

Proceedings of VI National Marketing Seminar on Creating and Sustaining Customer Value: A Path to Glory

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Organized by

I.T.S Management & I.T. Institute Mohan Nagar, Ghaziabad www.its.edu.in Editor
V N Bajpai
Satish Kumar
S Bhattacharya

Sanjew Drawd
Registrar

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xiv Contents

	13. India's Initiative to Go Green: A Myth or Reality	124
	VN Rainai and Mukesh Kumar Uttam	137
	14. Going Green in Real Estate: A Step Towards Value Creation Surendra Tiwari, Hina Rana and Lata Singh	156
	15 Green Marketing Through Hydroponics	130
	Shamaile Nabi, Manvendra Pratap Singh and Raju G	166
	16. Green Marketing – A Shift in Marketing Paradigm Kavita Singh and Shweta Hooda	
	SECTION 4: ADVERTISING AND MARKETING COMMUNICATION	175
/	17. Celebrity Endorsement – Key to Marketing Success Nisha Agarwal and Gargi Verma	175
	18. Celebrity Endorsement - It's Impacts on Brand Image and	197
	the Latest Trends	
	Subhash Verma and Aditya Dwivedi	
	19. Acceptability of Indian Sports Stars as Celebrity Endorsers Among the Students of Faridabad Region Using Q Score Technique	207
	Ruchika Kulshrestha	
	20. Enhancing Customer Value through Digital Advertising:	
	A New Perspective	213
	Sunil Kumari Hooda	
	SECTION 5: MISCELLANEOUS	222
	21. Retailing in India – Problems, Strategies and Recommendations	223
	22 Retailing: Challenges, Opportunities and Recent Trends in India	228
	Ved Narayan Bajpai, Rajarshi Singh and Saba Javed	236
	23. Rural India - A Destination	230
	Himanshu Shekhar Singh	
	24. Analyzing Role of a Persuasive Medical Copy for Customer Value	244
	Creation in Indian Pharmaceutical Sector Lalit Kumar Sharma, Hari Shankar Shyam and Vikas Saxena	
	25. Building Social Marketing Including Value and Ethics	254
	25. Building Social Marketing Including Value and Con-	
	26. Consumer Affairs and Product Responsibility: Factors in CSR	
	Assessment for BSE and NSE Listed Companies	258
	Padma Misra	
	Author Index	269
	The Editors	270

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