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REVIEW OF RESEARCH

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AN ARTICLE ON PERCEPTION, ATTITUDE AND BEHAVIOUR OF RURAL PEOPLE TOWARDS SOCIAL ADVERTISING WITH CELEBRITY ENDORSEMENT: AN ADVERTISING DESIGN MODEL

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ABSTRACT

This article helps to rural people that how social advertisement change perception, attitude and behaviour with help of celebrity endorsement in field of education save girl child and sanitation.

KEYWORDS : Celebrity Endorsement, social advertisement, perception, attitude and behaviour.



INTRODUCTION

1. Celebrity Endorsement:

Celebrity endorsement has been defined as any individual who enjoys public recognition and who uses this recognition on behalf of a consumer good and service by presenting it in an advertisement [Cracken, 1989]. Celebrity endorsement is recognized by marketers because it has an effect that influence message the company is trying to send from someone that the consumers feel a sense of similarity with. Consumers tend to evaluate information from a celebrity which they have similar goal, interest or lifestyle with greater than someone they do not. Using celebrities to promote a product or service is prevalent in advertising (Till, 1998). In reality, approximately 20 percent of all commercials use some type of celebrity endorsement (Bradley, 1996) and according to recent research approximately 25% of American commercials use celebrities (Shimp, 2000). There is great potential to manage well the brand equity and giving proper message when using endorsers to promote the advertising campaign. When celebrity endorsers promote the advertising people also recognize that advertisement very well.

2. Social Issues in Rural Marketing

The government has adopted several policies to improve the overall quality of life in rural areas. The government provided various facilities leading to Better health, Education, Drinking water, Transportation and Sanitation. Wellbeing encompasses individual's attainments in areas of Education, knowledge, Health, Income, Quality of social and physical environment of people.

Importance of Social Advertising This article creates awareness among rural people with the message seen by various celebrity endorsements relating to various social issues such as Save Girl Child, Education and Sanitation etc.

'GAP IN RESEARCH IN CELEBRITY ENDORSEMENT RESEARCH IN SOCIAL ADVERTISING' (LITERATURE REVIEW)

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ABSTRACT

For Social advertising is defined as the use of media-based messages that are intended to educate or stimulate people in the society to engage themselves in voluntary social activity such as health service, environment conservation, national unity, etc. advertisements with a social message i.e. conveying a social message of creating awareness among the masses of India about key issues which are of prime importance and act as a democratic right to the common man. These social advertisements operate as Corporate Social Responsibility (CSR)



KEYWORDS : Social Advertising, Celebrity Endorsement, Corporate Social Responsibility

INTRODUCTION

1. SOCIAL ADVERTISING:

Advertisements play a vital role in making the product to reach the target segment. Advertisements are essential to promote the product, service, brand or corporate as a whole. Latest trend in the advertisements is social advertising. Though social advertisements are not new to India, it has a turn in the recent period. Advertisements with social message are termed as Social Advertisements. government use to release social advertisements, now private organizations advertise their brand associated with social messages.

2. WHY SOCIAL ADVERTISEMENTS ARE NECESSARY?

Nowadays we find a lot of advertisements with a social message i.e. conveying a social message creating awareness among the masses of India about key issues which are of prime importance and a democratic right to the common man. These social advertisements operate as Corporate Responsibility (CSR) activity for corporate (Aparna – 2009). From organizations perspective, in pure sense it is a differentiation to build a brand image. Since, majority of the products have close substitutes it enough if products alone are marketed. It is the responsibility of the corporate, to do more for the society where they have made their foot stronger. From society's perspective, India needs to undergo change

A Study to Measure Impact of Convenience Factors and Situational Factors on Online Purchase of Grocery Products in Pune Region

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Abstract: Internet and Information Technology have made major changes in form of business all over the world. Use of telecommunication networks and internet promoted use of Ecommerce through which several purchase activities happen in business. Growth of Ecommerce in India is because of convenience and large customer choice. Online retail is about 15% in India, India has 10 million shoppers and is growing at an estimate of 40-45%.

