

# IES

VALUE ADDITION  
THROUGH EDUCATION

# ANVESHA

The Journal of Management

Abstract Compilation

Vol. 10 No. 1

January - March 2017

ISSN 0974-5467

## RESEARCH PAPERS

### **A Study on Paradigm Shift of Technology Drivers in Indian E-Banking Context**

*Dr. Sathyanarayana, Dr. Nirmala M*

### **Impact of Store Location and Layout on Consumer Purchase Behavior in Organized Retail**

*Mukti Prakash Behera, Vivek Mishra*

### **Using CSI to Measure Customer Satisfaction with Indian Railways**

*Dr. Reeti Agarwal, Dr. Ankit Mehrotra*

### **A Study on Adoption of Mobile Wallet for Cashless Economy**

*Ruchi V. Dixit, Dr. R.N Singh, Satyam Chaturvedi*

### **A Study of Effectiveness of Government Policies in India for the Inclusive Growth of Human Resource**

*Sanjay Kumar Srivastava, Rajesh Srivastva*

### **Financial Failure: The Case of Hindustan Motors Limited**

*Partha Ghosh*

## BOOK REVIEW

### **The Outward Mindset**

*Devaki Nadkarni*

Anvesha is included in UGC approved list of Journals and Full text is available at ProQuest and EBSCO database

## Editorial Advisory Board

Dr. Pankaj Kumar  
Professor – HRM  
Indian Institute of Management  
Lucknow

Dr. S. K. Jain  
Professor, IIT Delhi  
Former V.C, Shri Mata Vaishno Devi  
University

Dr. Hariom Upadhyay  
Director (MCA program)  
ABES Engineering College, Ghaziabad

Dr. R. B. Smarta  
Managing Director  
Interlink Marketing Consultancy Pvt. Ltd.  
Mumbai

Dr. Vinod Kr. Jain  
Professor  
Logistics, Business and Public Policy  
Department, Associate Director, Research  
Robert H. Smith School of Business  
University of Maryland, College Park

Dr. Devanathan Sudarshan  
Dean  
Gatton Business School  
Kentucky University, USA

Prof. Parag Mahulikar  
Dean  
IES Management College and Research  
Centre, Mumbai

Dr. Sanjay Rastogi  
Associate Professor - Decision Sciences  
IIFT, New Delhi.

Dr. Neeraj Dixit  
Associate Professor - Marketing  
IES Management College and Research  
Centre, Mumbai

Dr. Sanjay Kaushik  
Professor  
Punjab University, Chandigarh

Dr. G. Sridhar  
Associate Professor – Marketing  
Indian Institute of Management, Kozhikode

V. Ranganathan  
Professor, Economics & Energy  
RBI Chair Professor on Infrastructure  
Indian Institute of Management, Professor,  
IIM Visakhapatnam

**Chief Patron** : **Dr. Dinesh D. Harsolekar**  
**Director**  
**IES Management College and**  
**Research Centre**

**Chief Editor** : **Prof. Parag Mahulikar**

**Associate Editor** : **Prof. Ritu Sinha**

### About the Journal

Anvesha-Journal of Management is an academic forum for encouragement, compilation and dissemination of research on various aspects of management and business practices. It includes original empirical research as well as theoretical and conceptual works related to the field of management. It also publishes case studies, critical evaluation of existing business models and theories, and reviews of the latest books relevant to the scope of the Journal.

Anvesha is a quarterly refereed Journal. All papers go through blind review process by peers. Based on the reviewers' recommendations, highly competitive papers are considered for publication. The Journal is to provide a platform for discussion and debate, thus aiding towards development of new processes in Management Theory and Practice.

### Copyright

The research papers of Anvesha Journal have been rigorously refereed, quality-improved and professionally selected by our editorial staff. The journal has an exclusive rights of the publisher to sell, to reproduce (by any means, including photographic or electronic), to distribute (including via photocopies, reprints, or electronic means), and to store (on microfilm, in electronic data bases, on video disks, etc.) this material.

### Disclaimer

Publisher do not accept any legal responsibility for errors or inaccuracies, inadequacy of the information, omissions or claims, nor do they provide any warranty, express or implied, with respect to information published in Journal. The views and opinions presented in the research papers published in Anvesha are solely attributable to the authors of the respective contributions.

