any effect of product innovation, sales promotion, and purchase intention on successful new music product development from CD using AR technology to reduce piracy.

3. RESULT AND DISCUSSION

The population in this study is music consumer in Jabodetabek area in Indonesia. Before fill the questionnaire, respondents were shown music products using AR technology, so they can answer questionnaire objectively.

Questionnaires were used with Likert scale 1-5. Before distributed to respondents, questionnaire has through phases of validity and reliability. To achieve the research objectives that have been set, model modification has set from Koppale and Lehman (1995), Sethi (2001), Henard and Szymanski (2001), and Mittal (1998) to see the impact of product innovation, sales promotion, and consumer purchase intention on successful new music product development.

Validity test showed the value of 100% for all variables, means that all item questions in questionnaire were valid. Reliability test showed an alpha 0.825, means that every item questions in questionnaire can be trusted. Normality test is above 0.05, means that all variables are normally distributed.

The result in Table 1 indicates that t test value for product innovation and purchase intention is greater than t table value 1.976, means that those variables have influence on successful new music product development, while sales promotion variable is not affected. Table 2 indicates that F value is 37.799 and sig. is 0.000, means that all variables have influence on successful new music product development.

Table 1. Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	1.329	1.417		.350	.350
Product Innovation	.274	0.05	.377	5.524	.000
Sales Promotion	.018	0.032	.039	.560	.576
Purchase Intention	.464	.061	.482	7.572	.000

Table 2. Anova^b

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	204.533	3	68.178	37.799	.000
Residual	263.34	146	1.804		
Total	467.873	149			

R Square value is 0.437, means that influence contribution of all variables on successful new music product development is 43.7%. This might be happened because of consumer habit, even sales promotion do intensively to introduce the advantages of products, but still difficult to change consumers

habit who accustomed consuming illegal music product.

Table 3. Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.661 ^a	.437	.426	1.343	1.757

Regression coefficient indicates that music product innovation by utilizing AR technology, and the growing of purchase intention on consumers to buy product legally can help in achieving successful music products legally and reduce the piracy.

The result support Cooper (1992), Day (1994), Jaworski and Kohli (1993), Griffin and Hauser (1992) which used market knowledge competencies to enhance the advantage of new product. Drucker (1985) found that competitive companies in developing new products using customers and competitors knowledge, integrate customers with technology, and product advantage significant impact on new products performance (Henard and Szymanski, 2001).

The result for sales promotion indicates that consumers are not easily influence, because consumers already choose the products to consume. Good promotion was needed for new music products using AR technology to make consumer interested.

The result support Sashittal (1997) which stated that product marketing depending on customer's wishes, can influence on consumer needs in product offerings (Ferrell, 2000). However, this study did not support previous researchers which states that by doing intensive promotional, wide promotions, and full appeal, the new product can be successful (Sethi, 2001; Kopalle and Lahman, 1995; Sinkula, 1994).

Purchase intention influence on successful new music product development. Innovations music products by utilizing AR technology can attract consumers purchase intention, so it can assist successfully in selling new music product development legally.

The results support Morel and Kwakye (2012), Yoo and Lee (2012), Assael (2002), Cobb-Walgren, Ruble, and Donthu (1995) which states that purchase intention of consumer resulting from product attraction is a reflection of consumer plan to buy a product.

The development of technology needs comprehension and better utilization of technology. The increasing of internet users can help company to promote their products through internet. The changed of

marketing trends increasing number of piracy, it makes producers think for offering new products development to reduce piracy.

4. CONCLUSIONS

Simultaneously, all variables influenced on successful new music product development, but sales promotion did not partially. All variables have significant effects on successful new music product development by 43.7%, while the rest is influenced by others which not included in model. Utilization of AR technology in products music is still not well known by consumers, so it needs good promotion to introduce by explaining the advantage of new music products.

The future results of this study are expected to provide manufactures to pay more attention to promote product successfully. Good promotion will help consumers to know the advantages of new music products, and help manufacturers introducing legal music to reduce music piracy.

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Green Marketing Strategy And It's Impact

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ABSTRACT

Environmental and social issues are having an increasing impact on business performance and shareholder values, so corporations are motivated to involve stakeholders in their decision making because today's stakeholders are aware of the importance and impact of corporate decisions upon society and the environment. That's why green marketing and company's social responsibility arises from the fact that a business enterprise derives several benefits from society as well. This theoretical paper is proposed to explore green marketing strategy and its impact through an analysis on the green innovation and green promotion. Despite the potential and benefits of green product and green marketing, revealed that green marketing has encountered some challenges. Misleading advertisements, false promises, unclear labels, and irregular performance has increased the confusion among consumers, which cause a decreasing number of green products launched. The conceptual framework explains Green marketing strategy i.e. "green innovation" and "green promotion". It also attempts to explain the impact of green innovation and green promotion on the performance of firms. This research paper is based on the review of the previous research and data gathered from the current literature. This paper will analyse through the structural relationship between the constructs and focus on the effectiveness of green innovation and green promotion as a green marketing. Our understanding of green marketing is still in its infancy, perhaps due to the multidisciplinary nature of the enterprise. Marketing scholars focus on a host of business strategy and public policy issues, including eco-labels and market segmentation, and the role of structural factors and economic incentives in influencing consumer behavior.

Keywords: *Green marketing; firms' performance; sustainability; strategy marketing*

1. INTRODUCTION

Environmental and social issues are having an increasing impact on business performance and shareholder value so corporations are motivated to involve stakeholders in their decision making because today's stakeholders are aware of the importance and impact of corporate decisions upon society and the environment. That's why green marketing and company's social responsibility arises from the fact that a business enterprise derives several benefits from society as well. The green movement is part

of the larger framework of Corporate Social Responsibility, which takes into account a wide variety of factors that make companies successful, while also taking responsibility for their effect on the earth. Global consumer spending trends indicated a growth in the popularity and support of green marketing presently. The term green-marketing is defined as “the development and marketing of products designed in a manner that is sensitive or responsive to ecological concern” (American Marketing Association, 2007). Green marketing incorporates a broad range of activities, including product modification, changes to the production process, packaging changes, as well as modifying advertising.

This theoretical paper is proposed to explore green marketing strategy and its impact through an analysis on the green innovation and green promotion. Despite the potential and benefits of green product and green marketing, revealed that green marketing has encountered some challenges. Misleading advertisements, false promises, unclear labels, and irregular performance has increased the confusion among consumers, which cause a decreasing number of green products launched. This situation is labelled as “green washing” which is a situation in which firms claim that a product is environmentally-friendly product, but in reality the product does not perform as it promised. The consumer scepticism on green product claims has influenced their attitudes towards green products and creates confusion among consumers. Therefore, this theoretical paper is significant because it will explore various green marketing strategies. Marketing literature on greening products/ firms builds on both the societal and social marketing research. Societal marketing implies that organizations (governments, businesses and nonprofits) need to determine the needs of target markets and to deliver the desired satisfactions in a way that enhances the consumer's and the society's well being. Social marketing focuses on designing and implementing programs that increase the acceptability of a social idea, cause, or practice in (a) target group(s) (Kotler, 1994).

Traditionally, marketers focus on individual needs for designing/marketing products to best serve these needs. This approach is predicated on two assumptions. First, individuals are motivated by the promise that products will satisfy their needs at outlays acceptable to them. Second, individual actions do not have significant externalities (the divergence between public and private costs/benefits), positive or negative. The presence of externalities often instigates actions from the nonmarket environment, mainly in the form of governmental regulations.

Unlike traditional marketers, social and societal marketers seek to persuade consumers to alter their behaviors that have significant externalities. However, these behavioral modifications may not directly/sufficiently benefit consumers or the benefits may also be non excludable. In addition, social marketing literature suggests that consumers' incentives may be eroded if they believe that their actions

alone may not enhance the community's welfare (Weiner and Doescher, 1991). Thus, the challenges for social/societal marketers are complex. Three such challenges – the role of incentives and structural factors, information disclosure strategies and greening products versus greening firms – are examined below.

Conceptual framework

The conceptual framework explains Green marketing strategy i.e. green innovation and green promotion. It also attempts to explain the impact of green innovation and green promotion on the performance of firms. This research paper is based on a review of the previous research and data gathered from the current literature. This paper will analyse through the structural relationship between the constructs and focus on the effectiveness of green innovation and green promotion as a green marketing.

Green marketing strategies

i) Green innovation

Green innovation may be divided into green products and processes, including the innovation in technologies that are involved in the design of green products, using the energy saving, waste recycling, and technology to prevent the pollution. Green innovation has become one of the important strategic tools to obtain sustainable development in manufacturing industries because of the increasing environmental pressure.

Green innovation for a Small Medium Enterprises includes in the development of new more environmentally-friendly products and changing process or production method. Green innovation is closely related to the new product development. The intensity of global competition and changes in the consumer preferences enforce the need of new product development (NPD).

Re-design the existing products by using the natural resources, material, disposal or production with the aim to reduce the impact on environments can also be considered as a green product.

All technologies and innovation which have developed a new product or services that provide positive environmental benefits is the key factor to sustainability for firms. Pursuing this further, more companies are willing to invest and put more efforts on developing green innovations. Therefore, developing green innovations is a win–win solution for the conflict between economic development and environmental protection.

Companies need to adopt product and process innovation in order mitigate the impact of the product and services on the environment.