The purpose of the research is to study and measure impact of convenience factor and situational factors on online purchase of grocery products in relation to information Technology employees in Pune region. This research relies on primary and secondary data. Based on Literature review of past research, Primary data is collected by way of responses to a structured questionnaire from IT sector employees in Pune. Data analysis is conducted using statistical tools like SPSS, MS Excel etc. Statistical tests, correlation, tabulation, charts etc. Findings of the study reveal significance to online players/sellers for i) development and sale of online grocery products in targeted segment ii) understand preference of online buyers iii) To know behaviour of customers in various situations.

Keywords: Online grocery shopping, grocery products, convenience, situational factors.

I. Introduction

Grocery shopping is considered as one of the important and frequent activity of every house. People may avoid luxuries like restaurants, movies, vacation/foreign tours but they can't stop buying basic goods like vegetables, fruits, oil floor etc. Because of busy schedule people are not willing to spend time on shopping of groceries they find it tiresome and stressful. Long queues at billing counters and heavy traffic on roads/market place make people uneasy and feel to complete the task as fast as possible. With development of e-commerce and internet facility online is buying is the convenient way. (Anckar et al. 2002). Different e-grocery portals like big basket, grofers, zopnow, Aaramshop are providing service for selected metro cities in India.

Online grocery shopping refers to ordering grocery products via the Internet and the subsequent delivery of the ordered goods at home (Burke, 1998). It is also defined as a number of experiences including information search, web site browsing/navigation, ordering, payment, customer service interactions, delivery, post-purchase problem resolution, and satisfaction with every purchase (Ha/Stoel 2009). Online shopping is a mode of purchasing products and services by ordering them via the Internet-based stores, which provides consumers with an easy access to products and price information, and



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“ANALYTICAL STUDY OF NEW AGE ADVERTISING AND ITS INFLUENCE”

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ABSTRACT:

Brand promotion influences numerous parts of our lives and can boost various practices that whenever misled can cause destructive results in the life of the personal being. The focal point of advertising turns into a sensitive subject when diverting the expectations of the dealer into a perhaps obscure or much enhanced market. The impacts of brand promotion must be estimated and controlled for the future improvement of the main crux. With consistently evolving world, brand promotion must adjust the context it will create in. As the market (world) changes, brand promotion must adjust to it. This review inspects various ways promoting has been influencing the contemporary time in Economy, Health, and Society with the end goal that brand promotion is utilized and how companies are in their mission to locate the best way to deal to target buyers.



KEYWORDS: Advertizing, Brand Promotion, Change, Promoting target, Buyer.

INTRODUCTION

A definitive objective of brand promotion and advertising systems is to convey powerful message persuading another gathering to change conclusions or frames of mind (Meyers-Levy and Malaviya, 1999). There are three primary parts of thought deciding the quality of promoting: Product, Need and Customer. While outer elements, for example, channel, setting, media, and so on are fundamental contemplations and frequently examined, presumably the most significant matters of

information are to realize what to offer, who to offer to, and why you are selling it. From this viewpoint, the question "How to sell it?" is conceived from these three primary pieces of promoting. Monstrous social, showcasing, and media changes obviously are reflected in advertisement use (Kerr, Schultz, Kitchen, Mulhern, and Beede, 2015). As the advanced world is improving and growing progressively effective and simple to-utilize methods for brand promotion, the conventional promoting systems and methodologies must be improved, as well. There are numerous hypotheses in the market about how to deliver the best possible

message and how to create powerful advertising systems. Promoting has not simply from the consequence of changing media propensities, basic leadership, and buying power, yet it likewise seems, by all accounts, to be a piece of the ascent of a transformative worldwide society. Advertising ought not be compelled as a reasonable, educational asset for normal customers (Heath, 2012). Promotion can influence also, make constructive outcomes in numerous fields. As indicated by Lacznik (2015), hypotheses can be obtained from different fields and adjusted to brand promotion. This mix of fields makes the

