

## **Editorial**

Ushus Journal of Business Management wishes all its readers a Happy New Year!

In this final issue of 2016, we bring to you two intellectually stimulating research articles and two enlightening case studies that give us new insights into marketing.

India is one of the fastest growing economies and a bright spot in an otherwise gloomy world economy with double-digit growth in many sectors like FMCG, Consumer Durables, Fashion, Passenger cars, etc. In the first article of this issue focuses on consumer durables. Consumer durables market is valued at 12.5 billion US\$ for the year 2015 (IBEF Report, 2016). In the consumer durable market the key element is trust towards a brand or a reseller. Keeping this in mind this research focuses on the trust factor in selling of the non-essential consumer durable products like 'cosmetics.' The author, Suhan, has utilized the path coefficient threshold values to measure between indicators namely, cause purview and emotional benefits, cause consequential and trust, cause rubric and trust, cause span and emotional benefits, emotional benefits and trust, functional benefits and trust, ability and trust, benevolence and trust. Therefore the corporates need to make a moderate effect model to substantial effect by strengthening cause campaigns like the fight against animal testing, support community trade, defend human rights, activate self-esteem and protect the planet by taking environmental issues.

The second article by Nizamuddin speaks about the service retailing - Chicking restaurants. The Indian Fast Food Industry has witnessed high growth strides in the past years, with increasing disposable income and customer willingness to experiment a mix of both Western and local players. ChicKing is one such fast food conglomerate, specializing on fried chicken using a special recipe, spanning over a network of more than 70 outlets all over the world. This paper analyzes the buying behaviour towards the fast food restaurant branches of ChicKing restaurant in Malappuram district of Kerala. The highlights of the study was that most of the customers prefer to visit the restaurant mainly during special

occasions like birthdays, anniversary, etc. and friends and children are the primary influencers for visiting Chicking restaurant.

Following this, we have a case study written by Semila and Pooja about Cadbury's journey in India. It speaks about how Kraft Foods, a US-based food and confectionery giant, took over Cadbury in India. However, within two years of the takeover, Cadbury was moved from Kraft Foods to Mondelez India Foods Ltd. Albeit this continuous change in the ownership, the brand has managed to remain unaffected in India as the brand name and original packaging has been retained. It could be said that 2015 was not good year for the chocolate industry in India as the sales fell by 2% in the first half of the year. This current slump in the market has two significant challenges; several major areas of churn like transforming an old organization with a majority of new team at the top management along with the old members. The second one was the product front where their primary product, chocolate, was struggling with high input costs and growing competition.

The final case study of this issue by Ishani analyses the growth of the yoga brand - 'Patanjali.' Patanjali is now a fast growing domestic brand in the Indian market headed by Baba Ramdev. The case speaks about how the 'baba to business tycoon' made this happen. The product development at Patanjali works on three basic principles, they are competitive pricing, purity of raw materials used and innovation. All the product categories of Patanjali were associated to a healthy lifestyle, purity and Indian traditional practices. Patanjali brand is further illustrated on the 'Swadeshi' plank. Brand Patanjali's success is a result of effective Integrated Marketing Communication (IMC). The success of Patanjali is a threat to the other FMCG companies in India. Patanjali's success has inspired other spiritual leaders like Sri Ravi Shankar of the 'Art of Living' fame to come out with his own brand 'Sri Sri Ayurveda'. However, suddenly in May 2016, brand Patanjali slipped to sixth position from being on the top since February 2016. This case has tried to explore the way forward for the big brand - Patanjali.

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