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Globalization's contemporary omnipresence has resulted in an emphasis on the conflicts between the local and the global. This emphasis has blurred our ability to have insights that may be gained by recognizing that the local and the global are interdependent and cannot exist without each other. This Conference explores the initial insights from such Erecognition Dregarding local identities, cultural development, and modern marketing's shortcomings in aiding development.

The Indian economy is undergoing rapid transformations and the business entities are increasingly playing a key role in discovering the untapped opportunities. In such a scenario, business should move out of their comfort zones to explore new avenues and boundaries if they want to be successful. They must accept the revolutionary changes and mould themselves accordingly.

In the direction of becoming global, organizations have to focus all functional areas from strategic perspective and bring down to implementation level. Generalistic view is required to be viewed keeping in mind "connecting the dots" between line and staff functions both seen and unseen. Conference aims to receive quality research papers on the sub-themes enlisted.

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ROLE AND IMPORTANCE OF RURAL WOMEN ENTREPRENEURS - AN OVERVIEW

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ABSTRACT
Entrepreneurship is a topic getting importance of every researcher day by day why because it is having immense part in the development of industrial development and also growth of nation's economy. Overcome to the economic condition of the country and disentangle the unemployment rate our government has been continuously boosting the entrepreneurial development of the country. On the other side rural development also a hardest commitment of the every government. Rural entrepreneurial development will be an initiative to the rural development. Women entrepreneurs from rural segments have crucial role in the development rural areas. So this paper is an attempt to understand the roles and importance of rural women entrepreneurs and challenges faced by them in their entrepreneurial development phases.

Keywords: Entrepreneurship, Rural Development, Rural Entrepreneurship, Rural Women Entrepreneurs

INTRODUCTION
Rural women are now increasingly run their own business yet their entrepreneurial potential, managerial skill and socio-economic contribution remain largely neglected. Rural entrepreneurship development and rural entrepreneurs playing crucial role and the rural industries growth and the development of them is facilitates the self-employment in larger number. Rural entrepreneurship is leads to maximum utilization of the labor and as well as available resources. The rural industry development is important because they enhance the following,

- Proper utilization of the local resources
- New employment generation
- Preventing the Rural exodus
- Foster Economic development
- Earning of Foreign exchange

Even though there are many challenges faced by rural entrepreneurs like lack of education, un-aware of latest technology, lack of entrepreneurial skills, less knowledge on digitalizing business, lack of seed funding support, difficulties in new venture creation and struggling in start-up procures still they are achieving in their entrepreneurial role. Especially women rural entrepreneurs facing in addition with above mentioned like lack of family support, less recognition, family commitments, limited access to funding, maintaining balance between business and family life, motivational factors, social attitudes and gender bias. Either entrepreneurship is a choice to them by own survival or their family need and demand. Still women rural entrepreneurs are experimenting and processing in their entrepreneurial career and their goal is creating more from nothing they have.

The following Table 1 represents the successful rural women entrepreneurs in India in various different fields. Their success and achievements are motivation to the all other women entrepreneurs to perceive on their entrepreneurial career. Most of them are from very interior villages, not having better education and proper entrepreneurial training but they succeeded.

Table1. Successful Rural Women Entrepreneurs In India

S. No.	Name of The Women Entrepreneurs	Field of Business / Organization	Achievements
1	Anita Devi (The Mushroom Lady of Bihar)	Entrepreneur in growing mushrooms, Bihar	• She Graduated in Science at two university only studying at home
2	Chetna Gala Sinmha	Social Activist and entrepreneur woman, In 1997 she opened the first Bank for and by rural women with the name of "Mann Deshi Mahila	• The bank for supporting and funding to women entrepreneurs project • In 2018 statements witnessing that the bank has provided over

		Sahakari Bank"	50 million dollars to support women entrepreneur's projects
3	Prema Gopalan	"The Swayam Shikshan Prayog Woman"	• She creates a group made by women from over one thousand villages to work on the reconstruction/rehabilitation of the area. • She creates SSP with the aim to form women to work, to do anything, arriving to learn how to lead in a workplace as in a community facing a lot of problems like food, energy, agriculture, healthcare, etc
4	Thinlas Chorol	Women Activist, "Ladakhi women's travel company", Ladakh.	• She started her career as trekking guide more or less 10 years • It was no longer just a trekking company but a real organization able to help women to enter this world, to help them find jobs and places but also working more with the ecotourism
5	Navalben Dalsangbhai Chaudhary	Entrepreneur whose business is based by milk, Gujrat	• She owns more or less 120/130 animals • Now she is providing jobs for 15 people and her business is growing month after month.
6	Sobita Tamuli	Agricultural based Entrepreneur, A village in Assam	• Mixing specific ingredients she was able to create a stronger and natural manure • She has been able to be noticed by a lot of local farmers, and slowly she obtained a lot of clients all over the region
7	Pabiben Rabari (The Hard Jari Woman)	Entrepreneur based Hand Craft Art work	• a completely new and personal process of embroidery • popular all over in and outside of India • counts more than 50 women working for and with her
8	Godavari Satpute	Godavari Akashkandil,, Creating from Nothing is her Concept of Business	• Recycles those elements to create unique paper lamps • More than 50 women working full time and almost 30 others part-time
9	Anita Gupta	Entrepreneurship Trainer. Started "Bhojpur Mahila Kala Kendra"	• To help rural women entrepreneurs in India to have a better and higher education but also an employment training
10	Jaswantiben Jamnadas Popat, Parvatiben Ramdas Thodani, Ujamben Narandas Kundalia, Banuben. N. Tanna, Laguben Amritlal Gokani,	Women Worker Co-operative launched "Shri Mahila Griha Udyog Lijjat Papad"	• Indian women's worker cooperative launched since 1959 • Now more than 40.000 employees

	Jayaben V. Vithalani, & Diwaliben Lukka		

Source: Zerokaata.com (Filippo Magenes – March 26, 2021)

OBJECTIVES

The main goal of this paper is to add value to the area of rural entrepreneurship by reviewing the previous studies and research paper of various journals and articles. To understand the role of woman entrepreneurs in rural industry development and the importance of women entrepreneurs in economic development of the nation.

Theoretical Background of the Study

On the above phases of the rural women entrepreneur role and importance, review has been done from various articles, papers collected from the different journals.

Cantillon (1951) defined an entrepreneur as "the agent who buys means of production at certain prices in order to combine them into a product that he is going to sell at prices that are uncertain at which he commits himself to his costs".

According to **Sudha (2007)** women entrepreneurs are the women, "who generate business ideas, identify profitable business opportunities, assemble the necessary resources, combine the factors of production, undertake risks and use their business skills to operate the enterprise for the purpose of generating profile income and growth".

Karve (2012) centred on the obstacles and opportunities that rural women entrepreneurs confront. The author also looked into the topic of rural women's entrepreneurship. The data for the study was gathered from ten separate villages and was based on both primary and secondary sources. The study discovered the respondent's profile, in which they discovered the respondent's educational level. They also discovered the reasons for beginning a business, how to make money using technical knowledge and the entrepreneur's talents for business growth, and the societal problems faced by rural women entrepreneurs.

Patel & Chavda (2013) concentrated their research on the major issues faced by rural women entrepreneurs in the areas of primary facilities, marketing, and so on. The data for this study came from a secondary source. In this competitive era, women entrepreneurs face a variety of challenges and problems, including a lack of education and technical skills, according to the study

Khare & Gautam (2014) this study was about rural women's entrepreneurship in India: challenges and opportunities. The study focused on the educational and job background obstacles that women confront in business. The entire research was based on secondary data. Rural women were found to be uneducated and unaware of technology abilities, according to the study.

Nausheen Parkar (2020) said that in the contemporary age Where women are treated equally to men, she is no longer a housewife, but rather a highly creative, educated, enthusiastic, and career-oriented individual. Women are able to participate in a wide range of activities, both professionally and socially. Women's accomplishments are celebrated as a source of inspiration for future generations. Women entrepreneurs have a personal and professional life. Despite their empowerment, women entrepreneurs encounter financial, social, and economic challenges that are difficult to overcome. In India, women have a plethora of job options, and they have undoubtedly benefited more from entrepreneurship. Women entrepreneurs have proven to be a boon to the growing Indian economy by providing better solutions for businesses in all sectors.

Misra and Kiran (2014) Women's entrepreneurial development is a means of empowering women. Entrepreneurial empowerment contributes to self-fulfillment and raises women's awareness of their status, existence, rights, and place in society. Women are becoming more socially and economically empowered in the modern day as a result of their company ownership. In India, women's entrepreneurship is gaining traction as a result of globalisation and economic liberalisation. The institutional and policy framework for developing entrepreneurial abilities and offering vocational education and training has broadened women's economic opportunities. Women entrepreneurs are more likely to be self-motivated, self-disciplined, and self-directed than men. On the other side, rural women's empowerment is extremely important. Economic empowerment of rural women would lead to our country's development, and it is critical to pay close attention to women's empowerment in rural areas for our country's true development in all aspects. Women's entrepreneurship is vital for women's status in society, and women's economic success will contribute to family, community, and country development. It opens up new possibilities for both men and women in terms of finding work.

Ghouse SM, et.at., (2021) Several issues affecting rural women entrepreneurs' business ventures were identified, including personality, family, educational, socio-cultural, facilities, legal, financial and economic, organisational, and geographical issues, with the household, organisational, and geographical issues being the most serious. They recommended that governments think about how rural women who engage in informal business for a variety of reasons might be better supported and sustained by solving associated challenges, gaining business possibilities, and contributing to regional socio-economic development.

Roles and Importance of Rural Women Entrepreneurs

- **Economic Empowerment**: Women empowerment and economic empowerment facilitated by the women entrepreneurship. It leads to Socio economic opportunity, increase in income and welfare of the women.
- **Self-Confidence:** A strong determination to do something positive is an inherent quality of entrepreneurial women. She becomes more confident in both family and social life
- **Better Standard of Living:** due to economic empowerment, rural women entrepreneurs improve their living standards. Also, their life style progresses as they have better living conditions and environment.
- **Creating from nothing:** rural women entrepreneurs strong believe in their creation and working style but not concentrating on the procedures. Rural women's strength is creating more opportunities from nothing they have. Their business and product also belongs to their basic resources what they have.
- **Converting Hobby into Profession**: in the rural area women have several hobbies like cooking, sewing, knitting. painting, toy making and jewelry making. Thus, rural women entrepreneur can convert their hobbies into their profession. This will help in providing personal and professional satisfaction to them.
- **Role Model for Others:** Rural women entrepreneurs are role model for other because of their uniqueness, simplicity, decision making and problem solving skills. They are facing many hurdles by nature, climatic condition and financially but they are overcoming with their self- motivation only
- **Decision Making Capacity in Family and Community:** Now they face the new challenges, opportunities, innovation ideas and take the right decision based on them because of the self-confidence and social status. Also, they take decision to be independent.

CONCLUSION

Rural woman constitutes the family that leads to society and Nation. Overall development of women is necessary for the development of society and nation. The emergence of women entrepreneurs and their contribution to the national economy is quite visible in India. In recent era education development, urbanization and various government schemes related to employment women having opportunities to choose the employment than entrepreneurs. It is having positive as well as negative impact on the development of society. There are various schemes available in government for entrepreneurship development, women welfare development and seed funding available for start-ups. But still they are unaware in that, the gap between schemes and rural women entrepreneurs can be bridged by various entrepreneurship awareness programmes and proper entrepreneurial training can help them to sustain for longer run. The support and recognition from the family, society and Government help more rural women became a successful entrepreneurs. Overall women empowerment will empower the nation also.