Green product innovation is generally positively affecting firm performance and competitive capability. As a result, effective development of green products is actually helping the companies to increase their performance.

However, it is important to highlight that, despite the advent of green product in the market, there are some drawbacks on green marketing practice that cause the failure of green marketing. The marketers must responsible for the claims on the green products and services are not misleading to the consumers. This is to ensure the consumers really benefited from the claims.

Green promotion

Green advertising are effective tools to promote products, services, ideas and organizations' efforts to show concern and their initiatives to protect and preserve the environment. It is also a tool used by the companies to share and inform the role that the companies also directly impact with the global issues, parallel with consciousness displayed by the societies. Besides that, the government also use the green advertising to promote the green environment concept to increase the level of awareness to protect the environment.

In general, it can be concluded that green advertising must be able to communicate the relationship between a products or services with the environment, serve as a campaign to promote a green lifestyle, and finally can enhance the corporate image of the companies.

The tremendous growth of green brands in the market due to the consumer demand has encouraged the green marketing to appear into a more strategic way. Thus, there will be a parallel rise in environmental advertising in order to increase the level of awareness of consumers.

The terms used in the advertising such as biodegradable, recyclable, and ozone safe have become a popular in green advertisements. However, there are some backlashes on the green adverting claims that cause confusion among the consumers. Some of the critics include the unclear meaning of the terms used in the advertising such as 'biodegradable', and some perceived that the term requires technical and scientific knowledge in order to understand the message. For instance, the terms “sustainability”, “green” and “environmental” attached as a certification programs and promotional strategies in tourism products and destination is not clear and indefinite to the consumers. Green advertising must be legal and consistent with the environment regulation.

Ethical green advertising/marketing is conducive to good business results. Thus, a marketer who is

introducing the environmentally-friendly product must have a strategy on how to communicate their products in a more appealing way. If marketers can address the strength of the new innovation product and process, the quality concerns of the product, the performance and benefits that associated with the green characteristics thus, “greenwashing” activities could be avoided.

Identify Products with Green Characteristics

There are a wide variety of products that support sustainable development and demonstrate commitment to green marketing, including:

- ❖ Products made from recycled goods;
- ❖ Products that can be recycled or reused;
- ❖ Products with environmentally responsible packaging;
- ❖ Organic products;
- ❖ Services that rent or loan products-such as car sharing;
- ❖ Products that meet or exceed environmentally responsible criteria.

Set Realistic Prices

Pricing is as critical in green marketing as in conventional marketing. Concerns about the overpricing of organic foods, for example, has made consumers skeptical about certain green claims. Most customers will only be prepared to pay a premium if they perceive additional value such as improved performance, function, design, visual appeal, or taste. Environmental benefits alone may not be a justification for higher prices. However, there is a case for communicating the potential hidden savings in green products. Environmentally responsible products may be comparatively less expensive when whole life costs are taken into consideration. Examples include fuel-efficient vehicles, water-efficient printing and nonhazardous products.

Eliminate Unnecessary Packaging

Packaging has become an environmental issue for marketing for a number of reasons:

- ❖ Packaging is a major component of domestic waste and therefore an important contribution to landfill.
- ❖ Discarded packaging is very visible as litter.
- ❖ Packaging reduction initiatives can reduce the environmental impact of a product while also saving companies money.
- ❖ Retailers also play a role in reducing packaging waste by encouraging suppliers to minimize excess packaging or offering customers “shopping bags for life” to reduce the volume of plastic bags.

Practice Greener Distribution

Distribution is a key issue in attracting the right customers for green products and behaving in an environmentally responsible way. Experience indicates that customers will not go out of their way to buy green products just for the sake of it; where possible, products should be distributed through mainstream outlets so that they are not just available to a small niche market of green consumers. If you market your products across geographical boundaries, distribution becomes an environmentally sensitive issue. Look carefully at the physical distribution of your products to find where you could minimize the impact on the environment of your logistics operations. This might mean reducing the number of miles driven by keeping more regional inventory or by using fuel-efficient vehicles for distribution.

ii) Promote Green Credentials Efficiently :

The key to successful green marketing communications is credibility. Never overstate environmental claims or establish unrealistic expectations, and communicate simply through sources that people trust. Larger corporations may run major advertising and public relations campaigns to promote their commitment to environmental improvement, but promotion on this scale is not essential. Green marketers reinforce their environmental credibility by using sustainable marketing and communications tools and practices. Examples include:

- ❖ Providing electronic statements or billing by e-mail;
- ❖ Using e-marketing rather than paper-based direct mail;
- ❖ Offering downloadable publications to reduce print quantities and paper usage;
- ❖ Printing on recycled materials using processes such as waterless printing;
- ❖ Eliminating unnecessary packaging;

iii) Firm's performance

The firms' performance is reflected from the perceived benefits which expected from the integration of environmental management in their business operation.

The firms can enhance their environmental performance and business efficiency by implementing the ISO 14001 EMS. Among of the perceived benefits discussed in the literature are; enhance good corporate image, reducing waste, minimizing cost, increase customer satisfaction, increase productivity, better goodwill, increase market share, and of course profitability.

Investment of the green product innovation and green process innovation contribute a positive impact to the businesses. The product development project success is measured by the profit, sales and market

share. An eco-innovation has a positive and significant impact on the firms' performance. But despite the number of studies in this area, none are emphasized on the influence of green innovation and green promotion on the firms' performance in details.

Literature shows that expected benefits, such as cost savings, marketing opportunities and financial returns from the sale of green products represent the important drivers for green initiatives. Green products, process and services have become a central business strategy which driven by the competitive pressures and customer requirements.

The certification of ISO 14001 has a positive impact on firms' performance including perceived economic impact, perceived environmental impact and perceived customer satisfaction. Companies can benefit from the ISO 14001 EMS implementation by sustain their competitive position and improve the environmental performance.

There are eight variables to measure the organizational performance comprises customer satisfaction, employee morale, growth in exports, profitability, productivity, reduction in quality cost, financial performance and environmental performance.

The role of incentives and structural factors strategies

Drawing insights from the political economy literature discussed previously, marketing literature debates the relative efficacy of individual-level sacrifices (direct costs) versus collective sacrifices (indirect costs). Instead of individual-level sacrifices (paying a premium for green products or altering life styles to lessen the burden on the environment), from which consumers can opt out, some social marketers favor collective sacrifices or indirect costs, from which individuals cannot opt out (Weiner, 1993). It is predicted that by providing new institutional contexts, such collective sacrifices will persuade consumers to change their lifestyles. If the objective is to reduce emissions of greenhouse gases, collective sacrifices could be manifest as higher taxes (energy tax), stringent standards (residential building codes, automobile fuel efficiency standards) or some other collective restrictions that impose costs on or potentially change lifestyles of many people. In addition to mitigating collective action dilemmas, collective sacrifices provide consumers with greater levels of confidence that their actions will make a difference. One must note, however, that opting out from individual-level sacrifices may not be the only way for consumers to express their preferences. As the public policy literature suggests, individuals signal their preferences for a policy through 'exit, voice, and loyalty' (Hirschman, 1970). If they cannot 'exit' due to the imposition of collective sacrifices, consumers may seek to voice their preferences in the nonmarket arenas (see the previous discussion on stakeholder and institutional

theories). They could, for example, undertake political activity to shift the burden of sacrifices to firms. In some cases, they may even oppose the imposition of collective sacrifices (Vogel, 1996). Marketing literature also examines the relative salience of consumers' attributes and structural parameters (market environment, social norms and institutions) in inducing environment-friendly behavior. There is also a debate on the relative efficacy of economic and noneconomic factors in inducing behavioral changes. In their review of the literature on recycling, Derksen and Gartrell (1993) argue that demographic variables show little association with recycling behavior and the social context is the key determinant: people having access to recycling programs exhibit higher levels of recycling than those not having such access. Individuals' attitudes towards recycling cannot overcome structural barriers; attitudes impact behaviors only if individuals have easy access to recycling programs (De Young, 1988–89). This, however, begs the question: why do only some communities have recycling programs? If public policies reflect (at least, partially) citizens' preferences, then citizens have some degree of influence over policies such as recycling programs. Thus, structures (public policies) are not entirely exogenous to consumers/citizens. As the reader will note, the politics of public policy processes enters our discussion on green marketing. In examining the role of financial incentives in inducing consumers to support green products, energy policy literature offers useful insights. Much of the research on energy conservation dates back to the 1970s, when energy shortages emerged as a major business strategy and public policy issue in the wake of 1973 and 1979 oil crises. This literature seeks to understand how much energy consumers use, how they use it and how they can be motivated to conserve energy (Ritchie and McDougall, 1985). These questions can be generalized to other aspects of green marketing. While some suggest that consumers are motivated to conserve energy primarily due to economic incentives/disincentives (McClelland and Canter, 1981; O'Brien and Zoumbaris, 1993), others emphasize noneconomic factors (Black et al., 1985; Kempton et al., 1992). The impact of economic incentives/disincentives varies across income brackets. For upper income levels, energy use is relatively price inelastic (economic incentives/disincentives are less efficacious) because they spend only a small percentage of their income on energy. Savings offered by energy-efficient appliances also may not motivate them to replace their extant well functioning, but energy-inefficient, appliances. Even when consumers are motivated to conserve energy, they may not replace appliances or change their behaviors due to inconvenience and/or inertia. A similar point about green attitudes not translating into green behaviors was made in the introduction to this paper.

