

Volume 18, Number 2

ISSN 2150-5187

**Allied Academies
International Conference**

**San Antonio, Texas
October 9-12, 2013**

**Academy of
Marketing Studies**

PROCEEDINGS

Copyright 2013 by Jordan Whitney Enterprises, Inc, Arden, NC, USA

All authors execute a publication permission agreement taking sole responsibility for the information in the manuscript. Jordan Whitney Enterprises, Inc. is not responsible for the content of any individual manuscripts. Any omissions or errors are the sole responsibility of the individual authors.

The Academy of Marketing Studies Proceedings is owned and published by Jordan Whitney Enterprises, Inc, PO Box 1314, Arden, NC 28704, U.S.A., (828) 507-9770. Those interested in the *Proceedings*, or communicating with the *Proceedings*, should contact the Executive Director of the Allied Academies at info@alliedacademies.org.

Copyright 2013 by Jordan Whitney Enterprises, Inc, Arden, NC

Table of Contents

THE USE OF ADVERTORIALS IN WOMEN'S AND TEENS' FASHION MAGAZINES, PRE- AND POST-RECESSION..... 1
Cynthia Hanson, High Point University

CUSTOMER RETENTION AS A BIGGEST MARKET CHALLENGE – A CONCEPTUAL STUDY 3
Sangeeta Arora, Guru Nanak Dev University.
Harpreet Kaur, Guru Nanak Dev University

ETHICS AND CULTURE: JAPAN, MEXICO, THE UAE, AND THE USA 5
Jon Austin Gastrock, University of Texas at Dallas
Cora Garza, University of Texas at Dallas
Brooke Eckard, University of Texas at Dallas
Alejandra Serate, University of Texas at Dallas
Taylor Thomas, University of Texas at Dallas
David Alex Cue, University of Texas at Dallas

AN EMPIRICAL STUDY OF FOLLOWSHIP AND SALES IN SOCIAL MEDIA MARKETING VIA SOCIAL NETWORKING 9
C. Christopher Lee, Lake Superior State University
Ashley Carlson, Lake Superior State University

WEALTHY AND INCOME INEQUALITY: SELECTION AND ANALYSIS AND THE POLITICAL FRAMING OF FINDINGS 11
Sumaria Mohan-Neill, Roosevelt University, Chicago
Indira Neill Hoch, University of Illinois, Chicago
Meng Li, Roosevelt University, Chicago

INTERNET BANKING USERS' COMPETENCE AND ITS INFLUENCE ON USAGE SATISFACTION- A VIEW FROM INDIA 13
R. Vijayakumar, Anna University Regional Centre, India
Chandra Kumar Mangalam, Anna University Regional Centre, India

ADOPTION OF STRATEGIC MARKETING PRACTICES AMONG INDIAN MANUFACTURERS..... 15
Zahed Subhan, Western Carolina University
Roger Brooksbank, University of Waikato
Ron Garland, University of Waikato
Scott Rader, Western Carolina University

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

**Sangeeta Arora, Guru Nanak Dev University.
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

Jon Austin Gastrock, University of Texas at Dallas

Cora Garza, University of Texas at Dallas

Brooke Eckard, University of Texas at Dallas

Alejandra Serate, University of Texas at Dallas

Taylor Thomas, University of Texas at Dallas

David Alex Cue, University of Texas at Dallas

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

- Buckley, M., Fedor, D., Carraher, S., Frink, D., & Marvin, D. (1997). The ethical obligation to provide recruits realistic job previews. *Journal of Managerial Issues*, 9 (4), 468-484.
- Buckley, M., Fedor, D., Veres, J., Wiese, D., & Carraher, S.M. (1998). Investigating newcomer expectations and job-related outcomes. *Journal of Applied Psychology*, 83, 452-461.
- Buckley, M., Mobbs, T., Mendoza, J., Novicevic, M., Carraher, S.M., & Beu, D. (2002). Implementing realistic job previews and expectation lowering procedures: A field experiment. *Journal of Vocational Behavior*, 61 (2), 263-278.
- Budd, J. & Carraher, S. (1998). Validation of an inventory to measure attributes of strategic management. *Psychological Reports*, 82 (3 Pt 2), 1220-1222.
- Burgess, S., Johnson, C., & Carraher, S.M. (2008). Cameron University Leaders and Entrepreneurs: Developing the next generation of leaders and entrepreneurs. *International Journal of Family Business*, 5(1), 45-46.
- Carland, J & Carland, J. (1995). The case of the reluctant client. *Journal of the International Academy for Case Studies*, 1(2), 76-79.
- Carland, J. & Carland, J. (1997). A model of potential entrepreneurship: Profiles and educational implications. *Journal of Small Business Strategy*, 8 (1), 1-13.
- Carland, J. & Carland, J. (2003). Pawn takes queen: The strategic gameboard in entrepreneurial firms. *Academy of Strategic Management Journal*, 2, 93-104.
- Carland, J. & Carland, J. (2004). Economic development: Changing the policy to support entrepreneurship. *Academy of Entrepreneurship Journal*, 10(2), 104-114.
- Carland, J. & Carland, J. (2006). Eminent domain: What happens when the state takes part of your land? *The Entrepreneurial Executive*, 11, 95-113.
- Carland, J. & Carland, J.W. (1991). An empirical investigation into the distinctions between male and female entrepreneurs managers. *International Small Business Journal*, 9 (3), 62-72.