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A STUDY OF CAUSES OF STRESS AMONG EMPLOYEES OF IT INDUSTRY IN PUNE

Amreena Zakki Sayed and Dr. Aftab Anwar Shaikh

ABSTRACT

The trouble of pressure is an unavoidable within the IT quarter. The majority of the Companies personnel felt that their activity is worrying and that strain in flip decreases their overall performance. The organizational achievement is purely based on the productiveness of the work pressure. The productivity is related to the employees" properly- being. The nicely-being is carefully related with activity stress and job satisfaction. The gift have a look at examined the level of process pressure among personnel working in State Companies of India. No unmarried element on my own creates task stress among the Companiesing employees. Factors like overload of labor, running situation, function struggle, position ambiguity, performance stress, activity safety, lack of superior help, and technological problem are contributing their big percentage on this admire.

The consequences of this examination affirmed the suspicion that there is huge degree of occupation stress among Companies workers and both the gatherings, supervisors and officials showed up similarly not happy with their positions. At the point when the chiefs and officials were thought about on hierarchical stressors, it was tracked down that both the gatherings contrasted fundamentally. Supervisors scored altogether high on authoritative stressors scale than the officials and administrative level workers demonstrating that the directors are more pushed because of the duty given to them.

Keywords: Pressure, strain, stress, workers performance etc.

INTRODUCTION

The country's data innovation (IT) industry is going through a time of change, and with work misfortunes fast approaching, it's normal for the IT labor force to be pushed. Because of urbanization and globalization, there has been an increment in seriousness, advancement, and change. Because of these variables, leaders in all associations face pressure and tension consistently. Stress is an unpreventable piece of current life; the work environment has advanced into an unpredictable pressure manufacturing plant for most of representatives, and the Age of Anxiety is appropriately named. With the expanded utilization of innovation and new age offices, this kind of pressing factor is sure to develop. Stress has expanded altogether because of dynamic social factors and changing way of life prerequisites. Stress is the versatile reaction of man to an outside circumstance that outcomes in physical, mental, and social changes. Stress detrimentally affects the body, causing sensations of interruption, outrage, and gloom, which can bring about medical conditions like migraines, upset stomachs, rashes, a sleeping disorder, ulcers, hypertension, coronary illness, and stroke. Around 200 Indian data innovation firms work in roughly 80 nations. Chiefs of the data innovation industry have been cautious in their reaction to narrative proof of an increment in detailed instances of despondency among area representatives.

REVIEW OF LITERATURE

Coatser and Rothman (2006): Conducts an assessment to recognize word-related stress for workers in a security organization and to assess the relationship between word-related stress factor, persistent infection, and legitimate duty. The cross-section selection system was used with the description of 613 workers in a security office. An enterprise pressure screening tool (ASSET) was used as an evaluation tool. The results showed that in the security business there are higher wages and job risks such as wages and benefits.

Anisa et al. (2010): Integrated cross-sectional assessment of the definitive factors affecting work stress among medical laboratory technicians (MLDs) in Klang Valley hospitals. The three fair areas evaluated in the assessment are social factor, work status and livelihood improvement. A total of 249 people took part in the exam, 126 from private medical centers and 123 from general medical facilities.

The assessment found that the regulation of stress was higher in private centers different from public level facilities. It was further found that all three systemic components were essentially related to work stress.

Moustaka et al. (2010) Hospital Study of Causes of Depression in Hospital Nurses.Directed an assessment of the word-related stress factor in nursing staff with a relationship between capital and regional medical centers in Europe and recognized differences in stress-related factors in the two models being studied. In the evaluation test 140 clinical regimens and nursing peers were selected, with a randomization pattern. The examination used the stress factor level and a general information overview related to Khan et al (1964). The experiment found that chaparons experienced the adverse effects of the word-related stress factor without significant differences between the two models. Extended work increases the burden of overweight and the stress of fighting between master and family businesses.

Radha. G. (2014). A study on the status of national occupational stress under the heading of word-related stress among bank employees in Tiwarar district of Tamil Nadu provides a measure of the word-related stress factor among public and public regional bank managers. Exam officers and official staff reveal significant levels of stress and transferees face a moderate word-related stress factor. This assessment depicts word-related strain as frightening physical and energetic responses. Workers' skills, resources or prerequisites.

OBJECTIVES OF THE INVESTIGATION

1. To contemplate the Job Stress among the Employees in the IT Sector
2. To Study the Strategies utilized by the IT Sector in ensuring the premium of the representatives.
3. To examine the connection between Job Stress and Organizational execution of the representatives working in the IT area representatives.
4. To consider the connection between the work culture and Job pressure winning in the IT Sector representatives.
5. To contemplate the Impact of Job pressure of representatives working in the IT area on the wellbeing and actual prosperity of the representatives in the IT area association To break down the impact of weight on work execution of workers working in IT area To analyze the pressure the board rehearses followed by the workers working IT area.

Hypothesis

H01: There is no huge distinction of level of pressure among the representatives working in IT organization.

Ha1: There is huge contrast of level of pressure among the representatives working in IT organization.

H02: There is no huge contrast in Causes of pressure in the experts working IT organization.

Ha2: There is huge contrast in Causes of pressure in the experts working IT organization

RESEARCH METHODOLOGY

Unmistakable examination configuration was utilized for the exploration. The examples in this examination were IT experts working in IT firms in Pune locale. Complete 100 programmers were chosen for the review. In the wake of eliminating the inadequate reactions the last example of 90 representatives were taken for examination. Comfort inspecting method was utilized to gather the necessary information from IT organizations in Pune. The information was gathered by poll strategy. The open and shut finished survey is utilized for the investigation. The poll was in close-finished arrangement to acquire criticism from representatives with respect to their feeling of anxiety and towards associations. There were questions comprising of Demographic components, insight towards the feeling of anxiety of the representatives, Coping methodologies and Stress Management approaches continued in IT enterprises. The information investigation for this examination led through SPSS 21.

DATA COLLECTION METHOD

Information Assortment:-

Both essential and auxiliary information is utilized.

Essential Data: The essential information is gathered from the respondents by regulating an organized, open and shut finished survey and furthermore through perceptions, meetings and conversation with supervisory groups.

Auxiliary Data: Apart from essential information the optional information is gathered through Research books, Journals, sites, and so on

Results from Hypothesis

Hypothesis No. 01

There is considerable distinction of degree of stress among the employees running in IT organization .

The speculation formulated for look at is examined via calculating mean fee. The mean for CTS is 10.220 with trendy deviation of 4.3441. For Wipro, the suggest is 11.167 with trendy deviation of four.5541 and for TCS mean is 12.231 and preferred deviation of four.596. The range of employees taken in all 3 groups is 384. The p

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cost is 0.018 implying that the distinction inside the means is statistically massive at 5 % level of importance. Null speculation is rejected right here as p cost is less than zero.05 which said that there is a good sized difference of level of pressure amongst IT company employees. As the mean of TCS employees is more than the personnel of CTS and WIPRO, it way that level of stress is extra in TCS personnel compared to CTS and WIPRO personnel. That's why the speculation formulated for the look at is well-known.

Hypothesis No.02:
There is significant difference in Causes of stress in the professionals working IT company**.**

The mean for CTS is 10.392 with standard deviation of 4.4059 , forWIPRO,the mean is 12.100 with standard deviation of 5.1871 and for TCS the mean is 12.389 and SD is 5.278 The number of employees taken in all three company is 384.

The p value is 0.000 implying that the difference in the means is statistically significant at 5 % level of significance. Null hypothesis is rejected here as p value is less than 0.05 which stated that there is a significant difference of causes of stress among IT employees. As the mean of TCS employees is more than the employees of CTS and WIPRO, it means that causes of stress is more in TCS employees as compared to CTS and WIPRO employees. The hypothesis is formulated for the study is accepted.

IT companies has become one of the highly competitive sectors inIndia. The Companies since the beginning of this decade, have been facing greater challenges in terms of technological revolution, service diversification and global Companies.This will lead to arising of stress among employees.

The restructuring process of European and Global Companies has brought substantial changes in the nature and quality of job and employment.

Every Companies employee wants the luxurious life, high income, promotion etc. So there will be lots of burden onthem to achieve work related targets. This will increase the stress among the employees.

One of the greatest challenges facing the Companies today is the requirement of motivated, stress-freework force.

Stress is often termed as twentieth century syndrome born out of man"s race toward modern progress and its ensuringcomplexities.

Improving stress prevention is a positive action that contributes to a better health of employees and generates great organization efficiency and performance

Low degree of stress causes negative outcomes such as lack of motivation,lack of interest and gets negative impact on productivity of organization and moderate level of stress creates desirable and pleasant situations that help the individuals to improve the performance of job and the productivity of the organization.

Following ideas are offered to the IT and different Companies associations to lessen pressure among its workers:

It gets vital for IT the executives to realize the variables causing pressure among the representatives just as how they adapt up to stress to make the worker more participative and useful.

Training is a vital variable in human asset advancement procedure of the Companies. Preparing framework not just addresses the necessities in the subject matters and abilities yet in addition takes a gander at the requirement for change in the anxiety of workers.

Effective administration of occupation stress must be accomplished under two conditions. To start with, the individual laborer should have the option to perceive stressors and comprehend their results and second, associations should foster pressure avoidance, just as stress decrease methods.

Commercial Companies s are human asset driven associations, each progression ought to be taken to see how these experts are to be made fulfilled and liberated from worry emerging of word related stressors.

The its board needs to underline on the key regions, for example, cultivating a solid work culture and sound workplace. It very well may be conceivable by carrying out a few worker fulfillment methodologies and representative driven HR arrangements.

SUGGESTIONS

- ✓ Employees being the indispensable assets for the association ought to be appropriately roused and stayed up to date with the most recent innovation and complex practices identified with work. They should be created from scholarly, enthusiastic and mental points of view. .Their upgraded knowledge, enhanced skill and positive attitude towards their job and organization will ultimately lead to their satisfaction.

- ✓ Employees satisfied with the organization "policies, practices and culture will turn to be the best contributors for organizational prosperity.
- ✓ The management should arrange some effective stress managing programmes for their employee periodically.
- ✓ If we enhance the psychological wellbeing and health of the employees,in the coming future the organization would make more revenue as well as employee retention.
- ✓ Successful stress management training programs requires the involvement and support of top officials and the cooperation from employees. It depends upon a clear plan, ongoing evaluations of progress ,and clear goals for measuring success.
- ✓ Professional help and effective stress management programmes if implemented carefully can help in minimizing work place stress and over coming all the obstacles in the growth of industry.

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A STUDY ON BRAND PREFERENCE OF PACKAGED MILK IN SEMI URBAN AREAS

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ABSTRACT

India is the highest milk producer in the entire globe. It is a source of income for farmers and dairy farmers. Brand Preference of milk is the study of families especially women members and children and health-conscious adults,milk industries engaged in the processing and manufacturers of various milk products. It blends elements of psychology, sociology, consumer theory. It attempts to understand the decision-making process of buyers, both individuallyand family. Traditionally households got milk from a door-to-door milk man in unpacked form. Ever since the advent of packaged milk products in the global market, the importance of standardization and legality of the packaged milk products, has trickled down to domestic milk consumers and dairy farmers. This has led to tough competition in establishing own brands and sustain in the market. Therefore, it is imperative to know the factors that drive consumer decision, to choose from options such as local suppliers, packaged but not branded or packaged and branded milk. The present study would be a concise guide for small scale, local entrepreneurs who wish to venture into liquid milk marketing.