All correspondence may be addressed to

The Chief Editor - **Anvesha**  
IES Management College & Research Centre  
'Vishwakarma' M.D.Lotlikar Vidya Sankul,  
791, S.K.Marg, Bandra Reclamation,  
Bandra (W), Mumbai 400050  
**Email: [anvesha.ies@gmail.com](mailto:anvesha.ies@gmail.com), [anvesha@ies.edu](mailto:anvesha@ies.edu)**

**Anvesha is UGC approved journal and is included in the ProQuest and EBSCO database.  
You can access the ProQuest and EBSCO website if your institution is a member.**

Copyright

©Vol-10 Issue-1, 2017, IES Management College and Research Centre

# CONTENTS

## From The Editor's Desk

## Research Papers

- 1. A Study on Paradigm Shift of Technology Drivers in Indian E-Banking Context**  
*Dr. Sathyanarayana, Dr. Nirmala M.*.....
- 2. Impact of Store Location and Layout on Consumer Purchase Behavior in Organized Retail**  
*Mukti Prakash Behera, Vivek Mishra.*.....
- 3. Using CSI to Measure Customer Satisfaction with Indian Railways**  
*Dr. Reeti Agarwal, Dr. Ankit Mehrotra.*.....
- 4. A Study on Adoption of Mobile Wallet for Cashless Economy**  
*Ruchi V. Dixit, Dr. R.N Singh, Satyam Chaturvedi.*.....
- 5. A Study of Effectiveness of Government Policies in India for the Inclusive Growth of Human Resource**  
*Sanjay Kumar Srivastava, Rajesh Srivastva.*.....
- 6. Financial Failure: The Case of Hindustan Motors Limited**  
*Partha Ghosh.*.....

## Book Reviews

### **The Outward Mindset**

*Devaki Nadkarni*

## **A Study on Paradigm Shift of Technology Drivers in Indian E-Banking Context**

*Technological innovation and competition among existing banking organizations and new market entrants has allowed for a much wider array of electronic banking products and services. These include traditional activities such as accessing financial information, obtaining loans and opening deposit accounts, as well as relatively new products and services such as electronic bill payment services, financial “portals,” account aggregation and business-to-business market places and exchanges. E-banking has been continuously growing as a new service during the last decade and is becoming a strategic necessity for banks. This paper describes a study about adaption of e-banking activities in a city of Bangalore. Using a sample of 184 students and staff from a Bangalore University this paper attempts to find out the different underlying dimensions of technology quality from e-banking customer perceptions. So, this study basically aims at finding the technology oriented service quality drivers of word of mouth, switching and repurchase intentions, the marketing variables which often are ignored in order to judge the effects on customer satisfaction and loyalty.*

**Dr. Sathyanarayana<sup>1</sup>**

**Dr. Nirmala M<sup>2</sup>**

**Keywords :** word of mouth, switching, repurchase intentions, e-banking

## **Impact of Store Location and Layout on Consumer Purchase Behavior in Organized Retail**

*Store location and layout are essential variables influencing shopper conduct and a basic determinant towards the making of overall store imagery. Well composed store layouts are critical on the grounds that they firmly impact in-store movement designs, shopping environment, shopping conduct, and operational productivity. At the point when an irregularity happens regarding store area and format, a few customers may forsake that store looking for another which offers quick, advantageous and better administrations. Store format is a basic variable driving customer elaboration and reaction in retailing. While impressive consideration has been centered on store location in connection to physical retailing, store design has been for all intents and purposes undermined in the investigation of retailing. Related survey of literature echoes the fact that, store layout and the retail location have been found to essentially affect a retailer's strategy, buyer expectations and demeanor towards the retail organizations and ultimately enhancing retail atmospherics. The study aims at identifying the crucial aspects of store location and layout which have a significant causal impact on the consumer purchase behavior in the organized retail environment.*

**Mukti Prakash Behera<sup>1</sup>**

**Vivek Mishra<sup>2</sup>**

**Keywords :** Location, Layout, Atmospherics, Retail, Store

## **Using CSI to Measure Customer Satisfaction with Indian Railways**

*Indian Railways is one of the largest railways network to be operated by a single government in Asia. Though Indian Railways has been enjoying the position of monopoly for decades, it faces increasing competition from the low-cost airlines and other modes of public transportation. The present study has been undertaken to find the satisfaction level of customers regarding the various services of Indian Railways like ticketing, platform, and journey. Primary survey method was used wherein data was collected via a formal questionnaire administered on a sample of 500. CSI was computed to find out the satisfaction level of customers. The major findings of the study depict that out of the various services considered; customers seem to be the most satisfied with platform services though even here the satisfaction level is not very high. Overall the satisfaction level of customers for all the services related to railways is roughly 50% which suggests that Indian Railways as a whole is not meeting the expectations of its customers and consequently it can be inferred that changes are required in a number of areas.*