Analogously, green marketing can be conceptualized as a three-pronged exercise. Consumers can be motivated to curtail (reduce the impact on the environment by modifying extant living patterns), to maintain (keep equipment in good working order) and to be efficient (undertake structural changes such as buying environment-friendly equipment). Marketers need to correctly identify consumers' propensities for the three routes at different value/price levels and accordingly design/market their products.

Information disclosures strategies

Green marketing could be viewed as a subset of information disclosure strategies available to both managers and policymakers. Such disclosures can take place at the industry level (industry codes), firm level (annual environmental reports), the facility level (TRI program) and/or the product level (labels). Information disclosures could be voluntary (perhaps in response to market and/or nonmarket pressures) and/or required by law. Mandatory disclosures seek to ensure that adequate and standardized information is available to stakeholders/consumers, who then have the opportunities to compare the levels and the quality of greenness across products/ firms. Firms could seek to increase the credibility of disclosed information through internal, second-party or third-party audits. Thus, firms often have choices regarding what to disclose, how to disclose and how to improve the information's credibility. Consumers require information to make informed choices. A lack of information could inhibit or discourage them from incorporating green attributes in their purchase decisions. Information also needs to be comprehensible. If consumers do not adequately understand firms' claims, they may over-react or underreact to the greenness of products/firms.

Although consumers may not have access to such information or understand its implications (Menell, 1995), the media and the various external stakeholders often widely disseminate information and interpret its implications, thereby putting pressure on firms to reduce pollution and to adopt green policies.

Thus, firms should evaluate whether to support/oppose stakeholders that are simplifying and conveying information about the greenness of their policies/products. If the targeted consumers view greenness as 'motivating' variables, firms should develop alliances with stakeholders for wider dissemination of information. Having decided to provide comprehensible information, firms face yet another challenge: consumers must perceive information as being credible. As a reference, many view industry as the least reliable source of information on environmental issues (Ottman, 1992; Stisser, 1994). An alarming 47% of consumers dismiss environmental claims as gimmicks (Fierman, 1991). Some scholars already detect a consumer backlash to environmental marketing due to false, unsubstantiated or exaggerated claims (Carlson et al., 1993). Further, as the number of environmental claims proliferates, the levels of consumer skepticism seem to increase (Ellen et al., 1991). This is alarming news for firms who can gain competitive advantages by being greener than competitors. To add to firms' woes, some environmental groups closely examine firms' claims. Greenpeace (1994), for example, issues reports identifying companies that make false or exaggerated environmental claims. The federal and state governments also regulate what claims are permissible and have sanctioned many firms (Brown and Wahlers, 1998). In this context, eco-labels can serve as useful vehicles for green marketing. At least 25 countries have government-sponsored, third-party eco labeling programs. Prominent ones include Germany's Blue Angel, Japan's Eco-Mark, Scandinavia's Nordic Label and the United States' Green Seal and Scientific

Certification Systems. However, the usefulness of eco-labels versus other information disclosure strategies is questioned. Menell (1995) argues that if governmental regulations can force firms to internalize most environmental externalities, then the price mechanism is a more institutionally sound mechanism for information provision than eco-labeling on three grounds: comprehensibility (consumers can understand price information more easily), universality (enables consumers to compare across a broad range of alternatives) and prioritization (better enables consumers to prioritize environmental attributes over other attributes) (for an opposing view, see Peattie, 1999).

Greening products versus greening firms strategies

This paper has discussed whether and how information on greenness impacts consumer decision making. This assumes that consumers purchase products primarily based on products' attributes. However, in some other cases, firm-level attributes (greenness of processes and systems) may be important for developing promotional strategies. Perhaps consumers want green products from green firms. From a managerial perspective, if brand attributes are more salient, firms should invest in greening products, but if corporate images are more important, focusing on firm-level processes/ systems is desirable (Prakash, 2000a).

Consumer goods companies, such as General Mills, Unilever, and Procter and Gamble, focus their communication on their brands and the benefits they deliver. This paper is not arguing that such brand-focused firms ignore their corporate image. They do not. However, such firms focus their communication on highlighting brand attributes and how these attributes satisfy consumer needs. The advertising of Procter and Gamble highlights the superior cleaning performance of Tide, the freshness of Ivory soap or the beauty enhancing effect of Oil of Olay. Most consumers probably do not link these brands to Procter and Gamble. Hence, for firms that focus on communicating brand attributes, product greening is the desirable strategy. This enables them to leverage their brand names, linking the products' green attributes to consumer needs. Firms focusing on corporate advertising or having generic brand names across products (such as Sony) have incentives to green their processes/systems (firm-level greening) and to communicate their corporate commitment to environmental stewardship. This enables them to tap into economies of scale in advertising. Of course, a reliance on corporate advertising would require an integrated organizational approach to greening processes/systems as well. Firm- and product-level greening, however, are not mutually exclusive. Most firms perhaps invest in both. Nevertheless, in terms of their relative salience, a distinction between brand-focused and firm-focused greening strategies is important. In summary, this section has identified key challenges for green marketers. These involve what to green (product versus processes/ systems), the pros and cons of imposing individual versus collective sacrifices on consumers, the role of economic and noneconomic factors in influencing consumer behavior and what kinds of information disclosure strategy to adopt.

Some Cases of Successful Green Marketing Strategies

- ❖ L&T: The cabins of all the executives are with sensor electricity facility i.e. if someone walks out of the corridors of the cabin then the lights are off automatically and vice versa. It has already discontinued the use of ozone depleting substances.
- ❖ CNG in Delhi : New Delhi was being polluted at a very fast pace until Supreme Court of India forced a change to alternative fuels. In 2002 Hon'ble Supreme Court of India ordered the Delhi Government to examine ways and means to reduce pollution in Delhi, Hon'ble Court asked the Government to introduce clean fuel like CNG in public transport system. This put pressure on petroleum companies for launching clean fuels with low sulphur content and leads free petrol. This led to Delhi Transport Corporation becoming the largest CNG powered transport system in the country. It also spurred development in the automobile sector which manufactured vehicles that could run on CNG fuels.
- ❖ NTPC: Badarpur Thermal Power Station of NTPC in Delhi is devising ways to utilize coal-ash that has been a major source of air and water pollution.
- ❖ Kansai Nerolac Paints has been at the forefront of paint manufacturing for more than 88 years pioneering a wide spectrum of quality paints. Kansai Nerolac has worked on removing hazardous heavy metals from their paints – among this lead being the most prominent metal. Kansai Nerolac does not add any lead or other such heavy metals in its manufacturing process.
- ❖ Dell has been one of the vendors who focus on producing green IT products. They have a strategy called "Go green with Dell" to sell these products in the
- ❖ Nike is the first among the shoe companies to market itself as green. It is marketing its Air Jordan shoes as environment-friendly, as it has significantly reduced the usage of harmful glue adhesives.
- ❖ In India we have Eco-hotels like Orchid, Rodas, Rain tree etc. believing and practicing green Marketing
- ❖ Barauni refinery of IOC is taken steps for restricting air and water pollutants
- ❖ The Taj chain, is in the process of creating eco rooms which have energy efficient mini bars, Organic bed linen and napkins made up of recycled papers
- ❖ Tuna manufacturers modified their fishing techniques because of the increased concern over driftnet fishing, and the resulting death of dolphins.
- ❖ Xerox introduced a high quality recycled photocopier paper in an attempt to satisfy the demands of firms for less environmentally harmful products.
- ❖ HP's promise to cut its global energy use 20 percent by the year 2010.To accomplish this reduction below 2005 levels, The Hewlett-Packard Company announced plans to deliver energy-efficient products and services and institute energy-efficient operating practices in its facilities worldwide.

- ❖ Van Heusen introduced Eco shirts in Indian Markets.
- ❖ ITC has created with the greenest luxury chain of hotels in the world - an identity that helped the company position differently in the market. All its hotel properties are LEED Platinum certified. Leadership in Energy and Environmental Design (LEED) is a rating system developed by Green Building Environment council in the US that sets standards for sustainable buildings.

Conclusion

Our understanding of green marketing is still in its infancy, perhaps due to the multidisciplinary nature of the enterprise. Marketing scholars focus on a host of business strategy and public policy issues, including eco-labels and market segmentation, and the role of structural factors and economic incentives in influencing consumer behavior. For environmental economists, green marketing signifies a broader trend in the evolution of environmental policies that focus on information disclosure. Institutional theory, stakeholder theory and the corporate social performance perspective view green marketing as a subset of corporate policies designed to gain external legitimacy. These have developed in response to the expectations of a broad spectrum of stakeholders, both internal and external. Political economists focus on collective action dilemmas inherent in green marketing at the consumer and producer levels. This paper has identified key ideas in relation to promoting green products that may be most relevant to both scholars and practitioners of green marketing.

