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THE USE OF ADVERTORIALS IN WOMEN'S AND TEENS' FASHION MAGAZINES, PRE- AND POST-RECESSION

Cynthia Hanson, High Point University

ABSTRACT

This paper examines the use of advertorials in women’s and teens’ fashion and beauty magazines. Results of a content analysis of samples from 2007 and 2011 show that advertorials increased in number and percent, with the greatest growth in the teen magazines. By 2011, the percent of advertorial pages was significantly greater in the teen magazines. Consistent with prior research including fashion and beauty magazines, over 90% of the advertorials were properly labeled; however, the study revealed two practices—magazine sponsorship
CUSTOMER RETENTION AS A BIGGEST MARKET CHALLENGE – A CONCEPTUAL STUDY

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Harpreet Kaur, Guru Nanak Dev University

ABSTRACT

In this paper, the research has projected a conceptual framework to investigate the significance of customer retention as a challenge in financial services. In order to drive sustainable competitive advantage, customer retention must be on top of the all marketing strategies. The world has taken up the emergence of the service sector as a high flying contribution to its financial system over the last few decades. Many countries have experienced a remarkable revolution in the role and significance of services in the service sector of their economies. The success of service industry depends upon high quality relationships of customers with their service providing firms. As the cost of getting hold of new customers and fierce competition increases, the main focus of service industry's marketing strategic efforts is on customer retention. This study is an attempt to examine the drivers inducing customer retention in the banking sector. The drivers of customer retention programs are dynamic. The Indian banking industry is now operating in a dynamic confronts relating to both customer base and performance. In order to smooth the progress of managerial action, we discuss what are those drivers and how are these connected to the customer retention. To grip on the service sector, drivers like service quality, customer loyalty, switching cost, customer satisfaction etc. to be considered. In a bid to fortify relationships with their customers marketers are screening rehabilitated results in customer retention programs. Our approach and findings have meaningful inferences for managing customer retention in the financial services industry.

Keywords: Customer retention, Customer Loyalty, Customer satisfaction, Service quality, Switching Barriers
ETHICS AND CULTURE: JAPAN, MEXICO, THE UAE, AND THE USA

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ABSTRACT

In the current paper we examine customer service differences between individuals operating in Tokyo, Mexico City, Dubai, and Dallas in terms of their ethics and cultural beliefs using Carraher’s framework. We find that there are large differences in terms of perceptions of customer service and which variables are important for determining who behaves in a highly customer service orientated manner. Looking at the extreme quartiles there are net profit differences of 400%.

REFERENCES


AN EMPIRICAL STUDY OF FOLLOWSHIP AND SALES IN SOCIAL MEDIA MARKETING VIA SOCIAL NETWORKING

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Ashley Carlson, Lake Superior State University

ABSTRACT

The purpose of this project is to conduct an empirical study on the effectiveness of social customer relationship management and social media (Facebook, YouTube, Google Plus, Instagram, Pinterest and Twitter) marketing, in the college level consumer demographic. This study aims to discover how businesses communicate their marketing to the consumer, and whether the social medium plays a role in success, for the college level consumer. The level of effectiveness is what is argued because the amount of publicity an advertisement or business may receive on the internet may heavily depend on word of mouth, click or like. As customer relationship management, or CRM, progress with technology, it has becomes clear that social media or social networking could be an efficient and effective tool for businesses. Because the use of technology to build e-commerce is fairly new, the social media marketing strategies may need alteration to boost sales and traffic even more. Tracking internet usage on social media, as well as marketing in that medium, and comparing them to the amount of sales made could aid in the measurement of success for a business. Furthermore, social media website may be applied for use as a management system for customers and marketing. This study poses the questions to whether college level consumers are receptive to marketing messages on social media, how are they receiving those messages, and how it is effecting businesses. Significant research has been done on advertising and communication through social media but no prior study investigated what factors affect sales and followship for a business. This paper fills the gap. A survey was conducted to collect sample data via questionnaires. Multivariate statistical analyses were performed to develop multiple-regression models, as well as a Pearson’s Correlation model. Results show statistical significances of the overall models and variances of demographics, immersion, and communication factor in relation to total sales and total followship.