- Carland, J.A., Carland, J.W., & Stewart, W.H. (1996). Seeing what's not there: The enigma of entrepreneurship. *Journal of Small Business Strategy* 7 (1), 1-20.
- Carland, J., Carland, J.A., & Abhy, C. (1989). An assessment of the psychological determinants of planning in small businesses. *International Small Business Journal*, 23-34.
- Carland, J., Carland, J., & Carland, J. (1995). Self-actualization: The zenith of entrepreneurship. *Journal of Small Business Strategy*, 30-39.
- Carland, J.W., Carland, J.A., & Hoy, F. (1992). An entrepreneurship index: An empirical validation. Babson Entrepreneurship Conference, Fontainebleau, France.
- Carland, J.W., Carland, J.A., Hoy, F., & Boulton, W.R. (1988). Distinctions between entrepreneurial and small business ventures. *International Journal of Management*, 5 (1), 98-103.
- Carland, J.W., Hoy, F., Boulton, W.R., & Carland, J.A.C. (1984). Differentiating entrepreneurs from small business owners: A conceptualization. *Academy of Management Review*, 9 (2), 354-359.
- Carland, J.W., Hoy, F., & Carland, J.A.C. (1988). Who is an entrepreneur? is the wrong question. *American Journal of Small Business*, 12 (4), 33-39.
- Carpenter, C. & Carraher, S. M. (2007). An examination of the reliability of a measure of Porter's five factors model among business leaders. *International Journal of Family Business*, 4 (1), 87-90.
- Carraher, S.M. (1991). A validity study of the pay satisfaction questionnaire (PSQ). *Educational and Psychological Measurement*, 51, 491-495.
- Carraher, S.M. (1991). On the dimensionality of the pay satisfaction questionnaire. *Psychological Reports*, 69, 887-890.
- Carraher, S. (1993). Another look at the dimensionality of a learning style questionnaire. *Educational and Psychological Measurement*, 53 (2), 411-415.
- Carraher, S. (1995). On the dimensionality of a learning style questionnaire. *Psychological Reports*, 77 (1), 19-23.
- Carraher, S.M. (2003). The father of cross-cultural research: An interview with Geert Hofstede. *Journal of Applied Management & Entrepreneurship*, 8 (2), 97-106.
- Carraher, S.M. (2005). An Examination of entrepreneurial orientation: A validation study in 68 countries in Africa, Asia, Europe, and North America. *International Journal of Family Business*, 2 (1), 95-100.
- Carraher, S.M. (2006). Attitude towards benefits among SME owners in Eastern Europe: A 30-month study. *Global Business and Finance Review*, 11 (1), 41-48.
- Carraher, S.M. (2008). Using E-Bay to teach global and technological entrepreneurship. *International Journal of Family Business*, 5 (1), 63-64.
- Carraher, S.M. (2011). Turnover prediction using attitudes towards benefits, pay, and pay satisfaction among employees and entrepreneurs in Estonia, Latvia, & Lithuania. *Baltic Journal of Management*, 6 (1), 25-52.
- Carraher, S.M., Buchanan, J.K., & Puia, G. (2010). Entrepreneurial Need for Achievement in China, Latvia, and the USA. *Baltic Journal of Management*, 5 (3), 378-396.
- Carraher, S.M. & Buckley, M. R. (1996). Cognitive complexity and the perceived dimensionality of pay satisfaction. *Journal of Applied Psychology*, 81 (1), 102-109.
- Carraher, S.M. & Buckley, M.R. (2008). Attitudes towards benefits and behavioral intentions and their relationship to Absenteeism, Performance, and Turnover among nurses. *Academy of Health Care Management Journal*, 4 (2), 89-109.
- Carraher, S.M., Buckley, M. & Cote, J. (1999). Multitrait-multimethod information management: Global strategic analysis issues. *Global Business & Finance Review*, 4 (2), 29-36.
- Carraher, S.M., Buckley, M., & Cote, J. (2000). Strategic entrepreneurialism in analysis: Global problems in research. *Global Business & Finance Review*, 5 (2), 77-86.
- Carraher, S., Buckley, M., Mea, W., Carraher, S.C., & Carraher, C. (2006). Entrepreneurship and leadership: Why we have an ethical obligation to assess change in entrepreneurial research. *International Journal of Family Business*, 3 (1), 19-31.
- Carraher, S.M. & Carraher, C. (1996). ISO environmental management standards: ISO 14,000. *Polymer News*, 21, 167-169.
- Carraher, S.M. & Carraher, C. (1996). ISO 9000. *Polymer News*, 21, 21-24.