The present study would be a concise guide for small scale, local entrepreneurs who wish to venture into liquid milk marketing especially in semi urban areas such as Baramati.

Keywords: liquid milk, Brand Preference, dairy, market, standardization

1. INTRODUCTION

Demand and Supply have a greater impact on a free-market economy than almost any other factor. Prices collapse when supply exceeds demand. In the worst-case scenario, businesses will struggle to survive in the market. Conversely, if supply is insufficient, prices increase, and customers are unable to purchase the goods they want. In both cases, the market is expected to self-regulate.

India is the 2nd most populous country and the 2nd largest producer of food in the world. Besides, ranks first in producing milk. The task of catering to the demand of 1.3 Bn Indians is complex and involves several stakeholders. About 210 Mn farmers and agriculture labourers cultivate various crops, engage into poultry, goat, dairy farming, etc. The fresh produce is sold through Agriculture Produce Marketing Commitees' (APMC) Markets or Mandis, Cooperatives, Weekly Markets, and even Farm Gate selling. There are 2,477 APMCs and 4,843 submarket yards regulated by the respective states in India. Multiple levels of value addition activities are undertaken on the fresh produce in food processing industry, which in turn produces the packaged and processed food products. Distribution in India involves serving a large, fragmented base of retail provision stores. There are ~14,000+ organized retail outlets concentrated largely in urban areas. Unorganized retail consists of 12-14 Mn., stores spread over 5,000 towns and 600,000 villages across India. The diversity in Indian culture and changing needs of customers create further complexity in the food production and distribution system in the country.

2. LITERATURE REVIEW

All the 12 literatures studies have amplified the importance of branding for any marketing program to achieve its desired goals. The research articles and reports on brand management and brand preference with respect to dairy industry have adequately emphasized the need of branding as a tool to reach target market more effectively and deal with the industry competition. However, a study on brand preference in the liquid milk segment in the state of Maharashtra was needed as the existing studies are either conducted at national level or were intended to study entire class of milk products. The present study attempts to duly fill this gap.

3. **RESEARCH METHODOLOGY:** This chapter provides a framework for the research method, sample size, research instruments, hypotheses, and data analysis tools to be employed for the current research project.

3.1. RESEARCH OBJECTIVE

- To identify various brands of Milk available in the Study Area.
- To identify consumers' expectations to decide on purchase of Milk.
- To study the factors driving consumers' brand loyalty in the Milk Market.

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3.2 Scope of the Study

1. Identifying the existing market scenario in terms of major milk brands, product mix, and positioning of liquid milk brands.
2. To understand the prevailing efforts in build, promote and manage brands.
3. To understand level of informal competition from local milk producers.
4. To explore prospects of promoting branded, packaged milk in rural areas.
5. To understand factors that drive consumer preference towards liquid milk as a product-brand.
6. To come out with suggestions for improving brand image.

3.3 LIMITATIONS

1. The study is drawn from and applicable to Baramati, Pune City and Mumbai city.
2. The data collected is confined to the above-mentioned areas.
3. The study covers various aspects concerning supply of milk and brand preferences.
4. The study has chosen different income groups and rural, suburban as well as urban areas. Yet the researcher does not claim having covered exhaustively the wider geography of the state.
5. The primary data collected through online surveying of the consumers the study may be vulnerable to respondents' bias.

Due to ongoing pandemic situation exhaustive survey and interview of important stakeholders in this study could not be achieved.

3.4 Hypotheses of the Study

1. H0: There is no significant Association between Income and Preference for Cow or Buffalo Milk

H1: There is a significant Association between Income and Presence for Cow or Buffalo Milk

2. H0: There is no significant Association between Income and Preference for Branded or Loose milk.

H2: There is a significant Association between Income and Preference for Branded or Loose milk.

3. H0: There is no significant Association between the Residential Location of Consumers and their Preference for Branded or Loose Milk.

H3: There is a significant Association between the Residential Location of Consumers and their Preference for Branded or Loose Milk.

3.5 Research Instruments

The current study has employed online survey form to probe consumers. A structured questionnaire for consumer was designed to elicit information related to their location, income, family size, preferences, awareness, and attitude towards liquid milk.

3.6 Sample Design

The Sample Population of the study is residents of Mumbai and Pune City and suburbs, Baramati town and nearby villages.

The researcher selected overall 500 sample size for the purpose of the study. Convenience sampling method was adopted due to feasibility issues of conducting a wider study adopting larger representation.

3.7 Statistical Tools and Techniques used

Chi-Square Test has been used for the testing the correlation between income and preference of cow milk or buffalo milk, income and preference branded or loose milk, and that of residential location and preference of branded or loose milk.

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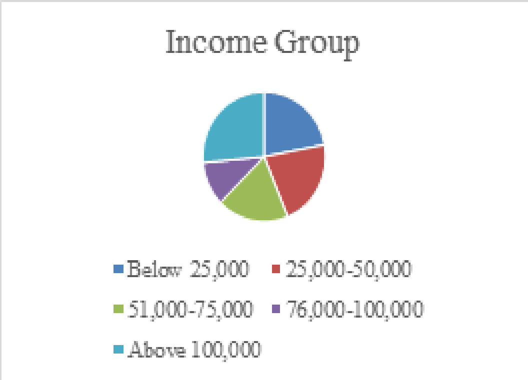
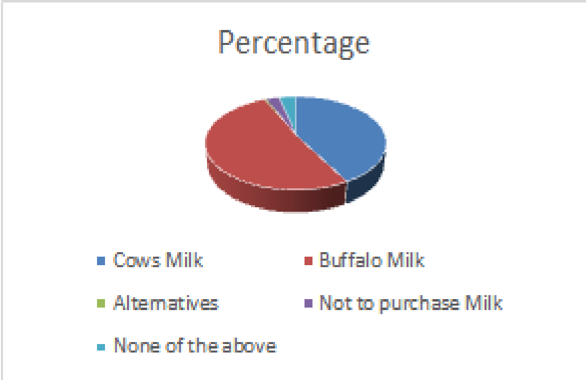
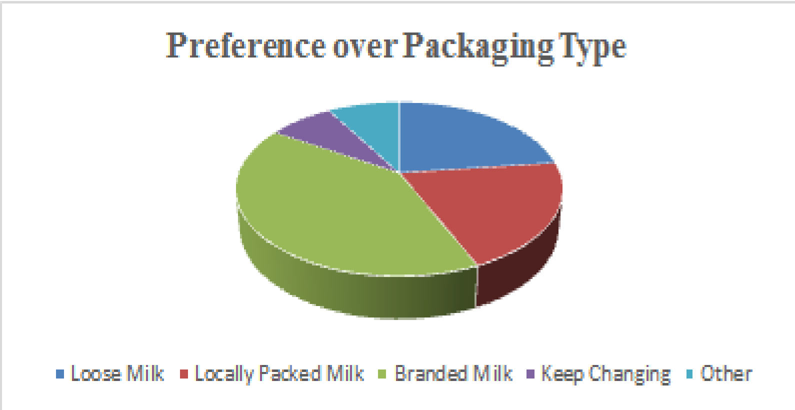
Data Analysis & Interpretation

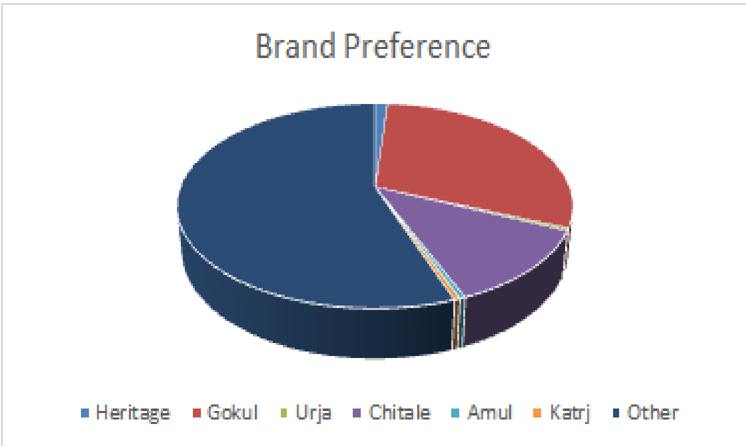




The survey reveals that Buffalo Milk is the most favored by the consumers (at 51.2%). Cow's Milk is favored by the second highest population (at 42%). A miniscule of 2.8% population said they never purchased milk; 0.4% claimed to consume alternatives such as Soy Milk, and another 3.6% of the respondents said they do not consume any of the options mentioned in the questionnaire, indicating other alternatives available to milk.



Branded, packaged milk is favored by the majority (i.e., 40%) However, the survey has come out with an interesting revelation that significantly (at 22.8%), the consumers prefer liquid milk loosely supplied door to door by a typical milk man, despite many competitive brands available in the market! Another sizeable chunk of the respondents (i.e., 20.1%) prefer buying locally packed milk without any brand. This shows that non branded segment of the liquid milk is still a powerful contender in the market against branded segment.



The survey was conducted, explicitly mentioning six brands and keeping 7th option as others. Gokul has secured maximum favor among respondents (at 30%). Chitale is a distant contender with 12% responses tilted in it favor. Heritage, Urja, Amul, Katraj have received very thin response. The option "Others" has received highest responses at (55.2%). The other category includes loose milk, packed but branded, other smaller brands which are not indicated in the questionnaire. This shows that many local brands as well as local milk suppliers have a strong presence compared to both established and emerging brands.

4. FINDINGS & OBSERVATIONS

1. It is observed that the markets for liquid milk in the study area has few major brands viz., Gokul, Chitale, Amul, Katraj, Heritage, Urja which occupy top slot of the consumer mind. It further becomes clear from the study that some small-scale milk processors and loose milk sellers are equally dominant in the market. Reason for buying from local suppliers is the belief that it is freshly drawn and does not undergo any kind of processing, assuring supply of natural milk.

2. The survey makes it clear that people who are residing in places like Pune city, Baramati town and Mumbai prefer branded milk. Nearly the same percentage of respondents respond in favour of locally packed and Loose milk. This can be attributed to the fact that they stay either in rural areas or areas on the cusp of rural-urban borders, where milk producers live and hence consumers have easy access to fresh milk.

3. The respondents of this survey are of two distinct classes: First, the service class which keep migrating from city to city highly mobile and urbanized. Their decisions on buying liquid milk are driven by brand. Second, the local people, who have been living in their residential locations for considerably long time. These people prefer buying locally processed or loose milk.

4. The respondents indicated “Taste, Freshness, Thickness” as major factors driving consumers’ preference for a particular brand / supplier of the liquid milk. These are based on the consumers’ general experience or perception that high fat milk tastes better than skimmed/processed milk. Consumers also carry a myth that processing the milk takes out the nutritional elements of milk along with fat. On the contrary, except fat, no other constituent of the milk can be separated by existing processing technology. Liquid milk, considered as “complete food” in our culture, is an integral part kids’ diet. Therefore, acceptance of milk by kids is featured as an important aspect of preferring a particular brand / supplier. All other factors related to liquid milk brand add value in terms of services.

5. Basic features of packaged liquid milk such as pasteurization, bulk cooling etc., are part of modern processing. Such processing has nearly eliminated the chances of milk getting deteriorated and leading to odor, abnormal smell, etc. Consumers of branded milk generally consider as prerequisites and therefore, have given lesser preference to odor, color, etc.

