

The Uncommon Sense of Advertising – Understanding Contemporary Advertising Appeals in Print of Top Advertisers in India

Research on the role of culture on advertising content has indicated that advertising reflects the culture prevalent in the society. This paper reviews the advertising appeals of India's top advertisers and categorizes them according to the kind of consumer involvement in the product advertised, the type of consumer decision making and further relates them to the cultural dimensions as per Hofstede. Trained coders have used Pollay's 42 advertising appeals to the different advertising elements of 200 contemporary print advertisements equally consisting of four categories of advertisements of high involvement and low involvement products, each involving rational and emotional consumer decision making. This has been related with earlier published research where Hofstede's cultural dimensions have been associated with Pollay's advertising appeals. The paper presents a framework that can help advertisers to assess appeals used and determine the role that both culture and advertising appeals play in the effectiveness of advertising campaigns.

Key words: Cultural dimensions, Advertising appeals, Low and high involvement, Rational decisions, Emotional decisions.

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Work-Life Balance among Bank Managers: An Empirical Study of Indian Banks

Work-life balance (WLB) is positively related to positive outcomes at the level of both organization and individual employees. Fast pace of change of all sorts and work pressure blurred the boundary between work and the rest of life. This provides challenges for one and all. Such a situation is of particular relevance for bank managers as it contributed to growing difficulty for them in maintaining a balance between work and non-work activities. Viewing thus, the present study is an attempt to assess the prevailing status of perceived WLB among bank managers and organizational climate in Indian banks. The study revealed that work-family spillover, work-family conflict and work-family facilitation – all the three aspects of WLB were perceived as at their moderate level by the bank managers across the public sector banks, private sector banks, and foreign banks with significant variation across the three sectors, but without significant variation by the managers across the three management levels and also by the male and female bank managers. Perceived organizational climate was found moderately favourable across public sector banks, private sector banks, and foreign banks that too without any significant variation. Regression analysis revealed that perceived organizational climate has positive impact on perceived work-life balance.

Key words: Work-life balance, Work-life conflict, Work-life spillover, Work life facilitation, Organizational climate, Bank managers.

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Individual Investment Decision Making Process: Study of Reasons and Influencers

Individual investment decision making process has always been an area of interest to study for the researchers, marketers and corporate. The decision making process is related to psychology and behavioral theories; wherein an individual is exposed to multiple elements which influences the decision making process. Considering the present market scenario, today's investor has numerous investment options, with little knowledge about each of them. The investors many times fail to designate a 'purpose' to the investment decision; thus making random choices for investment. Also, the lack of required information and clarity leads the investor towards inappropriate investment decisions. To understand the pattern of decision making, it is inevitable to study the factors affecting the decision making process. The paper attempts to study the influence of few important factors like attitude, culture, past experience, uncertain future, life expectancy and experts' knowledge. The value of this research work lies in the analysis of these factors which affect the individual investors' decision making process.

Key words: Psychology and behavioral theories, Investment market scenario, Investment options, Knowledge, Purpose, Life expectancy.

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An Exploratory Factor Analysis of Sources Underlying Organisational Conflict- A Comparative Approach between Public and Private Sector Banks

The uncertainty that accompanies organisational change heightens prospects for intra organisational conflict. This is little to indicate that organisations actually attempt to establish the underlying causes of organisational conflict and often resorts to conflict management strategies without determining the sources or causes of conflict. So, this research paper actually attempts to explore the various factors behind the conflict scenario and further comparative analysis has been made to indentify the significant factors generating conflict in public and private sector banks. The sample of the study includes 541 bank employees from twenty commercial banks situated in Amritsar, Jalandhar and Ludhiana cities of Punjab. Ten banks each from public sector and private sector has been selected on the basis of highest number of employees, Ten major factors have been extracted with the help of exploratory factor analysis and further application of Independent sample t-test revealed significant differences in the factors responsible for generating conflict in these selected public and private sector banks selected under study.

Key words: Organisational conflict, Sources of organisational conflict, Exploratory factor analysis, Independent sample t-test & Public and private sector banks.

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Company Values Across Generations: An Empirical Study of Academic Institutions

To be successful, it is important that organization should have employees who have urge for excellence and success and also the desire to remain with same organization. Values represent stable, long lasting beliefs about what is important and worthwhile which plays a pivotal role in influencing our thoughts and behavior. Employee's values act as guiding force to keep him moving in the organization if they are compatible with the organizational culture. With the diverse workforce present in organizations and its challenges, this paper seeks to identify whether generational differences among workforce influence their preferences for company values. A sample of 690 faculty members from Delhi and NCR was studied using Factor Analysis and one way Anova and it was observed that significant differences exist among generations for their preferences for company values. The Human Resource Managers are therefore required to keep these preferences in mind while designing their HR policies to remain attractive.

Key words: Values, Workforce diversity, Culture, Generational differences, Challenges.

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Experiencing Marketing: The “CHOKHI DHANI” Way

The emotional attachment of a consumer with a brand depends on the experiences and values derived from it. As it is pointed by Pine and Gilmore (1999), economic development is entering into a new stage experience arena, which surpasses the traditional sales methods focusing on product sales and service offering. The sensory cues, brands and human emotions are adhered to each other in some ways or the other. The customers experience a sense of delight when the experience with the brand is good enough to satiate all their senses. As asserted in literature , experience is a distinct offering and can be provided as a bundle along with the good or the service. Innovations and many other integrated techniques are being executed by the leading brands to gain the loyalty of the consumers and their sustenance. It has also been suggested that management of the customers' emotional experiences help in creating strong service brands. The paper shall lead us to the scope of using the above mentioned concepts for further research. The methodology adopted is a case study on “Chokhi Dhani”, the famous Rajasthani resort and restaurant group. The case shall open doors for discussions and the use of the literature in a befitting way. The suggestions can be of immense help to the marketers as well as brand managers for their businesses.

Key words: Experiential marketing, Sensory marketing, Consumer delight, Emotional attachment, “CHOKHI DHANI”.

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