- Carraher, S.M. & Carraher, S.C. (2006). Human resource issues among SME's in Eastern Europe: A 30 month study in Belarus, Poland, and Ukraine. *International Journal of Entrepreneurship*, 10, 97-108.
- Carraher, S.M., Carraher, S.C., & Mintu-Wimsatt, A. (2005). Customer service management in Western and Central Europe: A concurrent validation strategy in entrepreneurial financial information services organizations. *Journal of Business Strategies*, 22, 41-54.
- Carraher, S.M., Carraher, S.C., & Whitely, W. (2003). Global entrepreneurship, income, and work norms: A seven country study. *Academy of Entrepreneurship Journal*, 9, 31-42.
- Carraher, S.M. & Courington, J. (2008). Designing an applied graduate program in Organizational Leadership: Research or no research? *International Journal of Family Business*, 5 (1), 17-30.
- Carraher, S.M., Courington, J., & Burgess, S. (2008). The design of the SBI model graduate program in entrepreneurship that encourages entrepreneurship, ethics, and leadership in health care management and public service. *International Journal of Family Business*, 5 (1), 3-6.
- Carraher, S. M., Gastrock, Jon & Serrate, A. (2013). Ethics & student involvement in research. Faculty Forum St Antony's College, Oxford University September 7.
- Carraher, S.M., Gibson, J. W., & Buckley, M.R. (2006). Compensation satisfaction in the Baltics and the USA. *Baltic Journal of Management*, 1 (1), 7-23.
- Carraher, S.M., Hart, D., & Carraher, C. (2003). Attitudes towards benefits among entrepreneurial employees. *Personnel Review*, 32 (6), 683-693.
- Carraher, S.M., Mendoza, J, Buckley, M, Schoenfeldt, L & Carraher, C. (1998). Validation of an instrument to measure service orientation. *Journal of Quality Management*, 3, 211-224.
- Carraher, S.M. & Michael, K. (1999). An examination of the dimensionality of the Vengeance Scale in an entrepreneurial multinational organization. *Psychological Reports*, 85 (2), 687-688.
- Carraher, S.M. & Parnell, J. (2008). Customer service during peak (in season) and non-peak (off season) times: A multi-country (Austria, Switzerland, United Kingdom and United States) examination of entrepreneurial tourist focused core personnel. *International Journal of Entrepreneurship*, 12, 39-56.
- Carraher, S.M., Parnell, J., & Spillan, J. (2009). Customer service-orientation of small retail business owners in Austria, the Czech Republic, Hungary, Latvia, Slovakia, and Slovenia. *Baltic Journal of Management*, 4 (3), 251-268.
- Carraher, S.M. & Paridon, T. (2008/2009). Entrepreneurship journal rankings across the discipline. *Journal of Small Business Strategy*, 19 (2), 89-98.
- Carraher, S.M., Paridon, T., Courington, J., & Burgess, S. (2008). Strategically teaching students to publish using health care, general population, and entrepreneurial samples. *International Journal of Family Business*, 5 (1), 41-42.
- Carraher, S.M., Scott, C., & Carraher, S.C. (2004). A comparison of polychronicity levels among small business owners and non business owners in the U.S., China, Ukraine, Poland, Hungary, Bulgaria, and Mexico. *International Journal of Family Business*, 1 (1), 97-101.
- Carraher, S.M. & Sullivan, S. (2003). Employees' contributions to quality: An examination of the Service Orientation Index within entrepreneurial organizations. *Global Business & Finance Review*, 8 (1) 103-110.
- Carraher, S.M., Sullivan, S. & Carraher, S.C. (2005). An examination of the stress experience by entrepreneurial expatriate health care professionals working in Benin, Bolivia, Burkina Faso, Ethiopia, Ghana, Niger, Nigeria, Paraguay, South Africa, and Zambia. *International Journal of Entrepreneurship*, 9 , 45-66.
- Carraher, S.M., Sullivan, S.E., & Crocitto, M. (2008). Mentoring across global boundaries: An empirical examination of home- and host-country mentors on expatriate career outcomes. *Journal of International Business Studies*, 39 (8), 1310-1326.
- Carraher, S.M. & Welsh, D.H.B. (2009). *Global Entrepreneurship*. Dubuque, IA: Kendall Hunt.
- Carraher, S.M. & Whitely, W.T. (1998). Motivations for work and their influence on pay across six countries. *Global Business and Finance Review*, 3, 49-56.
- Carraher, S.M., Yuyuenyongwatana, R., Sadler, T., & Baird, T. (2009). Polychronicity, leadership, and language influences among European nurses: Social differences in accounting and finances, *International Journal of Family Business*, 6 (1), 35-43.

