

## **Investor Apathy to Stock Market: A Study Using Discriminant Analysis**

Non-participation in the stock market by the investing public has become a matter of concern for people of academia as well as industry alike. This is a worldwide issue. Literature is full of studies to find out the reasons for limited participation of investors in the stock market. Mixed results have been reported in the literature and some results are on financial causes and others on non-financial causes of the non-participation. Discriminant analysis has been used in this paper to find out the reasons of non-participation. Two main reasons have been observed in this study which discriminates between participation and non-participation in the Stock Market. One reason is financial and the other reason is non-financial in nature.

Key words: Stock market, Discriminant analysis, Investors, Equity capital, Non-participation

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## **Styles, Affecting the Consumer Buying Behavior in the Men's Casual Wear Market in India-- Hypothesis Testing and Factor Analysis**

Sproles and Kendall, 1986, defined a consumer decision-making style as “a mental orientation characterizing a consumer's approach to making choices.” In the extant consumer behavior literature, most studies assume that all consumers approach shopping with certain decision-making traits that combine to form a consumer's decision making styles. They developed a comprehensive instrument called Consumer Style Inventory to measure consumer decision-making styles. This instrument measures eight mental characteristics of consumer's decision making: perfectionism, brand consciousness, Novelty-fashion consciousness, recreational, price-value consciousness, impulsiveness, confused by over choice, and brand-loyal/habitual. Consumer Style Inventory has been used in the study to determine the consumer decision-making styles in India with respect to casual wear market for urban workingmen. Exploratory Factor Analysis was used to determine the factors that affect consumer decision making among men in India with respect to casual wear. This study also made use of chi square analysis for hypothesis testing to determine the dependency or independency of demographic factors on behavioral variables. The study

concluded that there are nine consumer decision-making styles amongst urban Indian workingmen in the Casualwear market, which deviate marginally from the original Splores and Kendall, 1986 model.

Key words: Consumer decision-making style, Consumer Style Inventory, factor analysis, chi-square test of independence, Casualwear.

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## **Impact of Digital Marketing Practices on Consumer Behavior In Indian Car Market**

The paper attempts to understand the impact of digital marketing practices followed by car marketers on Indian consumers. The paper also deals with identifying the variables related to digital marketing if any, which could be leveraged by the marketers to effectively market the product. To achieve the objectives, primary data was collected with the help of structured questionnaires. Two questionnaires were administered to the car owners in Delhi area. Theory of Planned Behavior model was taken as base to analyze the factors that be leveraged by the marketers. Data was analyzed with the help of statistical techniques like t-test and multiple regressions. Results of the study revealed that digital marketing is affecting consumer behavior to a significant extent and attitude is the variable that can be leveraged by the marketers to effectively market the product.

Key words: Digital marketing, Impact on consumer behavior, Indian car market, Theory of planned behavior.

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## **A Conceptual Framework for Consumer Adoption Behaviour of Self-Service Technology in a Retail Store: The Moderating Role of Retailer's Servicescape**

Introduction and usage of Self-Service Technology (SST) is continuously changing the customer interaction process with retailers giving rise to new service creations. This study develops an Interactive Kiosk adoption model to explain such SST adoption behaviour from both customer and employee perspective. The conceptual framework includes elements like technology based service delivery, consumer differences, employee orientation, mutual preference for co-production and perception on retailer's servicescape. To support the conceptual framework, the paper explains Interactive Kiosk adoption behaviour through exploring mediating variables such as customer readiness and employee readiness, and their antecedent predictors – customer differences and employee orientation. The study further incorporates the moderating role of retailer's servicescape to explore the influence of consumer impression about retail service environment on the adoption behaviour of Interactive Kiosk. The paper concludes with implications for retailers regarding Interactive Kiosk service and offers directions for future research. This paper considers employee orientation alongwith consumer differences as important antecedent predictors of mediating variables like customer readiness and employee readiness and also perception on retailer's servicescape as the moderator of interactive kiosk adoption behaviour.

Key words: Interactive kiosk adoption behaviour, Consumer differences, Employee orientation, Customer readiness, Perception on retailer's servicescape.

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## **Financial Literacy of Women: A Review of Literature**

Financial literacy is defined as a combination of awareness, knowledge, skills, attitude and behavior necessary to make sound financial decisions and ultimately achieve individual financial wellbeing. It enables individuals to take advantage of increased opportunities and choices offered by the financial markets, to process economic information and make informed financial decisions. In the present study, the diverse literature available worldwide on financial literacy of women has been explored and analyzed in terms of their

research methodology, sampled respondents and their findings. The main purpose is to study the reasons for the low levels of financial literacy of women. The paper demonstrates that women lag in financial literacy and also brings out the probable reasons for the same as discovered by various researchers. The paper also brings out the various initiatives undertaken by different countries/organizations in order to raise the level of financial literacy of the individuals in general as well as the initiatives undertaken by NGO's and MFI's to raise the level of financial literacy of women in particular. The study suggests that low level of financial literacy could pose serious problems for women. Therefore, financial education programs are needed in order to improve the financial literacy of women. Moreover, these programs should be designed in such a way so as to meet the needs of women as the financial education needs of women are different from that of men.

Key words: Financial literacy, Women, Financial well being, Low levels of financial literacy, Reasons for low level of financial literacy.

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## **Competitiveness of the Indian Manufacturing Industry In The Competition Regime- Performance and Prospects**

Economic reforms in India have aimed at reorientation of the Indian economy from a regulated economy to an open market economy in order to foster efficiency and competitiveness of the industrial sector. The deregulation of the industrial sector has accentuated competition both at the domestic and international levels. The ability of Indian industry to deliver prolifically would depend on its competitiveness. The present paper is an attempt to measure the competitiveness of Indian industry in order to assess and analyse if competitiveness of Indian industry has augmented since economic reforms. The results evince a marked improvement in industrial competitiveness on account of productivity; unit cost; profitability and exports. But it relatively declined on account of capital deepening; R&D and advertising intensities.

Key words: Economic reforms, Open economy, Competition, Competitiveness, Manufacturing industry.

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