



Editorial

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

In this final issue of 2017, the editor has selected 2 academically rigorous research articles and 2 stimulating case studies. All the research articles and case studies chosen for this issue offer new insights in marketing.

The economy of India can be identified as a developing mixed economy. It is the world's sixth-largest economy by nominal GDP and the third-largest by purchasing power parity (PPP). The country is ranked 141st in the world in terms of the per capita GDP. Industry accounts for 26% of the GDP and employs 22% of the total workforce. According to the World Bank, India's industrial manufacturing GDP output in 2015 was sixth largest in the world.

In this issue various emerging industries like Dairy, Fashion, Retail, etc. have become a point of focus. In this issue, the first research article is on retail. The author Mr. Suresh has conducted a diagnostic study to know the psychological influence on the customer buying behaviour by using colour as a powerful marketing tool. This research has established general guidelines based on the principle of associative learning, the relationship between colour and emotions. The study focuses on colour properties hue, saturation and value. Usage of colours in packages, how colours earn brand image to product, how colours help marketers to communicate the brand to customers and how to match colours with customer's personality are extensively discussed.

The second article written by Raji Mohan on Night time economy analyses the evolution of night time economy in the city of Kochi, Kerala. The 24-hour economy has become a truth in many metropolis around the world, yet the change over from a daytime usual 'business hour' economy to a 24-hour economy is hardly taken up for discussion by the decision makers and news media in India. The Sunday shopping and late night shopping is picking up

in metros and tier I cities which have changed the social life and lifestyle of people across India. This paper discusses the beginning of night economy with late night shopping tendency and support from the state government in Kochi, Kerala which if developed carefully has the potential to become a full-fledged night economy. The paper also explores the attitude of the customers towards night time economy.

The article by Sangeeta *et al.* is a study on the impact of Financial Literacy Centers, on Credit Deposit ratio among 30 districts in Karnataka over a period of 9 years (2008-2009 to 2016-17).

The case study written by Jaisankar on Milky Mist explores the cold supply chain management issues and challenges from the perspective of the dairy company. The company has 350 distributors across India. However, the challenges it faces in supply chain management is to do with questions such as 'What should be their optimal distribution network to supply to distributors across India?'; 'Should the company outsource few supply chain activities?' and 'How to reduce the time to reach the customers?' 'How can the costs still be reduced?' The company, currently, deals with multiple products and to make all these products available at the right place, at right time and in right quantity requires a suitable supply chain strategy with a right alignment of supply chain design and its structure owing to the short shelf life of the dairy products. The challenge lies in the supplies that have to be stocked and transported uninterrupted in cold chambers during the entire supply chain. The author has identified a series of unanswered questions to be redressed by the audience.

The second case is written by Soujanya Krishna on Raymond, a Fabric Company that is ever expanding. This case encompasses all the Marketing Strategies of the Indian Suiting fabric specialist Raymond, the creator of the label 'The Complete Man'. The case reviews the journey of Raymond and touches upon the core issues of branding. The case throws light upon the segmentation, targeting and positioning strategies adopted by Raymond in recent times. The case also highlights on the induction of key employees and what roles they play in steering the company forward. The

case not only dwells on the success but also targets on the failure of Raymond at different points of time during the company's journey.

We wish an academically enriching read to everyone.

Rupesh Kumar M
Issue Editor