- Chait, H., Carraher, S.M., & Buckley, M. (2000). Measuring service orientation with biodata. *Journal of Managerial Issues*, 12, 109-120.
- Crocitto, M., Sullivan, S.E. & Carraher, S.M. (2005). Global mentoring as a means of career development and knowledge creation: A learning based framework and agenda for future research. *Career Development International*, 10 (6/7), 522-535.
- Deng, F.J., Huang, L.Y., Carraher, S.M., & Duan, J. (2009). International expansion of family firms: An integrative framework using Taiwanese manufacturers. *Academy of Entrepreneurship Journal*, 15 (1), 25-42.
- Hart, D. & Carraher, S. (1995). The development of an instrument to measure attitudes towards benefits. *Educational and Psychological Measurement*, 55 (3), 498-502.
- Huang, L.Y. & Carraher, S. (2004). How effective are expatriate management and guanxi networks: Evidence from Chinese Industries. *International Journal of Family Business*, 1 (1), 1-23.
- Keyes, C., Vinson, T., Hay, S. & Carraher, S. M. (2007). Parrish photography Part 1: Strategic Ethical Leadership. *International Journal of Family Business*, 4 (1), 67-82.
- Lester, D., Parnell, J.A. & Carraher, S.M. (2010). Assessing the desktop manager. *Journal of Management Development*, 29 (3), 246-264.
- Lockwood, F., Teasley, R., Carland, J.A.C., & Carland, J.W. (2006). An examination of the power of the dark side of entrepreneurship. *International Journal of Family Business*, 3, 1-20.
- Paridon, T. & Carraher, S.M. (2009). Entrepreneurial marketing: Customer shopping value and patronage behavior. *Journal of Applied Management & Entrepreneurship*, 14 (2), 3-28.
- Paridon, T., Carraher, S.M., & Carraher, S.C. (2006). The income effect in personal shopping value, consumer selfconfidence, and information sharing (word of mouth communication) research. *Academy of Marketing Studies Journal*, 10 (2), 107-124.
- Parnell, J. & Carraher, S. (2001). The role of effective resource utilization in strategy's impact on performance. *International Journal of Commerce and Management*, 11 (3), 1-34.
- Parnell, J. & Carraher, S. (2003). The Management Education by Internet Readiness (MEBIR) scale: Developing a scale to assess one's propensity for Internet-mediated management education. *Journal of Management Education*, 27, 431-446.
- Scarpello, V. & Carraher, S. M. (2008). Are pay satisfaction and pay fairness the same construct? A cross country examination among the self-employed in Latvia, Germany, the U.K., and the U.S.A. *Baltic Journal of Management*, 3 (1), 23-39.
- Sethi, V. & Carraher, S.M. (1993). Developing measures for assessing the organizational impact of information technology: A comment on Mahmood & Soon's paper. *Decision Science*, 24, 867-877.
- Smothers, J., Hayek, M., Bynum, L.A., Novicevic, M.M., Buckley, M.R., & Carraher, S.M. (2010). Alfred D. Chandler, Jr.: Historical impact and historical scope of his works. *Journal of Management History*, 16 (4), 521-526.
- Sturman, M.C. & Carraher, S.M. (2007). Using a Random-effects model to test differing conceptualizations of multidimensional constructs. *Organizational Research Methods*, 10 (1), 108-135.
- Sullivan, S.E., Forret, M., Carraher, S.M., & Mainiero, L. (2009). Using the kaleidoscope career model to examine generational differences in work attitudes. *Career Development International*, 14 (3), 284-302.
- VanAuken, H. & Carraher, S.M. (2012). An analysis of funding decisions for niche agricultural producers. *Journal of Developmental Entrepreneurship*, 17 (2), 12500121-125001215.
- Welsh, D. & Carraher, S.M. (2011). *Case Studies in Global Entrepreneurship*. Kendall Hunt P.
- Williams, M.L., Brower, H.H., Ford, L.R., Williams, L.J., & Carraher, S.M. (2008). A comprehensive model and measure of compensation satisfaction. *Journal of Occupational and Organizational Psychology*, 81 (4), 639-668.

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

C. Christopher Lee, Lake Superior State University
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 become 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

Sumaria Mohan-Neill, Roosevelt University, Chicago

Indira Neill Hoch, University of Illinois, Chicago

Meng Li, Roosevelt University, Chicago

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

**R. Vijayakumar, Anna University Regional Centre, India
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;

