

Effectiveness of Different Modes of Online Shopping: A Case Study on Engineering Students of Balasore

Manoj Kumar & Debadutta Das

Abstract

The recent trend of retailing concentrated at digital marketing or online shopping. This culture is characterized by the omnipresent computing, Wi-Fi technologies, high connectivity and extensive use of mobile technologies, which enable consumers to experience shopping differently. Various modes of online shopping also provide different shopping experience. The aim of this paper is to understand the effectiveness of various modes/platforms for providing shopping satisfaction to consumer. Different important modes of on line shopping are identified as use of "Home pc with internet", "common desktop with internet" and use of "mobile apps". To achieve this goal author had used an empirical study involving 170 engineering student consumers of Balasore. Mobile shopping is still at an early stage among them. Convenience, security and cost effectiveness are the three major factors considered which influence selection of any mode of online-shopping. Data analysed and tested by analysis of variance (ANOVA). The result indicates that convenience and cost effectiveness shifts more and more customers to prefer mobile apps

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Digital Marketing and Its Consequence: An Empirical Study of the Effectiveness of E-commerce Business in the Twin Cities (Cuttack & Bhubaneswar) of Odisha

Abstract

Digital marketing is a marketing technique to promote products in online. In every era, marketing has evolved based on what the customers are using. If you go back in history, you can see that at times when customers used Radio, it gave birth to radio advertising and marketing. Next, we got the boom of televisions; it is one of the widely used devices globally, which allowed the companies to reach a mass audience with Television advertisement. Even today Television advertising is one of the most advertising strategies for manufacturing and service companies. Since the boom of Internet, most of the customers started using the Internet, which gave birth to a new age of marketing originally called as Internet marketing, which is now called as Digital Marketing. Digital marketing is the strategic marketing of products or services using digital technologies, mainly on the Internet.

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Talent Management and Innovation in Selective Automobiles Sales and Service Units in Balasore Town

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Abstract: Talent Management is the process to attract, retain, motivate and develop the talented people in organization to get success and sustain in future. Innovation is a procedure through which a new product, technique or useful service is found from the generation of new ideas and their development and it provides new solutions to problems and it is useful for people, companies or society. Talent management and innovation have greater impact on economic development. The objective of the study is to analyze the relationship between talent management and innovation in selective automobiles sales and service units in Balasore Town. Non-probability stratified random sampling method was used to collect data from the population and totally 100 sample size were chosen. The data were analyzed using descriptive statistics like Frequency, Correlation and ANOVA by SPSS. It has been found from the analysis that there are positive and significant relationships between variables of talent management (i.e. talents attraction, retention, reward, role design and development strategy and succession planning strategy) and corresponding variable of innovation (i.e. sales and service process) in automobiles sales and service units. The implications of these findings are that proper talents attraction, retention, reward, role design and development strategy and succession planning strategy in automobiles sales and service units in Balasore would very likely translate into higher innovations in terms of sales and service and this will also lead to better performance and profitability of these automobiles sales and service units. The study recommends that any automobiles sales and service units whose objective is to provide sales and service should pay attention to innovation by ensuring that employee's talent is effectively managed.

Keywords: Talent Management, Innovation, Attraction, Retention, Strategy

Introduction:

Talent Management is the process which attracts, retains, motivates and develops the talented people in the organization. A better policy is essential to keep talented people in

organization. Good talent management is regarded as critical success factor for organizations. Although various theoretical concepts have been developed on talent management but a well strategy is required to run the orga-

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