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Marketing Possibilities of the Information Products in Technical Institutions: A Case Study among the Research Scholars of National Institute of Technology, Silchar

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ABSTRACT

Information market is the market for digital information circulated via networks. For the introduction of a new product by any organization understanding the marketing possibilities is a pre-requisite. This paper highlights the marketing possibilities of some of the information product among the research scholar of NIT, Silchar. The marketing possibilities are verified by receiving the responses from the research scholars on their purchase intention and need level. The present study is a survey based study and the study has been conducted on a sample of 180 research scholars with a self-designed questionnaire, prepared by the researcher himself. This paper also describes the concept and the meaning of Information marketing by giving some definitions. The result of the study reveals that the research scholars are very much interested in the marketing of information products and services and they are ready to pay for them if libraries will provide useful information product and services. The study shows that Full text articles are the most preferred information product among the research scholar.

Keywords: *Information Product, Information Market, Research Scholar, Bibliography, Research Bulletin*

INTRODUCTION

Today we all are living in the information age. The vital force of this age is the information that is presently driving all our activities. Information is a valuable marketable commodity to everyone; it has an economic value in transforming all natural resources of any country into finished products. Thus it has become a tradable commodity which can be produced, sold and consumed like the other essential commodities. Today marketing of information is done due to its significance and importance and it is being demanded as information product and services. Because of the factors like rising cost, changes in the information needs of the user the necessities of marketing of information product and services has been demanded in the library and information centres also. Libraries should adopt the marketing techniques to understand the needs of their users and to plan effectively to meet their needs and

requirements. Libraries and information centres can become a revenue earning unit rather than a revenue consuming unit nowadays. Marketing in the library and information centres has been discussed for over three decades now.

Library professionals are today aware of the advantages of marketing and the library literature is teeming with concepts of marketing strategies, marketing plans and case studies on marketing of library and information services (Mahesh, 2002).

Review of Literature

Joseph Jestin K.J. & B. Parameswari (2002) in his paper "Marketing of Information Products and Services for Libraries in India" said that Marketing is planning and managing the organization's exchange relations with its clientele. It consists of studying the target market's needs, designing appropriate products and services, and using effective pricing, communication, and distribution to inform, motivate, and serve the market. The American Marketing Association defines marketing as those activities which direct the flow of goods and services, from production to consumption. Madhusudhan, M (2008) conducted a study entitled "Marketing of Library and Information Services and Products in University Libraries: A Case Study of Goa University Library", in his paper he opines that Goa University Library uses the following methods to design a market mix for ensuring a catalytic role in the modern information community: these are as product development; physical distribution of information; promotion of products and services; and price. Pandya (2001) conducted a survey of the M S University of Baroda to explore the feasibility of marketing library and information services and products. The findings of the survey reveal that almost all the respondents depend upon the library for satisfying their information requirements. More than 80% of the research scholars and 92% of the deposit members are ready to pay library membership fee on yearly basis which indicates that money is not a constraint if quality services and products are provided on time. Respondents ranging from 52% to 72% are ready to pay for value added services such as CD-ROM searches, on-line searches, translation service, e-mail, SDI and CAS which are likely to be introduced in future by the library. Sharma and Choudhary (2003) conducted a case study of All India Management Association (AIMA) Library. The authors found that experience of marketing of information services and products is very encouraging at the AIMA Library. The users' satisfaction assessment is overall good, which is evident from the fact that users are constantly asking for information through all possible means say e-mail, telephone, fax, mail and personal visits. Revenues generation of AIMA Library through products and services is also good and it is moving towards self-sufficiency. The authors opine that at present when library budgets are shrinking, marketing of its products is earnestly required. Ganguly and Kar (2002) conducted a case study of Tata Energy and Research Institute (TERI), New Delhi and stated that TERI-LIC's experience of

marketing is very encouraging. Its wide range of products and services are marketed and disseminated to the end user through an effective marketing strategy. Most of the services and products are price-based. Cummings (1994) in an article considered the marketing and promotion of information products based on the experience of the Information Library and Documentation Department of the Royal Tropical Institute (KIT), Netherlands. Described the information products and discussed the factors which impede sales of documentation products in general. Also reviewed the tools used for marketing and promotion are current. Also described the activities undertaken to market and promote the department's information products. Khali Klab (1994) conducted a survey of libraries and information centres (LICs) in Jordan to examine the application of the marketing concept to the products and services of LICs and to investigate users' attitude towards free or fee-based services. The findings of the survey revealed that 60.7% of the respondents agree to pay fees for developed information services and 55.7% for developed information products. Kewal Singh (1996) studied the marketing of information products and services in academic libraries in India. The data was collected from sources ranging from the books on marketing and articles on marketing published in leading journals in the field of library science. To supplement the information collected from related literature the investigator personally interviewed teachers, researchers, students and other officials associated with academic libraries. The study revealed that most of the academic libraries in India adopted traditional methods to provide products and services to their clients.

Marketing: Concept

Marketing is a process which carries goods from producers to ultimate consumers. Marketing, in its broader sense, is the social instrument through which the material goods and culture of a society are transmitted to its members. Marketing, in the library context, refers to those instrument through which information (both raw and processed) are transmitted to the library user. Marketing is a method or pragmatic action through which the commodities are promoted and diffused to the customers.

Philip Kotler defines marketing as the analyze, planning, implementation and control of carefully formulated program, designed to bring about voluntary exchanges of values with target, markets for the purpose of achieving organizational objectives. It relies having on designing organizations offering terms of target markets need and desired and on using effective pricing, communication and distribution to inform, motivate and service, the markets. Marketing brings an element of competition which will result in providing better services.

National Institute of Technology, Silchar

National Institute of Technology, Silchar is one of the 30 National Institutes of Technologies of India and

was established in 1967 as a Regional Engineering College in Assam. In 2002 it was upgraded to the status of National Institute of Technology and was declared as Institute of National Importance under the National Institutes of Technology Act, 2007.

Central Library, NIT Silchar: An Overview The central library of NIT, Silchar is established in the year 1967 along the Institute. Central Library is the hub of all research and academic activities of NIT Silchar and played significant role in facilitating creation and dissemination of knowledge among the learner. It offered a range of services including references, consultation, membership, circulation, resource sharing, information alert services, book bank for needy students, user awareness programmes and ICT-enabled web based services to support the institute's learning, teaching and research activities. The Central Library is one of the biggest technical libraries in North–East India and its web site address is:<http://www.nits.ac.in/library/library.html#page=default>. The central library currently serves about 2500 members including students, faculty, staff and officers of NIT, Silchar. Library is holding an excellent print collection of over 85000 volumes of books, journals, thesis, reports, and standards; in addition to that it also provides access to over 5000 electronic books, journals and databases in sciences, engineering, technology, humanities, social sciences and management.

Information Products Taken For the Study

The following are the information product/services has been taken for the present study.

™ Bibliography: It is a complete or selective list of works compiled upon on some principles as authorship, subject, place of publication etc. In other words it is a branch of library science that deals with the history physical description, comparison and classification of books and other works.

™ Research in Progress Bulletin: This bulletin provides the researcher details about the ongoing researches related to the researcher field of interest.

™ Abstract of Articles: List of documents with summary of the text published in journals, theses, reviews, conference proceedings or any in-depth analysis of a particular subject or discipline, and is often used to help the reader quickly ascertain the paper's purpose.

™ Full Text Documents/ Document Delivery Service: The full printed copy of the relevant document or the service which provides the copy of the documents which are relevant to the user's need to the user.

™ Current Awareness Bulletin: A bulletin that alerts the researcher about the arrival of a new document in the area of interest of the researcher.

Objectives of the Study

The following are the major objectives of the study.

™ To find out whether the research scholars are ready to buy the information products/services.

™ To know the preferred form of information product among the respondent.

™ To know how far the information products are useful for the respondents.

™ To understand the price at which the respondents are ready to buy the information products/services.

™ To know about the most preferred library information product among them.

Scope and Limitations of the Study

The present study has been conducted only on the research scholars of National Institute of Technology, Silchar with a view to know the marketing possibilities of the library and information products among them. Students, Faculty and Staffs are excluded from the study. The present study has been conducted during the session 2013-14, so present study is restricted only among the registered research scholars of the institution, who are presently doing their research works in various fields at that time.

Methodology

For the present study survey method has been used. Survey, as the word, deals with mainly collection of information, analysis and presentation of data relating to the present time. This method is widely reviewed in social and behavioral science. The sample of the study is taken from the full time research scholars of National Institute of Technology, Silchar. A self-designed questionnaire has been distributed among the 200 research scholar out of which 180 completely filled questionnaires has been received by the researchers.

Findings of the Study

The data which were collected for the present study has been analyzed through percentage technique and describes as below.

Bibliography

™ The analysis shows that 66.6% of the respondents are of the opinion that a bibliography related to their research topic can satisfy their research need.

™ 90% of the respondents opine that they will buy the bibliography if libraries provide it.

™ Analysis shows that 65% research scholars are ready to buy it at cost price.

Research in Progress Bulletin

™ The responses of the respondents shows that majority of the them 78.3% research scholar think that research in progress bulletin is an essential information product for getting information about latest areas of research.

™ 93.61% respondents are preferred to know the title of the study among the research in progress

bulletins.

™ 85% nos. of respondent is ready to buy research in progress bulletin if library provides it.

™ 51.1% of the respondents are preferred to buy the bulletin at cost price.

Abstract of Articles

™ A total of 56.6%of the respondents said that abstract of articles help them a lot in pursuing their research work more easily.

™ 85.29 nos. of research scholar are willing to buy the abstract of articles related to their research topic if library provides it

™ 66.7% of research scholar prefers the cost price for buying the abstract.