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**"STUDY OF CONSUMER BEHAVIOUR WITH DIFFERENCE PERSPECTIVES"**Dr. Jitendra Bhandari¹ and Dr. Sunil Dhanawade²¹Associate Professor , MM's IMERT.²Director , DYPCMR.**ABSTRACT**

In Present Marketing Scenario, the Study of Consumer Behavior has turned out to be important. Buyers are the rulers of business sectors. Without buyers no business association can run. Buying behavior depends on buyer purchasing behaviour, with the buyer assuming the three particular jobs of consumer, payer and buyer. Buyer purchasing behaviour has turned into an essential piece of vital market planning. So as to build up a structure for the study customer buying it is useful to start by considering the advancement of the field of buyer behaviour and the various standards of idea that have impacted the process. As depicted in this article, a lot of measurements can be distinguished in the writing, which can be utilized to describe and separate, the different points of view on buyer behaviour during the 1960s it is described by two wide ideal models, the positivist and the non-positivist. The positivist view incorporates the monetary, social, psychological, inspirational/attribute/attitudinal, and situational viewpoints; these points of view are alluded to as the customary viewpoints as they pre-date the advancement of the non-positivist worldview. The positivist worldview, which is as yet the prevailing worldview, stresses the matchless quality of human reason and that there is a truth which can be found by studying their behavior. The restricting, non-positivist view, encompasses the interpretive and postmodern viewpoints, which have developed all the more as of late during the period present 1980 on wards. The objective view and the belief system of a homogenous social culture and along these lines deny the complex social and social world in which buyers live. The conventional, positivist viewpoint adopts an utilitarian strategy to the advantages from utilization. While the non-positivist points of view place a lot more prominent accentuation on the representative elements of decision. The target of non-positivist research is to accomplish a superior comprehension of customer behaviour with no particular purpose to impact buyer process. This article intends to distinguish various surges of idea that could direct future customer study.

KEYWORDS: Consumer Buying Behavior, Traditional Perspectives, Rational Perspectives, Cognitive, Traits, Conventional, Attitudinal, Situational, Positivist Paradigm, Non-Positivist Paradigm.

CONSUMER BEHAVIOR PRELUDE :

Customer behaviour has been consistently of extraordinary interest to advertisers. The learning of buyer behaviour get the advertiser to see how buyers think, feel and select from choices like products, brands and so forth and how the buyers are impacted by their condition, the reference gatherings, family, and salespersons, etc. Consumer purchasing behaviour is affected by social, social, individual and mental elements. Buyer is the examination "of the procedures included when people or group select, buy, use, or discard products, services, thoughts, or encounters to fulfill needs and wants" (Solomon 1995, 7). In the advertising setting, the term „consumer “ alludes not exclusively to the demonstration of procurement itself,

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Managing Stress At Workplace

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Managing stress at workplace-

Managing stress is nothing but improving everyday functioning of your day to day activities. Stress has become an evitable part of life of an individual. If you cannot avoid stress you can manage it. Stress is derived from the Latin word *stringere*, meaning to draw tight, & was used in the 17th century to describe hardships or affliction. During the late 18th century stress denoted force, pressure, strain or strong effort referring primarily to an individual or to an individual's organs or mental power(Hinkle, 1973).

There are three types of stress-

Acute stress- Acute stress is caused by reactive thinking in all situations. Negative thoughts in mind always can cause acute stress. It is also related to the upcoming situations, events in near future.

Episodic Acute stress-

If a person frequently experience acute stress or who lives present with frequent triggers of stress, have episodic acute stress. A person with acute stress often live a life of chaos and crisis. They are always in a rush or hurry. They always feel pressured by some or the other thing.