**Dr. Reeti Agarwal<sup>1</sup>**

**Dr. Ankit Mehrotra<sup>2</sup>**

**Keywords :** Transportation service, Indian Railways, Customer Satisfaction Index, Perception Gap.

## A Study on Adoption of Mobile Wallet for Cashless Economy

Ever since Indian Prime Minister Mr.NarendraModi has demonetized Rs. 500 and Rs. 1000 notes on 8th November'2016, there was a lot of buzz in Indian market regarding alternate mode of payment. People and merchants who were initially reluctant or not using electronic payment modes such as Electronic-wallet or Mobile-wallet, credit card, debit card or net banking e.t.c had started using these heavily to combat the difficult problem of cash crunch during that phase. The government now is taking various initiatives towards making India digital which would help the society in multifarious manner. In this scenario for the sustainable future there is a need to focus in achieving a balanced mobile ecosystem environment. This study explores the factors leading to user's adoption of Mobile-wallet specifically and assesses the level of acceptance among people. To make it more meaningful, a quantitative data analysis is done through a well structured questionnaire with a sample of 170 respondents of different age groups and education level. It is a descriptive study where relevant Kruskal Wallis test is applied to critically analyse the data. The results show that there is significant difference between the different age groups, education level and pre and post demonetization users with the e-wallet usage viewpoints.. This research gives insight for brick and click, pure dot.coms' and brick & mortar companies and their stakeholders whose businesses are expanding and growing multifold with the increased users of mobile-wallet services. Also it would help in understanding & predicting the importance of sustaining the mobile ecosystem environment.

Ruchi V. Dixit<sup>1</sup>

Dr. R.N Singh<sup>2</sup>

Satyam Chaturvedi<sup>3</sup>

**Keywords :** Demonetization, Mobile-Wallet, Pure dot.com, brick & click, brick and mortar and Mobile Ecosystem.

## A Study of Effectiveness of Government Policies in India for the Inclusive Growth of Human Resource

From the past few decades, policies started to move in the route of expanding inclusive education with effective involvement of government. Governments of developing nations are generating policies for educational upliftment. Applying educational policies, the motive of the government is to maintain and develop the effective human resource within a society. Attention of the government includes primary education to higher education. It also involves professional training programmes related to every discipline. The aim of this paper is to find out the government policies in terms of expenditure and achievements for inclusive education to develop human resources in developing countries. A case of Indian experience has been taken into consideration. This approach generates a picture as to how India is enriching its educational system for human resource development and this research study will be useful for the policy makers to determine the appropriate level of overall spending of government and achievements in education system for human resource development. Analytical research methodology has been adopted.

Sanjay Kumar Srivastva<sup>1</sup>

Rajesh Srivastva<sup>2</sup>

**Keywords :** Government Policies, Inclusive education, SSA, NCERT, National Educational Policy.

## Financial Failure: The Case of Hindustan Motors Limited

The unhealthy financial state can be a massive and can cause long term distress which can result corporate failure. When a firm is under financial distress, the situation sharply reduces its market value and large customers may cancel their orders. The symptom of financial distress include erosion on net worth, negative operating results, factory layoff, dividend reductions and plummeting share prices. Thus it is vital for organizations to make correct diagnosis the symptoms of sickness which are required to be studied very carefully. This paper makes an attempt to provide an insight into the financial distress measurement of Hindustan Motors Ltd. over the period of ten years (2004-05 to 2013-14). The NCAER distress prediction model has been employed to investigate the financial health of said firm. Further statistical tools like trend analysis and  $\chi^2$  test were used to draw conclusion. Results show that there is significant relationship between both observed variables and trend variables that determine financial distressed of Hindustan Motors.

Partha Ghosh<sup>1</sup>

**Keywords :** Financial Distress, NCAER Model, Trend Analysis, Hindustan Motors.

## JOURNAL SUBSCRIPTION FORM

The annual Subscription rates, including postage, are as follows:

	<b>Institutional</b>	<b>Individual</b>
<b>Within India</b>	Rs. 1000	Rs. 600
<b>Within SAARC Countries</b>	US\$ 50	US\$ 30
<b>Rest of the World</b>	US\$ 100	US\$ 50

The subscription order should be accompanied by payment in the form of Bank Draft drawn in favour of "IES-MCRC", payable at Mumbai.

Name: .....

Position (If Individual): .....

Organization: .....

Mailing Address: .....

.....

.....

Telephone: .....

Fax: .....

Email: .....

**Payment Details:** .....

Bank Draft/ Cheque at par drawn in favour of "IES-MCRC", payable at Mumbai

DD No. .... Dated: .....

**Date:** ..... **Signature:**.....

**Mail to:**

The Chief Editor – **Anvesha**,  
IES Management College & Research Centre  
'Vishwakarma' M. D. Lotlikar Vidya Sankul,  
791, S.K.Marg, Bandra Reclamation, Mumbai - 400 050

## Guidelines for Authors

The editors invite original unpublished empirical and theoretical papers, case studies and scholarly articles consistent with the scope of the journal.