6. Responses to the survey are equally poised between buffalo milk and cow milk. However, all of the packaged and branded milk distinctly mention either toned milk or standardized milk without indicating whether drawn from cow or buffalo. This is to fulfil the legal requirements of FSSAI. The types of milk that can be legally sold as per the act are shown in Annexure II.

7. The survey finds that most of the buyers buy up to 1 liter per day, some of them preferring more than 1 liter. A miniscule of the respondents have only shown interest in consuming 5 liter and above, that may be corresponding restaurants, tea vendors, etc. The other category opting “none” for Data No. 06 may be from respondents depending on restaurants or caters for their daily milk needs.

8. All brands must provide details such as processing license, constituents of milk, type of milk, etc., on the package itself as it is mandatory. Further, pasteurization is a fundamental prerequisite of packaged milk. Thus, there is a widespread awareness among consumers about these factors. Likewise, consumers living in rural areas adjacent to Pune and Baramati are naturally aware of Bulk coolers, chilling, etc., associated with liquid milk processing.

9. It must be mentioned here that esp. after 1999, many campaigns were held by govt departments to educate sellers about global standards of quality in milk and milk products. But, similar efforts to educate consumers have not been considered.

10. In response to data no. 3, even though 2.8% of the respondents have mentioned that they don’t purchase milk, it does not imply non-consumption of milk altogether. The researchers observe that these respondents may be having alternatives such as consuming UHT milk, Dairy whitener, milk powderr, or milk from their own stable, etc. Since these factors are out of the scope of the study, detailed reasoning for the response could not be explored.

5. CONCLUSION

The Indian Dairy Processing Industry cannot be imagined without couniting on the advantages that the Anand Pattern and the influence of GCMMF on other states through operation flood. Since then, the dairy industry has undergone modernization. Thereafter, post globalization, Indian dairy industry has witnessed small, medium, and large dairy enterprises entering the industry and some creating success stories.

Creating a powerful brand in Liquid Milk segment has some unique imperatives such as welfare of the producers i.e., the dairy farmers, quality management at every level of supply chain, commitment to national & global standards, and insights into consumers' decision-making process. Time and again, the cooperative brands such as Amul (National level), Nandini (Karnataka), and Gokul (Maharashtra) and local brands such as Chitale have proven this.

The researchers have noticed that gradually the acceptance of packaged, branded milk in rural areas is growing. This can be attributed to the growing awareness about hygiene and importance of processing in case of liquid milk.

The present study titled "A Study on Brand Preference of Milk" will provide adequate insights on the process of creating a long-standing brand in the liquid milk segment that can steer a quality product through the clutter of competition and establish on top slot of the consumers' mind space.

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A STUDY ON HR PRACTICES IN INSURANCE SECTOR: A CASE STUDY ON KRISHNA DISTRICT ANDHRAPRADESH

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ABSTRACT
This study examines the HR practices in insurance sector. Man ment for work, work ment for man. Work plays a major role in our daily life for the purpose of satisfying the need of individuals. The corporations and business refers to the individuals within an organisation deals with recruitment, selection, firing, training, performance appraisal, compensation, etc., ensure company growth and satisfaction of workforce through Human resource management practices. The human resource personnel plays an important role in bringing crucial changes in new work have the option in exercise the several choices, operating from home, virtual offices, flexible hours and possibility in enhancing the growth of the organisation.

Keywords: Human resource practices, Insurance.

INTRODUCTION
Many businesses regard human resources to be a valuable resource. Since the 1960s, thinking along these lines has progressed from the time office through people management to Human Resource Management. However, the emergence of knowledge-based companies such as Information Technology industries and other service sector enterprises from 1990 onwards caused managers to understand that the organization's human resources are the most important differentiators and uniqueness. Since then, HR practices have grown more employee-centric, seeing human resources as an asset, keeping them in the best of spirits, and instilling pride in the minds of employees. The human relations movement, which placed a greater emphasis on the human aspect than the machine element, restored the balance and highlighted the importance of people in companies.

Human Resource Management
The importance of Human Resource Management113 in achieving organisational efficiency. Is HRM an end in and of itself? It's only a tool to help the organisation achieve its main goals. HRM implies that HR policies and procedures be aligned with the organization's strategic goals, both cooperative and functional. The HR executive helps to design and execute corporate strategy by integrating HR practices and policies. Afterwards, the HR manager fulfils the role of a strategic planner. Management ideas and functions are applied to the management of people in HRM.

HRM is the application of management concepts to the management of people in an organisation. This is a truncated statement that misses the point when it comes to HRM. Hiring, training, performance evaluation, remuneration, health and safety, and labour relations are just a few of the many responsibilities that fall under this umbrella. These are generally the administrative and support responsibilities of people management. These tasks are aptly referred to be "doable" since they are routine and have often been outsourced.

Insurance
In the Indian life insurance sector, the following landmarks have occurred:

- First life insurance firm in India, Oriental Life Insurance Company was established in 1818.
- 1870: Bombay Mutual Life Assurance Society, India's first life insurance firm, was established.
- As early as 1912, the Indian Life Assurance Companies Act was passed to govern the life insurance sector.
- Indian Insurance Companies Act of 1928 was passed in order for the government to gather statistical data on both life and non-life insurance enterprises. Consolidation and amendment of prior laws was the goal of the Insurance Act, which was passed in 1938.
- More than 250 Indian and international insurance companies are nationalized in 1956, with the federal government taking control of 245 of them. The government of India contributed Rs. 5 crore to the LIC, which was established by an Act of Parliament, the LIC Act, 1956.

REVIEW OF LITERATURE

1. The study contributed by Arif Partono Prasetio, Bachruddin Saleh Luturlean, Chita Agathanisa (2020) 26 “Examining Employee Compensation Satisfaction and Work Stress in a Retail Company and Their Impact on Job Satisfaction".

2. It investigates the relationships between employees and employers in the retail business, as well as the obstacles that come with developing programmes that improve work happiness. Compensation had no influence on job stress, according to the researchers. Compensation, on the other hand, has a strong positive correlation with work satisfaction.

3. Hackman and Oldham (2019), extrinsic sources of happiness are situational and dependent on the environment, such as salary raises or job stability; they include monetary and other material incentives or employment benefits. In a composite measure of total work satisfaction, both extrinsic and intrinsic job facts should be reflected as evenly as feasible. Job satisfaction is a result of various significant aspects, including the characteristics of the job itself, which has been thoroughly examined.

4. P.Sudha Rani and Dr.K.Lalitha (2019)27 according to the report, the degree of job satisfaction among insurance personnel in connection to the quality of work life has become more important among researchers and practical managers for organisational success.

5. Clara Viñas-Bardolet (2018) according to his research, workers with greater information are happier than those with less expertise. Employee satisfaction in knowledge-based jobs is largely determined by the firm's financial and non-financial incentives.

6. Kerdpitak & Jermsittiparsert (2020, 2019), the company's human resource is the key to improved performance, and it can be improved by integrating HRM in the organisation.

7. J.Roman, O.Odera, P. Chepkuto, O.Okaka (2020) 71 according to the study "Effects of quality of work life on job performance: Theoretical perspectives and literature evaluation," QWL is one of the most pressing workplace concerns today. The research shows that there is a substantial link between employers' well-being at work and their motivation, as shown by the strong link between workers' well-being at work and the success of such organizations.

   The people are aware of the uncertainty about what the future holds for them and therefore they show a strong desire for security both for their lives and professions. This security is only possible through Life Insurance for making the product to reach the customers sector, and needs more job satisfied employees with Quality of Work Life. The insurance sector is expanding. In 2012, this market was worth $72 billion, and it has the potential to expand to 280 billion dollars by 2020. Due to the Covid-19 Pandemic during the year 2020-21 there is no striking growth in Insurance Sector. India's economic growth has been greatly aided by insurance. The GDP of the nation is steadily expanding as a result of this sector's growth. As a result, insurance companies are expanding their investments in the infrastructure sector each year. As a result, India's job market has grown both directly and indirectly as a result of insurance.

RESEARCH OBJECTIVES

1. The study was carried out with the intention to work on the following objectives 1. As a first step, we'll conduct an in-depth investigation of the human resources procedures and factors that contribute to employee job satisfaction in the insurance sector.

2. To assess the impact of HR planning, job analysis, and selection on the quality of work life of chosen insurance sector workers.

RESEARCH HYPOTHESES

The suggested conceptual paradigm has spawned a number of hypotheses. Literature is used to determine the model's variables. The hypotheses are in null form since the research is exploratory in nature.

$H1_0$: Job Analysis will not have positive and direct influence on Quality of Work life

$H2_0$: HR Planning will not have positive and direct influence on Quality of Work life

Population of the Study Insurance sector workers from Krishna District, Andhra Pradesh in India would be included in the study's population frame.

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Sample Size

Sample size refers to the total number of objects taken from the universe to form a sample. The larger the sample size, the more accurate the results will be when compared to the genuine population values. It was also critical to choose an acceptable sample size for this study. It is important to choose a sample size that is efficient and representative, as well as reliable and flexible. The following formula (Nargundkar, 2007, p.92) was used to establish the minimum sample size required for this study based on past marketing research studies:

Sample size (n) = (Z s) 2 ⁄ e2

Where:

Assuming Z = 95 percent (1.96), e= ± 6.0 %, and s=0.65

Sample size (n) = (1.96 x 0.65)2 ⁄ (0.06)2 =180

A total of 180 responders were determined to be the minimal sample size.

Sampling Frame

The researcher collected the required samples from Krishna district of Andhra Pradesh. A total of 10 organisations, including five public sector and five private sector, are included in the study. In the following table, you'll find a complete list of examples

Table 2.1: Sample Frame

S. No	Insurance Company	Sector	Tot No of Employees	No of Samples
1.	United India Insurance Company	Public	29	19
2,	The Oriental Insurance Company Ltd	Public	26	17
3	Life Insurance Corporation of India	Public	29	18
4	The New India Assurance Co. Ltd	Public	23	19
5	National India Insurance Company	Public	25	18
6	Birla Sun Life Insurance Co. Ltd	Private	27	17
7	Bharti AXA Life	Private	29	18
8	Bajaj Allianz Life Insurance Co. Ltd	Private	25	20
9	AVIVA Life Insurance	Private	28	18
10	ICICI Prudential Life Insurance	Private	29	16
			270	180

Descriptive Statistics

The employees of insurance sectors in both the private and public sectors in and around Krishna District were invited to participate in the survey. A total of 270 employees were surveyed. Out of which, 90 were returned. This is an 66.62% response rate. Out of this, 180 were usable and rest was rendered unusable due to incomplete data. The following sub sections present the data analysis about respondent's socio-economic, demographic attributes.

