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## **Stimulants to the Mind of Youth towards Love**

P.Karthikeyan, N.Prakash and T.Dheepa

### ***Abstract***

*Love is a universal phenomenon. Everyone in life experiences love but their attitudes and experiences of love differs radically (Kokab, S., & Ajmal, M. A., 2012). It is a strong positive emotion of affection and attachment (Maryam, S., & Bhatia, M. S., 2009). It is a feeling of intimacy and care for someone. People in this life seek love. Everyone wants to feel special and to be cared of (Porter, L. et. al., 2012). When you find a person who really cares for you, is honest, sincere, and gives you happiness then you automatically get attached to that person. The feeling that he or she gives you is special and you don't want it to fade away which in turn keeps people together in a relationship. Maslow has also highlighted love and belongingness as one of the important needs in humans revealing how love is important to survive after biological and safety needs are fulfilled. The Main Objectives of the study is to study the factors influencing love among college in Erode district of Tamilnadu State. The descriptive research design was used for the study. The sample size was identified using convenience sampling methods. The primary data collection method (Structural Questionnaire) was used for study the objectives. The collected data were analyzed by percentage analysis, factor analysis and correlation analysis.*

**Keywords:** Love, College Students, Perception, Attitude

## **A Study on Impact of Human Personality to Determine The Brand Personality of Maruti Suzuki Baleno in Trichy City**

S. Dinesh and Mrs.M.Ananthi

### ***Abstract***

*Automobile sector in India has grown from a couple of manufacturer to thirty five manufactures in a very short span of time. The marketing managers are finding it extremely difficult to differentiate the products and brand themselves uniquely, since all the automobile manufacturers deliver the same features, services and at an identical price. Brand personality is the best solution for the marketing managers to differentiate and to be distinct. Maruti Suzuki has been voted as the "most trusted brand" consecutively for the 13 years by JD power Asia Pacific. The first Maruti Car was launched in 1983 as a poor man's car and since then it has*

*been in the market as the most successful brand for the past 30 years. The objective of the study is to study the various customer segments in Trichy city driving Maruti Baleno cars and to determine the brand personality by studying the relationship and impact of human personality on brand personality.*

**Keywords:** Personality, Brand Personality

## **Consumer Purchase Behaviour on Mobile Applications Based Online Portals**

T.K. Anurekha and M.K.M. Manikandan

### ***Abstract***

*Many products today are purchased through mobile applications. The consumer purchases through mobile devices are increasing every day. It is notable here that not many studies were conducted to study the purchase behaviour of consumers who buy through mobile applications. But few studies have been done on related areas. For example, Bauer et al (2005) has done a study on the consumer acceptance of mobile marketing efforts, and H.W. Kim et al (2007) have done a study on value based adoption of mobile internet. It is in this scenario that knowledge on how consumers buy through mobile applications of online market place operators would provide interesting insights on their purchase behaviour. The proposed study was done through a pre tested questionnaire by adopting convenience sampling method as identifying the customer who uses mobile applications for purchase is required. Items in the questionnaire were tested for reliability and content validity. The findings fall in line with the previous studies conducted over electronic commerce, which find that consumers buy merchandises for their convenience, comfort, variety seeking.*

**Key words:** Mobile Applications, Online market place, Buyer behaviour, purchase behaviour

## **CASE STUDY**

### **“A Tale of Turn” - Journey from Negativity to Positivity**

Radha.R

### **Abstract**

*This case study is about Mr. Gupta, a mid level executive of a reputed organisation who was worried about the excessive workplace negativity because his own performance was going*

*downhill day by day. He saw his colleagues face the same problem and the organisation was undergoing a crisis. The company was caught up in the whirlpool of rumour mills which worked overtime in the organisation. To add fuel to this was the fact that wrong information travelled like wild fire within the organisation and there was an overwhelming feeling of dissatisfaction and negativity amongst the employees. What happened? What really went wrong in the organisation and how a resolve was arrived at is the crux of the case study. This case study analyses the impact of excessive negativity in the office and also suggests the methods by which employees can be reined by the HR to ensure better working environment in the workplace.*

**Key Words:** Rumours, Workplace Negativity, brain storming, Report

## **BOOK REVIEW**

### **The Leader Who Had No Title**

(Author: Robin Sharma. Jaico Publishing House, Year of Publication: 2010, Pages: 186,  
K.C. Arunadevi and S. Shobana)

#### **Abstract**

*Robin Sharma is one of the world's most trusted advisers on organizational and personal leadership. He is a committed philanthropist. In this book, Robin Sharma tries to explain the leadership methods through a story. All the characters in this story are fictional. The characters are Blake Davis, the hero, Tommy flinn, the Leadership Mentor, Anna - The First teacher, Ty Boyd - the second teacher, Jackson Chan - the third teacher and Jet Brisley, the fourth teacher. This book focuses on the important principles of the lead without a title philosophy. The hero of the story is unfocussed in his life and not enjoying his life fully. The hero met Tommy Flinn in a bookshop where he was working. Tommy introduced four teachers to Blake Davis who transformed his life.*

*The author discussed his views on leadership and success as the birth right of everyone. The author urged the readers to realise the sad cost of mediocrity and the spectacular rewards of leadership mastery with few regrets and victories one can think of in his deathbed. The author elaborated on the leadership philosophy - You need no title to be a leader and he focussed on turbulent times which really build great leaders. Robin Sharma emphasised on maintaining*

*deeper relationships will make one stronger in leadership. He explained about becoming a great person in order to be a great leader.*