Full Text Documents

™ Analysis of the study reveals that a majority of the research scholars 89.4% prefer full text documents related to their research study.

™ All the respondents 100% are ready to buy the copy of full text of the relevant documents if library provides it.

™ 55.27% of respondents are prefers cost price for buying the copy of the full text documents.

Current Awareness Bulletin

™ A total of 72.3% of respondent reveals that Current Awareness Bulletin related to their research study can fulfill their needs and it is a valuable information product for their research study.

™ Majority, i.e., 70.7%, of the respondents are ready to buy the Current Awareness Bulletin if library provides it and if it provides the specific area of research.

™ 50.1% of research scholar are prefers the cost price for buying the Current Awareness Bulletin.

Other Findings

™ 81.23% of the respondents preferred print formats for buying the information products.

™ 65% of the scholars prefer personal communication for giving information about the information products/services.

™ A majority of the respondents 74.28 % feels that marketing of library information product and services beneficial to the users and it also increases the importance of the library in research.

Conclusion

In this information ages marketing of library and information products/services have become very necessary and important for variety of users and their growing expectations. Libraries should adopt the

marketing techniques to understand the needs of their users and to plan effectively to meet their needs and requirements. From this study it is observed that research scholars are in favour of marketing of information product. They are of the opinion that information products are beneficial to the users and it increases the value of libraries in research. The research scholars are ready to buy the information products/services if library provides valuable information products and services. They think that charging of price for the valuable information products is essential for the present time. The findings of the study reveal that there is huge possibility for marketing information products and services among the research scholar of NIT, Silchar.

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Viral Marketing In India: A Case Study Of Facebook's Strategies During India's General Elections 2014

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ABSTRACT

Technological innovation and research have opened doors to the virtual form of marketing through social networking websites. From individuals to the country's largest political parties, all have been bitten by the social media bug and its dynamic marketing tools. The increasing popularity of these websites amongst everyone around the world has compelled even government officials across the globe to think about its use in order to reach out to the people.

This paper makes an attempt to explore the growing role of viral marketing in India with a case study of how a social networking site- Facebook played a key role during India's Lok Sabha elections 2014.

Key Words: Viral Marketing, social networking sites, Facebook, online marketing, word-of-mouth, social networking, new media, internet marketing, Lok Sabha elections 2014

INTRODUCTION

Viral marketing is one of the buzzwords that have been present in the realm of marketing for slightly more than a decade, yet there is not much written about it and that which is written is frequently incoherent – the definitions proposed to this date share the notion that viral marketing is a consumer-to-consumer process, and that it is related to word-of-mouth communication, however they differ in all other aspects (Vilpponen et al.2006).

Social networking websites are a great example to understand the revolution of viral marketing especially in highly populous country like India. This paper defines viral marketing and later analyzes

Khan (2012) argued that viral marketing is a way of marketing in which the pre-existing channels available on the internet are used to induce a chain reaction about the message that the company wants to convey to the consumers. Channels used are social media, email marketing to count a few. It is simply like word of mouth marketing done online.

Being social is part of the human DNA. It's in our nature to communicate with those around us and this is no different in a professional environment, social networks have simply given us another tool with which to communicate. (Brind K, 2014)

Social Networking websites- revolutionizing marketing:

Recently the earth's population passed the 7 billion mark and over 2 billion of those are connected to the internet and more than 5 billion have a mobile phone. YouTube since its inception in 2005 is one of many social media channels that allow anyone with passion and purpose to display and spread their ideas and express themselves. (Bullas, J., 2012). The rise of Facebook, Twitter and other social networks has accelerated the growth of YouTube as it enables discovery and sharing of online video.

Facebook, LinkedIn, Friendster, Bebo, Hi5 and hundreds of other social networks began to occupy first place in on-line marketing. Approximately 40% of adult Internet users in the U.S. are members of social networks and, of those who are members, 39% access social networks daily. Socialization through these networks is a global phenomenon. Facebook had, in July 2011, 600 million users globally. The impact of social networks is bigger year after year. If, in 2009 there were 350 million people on Facebook, in 2010 the number of Facebook users raised to 600 million. If the number of tweets per day on Twitter, in 2009, was of 27.3 million, in 2010 the number of sent tweets was of 25 billion and the number of people that used Twitter in 2010 was of 175 million. (Boitor, B. 2011)

Ironically, with nearly 982 million users on Twitter, the number of people who remain silent is too high. Twopcharts (2014)

A combination of web content (a video, blog entry, interactive tool, or e-book) that provides valuable or compelling information plus a network of people to light the fire and links that make your content very easy to share (Scott, D.M, 2007).

Role of Facebook as a viral marketer during Lok Sabha Elections 2014

Facebook became one of the most popular social networking website in India with around 100 million active users, the second country, after the United States (Singh S, April 2014 – The Economic Times).

Top 5 Facebook User Countries	
Country	Users (million)
US	182
India	100
Brazil	83
Indonesia	65
Mexico	49
India's figure as of March 31 st , 2014 as compared to others as of December 31 st , 2013.	
Source: Facebook	

The 100 million active users were not achieved over-night, but it was due to some of Facebook's key election related initiatives in order to influence the users and non-users of in India:

- September, 2013: Facebook announces 'Register to Vote' Initiative
- November, 2013: Facebook joins hands with Association of Democratic Reforms (ADR) to provide fee information about the contesting candidates
- February, 2014: Facebook announces Facebook Talks Live with top contesting candidates
- March, 2014: Facebook announced election tracker
- April, 2014: Facebook Election Wash was undertaken in Amritsar, Varanasi and Vadodara; 'I'm a Voter' feature was announced

Facebook noted that the platform was being used to discuss political candidates, campaigns, critical issues facing the country and this is the reason they came out with its register to vote initiative. It was a strategy by Facebook to attract the 17 million first time young voters and to create awareness of the voter registration process in order to influence higher percentage of people to register to vote (Hindustan Times, Business Standard, DNA, September, 2013).

The top contesting candidates like Arvind Kejriwal, Akhilesh Yadav, Lalu Prasad and Mamta Banerjee realised that social media would help them in attracting voters. Narendra Modi whose social media campaigns were becoming a rage amongst people, ironically refused to be part of Facebook's Talk Live series. This was a multi-channel initiative by Facebook in association with NDTV to connect the top contesting candidates with the people using Facebook directly (Hindustan Times, The Hindu, February, 2014). However, he was part of the Google Hangout session earlier.

Further to this, the social networking giant gave its users an opportunity to see how the candidates and parties are trending until the elections by launching its 'India election tracker app'. However the idea of

this initiative was inspired post MTS (telecom service provider) announced their election tracker to showcase analysis of all conversations on the social media about political parties and politicians; giving internet users a sense of the current political discourse in the country (The Economic Times, April, 2014).

Just before the elections, Facebook undertook Election Wash sessions in Amritsar, Varanasi & Vadodara and the users were asked to upload a 60 second video asking their views on what needs to be the agenda for the Lok Sabha 2014 and what will decide their vote. The focus of this initiative were the users (Hindustan Times, Pioneer, April 2014). During the same period, Facebook also announced another feature called the 'I'm a Voter which enabled users to update their status after casting their ballot (Punit, I., 2014)

By the end of all its elections related initiatives, the networking site reported that 29 million people in India made 227 million interactions through posts, comments, shares, and likes about the elections from the day they were announced (The Financial Express, Hindustan Times, May 2014).

The social networking websites including Facebook played a key role during the elections 2014 in India. A study by Iris Knowledge Foundation and Internet and Mobile association of India claimed that users of social media will determine the fortunes of contesting candidates and social media will be the vote bank. High Impact Constituencies are those where the numbers of Facebook users are more than the margin of victory of the winner in the last Lok Sabha election, or where Facebook users account for over 10% of the voting population.

Facebook's strategy to enter the mobile phones

Mobile phones have moved beyond its purpose of being used only as a phone call machine. In this new age tech savvy generation, mobile phones have been instrumental in augmenting all forms of communication mediums. For example- Giving an opinion about a news show and sending a feedback via an sms or calling a radio station for requesting ones' favourite song or supporting a social cause being publicised on a social media website.

Much before the elections, Facebook identified that the Indian population had access to mobile phones, but internet access in the same was not a priority for everyone. Thus, like other communication mediums, it announced its tie-up with Association for Democratic Reforms to augment Facebook and mobile users. This enabled people to access a candidates' criminal, financial, educational and professional information directly on their mobiles even without the usage of internet (Mathur, S., November 2013)

However, the Government of India understood the importance of internet and announced a rural connectivity scheme to link 25 million rural households with a free Internet-enabled mobile phone connection (Sinha, S, October 2013- The Hindu Business Line). Also, the users started using internet not just to access websites, but also use mobile based apps like WhatsApp, WeChat, Hike, Line etc which give users an equivalent social networking experience.

While everyone recognized the role of social media sites like Facebook and Twitter in the unfolding political drama during the elections, it's the mobile messaging service WhatsApp (acquired by Facebook) which was expected to be the real game-changer (Ali, A& Thakur, A, March, 2014). The benefits of using this mobile app over the social media websites were noted as below:

WhatsApp allows for micro-level, completely enclosed chat groups where a politician can send private messages to both party cadre as well potential voters for free. Similarly, constituencies are divided into several groups depending on socioeconomic factors and a politician can hold separate private conversations with them on WhatsApp.