Employees Socio-Economic and Demographic Attributes

All respondents were adult male and female insurance sector employees consisted of 105 female (58.7%) and 75 male (41.3%), The age group 30-40 years constitutes the largest proportion of the sample with 75 respondents (42%), while "50 to 60 years" has the smallest number with 2 respondents (11.8%).The majority of the respondents (82.2%) were married and a meagre 17.8 percent were un-married. The major chunk of the respondents (58.4%) had graduation as their educational qualification, post-graduate degrees (29.3%) and least 12.2 percent had SSC as their minimum qualification. Hence, the

Table 1: Employees perceptions towards the Job Analysis practices:

Demographic Description		Freque ncy	Strongly Disagree	Disag ree	Neutra l	Agree	Strongl y Agree
Gender	Male	75	17	10	12	16	20
	Female	105	8	14	26	48	54
Age	20 - 30 Yrs	35	8	8	9	5	5
	30 - 40 Yrs	75	14	11	14	20	16
	40 - 50 Yrs	50	6	9	12	15	19

	50 - 60 Yrs	20	7	4	3	3	3
Marital Status	Married	132	16	12	23	35	46
	Unmarried	48	9	6	9	10	13
Education	SSC/Diploma	34	4	6	9	9	6
	Degree	86	8	11	17	22	28
	Post-Graduation	60	7	8	8	13	24
Monthly income	Rs 20000-30000	39	8	4	6	6	14
	Rs 30000-40000	72	4	6	14	20	24
	Rs 40000-50000	45	4	6	8	12	20
	Rs 50000 & above	24	2	3	5	7	9
Cadre	Tactical Level	75	8	11	15	18	23
	Operational Level	64	4	8	12	18	22
	Strategic Level	41	2	3	8	10	11
Family Size	1to3	28	3	2	5	8	10
	3 to 5	98	11	14	20	26	29
	above 5	54	6	4	9	14	21
Socio Economic Class	Lower Income Group	50	5	4	9	12	20
	Middle Income Group	92	6	12	16	24	34
	High Income Group	38	5	2	6	11	14

From the above table.1 we can understand that 16 of them are agree and 20 of them strongly agreed that they have a positive opinion towards the job analysis practices of the organisation. The female response is also like same as the male respondents as they agreed of 48 and 54 are strongly agreed. The major chunk of the respondents in the age group of 30-40 years are strongly believed that the job analysis practices are good. The married respondents 35 were agreed and 46 respondents out of 132 had a positive and strong opinion that the job analysis practices are good in their organisation.. The respondents who have Rs 30,000 – 40,000 also opinioned that (Agreed – 20, strongly agreed – 24) the job analysis practices are effective in their organisation. The tactical level employees in which 18 agreed and 23 members strongly agreed that the job analysis is going on well in their organisation. Majority of the employee's family size is 3-5 and they to obelize that the job analysis practices are good in their organisation. Majority of the respondents (92) belongs to the middle-income group and among them 24 agreed and 34 members strongly agreed that they have good job analysis practices in their organization.

Table: 2 Employees perceptions towards HR Planning

Demographic Description		Frequency	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
Gender	Male	75	17	10	12	15	21
	Female	105	8	14	26	44	58
Age	20 - 30 Yrs	35	5	3	6	9	12
	30 - 40 Yrs	75	14	11	12	16	22
	40 - 50 Yrs	50	6	9	10	12	13
	50 - 60 Yrs	20	2	2	3	5	8
Marital Status	Married	132	16	12	23	35	46
	Unmarried	48	9	6	7	9	16
Education	SSC/Diploma	34	4	6	9	9	6
	Degree	86	8	11	15	23	29
	Post Graduation	60	7	6	10	13	24
Monthly income	Rs 20000-30000	39	6	7	9	13	24
	Rs 30000-40000	72	8	4	5	7	14
	Rs 40000-50000	45	4	6	10	18	30
	Rs 50000 & above	24	4	6	8	12	20
Cadre	Tactical Level	75	2	3	5	7	9
	Operational Level	64	5	7	10	18	24
	Strategic Level	41	3	2	6	10	13

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Family Size	1 to 3	28	3	2	6	7	10
	3 to 5	98	11	14	20	26	29
	above 5	54	6	4	9	14	21
Socio Economic Class	Lower Income Group	50	5	4	9	12	20
	Middle Income Group	92	6	12	16	24	34
	High Income Group	38	5	2	6	11	14

From the above table 2 it is interpreted that out of 105, 75 female respondents had a positive opinion on HR planning process compare to male respondents (79). 75 respondents whose age group range between 30-40 years stated that HR planning is good. Out of 41 respondents, 13 respondents who occupy bottom level strongly agree with the statement.

FINDINGS

1. The Socio-Economic details of the respondents were consolidated as, 92 members i.e. 51.2 percent belongs to middle class segment, 50 members i.e. 27.7 percent belongs to lower class and 38 members i.e. 21.1 percent belongs to higher class.
2. It was observed that HRM practices plays a major role in insurance sector, HR planning, considered as determinants of job satisfaction .
3. It is observed that job analysis has a significant relation on work satisfaction in insurance sector.

SUGGESTIONS

1. The Human Resource Management strategies as Job analysis and human resource planning urge Human resource managers to concentrate on using various methodologies, establish, implement and design good HR planning strategies and job analysis techniques to produce favourable attitude among insurance industry workers about the quality of work life.
2. It is recommended that the HR managers have the ability to design and implement variety of recruitment and selection tactics to promote favourable attitude among Insurance industry workers about the quality of work life.

CONCLUSION

It is increasingly important for insurance businesses in India's highly competitive insurance market to ensure that its personnel are satisfied with their jobs. In the long run, successful HRM practices will lead to increased productivity and job satisfaction. Hence, the HRM practices and their impact over job satisfaction. In fact, the insurance companies will rely on the human forces of the organization, so it is the major responsibilities to the insurance companies to frame the good HRD practices and the better implementation of the HRM practices which in turns to Job satisfaction.

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A STUDY ON ONLINE MARKETING AND ITS IMPACTS

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ABSTRACT

Internet users are growing rapidly and online marketing has benefited greatly because it is more dependent on the internet. Consumer buying behavior is changing and they are more prone to online marketing than traditional marketing. The change in behavior was more focused on online sites and online content, which created more real opportunities for advertisers and products to connect with customers online than ever before. With the growth of social media engagement and the longing for online content, online media has given advertisers more opportunities to make money. At the same time, this also enables advertisers to behave more responsibly and socially while using online marketing strategies. This paper is identifying and analyze the advantages and disadvantages and also tries to determine the impact of online marketing over the traditional marketing.

Users are increasing rapidly and digital marketing has profited the most because it mainly depends on the internet. Consumer's buying behavior is changing and they are more inclined towards digital marketing rather than traditional marketing. The purpose of this review paper is to study the impact of digital marketing and how important it is for both consumers and marketers. This paper begins with an introduction of digital marketing and then it highlights the mediums of digital marketing, the difference between traditional and digital marketing, and the pros, cons, and importance of digital marketing in today's era Internet users are increasing rapidly and digital marketing has profited the most because it mainly depends on the internet.

Consumer's buying behavior is changing and they are more inclined towards digital marketing rather than traditional marketing. The purpose of this review paper is to study the impact of digital marketing and how important it is for both consumers and marketers. This paper begins with an introduction of digital marketing and then it highlights the mediums of digital marketing, the difference between traditional and digital marketing, and the pros, cons, and importance of digital marketing in today's era

Keywords: Online Marketing, Traditional Marketing, Advertising, Opportunities, Consumer behaviour etc.

INTRODUCTION

The world is changing from analog to online and marketing is the same. As technology advances, the use of online advertising, social media marketing, and search engine marketing is also growing. Internet users are growing rapidly and online marketing is very profitable because it relies heavily on the internet. Consumer buying patterns are changing and are more prone to online advertising than conventional marketing. The purpose of this review paper is to study the impact of online marketing and how important it is to consumers and advertisers. This paper begins by introducing online marketing and highlights online marketing strategies, the differences between mainstream and online marketing, as well as the pros, cons, and importance of online marketing in the modern era. Online marketing is defined as buying and selling content, marketing online to use forums to meet the target audience of any of the following forums: social media, blogs, multimedia advertising, online search engine ads, online marketing (voting, games) , mobile marketing). Online marketing takes into account the modern form of marketing. Marketing activities done through online forums allow advertisers to interact directly with potential buyers quickly, wherever they are. Online marketing has recently been described as one of the easiest ways to deal with confusion and direct contact with customers. As a result, through targeted development, interpersonal communication, improved understanding is compensated for through the use of online regulation as a way to effectively market consumers. Online marketing is current when it comes to online channels. India's smart phone market is one of the largest developing markets due to the increase in the number of middle-income consumers and is estimated to reach millions of users in the next generation. Researching online marketing will also have a significant impact on the way a business is run. The complete development and use of online tools has changed the way culture interacts with your daily and special presence. The introduction of modern collaborative technology is one of the most important steps for this change. New communication technologies resulting from technological advances have been labeled "Internet marketing." When we talk about online channels, what comes to mind is Facebook, Twitter, Instagram or other social media platforms that use online and web strategies to integrate forums, blogs and search engines. With the advent of both modern messaging and client channels, the most accessible means of communication are now considered "traditional communication tools." Common interactive tools include text (books, magazines, etc.), multimedia (television, film, etc.) and audio (radio).

Scenario of Online Marketing in India

India is the third largest internet site in the world. Since the advent of the internet, Marketing Strategies has been involved in working with the general public. The incredible growth reflected in e-commerce cannot be combined with any other method. Praising the new situation in India, the people here know the Web and use it for various reasons in their daily lives. Later, there is a thriving online retail industry in India. Throughout India, the internet is a powerful force for good. Shopping in India is on the rise both online and offline. India is a new system for the explosion of online shopping, however it is common for online shopping to decline for a year in the next few years. The world is currently the third largest user with over 120 million online customers and rapid development of flexible business is needed to increase the number of customers to more than 330 million by 2015. A web-based lifestyle promotes online growth. marketing. The gradually stable social economy of new smart internet users provides more time and online resources, and thus affects the curiosity of their customers. Books, shopping, travel, government finances, clothing, and luxury management are commonplace on the Internet. Online shopping takes place in major cities, with Mumbai a major center before Delhi and Kolkata. Significantly, trading is done on online trading platforms such as the Snap deal, which was launched in 2010. At the moment, the Web is a small part of India's GDP, but hopefully the internet explosion is very close to retailers. Indian youth will adhere to strict moral and family values and devote all their time and commitment to research and practice. Therefore, work, education should be the main goal of the student. Indian Youth is a strong consumer group that drives producers to do what they want. This study examines the extent to which young people participate in targeting a salesperson. Research can be helpful to advertisers to set up communication campaigns to reach current and future younger audiences with research materials. During the 2014 National Youth Policy, the report will include all young people aged 15-29, which is 27.5 percent of the population according to the 2011 Census, which means approximately 33 million people.

OBJECTIVES

1. To identify the advantages and disadvantage of online marketing.

2. To determine the impact of online marketing.

LITERATURE REVIEW

The literature review enables the researcher to obtain additional information and the application of all available problems, in order to provide new ideas, explanations and assumptions. The final and correct reason for reviewing related texts is to know the recommendations of previous researchers in order to find more research they have written in their studies. The duration of the review will depend on the number of relevant articles and the purpose for which the research report was written. A review of related texts helps researchers to familiarize themselves with current knowledge in the field or area in which the researcher will be conducting research. The review of related texts enables the researcher to define the boundaries of his or her fields and to appropriately classify or explain his or her problem. The current researchers have reviewed the textbooks of India's skills development programs which will provide information on research in the field and research opportunities that will be complemented by other studies. A review of the submitted courses is presented below:

Ahamed Nizar et al. (2018) The purpose of this analysis is to consider the impact of online marketing on consumer purchasing options. The purpose of this analysis is to define the term web-based health and consumer purchasing behavior, to complete a written customer service survey and the impact of online communication, to conduct critical research with the help of surveys and conferences about impact. of online health-based advertising and consumer marketing, as well as findings. This study is based on a research approach, as the study was disseminated to gather ideas from the general public to investigate the impact of web-based health marketing on consumer purchasing behavior. 184 responses have been created since demolition of google architecture. In the same way, the conference was directed to another perspective as measured. The conference was hosted by three Dialog Axiata consultants. In fact, the use of diary posts by previous researchers often contributes to critical analysis. In fact, the information for this analysis was dispersed using the IBM SPSS calculation system. At present, Alpha, Individual Reduced Items, Relationships are risky and independent and differ in visual impairment using SPSS tools for this study. The policy for this study was approved. In each case, they have seized it, despite obstacles we can scarcely imagine. "This analysis aims to solve the technical problems of the questions. In fact, this study uses a very useful and easy way to improve web content to predict customer purchasing behavior.