One of the first scientific attempts to explain the process of stress related illness was made by Hans Selye in 1946, who described three stages an individual experiences in stressful situations:

1. Alarm reaction, in which an initial phase of lowered resistance is followed by countershock, during which the individual's defense mechanisms become active.
2. Resistance, the stage of maximum adaptation and, ideally, successful returns to equilibrium for the individual. If, however, the stress continues or the defense mechanism does not work, one will move on to a third stage.
3. Exhaustion, when adaptive mechanisms collapse.

Although the health care costs and the number of disability cases across all medical illnesses have increased, disability management programs implementing stress management interventions have been found to improve physical and mental health, reduce costs to employers, and facilitate the reintegration of injured individuals into the work environment. Stress management programs limit the impact and chronicity of disabilities and can be used to reduce and control the cost of disability in the workplace. Providing the most efficacious behavioral interventions thereby allows employers, employees and health professionals to work cooperatively to achieve optimum health and cost effectiveness. This review presents a variety of group and individual interventions, which have been utilized to aid disabled employees in coping with work-related injuries and medical illness. The implementation of stress management interventions in the workplace is described in detail, with special emphasis on the use of cognitive behavioral stress management. Finally, this review outlines a team approach to the application of a workplace stress management intervention aimed at reducing the overall impact of disability.

Apart from the biological mechanism of stress various situational factors are responsible to cause stress.

To name a few -Organizational culture of the organization may become a cause of stress for an individual. Organizational culture refers to culture in any type of organization be it school, university,

Emerging trends in organised grocery retail: A study of advancements in online grocery retail in India.

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Abstract:

Retail sector has emerged as one of the growing industry and is witnessing a transformation with significance increase in turnover, revenue, employment generation and contributing to the economy of country in many ways. The opportunity for grocery retail is huge, Food and grocery present market size at estimated US\$ 455 billion, the category will continue to grow at about 15 per cent per annum over the next decade (bureau, 2016). Unorganised retail market is big in India. Traditional retail shops are means of livelihood. ORP Organised retail penetration is low in India (8%) compared to developed nations. This shows a huge potential in organised retail in coming future. (Foundation, 2016)

The study reveals the structure of organised grocery retail and key drivers to organised retail in urban India. This paper provides information about advent and emerging trends in organised grocery retail. Study examines the growing awareness about online grocery shopping and major players in Indian online market. Study also focus on supply side drivers and demand side drivers of online grocery retail. Information collected is from various research journals, articles, books, newspapers and study is based on secondary data available from various sources and is a descriptive in nature.

Keywords: Retail, Grocery, organised retail, convenience, online grocery

Introduction:

Retailing in India:

Food and Grocery is like a back bone of retail industry. With present market size at estimated US\$ 455 billion (Rs 30,464 billion), Food and Grocery will continue to grow at about 15 per cent per annum over the next 10 years. Thus, for coming future, food & grocery retail is expected to dominate the market with more than 60 per cent share of the overall retail market. (bureau, 2016) Retail sector has emerged as one of the growing industry and is witnessing a transformation with significance increase in turnover, revenue, employment generation and contributing to the economy of country in many ways. The opportunity for grocery retail is huge, Food and grocery present market size at estimated US\$ 455 billion, the category will continue to grow at about 15 per cent per annum over the next decade (bureau, 2016). Unorganised retail market is big in India. Traditional retail shops are means of livelihood. ORP Organised retail penetration is low in India (8%) compared to developed nations. This shows a huge potential in organised retail in coming future. (Foundation, 2016)

Retailing:

According to Philip Kotler- "Retailing includes all the activities involved in selling goods or services to the final customers for personal, non- business use."

According to Chetan Bajaj —Retailing is defined as a conclusive set of activities or steps used to sell a product or a service to consumers for their personal or family use. It is responsible for matching individual demands of the consumers with supplies of all the manufacturers.⁹ In simple terms we can say that retailing means the sale of goods or commodities in small quantities directly to consumers.

Objectives of the study:

1. To study organised retail market in India.
2. To determine key drivers of organised retail industry in India.
3. To examine key drivers of online grocery retail.
4. To understand opportunities and challenges of online grocery retail.