Unlike social networking websites which need internet profiles, WhatsApp operates in relative web oblivion. The application does use the internet but no search engine would be able to detect WhatsApp profiles, groups or chats. Real-time response also makes WhatsApp the most effective social networking tool for political campaigning.

Although Facebook had joined hands to reach out to mobile users even without the internet asses, it planned to acquire Whatsapp keeping in mind that even the contesting parties/ politicians started using the internet enabled mobile applications besides the social media websites to reach out to the voters.

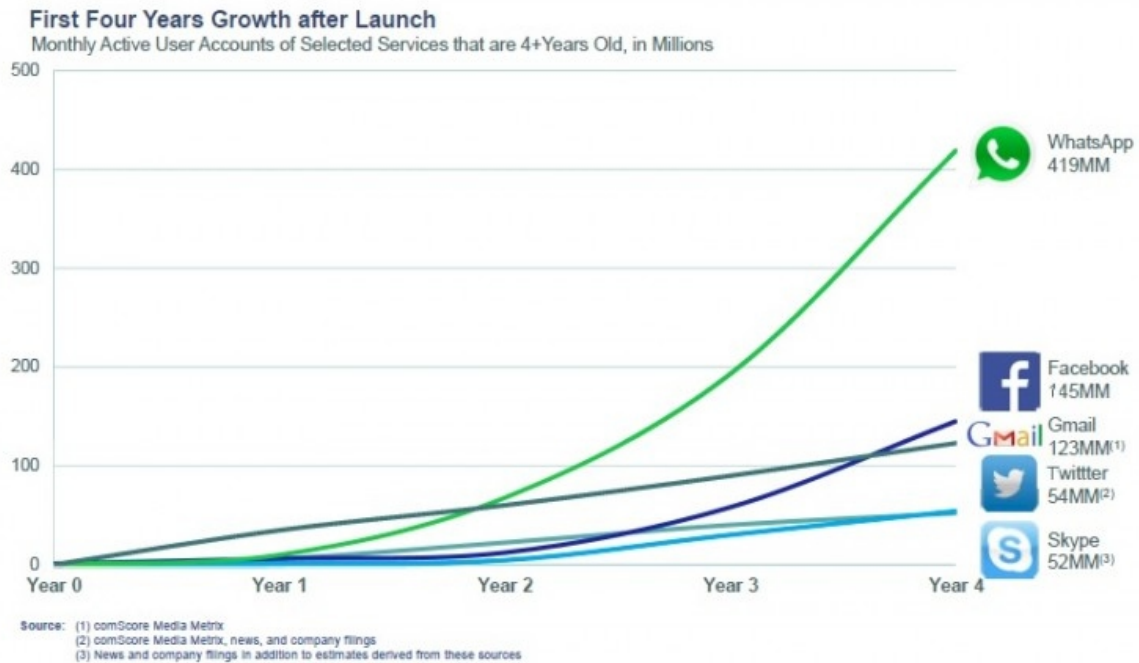
Facebook noted that WhatsApp is the only widely used app and is a valuable worldwide communication network that has more engagement and a higher percent of people using it daily than Facebook itself. With the acquisition of WhatsApp, which represents a private way to engage, Facebook plugged the gap in its userbase. Facebook's acquisition of WhatsApp gave it an additional leverage over Twitter in the battle for more direct messaging market share (Sikka, P., February, 2014).

Mark Zuckerberg, Founder of Facebook on being criticised for his acquisition posted on his blog (February, 2014):

WhatsApp is a simple, fast and reliable mobile messaging service that is used by over 450

million people on every major mobile platform. More than 1 million people sign up for WhatsApp every day and it is on its way to connecting one billion people. More and more people rely on WhatsApp to communicate with all of their contacts every day. WhatsApp will continue to operate independently within Facebook.

WhatsApp User Growth vs. Other Social Networks



Market Realist^Q

Source: Company Presentation

Facebook understood the growing attraction of WhatsApp amongst users in India and abroad. Besides its other direct initiatives during India's Lok Sabha elections 2014, acquiring WhatsApp was an important business strategy to add on to its list of active users.

The case study clearly highlights a step by step strategy and initiatives devised by Facebook to popularise the medium in India during the Lok Sabha elections 2014.

Comparing the US 2008 elections with India's Lok Sabha elections 2014, Chopra S. (2014) traced the advent of social media in India and argued that:

- Though a post, a pin or a tweet may not translate into a vote, it can definitely influence it.
- The Delhi election was the game changer not just for the newcomer party but also the test for use of social media in politics. It was a matrix of whether or not social media and online campaigning plays a role in electoral success.
- Leaders who continue using the medium after elections to engage will be the long term winner.

Narendra Modi's (BJP's candidate for PM in India) social media campaign during 2014 Lok Sabha Elections made him the most popular candidate on the social media. Ironically, being restricted only on social media, made Aam Aadmi Party (AAP) fail in the 2014 Lok Sabha Elections. Dasgupta, P., (2014)

Conclusion:

Viral marketing is the buzzing trend amongst marketers and is being adopted by everyone. There is no doubt about the unique features that this form of marketing is able to provide. It is not only cost effective, but it is also time effective. The amount of time a person takes to post a comment on Facebook is negligible as compared to what a public relations and marketing person or company would take to devise a marketing strategy for its product or company. Also, the kind of reach it offers as compared to the traditional form of marketing tools is limitless.

In India, the social media revolution was witnessed during the 2014 Lok Sabha elections wherein the social media networking giant- Facebook and others like Twitter, Google devised various initiatives to keep its users engaged with the political updates, scenarios and trends.

Narendra Modi, the Prime Minister of India was the one who drove his message of change through social media platforms like Twitter, Facebook and Google.

Facebook along with its competitors like Twitter and Google emerged as major players in the general elections in India. Narendra Modi had more than 16 million "likes" on Facebook, the second most for any politician in the world, by the time he was sworn in as the Prime Minister of India. Standard tools like Facebook, YouTube, Twitter and then lately WhatsApp from a social media perspective were the pillars of BJP's strategy. (Voice of America, June 2014). Besides the social networks, the internet enabled mobile apps have also contributed towards the Lok Sabha elections 2014 and Facebook's decision to acquire WhatsApp was another business strategy to increase its number of users.

A trend of using the platform to address the socio-economic issues by the government officials is foreseen. Considering the people are becoming active on social media platforms, politicians will be more inclined to use this medium of communication in order to get an instant feedback or comments from his or her followers.

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Future Perspective and Implications of Retailing in India

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ABSTRACT

Indian economy is growing by 8% a year, its stock market rose by nearly 40% in 2005 and foreign investors are flooding in. There are about nine million small grocery shops in India whichever way you measure it, business in India is booming and as the economy grows so does India's middle class. It is estimated that 70 million Indians in a population of about 1 billion now earn a salary of \$18,000 a year, a figure that is set to rise to 140 million by 2011. Many of these people are looking for more choice in where to spend their new-found wealth. The Indian retail sector is now worth about \$250bn (£140bn) a year, but it is heavily underdeveloped. Over 94% of the market is made up of small, un-computerized family-run stores. Retailing is the interface between the producer and the individual consumer buying for personal consumption. This excludes direct interface between the manufacturer and institutional buyers such as the government and other bulk customers. A retailer is one who stocks the producer's goods and is involved in the act of selling it to the individual consumer, at a margin of profit.

Keywords:- Future Perspective of Retailing, Implications of Retailing in Indian, Retailing and Indian economy

INTRODUCTION

It is estimated that 70 million Indians in a population of about 1 billion now earn a salary of \$18,000 a year, a figure that is set to rise to 140 million by 2011. Many of these people are looking for more choice in where to spend their new-found wealth. The Indian retail sector is now worth about \$250bn (£140bn) a year, but it is heavily underdeveloped. Over 94% of the market is made up of small, un-computerized family-run stores. Retailing is the interface between the producer and the individual consumer buying for personal consumption. This excludes direct interface between the manufacturer and institutional buyers such as the government and other bulk customers. A retailer is one who stocks the producer's goods and is involved in the act of selling it to the individual consumer, at a margin of profit. As such, retailing is the last link that connects the individual consumer with the manufacturing and distribution chain.

Well, the retail industry is divided into organised and unorganized sectors. Organised retailing refers to trading activities undertaken by licensed retailers, that is, those who are registered for sales tax, income tax, etc. These include the corporate-backed hypermarkets and retail chains, and also the privately owned large retail businesses. Unorganised retailing, on the other hand, refers to the traditional formats of low-cost retailing, for example, the local kirana shops, owner manned general stores, paan/beedi shops, convenience stores, hand cart and pavement vendors, etc.