Diyana Ahmed Ghazie Et al. (2018) Everyone on the web - in fact, everyone is online today. These days, the Web has proven to be a very important tool, especially online marketing, in their marketing and sales cycle. This is because it aims to save a lot of time, prices and more. The purpose of this analysis is to understand consumer behavior against online marketing in Malaysia. In an effort to increase awareness, awareness and satisfaction of customer content in online advertising, standardized written tests are performed. Through the use of sensitive information (research) and useful information techniques, it allows researchers to distinguish between how to build a good product understanding of customer behavior.

Simran Kaur et al. (2018) In a highly competitive online competition, the industry has shifted to online marketing strategies. Online marketing captures a wide range and requires analysis of the course of action using emerging technologies that reduce prices and improve global sales in the worst industry.

Keerthi Krishna M et al. (2018) Online marketing is a web-based asset-based communication strategy. The online marketing sector in India is distributed to almost all corporate sectors. The speed of online advertising is causing the geophysical barriers to disappear, providing both future buyers and providers of Earth bust. It is famous for its ability to disperse the business and share where it comes from. Apart from this, it also shows the impact on the customer's mind in buying the piece. The definition of research is to acknowledge the power and influence of online media in consumer purchasing practices. Important information is required to gather information. A systematic survey was used to collect important data and the sample size was 50 respondents. The findings of this study indicate that the consumer is familiar with the new network and all online shopping applications. Tests were performed in the cannurtaluk district of Pathanamthitta.

R. Sunderaraj et al. (2018) In today's business world, marketing strategies are based on interactions between companies and customers. Advertising has been used as a common business tool to handle rapid technological changes and, respectively, to refine today's complex market strategies, & management style works in re-evaluating and redesigning functions and features within and outside the organization. Marketing a business social service agency aimed at assisting the consumer requires providing information about product access, company and management. Additionally, there have often been far-reaching responses to the type of literature intended to be misused by consumers. In addition, it is considered to provide an important role for revenue and business houses are named after advertising sharing, which produces a shorter way to deceive customers through indirect advertising. The purpose of the promotion is to consider the impact that advertising has on consumer behavior. It is noteworthy that there is no correlation between the age of the respondents and the level of advertising effect and there is no correlation between another prize and the quality of free money at the time of purchase.

Khumar Sharma et al. (2018) Communication platform began as an entertainment tool in the beginning, and later became a communication device due to its unique benefits in the industrial world. In this article, we will focus on the concept of communication, marketing and marketing of social media platforms, the advantages and disadvantages of using social media marketing, a definition of consumer purchasing intentions and the impact of social media marketing strategies on consumer purchasing policies. . As the growth of internet technology and the development of the e-commerce industry, online shopping becomes a new consumer shopping trend and attracts growing interest in the community. New communication technologies resulting from technological advances have been labeled "Internet marketing."

Advantages

- No local E-Marketing bar. Targeted emails open the way.
- Costs incurred in designing, using, testing, sending and receiving e-mail is 78% less if you spend 5000 on a direct paper version based on paper.
- Business can launch campaigns using graphics, video, music, questions, game.
- Emails enable personalization and greetings for everyone to be directed to. It helps to create special bonds and hopes.
- A business or company receives an email response within three days, with multiple responses on the first day itself, while a direct email campaign can take at least ten to twelve days to process any response.
- Creating an email campaign is easy and can be done at home without a lot of resources.
- With the help of pre-packaged and customized lists one can only reach those who may need services and product, without bothering those who do not. One can choose a targeted customer based on location, age, income and other parameters. In online marketing one can accurately determine click-through rate, conversion rate, to enable and to assess the success of different e-mail campaigns.

Disadvantages

- Low penetration of computer technology.
- Opportunities to cheat.
- Reliance on technology.
- Cost of care due to the ever-changing environment.
- High transparency of prices and rising price competition.

Impact of Online Marketing

- In this online world, a simple ad can be an ad and a direct sales service. The ad raises awareness of the consumer who is doing nothing about the product. It also encourages the consumer to pursue the action by clicking on it.
- Digital advertisers care about consumer online marketing for the simple reason that everything - good, bad, or indifferent - influences consumers' perceptions about a product or product.
- The web provides corporate identity and control over all customer interactions and thus creates both the ability and the need to improve their overall knowledge.

CONCLUSION

With each passing day, the technology is becoming more sophisticated and cost-effective, making the Internet easier and cheaper to access. Finally, even buying a product at a store near your home, a customer can use the Internet to place an order, and they can get the product delivered immediately. The integration of e-commerce and marketing will bring about renewal in the marketing process. Utilizing your profits for both online marketing and traditional marketing in terms of company principles, is considered the most effective way of marketing. Compared to these two approaches, the Internet seems to be a compatible tool for traditional marketing. There are various marketing strategy problems, which need to be addressed before going into online advertising in order to find profitable marketing.

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AGRICULUTURAL MARKETING - AN ANALYSIS ON PROFITABILITY OF AGRICULUTRAL MARKETING

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ABSTRACT

In this article there is developed a synthetic theoretical framework regarding the profitability analysis through economic and financial rates of return using different models, and also it is made a case study on the similarities and differences between vari- ous models of rates of return analysis in agriculture. The motivation of choosing this theme is to determine the relationship be- tween financial and economic profitability using Pearson correlation coefficient. The research conducted leads to two main cate- gories of results; on the one hand there is made a qualitative theoretical synthesis on the rates of return in models, on the other hand it is determined the correlation between financial and economic profitability in the agriculture organizations.

Keywords: economic rates of return, financial rates of return, Pearson correlation coefficient, agriculture.

In this article, a synthetic theoretical framework for the analysis of profitability through economic and financial rates of return using various models is developed, and a case study is conducted to examine the similarities and differences between various models of rates of return analysis in agriculture is conducted. The results of the research are divided into two categories: on the one hand, a qualitative theoretical synthesis of the rates of return in models is produced, and on the other hand, the relationship between financial and economic profitability in agricultural organisations is established and determined.

Keywords: economic rates of return, agricultural marketing.

INTRODUCTION

Agricultural Marketing covers the services involved in moving an agricultural product from the farm to the consumer. In this context it must be taken measures that contribute to increasing of agricultural holdings profitability. The need to develope a profitable business derives for the fact that the use of inputs who are obtained with a particular effort should be balanced by the effects obtained from the execution of the activity, ie getting a surplus of effects (results) compared with the efforts (ex-penses) involved. The profitability is the main part of the economic and financial mechanism, reflecting the leverage of available resources. The farm profitability reflects the measuring of effects materialized in revenues with the efforts involved material-ized in expenditure. The economic efficiency principle re-quires that any economic activity to achieve an increase of net economic effects in a higher level of the efforts nedeed to obtain them. The most important efect is the profit, spe-cially the net profit, which remains at the disposal of associates .

OBJECTIVES

1. To study the measures to increase the profit of farmers.
2. To analyse the current scenario of agricultural marketing
3. To discuss the measures to stabilize the price level.
4. To analyse the steps to be taken for best use of surplus production.
5. To offer suggestions based on the study to agricultural marketing

METHODOLOGY

Research hypotheses that we wanted to check con-sists of:

- The calculation of the economic and financial rate of return using differents models leads to different results;
- There is a high correlation between the financial, economic, commercial rate of return.

INCREASE THE PROFIT OF FARMERS

- As per the agricultural statistics of 2014, nearly 430 people depend on farming in India while 263 million people are either farmers or agricultural workers. Farmers are major contributors to the growth of Indian economy and their concerns impact policies in the country.

- Nearly 87 percent of farmers in India has less than two hectares of land while 69 percent does not even possess a hectare of land. These farmers are able to earn only Rs 50,000 per year or even less indicating how alarmingly low their income is.
- In order to supplement this meagre income, farmers rear animals and also work as labourers under MGNREGA or in cities, especially during non-farming months. Crop failure due to inadequate weather conditions and pest attacks further pose risk to their income. Moreover, the possibility of fall in crop prices at the time of harvest season causes additional worry to the farmers.
- In order to earn more money, a farmer needs to grow more crops while spending less. He also needs to ensure better yield of the crops he grows. Profit varies across farm businesses and between years and is driven by changes in price, production and costs. Farm business managers should know how each of these key profit drivers affects their business profit.
- Understanding this enables key decisions, particularly around returns on investment of time and money, to be made with confidence. Knowing a farm's profit drivers assists managers to analyse the risk and resilience of their business and make expenditure decisions within a season and between seasons.
- It is the capacity of the farmer to effectively manage each of these drivers that determines a farm's profitability under a range of conditions. Management skill is often the differentiating factor between the top and bottom performers operating in similar environments.

AGRICULTURAL PRODUCTIVITY

Transport Facilities
To facilitate the farmers to produce new farm inputs and enable them to sell their product in markets, villages should be linked with mandies.It would help to raise their income which in turn stimulates the farmer's interest to adopt better farm technology with sufficient income.

Irrigation Facilities
Crop productivity depends not only on the quality of input but also on the irrigation facilities. Therefore, canals, tube wells should be constructed to provide better irrigation facilities for the security of crops. Extensive flood control measures should be adopted to prevent the devastation caused by floods.

Institutional Credit
To save the farmers from the clutches of moneylenders, adequate credit facilities should be made available at reasonable cheap rates in rural areas. The land mortgage banks and co-operative credit societies should be strengthened to provide loans to the cultivators. Moreover, integrated scheme of rural credit must be implemented.

Proper Marketing Facilities
Marketing infrastructure should be widened and strengthened to help the farmers to sell their products at better prices. There should be proper arrangements for unloading of the produce in the markets. Besides, price support policy must be adopted and minimum prices should be guaranteed to the peasants.

Supply of Quality Inputs
The farmer in the country should be supplied with quality inputs at proper times and at controlled prices. To protect the farmers exploitation, effective steps are needed to be taken to check the sale of adulterated fertilizers.

Consolidation of Holdings:
In various states consolidation of holdings is not satisfactory. Therefore, efforts should be made towards completing the consolidation work in the specific period of time. Big areas of land which are lying waste, can be reclaimed and made fit for cultivation.

Agricultural Education
In a bid to guide and advise the farmers regarding the adoption of new technology arrangements should be made for agricultural education and extension services. It would assist the farmers to take proper crop-care leading to increase in crop productivity.

Reduction of Population on Land
As we know, that in our country, majority of population depends on agriculture to earn their both ends meet. This increases the pressure of population on land which leads to subdivision and fragmentation of land holdings.

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Therefore, proper climate should be generated to encourage the farm people to start employment in subsidiary occupations. It will help to reduce the population pressure on land. Surplus labour should be withdrawn from agriculture sector and be absorbed in non-agricultural sector.

