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Customer Perceptions about Retail Store Attributes: A Comparative Analysis between Supermarkets, Department Store and Specialty Stores in India

– *Sneha Sharma and Suresh K. Chadha*

ABSTRACT

Perception of customers towards retail store attributes across various formats is expanding in Indian retail context. Specialty Store, Department stores, Hypermarkets and Supermarkets are the fastest growing formats in India. The present study is aimed at analysing and identifying retail store attributes for three formats, that is, Specialty Stores, Department stores and Supermarkets in Indian context. Further the impact of store attributes on the retail format choice is also analysed. A convenience sample of 600 respondents was administered with the help of structured questionnaire. The results revealed that the importance of the retail store attributes across all the three formats is considerably different in the mind of the customers. The findings and recommendations will help the retailers to understand the retail format choice of customers' w.r.t the various retail store attributes.

Keywords: Retail format choice, Store image, Retail store attributes, Logistic regression

JEL Classification: M3, M31

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A Study of Non-performing Asset Management as a Strategic Approach to Ensure Sustainability among the Public Sector Banks in India

–Saptarshi Ray

ABSTRACT

The year 2019 marked the completion of 50 years of banking nationalisation in India. Since 1969 (first phase of nationalisation of banks), the banking system has grown in wealth, asset-base and size. However, such growth has left behind piles of Non-performing Assets (NPA), affecting its profitability and exposed management inefficiencies. Initiatives have been taken for recovering such loans from time to time, but without many upshots. The Asset Reconstruction Companies (ARCs) and the Debt Recovery Tribunals (DRTs) have failed over the years to recover such NPAs. Hence managing such NPAs became the most crucial challenge for the banks. The following study focuses on the individual practices of the banks to manage NPAs. This study formulates the strategies which would help them in managing their NPAs. The paper has focussed on the Public Sector Banks (PSBs) since they dominate the industry with their strong presence and huge market share. The uniqueness of the paper has been the formulation of strategies to control and manage NPAs, which would work as a complement to the Reserve Bank of India (RBI) policies.

Keywords: Non-performing assets, Basel, Public sector banks, Risk management, CAMELS

JEL Classification: E58, F65, G21

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Do Anchors Create Inefficient Systems? Motivating Optimal Outcomes through Strategic Supervision and Control—A Behavioural Game Theory Experiment

– *Debarshi Roy*

ABSTRACT

Strict supervision and preset targets are common control mechanisms to optimise performance in workplace situations. However, it is being realised that these mechanism designs do not always produce the desired effects on human behaviour. This study explores the mechanisms of supervision and targets through an experiment conducted among 46 high school students to study whether targets and supervision work in school situations. The experiment consisted of students being given the task of writing an essay of their choice within a time limit of 45 minutes. They were to be appraised on the number of pages they wrote. This experiment was repeated four times, with the first being conducted without supervision and targets of minimum specified pages; this round acted as the control. The experiment was then repeated with a supervisor and targets of a minimum number of pages. The rules specified that the students who wrote more than the minimum number of pages would be given a prize, and those who would write less than the minimum number of pages would be made to repeat the exercise. The four rounds of the experiment were conducted in two modules. In the second module of the experiment, it was also specified that all students who wrote gibberish or were frivolous would be reported to the principal. The results of the experiment were tabulated, and a mathematical model based on game theory was designed to explain the results.

Keywords: Behavioural game theory, Supervision, Performance targets, Anchors

JEL Classification: C7, C79, M1, M5

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A Study on Effect of Product Packaging Elements on Consumer Buying Behaviour

– *Virendra Chavda*

ABSTRACT

Today due to cutthroat competition among the companies and rising demands of customers, companies have to provide innovative products with unique presentations to satisfy the customers. Companies are now also focusing equal Weightage on presentation and packaging of products. A consumer's eye is capable of providing valuable information about how a package design is perceived on a store shelf versus its competitors. This study aims to investigate the role of various packaging tactics used by the companies to lure the customers. In this research, researchers try to identify the effect of various packaging elements (like packaging material, colour, design of wrapper, innovation etc.) on consumer buying behaviour. A questionnaire is developed with the help of a five point liker scale. Survey of 150 respondents has been done in Ahmedabad city. Structural Equation Modelling is used to identify the effect of various independent variables on dependent variables.

Keywords: Product packaging elements – colour, Material, Packaging, Consumer behaviour

JEL Classification: M310

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Sustainable Development Goals and University Social Responsibility

– Suzete Antonieta Lizote, Manodip Ray Chaudhuri, Claudia Silva Ribeiro Alves and Cledinei Clóvis de Melo Cavalheiro

ABSTRACT

The organizations seek strategic positioning directing the socioeconomic behavior, in the search for alignment with the stakeholders, considering the high degrees of competitiveness of the market. The demands of business in the demands, especially regarding the social and sustainable development of Brazil at the municipal, state, or federal level, form a scenario in which sustainable practices started to be implemented in the projects of an increasing number of companies. This study aimed to describe the Sustainable Development Objectives (ODS) that attends a Higher Education Institution that has been awarded Stamps of the Social Seal Program in the municipality of Itajaí /Brazil/SC. The research was descriptive, based on the report issued by the Secretariat for Institutional and Thematic Relations (SERIT) of the companies participating in the Social Program based on the UN model (2015), which highlights the ten sustainable development objectives. For the processing of the collected data, descriptive statistical techniques were applied. The results showed that the most present objectives in the institution analyzed were Partnership and Means of Implementation (ODS 17), Education and Quality (ODS 4), and Health and Welfare (ODS 3).

Keywords: Sustainability, Social seal, Sustainable development objectives

JEL Classification: M0

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