Keywords: Advertising, Communication, CRM, Internet, Information System, Marketing, Social Networking, Technology
WEALTHY AND INCOME INEQUALITY: SELECTION AND ANALYSIS AND THE POLITICAL FRAMING OF FINDINGS

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ABSTRACT

There is a great deal of research on wealth and income inequality, and academics continue to produce research in this area. However, the use of wealth and income statistics derived from a variety of sources, periodically receive attention from politicians, pollsters and the media particularly during major political campaigns. However, by its very nature, the statistics and variables may change with time and the conclusion may vary greatly depending on the analysis.
This paper steps back and selects a few variables from the Federal Reserve’s Survey of Consumer Finance (SCF) data to explore the outcomes of selection and analysis of a variety of measures and variables which impact the distribution of wealth and income in the US.
INTERNET BANKING USERS’ COMPETENCE AND ITS INFLUENCE ON USAGE SATISFACTION- A VIEW FROM INDIA

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Chandra Kumar Mangalam, Anna University Regional Centre, India

ABSTRACT

Competitive pressures, emergence of internet technology pressurized many of the Indian banks to undergo tremendous changes and offer technology based services to their customers. Especially innovative development in Information and Communication Technology resulted in the new dimensional Indian banks to offer banking services through electronic services and computerized manners which resulted in the dawn of ATM, Internet banking, Mobile banking summed up as Electronic Banking. Electronic Banking is a radical technological innovation with potential to change the structure and nature of banking from “bricks and mortar” into a “clicks and mortar”. There has been substantial growth in Internet Banking. Research on the reason for its growth has been few and apart though some of the research indicates adoption of internet banking depends on the competency, technical experience and self efficacy of the consumers. This has necessitated the need to research further for better understanding of the consumer’s usage and their satisfaction. This study evidences that excellent users of internet banking were very less in urban, semi-urban and rural areas whereas consumers with moderate knowledge are slightly higher than the novice consumers who currently live in urban, semi-urban and rural area.

Anywhere at any time, Ease of use, Additional benefits, Quick direct access of banking services and Cost effectiveness features were more considered by excellent users whereas Status symbol, safety and security were more considered by the beginners of net banking at the time of choosing net banking facilities. Further, excellent users of net banking operations have more satisfaction than moderate users and beginners of net banking. Hence, lack of usage competency could be one of the factors for having a low rate of net banking usage and satisfaction. Hence it is strongly believed that continuously educating, training the banking customers with how to use the net banking services will definitely increase the rate of using Internet Banking services and satisfaction. This means that banks need to ensure their Internet Banking systems are well secured, reliable and user-friendly, and need to better promote and familiarize their customers about the Internet Banking.
ADOPTION OF STRATEGIC MARKETING PRACTICES AMONG INDIAN MANUFACTURERS

Zahed Subhan, Western Carolina University
Roger Brooksbank, University of Waikato
Ron Garland, University of Waikato
Scott Rader, Western Carolina University

ABSTRACT

To understand otherwise understudied marketing strategies among India’s manufacturing sector, particularly with regard to how “mainstream” strategic marketing is or is not routinely practiced, an attempt is made to ascertain strategic marketing’s contribution to competitive success by comparing sub-samples of higher and lower performing companies. Methodologically, testable hypotheses of “mainstream” strategic marketing performance indicators were established and operationalised via survey distributed online to Indian manufacturing firms employing in excess of 100 staff. Results are highly supportive of the conventional wisdom regarding the essential ingredients of strategic marketing success. Compared with lower performing counterparts, the higher performing manufacturers are clearly more active in executing a wide range of strategic marketing practices. Albeit higher performing Indian manufacturing firms appear to be employing “mainstream” marketing strategy, there remains scope for the companies to employ more and better strategic marketing endeavours.

Keywords: banking; information and communication technology (ICT); Electronic Banking; Internet Banking;