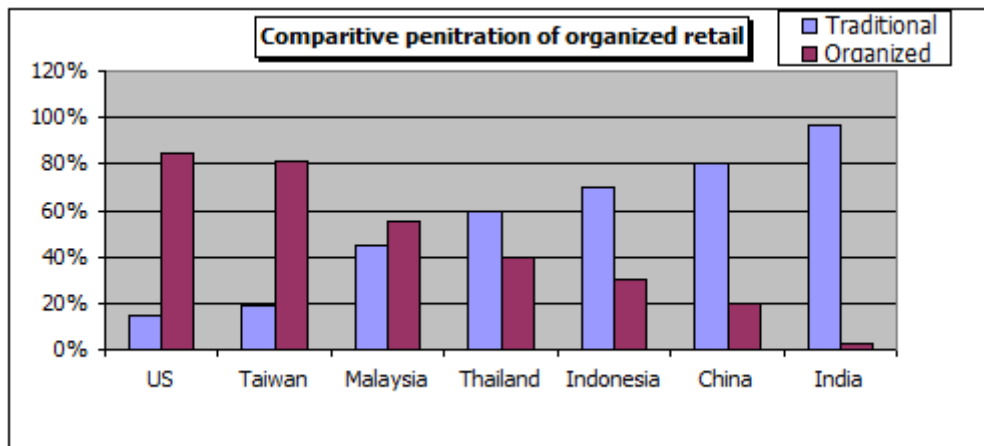
The Indian Scenario

Trade or retailing is the single largest component of the services sector in terms of contribution to GDP. Its massive share of 14% is double the figure of the next largest broad economic activity in the sector. India is the 'second most attractive retail destination' globally from among thirty emergent markets. It has made India the cause of a good deal of excitement and the cynosure of many foreign eyes. With a contribution of 14% to the national GDP and employing 7% of the total workforce (only agriculture employs more) in the country, the retail industry is definitely one of the pillars of the Indian economy.

Growing in tandem with the economy is the Indian retail sector. The sector is on a high growth trajectory and is expected to grow by more than 27 per cent over the next 5 to 6 years. Retail is one of India's largest industries, contributing to about 10 per cent of the GDP and providing employment to 8 per cent of the nation's workforce. Indian retail business promises to be one of the core sectors of the Indian economy, with organised retail sector estimated to grow by 400 per cent of its current size by 2007-08.

Income, technology and life styles of consumers are changing, even from whom they buy are changing. The location or the place where they buy is changing; the shops are opened closed according to the convenience of the buyers. The buying process has changed due to Internet buying, which brings new and better deals and also saves time. Population growth rate, increasing literacy rate and increasing family income has an effect on consumer spending. Changing social attitudes towards work, home and leisure affect the retail strategies. Political decisions relating to the environment, shopping locations and fair trade affect, where and how retailers can trade. Changes in technology bring new attitudes to buying products and services and to better organization of the supply chain.

India has the highest shop density in the world and the present retail market in India. We are ranked second in the global retail development index out of 30 by AT Kearney. This figure shows the comparative penetration of organized retail in India.



Evolution of Retail Market in India

In the beginning there were only kirana stores called Mom and Pop Stores, the friendly neighborhood stores selling every day needs. In the 1980s manufacturer's retail chains like DCM, Gwalior Suitings, Bombay Dying, Calico, Titan etc started making its appearance in Metros and small towns. Multi brand retailers came into the picture in the 1990s. In the food and FMCG sectors retailers like Food world, Subhiksha, Nilgris are some of the examples. In music Segment Planet M, Music world and in books Crossword and Fountainhead are some others.

Shopping Centers began to be established from 1995 onwards. A unique example was the Establishment of margin free markets in Kerala. The millennium year saw the emergence of super markets and hypermarkets. Now big players like Reliance, Bharti, Tatas, HLL, and ITC are entering into the organized retail segment. The big international retail bigwigs are waiting in the wings, as the present FDI guidelines do not allow them to own retail outlets in the country. Walmart is testing the waters by agreeing to provide back end and logistic support to Bharti for establishment of retail chains with a view to study the market for future entry when the FDI guidelines change and to establish a backbone supply chain. Table 1 shows the different phases in the growth of organized retailing in India.

Table: 1. Journey of Organized Retail in India

Year	Growth	Function
2000	First Phase	Entry, Growth, Expansion, Top level
2005	Second Phase	Range, Portfolio, Former options
2008	Third Phase	End to end supply chain management, Backend operation, Technology, Process
2011	Fourth Phase	M&A, Shakeout, Consolidation, High investment

Source: A Report by Ernst & Young for IBEF, www.ibef.org/download%5cRetail_220708.pdf

Clearly India has started emerging as a new market for all the global players because of changing demand and growing economy. The economy is one of the biggest magnetic factors which is pilling every major retail player outside this economy to enter and get the biggest possible bite of the cake as the cake called Indian market is the most tempting one today. The booming economy itself is not just an invitation but also is creating a necessity for the country to get some major players in the country to serve the demand. The economy of India is a growing economy in every aspect so even the demands are growing.

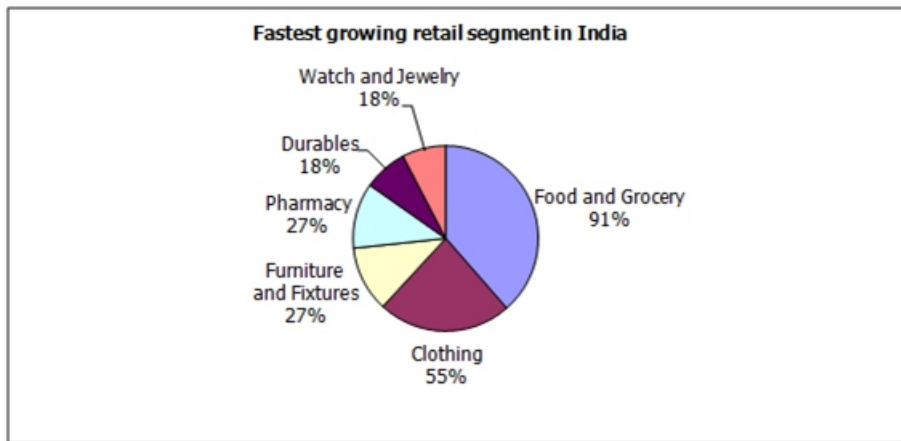
Year	Per capita in ₹ (Per capita net national product) on Constant prices 1999-00
2002-03	17,101
2003-04	18,317
2004-05	19,325
2005-06	20,858
2006-07	22,553
2007-08	24,256
2008-09	30,804
2009-10	44,345

Source: www.mospi.gov.in

And in particular because of the growing economy and income of people the standard of living is growing at a fast pace too. Which means that the demand of for the organized retail is growing as the consumer is demanding standards which the unorganized retail sector of India in not capable of providing. The increasing influence of the western media has led to a considerable change in the life style of the Indian consumer. The economic well being of Indian Middle class and their growing aspirations for material comforts has also been responsible for consumerism slowly gaining momentum in India. Today the Indian consumer are more inclined towards buying goods like cars, washing machine, audio systems, designers dresses, cosmetics and others. There are three categories of Indian Middle class.

20/10/2018	Levels of Income	Spending/Category need and want
New Customer market	1 lac -2 lac per annum	Dress, perfumes, watches
Seekers	2-5 lac per annum	TV, Refrigerator, mobile, scooter or car
Strivers	5-10 lac per annum	Foreign made car, electronic gadgets, air conditioning, vacation,

Graph shows the retail segments ratio in Indian. The major spending in the upper graph is suggesting the fact that the main expenses done by Indians are on cloths and food consumption which are falling under the main operations catogory of retail sector as today the organized retail sector is trying to get in the market in the above shown major areas and India has got a huge business opportunity lying in the open for such companies. Consumerism and increased brand conscientiousness has led to increased number



of brands today. Today every product is branded. Sold, oils, flour which was earlier sold as commodities is now branded. There is presence of almost all kinds of global brands in the present market situation. India has also shared of strong brands like Titans, McDonald, Asian paints, ITC, Thumbs-up, Whisky, Kingfisher. The launches of more and more brands into the market increased the demand of shelf space and hence demand for retail outlets.

There are various reason for changing customer needs and preferences

1. Single family concepts
2. Dual Income Concepts
3. Limited to One children concepts
4. Willing to spend concepts
5. Brand Preference concepts
6. Personal and Health Care concepts