Provision of Better Manure Seeds:
The farmers should be made familiar with the advantage of chemical fertilizer through exhibitions and these inputs should be made easily available through co-operative societies and panchayats. Liberal supplies of insecticides and pesticides should be distributed at the cheap rates all over the country side.

Land Reforms:
It is also suggested that efforts should be made to plug the loopholes in the existing land legislations so that the surplus land may be distributed among the small and marginal farmers. The administrative set-up should be streamlined and corrupt elements should also be punished. It will help to implement the law properly.

Co-Operative Farming
To check the sub-division and fragmentation of holding, the movement of co-operative farming should be launched. Co-operative farming would result in the adoption of modern technology on so-called big farms. In this way, agriculture will become profitable occupation through economies of large-scale farming.

Development of Cottage and Small Scale Industries
In rural areas, more emphasis should be made to set up cottage and small scale industries. This will raise the income of the peasants and keep them busy during the off season.

Current Scenario - Agriculture Marketing

- In the current scenario there is a shortage of trained extension staff with professional skills and technical competence in the public extension system. And when compared, the private extension agents have a better proximity to product markets hence they are able to give better marketing information to the farmers

- As of October 27, 2021, the total rabi area stood at 0.53 lakh hectares.
- As per first advance estimates released by the Ministry of Agriculture and Farmers Welfare, record food grain production of 150.50 million tonnes is likely in the 2021-22 kharif season.
- As per first advance estimates released by the Ministry of Agriculture and Farmers Welfare, production of rice was estimated at 102.36 million tonnes (MT), while production of food grains was estimated at 144.52 MT in the crop year 2020-21.
- In July 2021, the first commercial consignment of Kashmir's Mishri cherry was shipped to Dubai, paving the way to boost horticulture crop exports.
- In June 2021, India exported 24 metric tonnes of groundnuts to Nepal from West Bengal, boosting groundnut exports from Eastern India.
- In FY21, India exported 1.91 lakh tonnes of banana worth Rs. 619 crore (US$ 82.90 million).
- Paddy procurement in Kharif Marketing Season (KMS) 2020-21 until January 10, 2020, reached over 534.44 lakh metric tonnes (LMT), an increase of 26.24% against the last year corresponding purchase of 423.35 LMT.
- In November 2020, the planting of winter crops exceeded by 10% compared with the last year and witnessed 28% increase in area under pulses. The total area acreage under pulses increased to 8.25 million hectares from 6.45 million hectares last year.
- Out of the total 37 mega food parks that were sanctioned, 22 mega food parks are operational, as of January 2021.
- In November 2020, Minister of Consumer Affairs, Food and Public Distribution, Mr. Piyush Goyal announced that the Food Cooperation of India and state agencies are set to procure a record quantity of 742 LMT (lakh metric tonnes) paddy during the ongoing Kharif crop season as against 627 LMT paddy last year.
- The Electronic National Agriculture Market (e-NAM) was launched in April 2016 to create a unified national market for agricultural commodities by networking existing APMCs. It had 16.9 million farmers and 157,778 traders registered on its platform until February 2021. Over 1,000 mandis in India are already linked to e-NAM and 22,000 additional mandis are expected to be linked by 2021-22.

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- Sale of tractors in the country stood at 880,048 units in 2020 with the export of 77,378 units.
- The principal commodities that posted significant positive growth in exports between FY20 and FY21 were the following:
  - Wheat and Other Cereals: 727% from Rs. 3,708 crore (US$ 505 million) to Rs. 5,860 crore (US$ 799 million)
  - Non-Basmati Rice: 132% from Rs. 13,130 crore (US$ 1,789) to Rs. 30,277 crore (US$ 4,126 million)
  - Soya Meal: 132% from Rs. 3,087 crore (US$ 421 million) to Rs. 7,224 crore (US$ 984 million)
  - Raw Cotton: 68% from Rs. 6,771 crore (US$ 923 million) to Rs. 11,373 crore (US$ 1,550 million)
  - Sugar: 39.6% from Rs. 12,226 crore (US$ 1,666 million) to Rs. 17,072 crore (US$ 2,327 million)
  - Spices: 11.5% from Rs. 23,562 crore (US$ 3,211 million) to Rs. 26,257 crore (US$ 3,578 million)
- During FY20 (till February 2020), tea export stood at US$ 709.28 million.
- Coffee export stood at US$ 742.05 million in FY20.

MEASURES TO STABLIZE PRICE LEVEL

Agricultural price stabilization means reduction in price fluctuations and regulation of price movements within a certain range. It does not imply constant prices or an unchanging price level. The objective of price stabilization should be to check price fall below a certain minimum level and price rise above a certain maximum level.

PRICE STABILIZATION

Agricultural price stabilization means reduction in price fluctuations and regulation of price movements within a certain range. It does not imply constant prices or an unchanging price level. The objective of price stabilization should be to check price fall below a certain minimum level and price rise above a certain maximum level. The range within which fluctuations in prices are to be regulated is determined by a country or government**.**

Measures for Stabilization of Agricultural Prices

The measures adopted for stabilizing agricultural prices vary considerably, depending on the economic circumstances and the objectives sought to be achieved. A list of measures adopted by government for stabilization of agricultural prices is given below:

A**. Non-Price Regulatory Measures**

i) Increasing and stabilizing agricultural production;

ii) Regulating imports;

iii) Regulating exports;

iv) Encouraging agro-processing industries;

v) Building up buffer stocks;

vi) Ensuring procurement and public distribution;

vii) Regulating inter-regional movement of commodities;

viii) Rationing

ix) Expanding infrastructure

x) Improving the efficiency of the marketing system

B**. Direct Price Control Measures**

i) Fixation of maximum or ceiling price;

ii) Fixation of minimum floor price

iii) Fixation of both maximum and minimum price;

iv) Fixation of an administered price

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Surplus Production

The "surplus" product is whatever is produced in excess of those necessaries. Socially speaking, this division of the social product reflects the respective claims which the labouring class and the ruling class make on the new wealth created.

- Ensure a cost-efficient production process
- Promote timely delivery of goods
- Minimize production time
- Improve customer satisfaction
- Coordinate with departments about production to ensure everyone is on the same page
- Ensure the right person is assigned the right work

IMPROVE THE AGRICULTURE MARKETING

Regulation of market is required to create orderly and transparent marketing conditions. In regulated markets, sale and purchase of the produce is checked by the Market Committee consisting of representatives of government, farmers and the traders.

Improvement in physical infrastructure is to improve the agricultural marketing. As the current existing facilities such as roads, railways, warehouses, processing units are not sufficient to meet the growing demand. Hence, government ensures the improvement in physical infrastructure.

Cooperative marketing is the measure taken by the government in realising the fair prices for farmer products. Farmers, as members of these societies, bargain well for better prices for their produce through collective sale.

The supportive policy instrument are assurance of Minimum Support Prices (MSP) for agricultural products, maintenance of buffer stocks of wheat and rice by Food Corporation of India (FCI) and distribution of food grains and sugar through Public Distribution System (PDS).

All successful farmers are successful because they planned out every move beforehand.

- Gives a roll over to land and thus makes it softer for seeding of crops. Soil becomes less compacted and this will allow better rooting.
- Allows sun rays and air to the ground which makes soil healthier and also some virus is killed.
- Uproot all weeds and old crop residues.
- Irrigation water can easily go deeper.
- Leveling and planning of the land.

The four Government Measures to Improve Agriculture Marketing

The initial step was to regulate the market and plan a clean, transparent and simple marketing strategy. This regulation helped both the farmers and the consumer. But it still needs to realize the full potential of rural markets.

The second measure was the procurement process like transportation facilities, warehouse, cold storage, godowns, and the processing unit. However, the current infrastructure is inadequate to adhere to the growing demand and therefore needs to be improved.

The third aspect is to decide on the fair price for the product. In the past, it has been a set back due to the unequal coverage of farmer members and the absence of a suitable link between marketing, processsing cooperatives, and inefficient financial management. Example of a successful cooperative is the Gujarat milk cooperative which transformed the social and economic landscape of Gujarat.

The last one is policies such as.

Guarantee of Minimum Support Prices (MSP) for agricultural products

Storage of surplus stocks of wheat and rice by Food Corporation of India (FCI)

Distribution of food staples and sugar through PDS

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All these measures were penned down to guard the income of the farmers and procuring agriculture products in the subsidized rate to the underprivileged. However, in spite of government interference in agriculture marketing, private traders still dominate the agricultural markets

SUGGESTIONS FOR IMPROVEMENT

Elimination of Mediators
The elimination of mediators is necessary from agricultural marketing because unless the farmer is allowed the facility of direct sales to the customer, he cannot receive a fair price for it. Thus, with the elimination of mediators, 'consumer grain centers' should be established where the farmer sells his produce.

Use of Standard Weight
For improving agricultural marketing standard weights are specifically required, these should be manufactured and organized by the government. If any defect in weights is reported, a strict punishment system should be started so that, there should be no fraud in marketing. This would not only improve the marketing system but the fraudulent tendencies of the traders would also be restricted.

Loan Facilities
In villages loans for the farmers are arranged by well-up people, moneylenders, etc., who also make a deal of their products and exploit them on its basis. If the government establishes banks, cooperative societies, or other financial organizations then this problem can be solved. The farmers in the villages should also be encouraged to spend economically and save money so that at the time of need they get money from their savings. By this, the farmers would not sell their produce in a hurry and get full profits out of it.

Development of Means of Transport
The backbone of agricultural marketing is the means of transport. Thus, such roads should be constructed in rural areas which remain capable of transportation during all seasons. The tire made bullock carts, diesel, or patrol trucks or tractors should be available in rural areas. Similarly, rail and water transport development is also necessary, keeping in view the marketing of agricultural produce, so that the grains and other perishable products can be quickly sent to the market.

Publicity of Market Policies
Sufficient arrangements should be made for the transmission of the authorized prices of agricultural produce and quantity of production etc. so that the facts relating to agricultural marketing can be put before the concerned parties.

Training Facilities
For the improvement of agricultural marketing, it is necessary that arrangements are made for the appropriate training of the employees related to marketing administration. Training with regard to the system of controlled markets etc. is very important for the improvement of agricultural marketing.

Regulation of 'Mandis
To provide a fair price to the farmers for their produce in the mandis, 'organized mandis' should be established by the government, appropriate arrangements should be made in these mandi-markets for weighting, storage, transport, etc. and the farmers should also be given regularly powers in it.

Market Survey
The Indian government should establish a Marketing and Inspection Directorate for market survey, which collects useful data relating to production, consumption, export, demand price level, standardization, distribution system, etc. and publishes them from time to time.

Stores Management
The Indian government has established The All India Storage Corporation realizing the importance of storage. The object of this corporation is to establish stores in villages, cooperative societies are instructed to organize the stores system. For this, they are provided additional, technical, and financial assistance.

Grading and Standardization of Products
Though the Agricultural Production Act was passed in 1937 for standardization etc. of agricultural products, still no recognizable progress has been made in this direction. For making an effective system of expansion of the activity of gradation and quality control, laboratories should be established. A central laboratory was established in Nagpur and provisional laboratories were established in Madras, Kanpur, Rajkot, Amritsar, Calcutta, and Mumbai but these should be situated in small villages and not in big towns.