- **Review Process:** All contributions submitted for publication will be subjected to peer-review. To allow blind review, authors are advised to provide their identification, affiliation etc. in a separate sheet and not in the main text. The Chief Editor reserves the right of making editorial amendments in the manuscript to meet the journal's standards.
- **Format:** Articles/Papers (3000-8000 words), and book reviews should be neatly typed as Word document on one-side of A4 size paper with double spacing in Times New Roman, 12-point font size justified text. The author(s) must also submit the soft copy of article/paper either in a CD or through e-Mail.
- **Cover page** should provide the title of the paper, name(s), designation and contact details of the author(s), along with a short biography of the author(s) within 100 words.
- The paper should be accompanied with an Abstract (150-300 words) and a list of keywords included in the paper.
- **Footnotes** to the text should be avoided. If required, they should be numbered consecutively and presented as endnotes.
- **Citations** of other works should be limited to the name of the author and year of publication. Short quotations should be included in the text within parentheses, while quotations of more than 30 words should be placed in a separate paragraph indented from the main body of the text.
- **References** should be indicated in the text by giving the name of author(s), with the year of publication in parentheses. All references should be alphabetically listed at the end of the paper in the following standard APA format  
**Books:** Gregory, James R & Wiechmann, Jack G. (2002) Branding across borders: a guide to global brand marketing. Chicago: McGraw-Hill.  
**Journal Articles:** Joseph, H. (1997) Social Work with Groups: A Literature Review, The Indian Journal of Social Work, 58(2), 195–211.  
**Conference Papers:** Mehta, Minu (2007) 'Entrepreneurship & empowerment of women; how & why', paper presented at the International Conference on Empowerment of Women, CHM College of Arts, Science & Commerce, 28-29 May.  
**Dissertations:** Ahmed, Shahid (1994) 'An analysis of globalisation of Indian economy' M.Phil Dissertation, Maharshi Dayanand University, Rohtak
- In the covering letter accompanying the manuscript, the author(s) should certify that the manuscript has neither been published anywhere nor is it being considered elsewhere for publication.
- The authors should obtain copyright clearance for the information and data used in the manuscript
- Copyright of all accepted papers for publication and use in any form/format will vest with IES Management College.

Authors/researchers are requested to upload their research paper using our online systems at the link <http://www.ies.edu/management/anvesha.php?cid=5&scid=52>

All the submitted papers will be reviewed as per full double blind peer review by experts in your field. The online submission would help you in tracking the status of your submitted paper. Use the reference number you received after submission to track your submission.

Any queries relating to publication can be directed at any time to [anvesha.ies@gmail.com](mailto:anvesha.ies@gmail.com), [anvesha@ies.edu](mailto:anvesha@ies.edu)

The Chief Editor - **Anvesha**  
IES Management College & Research Centre  
'Vishwakarma' M.D.Lotlikar Vidya Sankul,  
Opp. Lilavati Hospital, Bandra Reclamation,  
Bandra (W), Mumbai 400050

**Anvesha is included in UGC approved list of Journals and Full text is available at ProQuest and EBSCO database**

## **Call for Paper**

Anvesha, the Journal of IES Management College and Research Centre, is an academic forum for encouragement, compilation and dissemination of research on various aspects of management and business practices. It includes original empirical research as well as theoretical and conceptual works related to the field of management. It also publishes case studies, critical evaluation of existing business models and theories, and reviews of the latest books relevant to the scope of the Journal.

Anvesha, The Journal of Management is a quarterly publication offering researchers more opportunity to publish their papers / articles. It has ISSN No. 0974-5467 and is available online through ProQuest and EBSCO databases. All articles are subjected to a double blind refereeing process.

Authors/researchers are requested to upload their research paper using our online systems at the giving link. <http://www.ies.edu/management/anvesha.php?cid=5&scid=52> The online submission would help you in tracking the status of your submitted paper. Use the reference number you received after submission to track your submission. Any queries relating to publication can be directed at any time to [anvesha.ies@gmail.com](mailto:anvesha.ies@gmail.com), [anvesha@ies.edu](mailto:anvesha@ies.edu)



**Indian Education Society's  
Management College and Research Centre**  
'Vishwakarma' M.D. Lotlikar Vidya Sankul, 791, S. K. Marg,  
Bandra Reclamation, Bandra (W), Mumbai - 400 050.  
Tel: 91-22-61378484 / 61378349 / 61378329  
Fax: 91-22-61378444  
Email: [anvesha.ies@gmail.com](mailto:anvesha.ies@gmail.com), [anvesha@ies.edu](mailto:anvesha@ies.edu)  
Website: [www.ies.edu/management](http://www.ies.edu/management)  
Also available at [search.proquest.com](http://search.proquest.com)