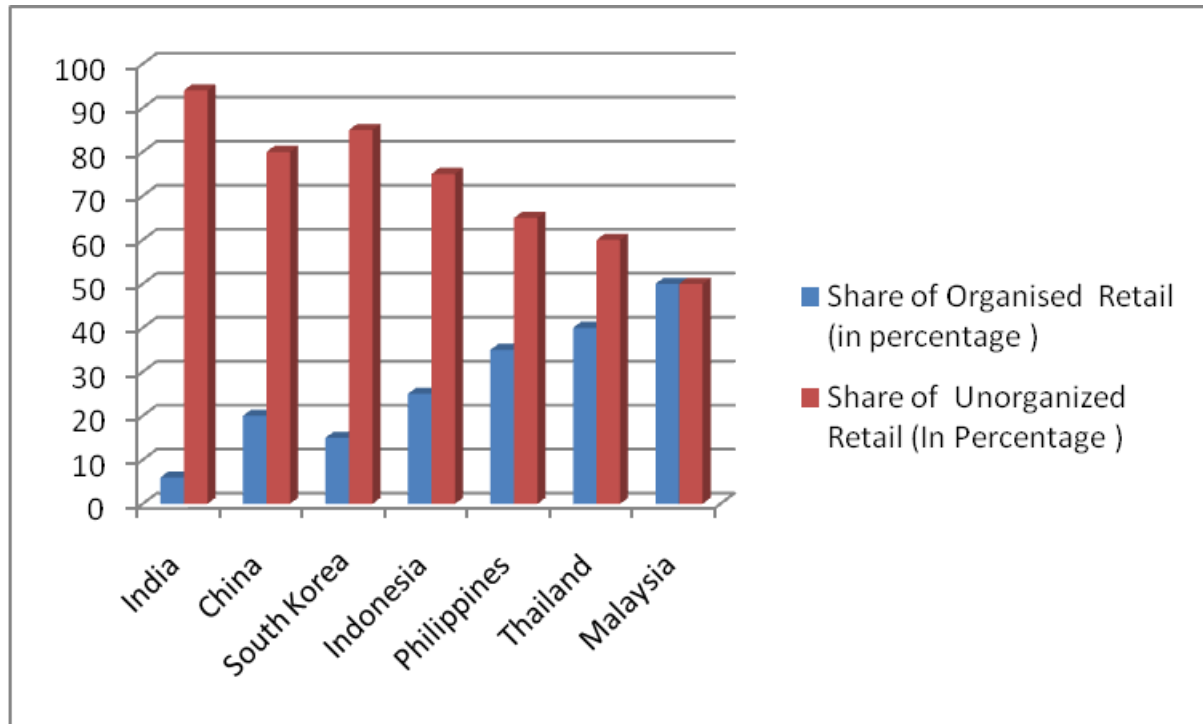
Major contributor to these variables is Indian Middle Class. They are investing a greater portion of their income on upgrading and diversifying their life styles, eating out, and percentage of young population who are more ostentatious in their purchasing habits, as this brand savvy urban population is likely to drive demand for lifestyle products – such as perfumes, jewellery and watches.

Reasons for future growth in retail sector

There is increased sophistication in the shopping pattern of customers, which has resulted to the emergence of big retail chains in most metros; mini metros and towns being the next target. Customer taste and preferences are changing leading to radical transformation in lifestyles and spending patterns which in turn is giving rise to new business opportunities. The generic growth is likely to be driven by changing lifestyles and by strong surge in income, which in turn will be supported by favorable demographic patterns. Development of mega malls in India is adding new dimensions to the booming retail sector. There is significant development in retail landscape not only in the metros but also in the

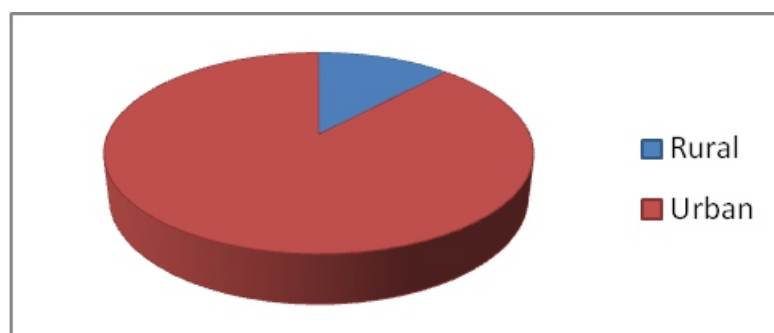
smaller cities but in spite of so many changes there is still a long way ahead of us, which means that there is a lot of potential in the market and a lot of scope for all the companies in retailing sector as the potential is yet to be explored.

Global Scenario of Organized Retail



Source: Articles on Retailing in Business line, www.thehindubusinessline.com

As we can see that the share of organized retail in India in comparison to many of the countries is very less which suggests that if we want to reach to the level of countries like Thailand and Malaysia we have a lot to be done in the sector in coming future. This means that there is a big scope in Indian economy as well if we talk of retail sector there is yet a lot more to be covered as the difference in the rural and urban market area is huge although the urban market is still not developed there is a big no. to be snatched but in rural market there is almost nothing present on the name of organized retailing.



Source: ASSOCHAM study on Retailing in India 2008

As the graph suggest the market area to be covered in order to establish organized retailing in the rural area of the country the companies has a lot of work to do because development in retail sector in India is in a state of beginning.

Future of retailing in India

The BMI India Retail Report for the third-quarter of 2010, forecasts that the total retail sales will grow from US\$ 353 billion in 2010 to US\$ 543.2 billion by 2014. With the expanding middle and upper class consumer base, there will also be opportunities in India's tier II and III cities. The greater availability of personal credit and a growing vehicle population to improve mobility also contribute to a trend towards annual retail sales growth of 11.4 per cent. Mass grocery retail (MGR) sales in India are forecast to undergo enormous growth over the forecast period. BMI further predicts that sales through MGR outlets will increase by 154 per cent to reach US\$ 15.29 billion by 2014. This is a consequence of India's dramatic, rapid shift from small independent retailers to large, modern outlets. BMI forecasts consumer electronic sales at US\$ 29.86 billion in 2010, with over the counter (OTC) pharmaceutical sales at US\$ 3.28 billion. The latter is predicted to be the fastest growing retail sub-sector and BMI forecasts that sales will reach US\$ 6.18 billion by 2014, an increase of 88.5 per cent.

China and India are predicted to account for almost 91 per cent of regional retail sales in 2010 and by 2014 their share of the regional market is expected to be more than 92 per cent. Growth in regional retail sales for 2010-2014 is estimated by BMI at 72.2 per cent, an annual average of 14 per cent. India should experience the most rapid rate of growth in the region, followed by China. For India, its forecast market share of 13.9 per cent in 2010 is expected to increase to 14.3 per cent by 2014.

Moreover, for the 4th time in five years, India has been ranked as the most attractive nation for retail investment among 30 emerging markets by the US-based global management consulting firm, A T Kearney in its 8th annual Global Retail Development Index (GRDI) 2009. India remains among the leaders in the 2010 GRDI and presents major retail opportunities. India's retail market is expected to be worth about US\$ 410 billion, with 5 per cent of sales through organized retail, meaning that the opportunity in India remains immense. Retail should continue to grow rapidly—up to US\$ 535 billion in 2013, with 10 per cent coming from organized retail, reflecting a fast-growing middle class, demanding higher quality shopping environments and stronger brands, the report added. Bharti Retail strengthened its position in northern India by opening 59 stores, Bharti Wal-Mart is expected to open 10 to 15 wholesale locations in the next three years, and Marks & Spencer is considering plans to open additional outlets in the next few years.

Corporate bigwigs such as Reliance, AV Birla, Tata, Godrej, Bharti, Mahindra, ITC, RPG, Pantaloon, Raheja and Wadia Group are expected to invest close to Rs.1 trillion in the business of retail over the next five years. Reliance Retail is investing Rs.30,000 crore in setting up multiple retail formats backed by a 68-strong distribution network, with expected sales of over Rs.100,000 crore by 2010. The Future Group's Pantaloon Retail and RPG's Spencer's are also going all out to maintain their dominant position on India's retail horizon. Subhiksha has earned global accolades for its fast-track growth. The Lifestyle India, Indiabulls, Wadhawan Group, Vishal Retail, petroleum majors IOCL, BPCL & HPCL, and others are firming up more and more ambitious retail expansion plans by the day. While global retailers Metro AG and Shoprite Holdings increase their presence on the Indian retail landscape, the Bharti – Wal-mart combine is scouting locations for their joint retail venture. The recent tie-up between Tata and Tesco further adds to the action in retail.

Challenges in Retailing

The industry is facing a severe shortage of talented professionals, especially at the middle-management level. Most Indian retail players are under serious pressure to make their supply chains more efficient in order to deliver the levels of quality and service that consumers are demanding. Long intermediation chains would increase the costs by 15 per cent.

Lack of adequate infrastructure with respect to roads, electricity, cold chains and ports has further led to the impediment of a pan-India network of suppliers. Due to these constraints, retail chains have to resort to multiple vendors for their requirements, thereby, raising costs and prices.

The available talent pool does not back retail sector as the sector has only recently emerged from its nascent phase. Retailing is yet to become a preferred career option for most of India's educated class that has chosen sectors like IT, BPO and financial services.

Even though the Government is attempting to implement a uniform value-added tax across states, the system is currently plagued with differential tax rates for various states leading to increased costs and complexities in establishing an effective distribution network. Stringent labor laws govern the number of hours worked and minimum wages to be paid leading to limited flexibility of operations and employment of part-time employees. Further, multiple clearances are required by the same company for opening new outlets adding to the costs incurred and time taken to expand presence in the country.

The retail sector does not have 'industry' status yet making it difficult for retailers to raise finance from banks to fund their expansion plans.

Healthy investment climate

A 'Vibrant Economy', India topped A T Kearney's list of emerging markets for retail investments for three consecutive years and stood 2nd only behind Vietnam this year. The 2nd fastest growing economy in the world, the 3rd largest economy in terms of GDP in the next 5 years and the 4th largest economy in PPP terms after USA, China & Japan, India is rated among the top 10 FDI destinations.

Conclusion

The paper paints a verbal picture of the impending retail boom likely to happen sooner. The signs are all over the place. For few years foreign retailers will have the role of facilitator for to standardize the agribusiness and to unify customer's preference across the country. The competition will help to increase the quality of service of the existing local retailers and greater customer satisfaction in Indian society. Concept of self-employment will vanish and sustainable small industries will be roped with the big chains. Paper gives a glimpse of the slow evolution of retail market over the years. A concise description of the drivers of this phenomenon was discussed. The likely positive and negative impact of this revolution is enumerated.

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