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# ANVESHA

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Abstract Compilation

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## RESEARCH PAPERS

**An Approach towards Customer Grievances in Banks with Special Reference to Banking Ombudsman (BO) Scheme**

*Dr. Bindiya Kunal Soni, Dr. Jigna Chandrakant Trivedi*

**Informational Advertisement Content: Copywriters Perspective On Interactive Versus Traditional Advertising**

*Ravi Kumar*

**Comprehensive Personal Financial Planning (PFP) Process: An Empirical Study**

*Dr. Sweety Shah*

**Behavioral Predictors of Online Purchase with Special Reference to Social Networking sites**

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**An Updated Paradigm for Developing Better Measures: A Review of Scale Development Practices**

*Rayees Farooq*

## BOOK REVIEW

**REINVENTION: Accelerating results in the Age of Disruption**

*Prajakta Dhuru*

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## Book Review

**REINVENTION: Accelerating results in the Age of Disruption**

*Prajakta Dhuru*

## Abstract Compilation

### **An Approach towards Customer Grievances in Banks with Special Reference to Banking Ombudsman (BO) Scheme**

*Customer satisfaction is the key to the success in service industry. Banks provide various types of retail and corporate services to the clients. Customers expect perfection in the services offered by banks. A slightest mismatch of expectation and actual receipt of services causes dissonance amongst the customers. Present study highlights the problems faced by public and private sector banks' customers of Anand district. Responsiveness of banking staff, non-payments or delay in payments of cheques, drafts and bills, operation of deposit account, card related and remittances related complaints, levying of charges without prior notice to customer, non-adherence to prescribed working hours, complaints related to payments of electricity and other bills etc; were broadly narrated by the customers. They preferred to lodge the complaints personally and were not much satisfied towards resolution of the grievances. Awareness on the part of rural and urban customers was also missing. Various practical suggestions like awareness campaigns, outreach activities, town hall events, and advertisement campaigns are largely emphasized in the research*

**Dr. Bindiya Kunal Soni<sup>1</sup>**

**Dr. Jigna Chandrakant Trivedi<sup>2</sup>**

**Keywords :** Banking Ombudsman, Customer Satisfaction, Grievances, Redressal

### **Informational Advertisement Content: Copywriters Perspective On Interactive Versus Traditional Advertising**

*The traditional media in India has tremendous presence. However Internet has brought a massive transformation in advertising. With more and more people using internet, corporate companies tend to believe that advertising on internet can be more impactful. However, this notion is somewhat not shared by the copywriters, the people behind the words of the advertisements who consider that the content can make the maximum impact more in traditional advertising as compared to interactive media when it comes to informative content. As a matter of fact, copywriters of maximum advertising agencies tend to think more about content in traditional media as compared to interactive media, where they believe that technology overcomes the words. But the advertisers feel the other way. An important aspect of advertising is the content and the information it provides. The advertisement content plays crucial role in informing the customer about the product or service and in the later stages also helps in conversion of sale. If the content is projected the right way, the probability of a customer being positively influenced regarding the product or service is high. Hence in order to bring a clear light to the subject, a research study was conducted on copywriters across India to understand which type of advertising supported better scores of informational advertisement content. The study was conducted on 237 copywriters in India, covering major cities of India where both type of advertising was prevalent.*

**Ravi Kumar<sup>1</sup>**

**Keywords :** Interactive Advertising, Traditional Advertising, Informational Advertisement Content, Advertising, Content

## Comprehensive Personal Financial Planning (PFP) Process: An Empirical Study

*With paradigm change in the financial environment and financial system, there is an urge of financial literacy in the households and as in India, financial literacy about financial planning is in nascent stage they take the assistance of financial intermediaries. The current research has focused on the aspects of the personal financial planning components considered by the financial planners and intermediaries and the factors they take into consideration while advising households. The responses are taken from the financial intermediaries and study revealed that they consider process factors; client information assessment, recommendation to clients, analyses of available alternatives, client-planner relation, measure financial behaviour, progress monitoring and they ranked personal finance components in order of Money management, Risk Management (Insurance planning), Retirement & Estate planning, Tax planning, Investment planning, Credit Management while advising their clients. They also consider Current life stage of client, Current situation, Regular income, Risk, Financial goals, Economic Condition factors in order while they prepare financial plan for the household.*

Dr. Sweety Shah<sup>1</sup>

**Keywords :** financial literacy, financial planning, money management, risk management

## Behavioral Predictors of Online Purchase with Special Reference to Social Networking sites

*Literacy rate of the emerging economies is changing day by day which results into awareness level increases especially in case of use of internet. Because of this emerging trend internet is used for various purposes like social construction, entertainment, knowledge sharing and buying products and services rendered of various business organizations by consumers. At the point when India had its first online business site Fabmart.com (India plaza now) in 1999, just a little rate of the three million web clients executed on the web and the advertise size was at an unobtrusive US\$11 million. Online interaction among social group creates healthy environment for online purchase intention of the customers. Most of the consumers have started to purchase from e-commerce websites and it is found that the active users on social networking websites are the customers of e-commerce websites (Malaika Brengman, Farhod P. Karimov). Purchase intention is the final consequence of a number of various factors in an online shopping context (Ling et al., 2010). First objective of this study is to determine various factors which are directly or indirectly contributing to the online purchase. Further an assessment of level of significance difference between purchase intention of the customers via demographic Variables (Age, Gender, Etc.) has done. Finally relationship between Independent and dependent variables or constructs of Purchase Intention on online shopping has established with help of Multiple Regression in SPSS.20*

Arun Kaushal<sup>1</sup>

**Keywords :** Emerging economies, social group, e-commerce, Purchase intention, constructs of Purchase Intention.

## An Updated Paradigm for Developing Better Measures: A Review of Scale Development Practices

*Questionnaires are the widely used methods for data collection in social sciences. Issues with the reliability and validity of constructs may lead to the biased results. The present stud suggested an improved measure for developing the scale which has dimensionality and validity. The studies were explored from selected databases viz. Emerald, ProQuest, Ebscohost, and Google scholar using the key word search, "Scale development", "Scale validation", and "Construct measurement" to reduce the interpretation bias. The study found that the issues such as uni-dimensionality, multidimensionality and content validity are often overlooked due to lack of standard procedures. The stud has many implications for researchers and academicians for developing and validating the scale using the suggested procedure. The study provides the recommendations for improving the scale development process.*

Rayees Farooq<sup>1</sup>

**Keywords :** Construct definition, item generation, content validity, item matrix, dimensionality, uni-dimensional, multidimensional, reliability analysis and scale validation.

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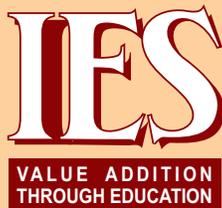
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