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SUGGESTION ON AGRICULTURE MARKETING

We should buy the agricultural products directly from the farmers and not from the intermediaries

Instead of pesticides can use natural fertilizers

The TIRE MADE BULLOCK CARTS, DIESEL OR PETROL TRUCKS and TRACKTORS should be available in rural areas

Transport facility is very necessary for agriculture marketing

Government should increase the financial rate for the agriculture market

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ANALYSIS OF FACTORS INFLUENCING TEACHER JOB SATISFACTION AND MOTIVATION IN PRIVATE PROFESSIONAL INSTITUTES OF BHOPAL CITY

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ABSTRACT
The purpose of this study was to conduct a practical investigation on job satisfaction amongst Private Professional Institutes Teachers of Bhopal City, Specifically, this study sought to determine the level of satisfaction amongst teachers and identify factors that contribute to teacher job satisfaction and motivation. The sample of 47 currently working teachers shown interest to participate in survey completed a questionnaire that assessed their teaching job satisfaction, monthly salary and working environment and other factors that were predicted to be related to teacher job satisfaction. Overall, a majority of the teachers were satisfied with the teaching profession but dissatisfied with pay structure of their salary.

Monthly salary was significantly related with teacher job satisfaction. Apart from salary additional factors such as Teacher/principal relationship, provision of leave rules, behavior of co- staff, all had significant positive relationships with teacher job satisfaction.

Keywords: Satisfaction, leave rules, working environment.

INTRODUCTION
The teacher is a key facilitator of knowledge and plays a vital role in nation building. It is therefore crucial to find out how comfortable the teacher is in his/her place of work, termed teacher satisfaction. Furthermore, it is also important to identify factors responsible for teacher job satisfaction or dissatisfaction.

Many studies have reported teachers' dissatisfaction with teaching (e.g.,Van den Berg,2002;) Some of the reasons proffered for low teacher job satisfaction include lack of professional autonomy, poor salaries, and unavailability of teaching resources. The effects of teacher job dissatisfaction on teaching/learning process include lack of enthusiasm for the job, teacher absenteeism, teacher stress and poor student performance. Other effects of teacher job dissatisfaction include leaving the profession suddenly in search of greener pastures (Huberman, 1993), and inefficiency on the part of teachers (Tshannen-Moran & Hoy, 1998). Research into teacher job satisfaction is thus significant in order to retain teachers in the educational profession and to encourage increased teacher productivity. Moreover, it is important to find out the factors that account for teacher job satisfaction. When these factors are known, then it will be possible for school administrators and other educational stakeholders to adjust the school environment accordingly to foster satisfaction amongst teachers.

OBJECTIVES OF THE STUDY
1. To know the factors affecting job satisfaction.
2. To know the relationship between salary and teacher job satisfaction.
3. To know the relationship between Principal/Director behavior and teachers job satisfaction.
4. To know the difference between job satisfaction level among genders.

Concept of Teacher Job Satisfaction
Job satisfaction refers to the fulfillment a teacher derives from day-to-day activities in his/her job. A teacher who has high job satisfaction is perceived to have a high level of commitment to his/her work (Judge, Thoresen, & Patton, 2001). Teacher job satisfaction relates to a teacher's perception of what he/she expects to get from teaching and what he/she is actually getting from teaching (Lawler, 1973). Teacher job satisfaction is thus a function of the extent to which a teacher's aspirations, desires and needs are met or satisfied on the job.

For Norton and Kelly (1997), factors responsible for job dissatisfaction among teachers were administrative problems, evaluation of students' performances, handling of discipline problems, teacher's heavy workload, poor salaries, lack of respect for teaching profession and promotion bottlenecks. Job satisfaction is crucial problem for all organization no matter whether in public or private organizations or working in advanced or underdeveloped countries. One of the purposes for this degree of interest is that satisfied personnel is reported as committed workers and commitment is indication for organizational output and effectual operations (Robbins

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& Coulter, 2005, p. 370). Lack of recognition, few opportunities for promotion, excessive paperwork, loss of autonomy, lack of supplies, low pay, and stressful interpersonal interactions all contributed to teachers' decisions to leave schools. (Wisniewski & Gargiulo 1997)However, a teacher who is happy or satisfied with his/her job generally has a sense of obligation to uplift the society that he/she lives in; whereas, one who is dissatisfied may exert a negative influence on the students' learning. Job dissatisfaction has ripple effects on students' academic growth. According to Umme (1999), a significant relationship was found between teacher's attitude towards teaching and job satisfaction. When teachers have job satisfaction, they tend to teach well.

Consequently, the current study seeks to investigate Private Institute teachers' job satisfaction. Specifically, the study aimed at finding out whether Private School teachers are satisfied with their jobs. A second aim of the study was to determine whether teacher satisfaction was more dependent on adequate and good and timely payment of salaries, which is the common practice in Jabalpur, Study also examine the effect of other factors such as impact of Principal/Director support, work culture, co-staff attitude towards each other etc.

Purpose of the Study

Therefore, the purpose of this study was to conduct an experimental investigation about job satisfaction amongst Teachers of Private Institutions. Researcher was intended to know the relationship between Director/ Principal behavior and teacher's satisfaction, Salary and teacher's satisfaction.

Research Question

1. What is the relationship between Pay structure and Principal/Director behavior amongst teachers of Private Professional Institutes in Bhopal City?
2. Is there any difference in the job satisfaction level among male and female teachers?

Research Hypotheses

1. There is no significant relationship between salary and teacher job satisfaction.
2. There is no significant relationship between principal/teacher behavior and teacher job satisfaction.
3. There is a no difference in the job satisfaction level among male and female teachers

Research Design

This study adopted a descriptive design. Descriptive designs are used to develop careful descriptions of educational phenomenon (Gall, Gall, & Borg, 2003). This research study was designed to carefully describe teacher job satisfaction and the factors that influence teacher job satisfaction among teachers of Private Institutions of Bhopal City.

Sample Size: 47

Sampling Method: Judgment Sampling (Purposive Sampling)

Survey Instrument (Questionnaire)

A questionnaire was used in this study. After the first section that measured personal information, 19 items measured the key variables using a 6-point Likert Scale, with 1=Strongly Disagree, 2=Disagree, 3=Disagree Somewhat, 4=Agree Somewhat, 5=Agree, and 6=Strongly Agree. Job satisfaction was measured by four items, such as, Good salary, Behavior of Principal and support, Support of co-staff, availability of required infrastructure for learning and development." Researcher was also intended to know the attitude of teachers towards this profession. To examine the attitude following statements on likert scale were asked: I think teaching is noble profession, this profession gives respect and money, this is a medium of social contribution and development, I get salary as per UGC norms.

Procedure for Data Collection

The questionnaires were personally distributed by the researchers. To administer the instrument, the researcher visited the participants' college. Copies of the questionnaires were distributed to them. After completion, the questionnaires were collected back immediately. The responses of the participants were collated and analyzed for results.

Reliability Test of Questionnaire

In order to ensure content validity of the instrument, the items in the questionnaire were critically examined by the researchers and participants of the pilot study. Furthermore, in order to ensure its reliability, the researchers conducted a pilot study prior to the main data collection. The pilot study results were computed based on 10 questionnaires. The preliminary analysis of the pilot data showed that the **Cronbach's alpha coefficients** for teacher's job satisfaction scales for all the items **were 0.83** which shows that the questionnaires are reliable.

RESULTS

Teachers working in Private Institutes (Engineering and MBA) participated in the study. A total 55 teachers participated in the survey. A total 55 questionnaires were distributed out of which 47 complete questionnaire were returned. Out of the 47 teachers, a majority was female (58%; 42% male). Their average age was 40 years. The teachers had an average of 9 years of teaching experience.

To analyze the job satisfaction among teachers a mean score was calculated on the four job satisfaction items for each participants. The mean job satisfaction score across all 47 participants was 2.5(S.D, 1.67). Since job satisfaction was on a scale from 1 to 6. A mean of 2.5 means teachers generally fall on the midpoint between disagree to somewhat disagree on the items related to job satisfaction.

Findings from Hypothesis Testing

H0: There is a no relation between Salary and Teacher job satisfaction

H1: There is a relationship between V1&V2

Purpose: To examine the relationship between V1&V2

Test Statistics; Pearson Correlation

RESULT

Table No. 1 Correlation between Salary and Teachers Job Satisfaction

	r	t	df	p	Decision
Salary and Teacher Job Satisfaction	0.530	4.11	45	<.0001	Significant

Table 1 indicates that the calculated p-value is less than 0.05, therefore, the null hypothesis is rejected. This implies that there is significant relationship between salary and teacher job satisfaction.

Hypothesis 2

H0: There is no significant relationship between Principal/Teacher behavior and Teacher job satisfaction.

H1: There is a significant relationship between Principal/Teacher behavior and Teacher job satisfaction.

Purpose: To examine the relationship between V1&V2

Test Statistics; Pearson Correlation

RESULT

Table 2. Correlation between Principal/Teacher behavior and Teacher Job Satisfaction

	r	t	df	p	Decision
Principal/Teacher behavior and Teacher Job Satisfaction	0.430	3.11	45	<.0001	Significant

Since the calculated p-value of <.0001 is less than 0.05, the correlation is significant. Therefore, the null hypothesis is rejected. This indicates a significant relationship between principal/teacher behavior and teacher job satisfaction. The more positive the principal teacher relationship, the higher the teacher job satisfaction.

H0: There is a no difference in the job satisfaction among male and female teachers.

H1: There is a difference in the job satisfaction among male and female teaches.

An independent sample t test was used to examine the significant difference between job satisfaction of male and female teachers

Variable	**Male**		**Female**				
Gender	Mean	S.D	Mean	S.D	d.f	t	Sig.
	2.58	0.40	2.95	.429	45	2.48	0.004

There is a statistically significant difference t(45)=2.48, p(0.004) p<0.05 between male and female teachers and their job satisfaction. This is clear from the table that female teaches are more satisfied than male teaches.

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CONCLUSION

The purpose of the study was to conduct an experimental investigation about satisfaction amongst Private Institute Teaches of Bhopal First; we analyzed teacher job satisfaction and found that an overwhelming majority of teachers were not satisfied with their existing pay structure, work environment and behavior of superior. Researcher was intended to know the other factors which contribute for teacher's satisfaction, data reveals that apart from salary senior behavior (Principal/Director) equally contribute for teacher's satisfaction.

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ARTIFICIAL INTELLIGENCE-BASED LEARNING MANAGEMENT SYSTEMS FOR EMPLOYEES

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ABSTRACT

Computing is an important aspect of modern schooling. Learning management systems are used to bridge the gap between students and teachers. This paradigm is modified by intelligent agents reproducing the teacher's and students' intelligent procedures. Artificial Intelligence technologies are based on the replication of human intelligence principles. The operation of general Artificial Intelligence is founded on the principle of twofold contingency, and it is difficult to achieve without the acquisition of self-consciousness and self-cultivation elements that can be incorporated in Artificial Neural Networks. It is proposed that intelligent agents on platform be built on this foundation. Within the Moodle learning management system, these agents in the form of chatbots must automate the interaction between the student and the teacher.

Keywords: Artificial Intelligence; Artificial Neural Networks; Learning Management System; Moodle;

I. INTRODUCTION

Computing is become an integral aspect of modern schooling. Information systems are increasingly supporting the generation of learning content and the management of education .Rapid changes in a complex environment, as well as rapid knowledge obsolescence [2], necessitate quick reactions and novel information system solutions. In these circumstances, traditional approaches to information system development via Turing machine programming should be replaced by the building of continuous self-adaptive systems with natural interfaces. Artificial Intelligence (AI) technologies (Fig. 1), particularly those focusing on the replication of principles of human intelligence functioning [4,] meet these needs Education is one of the potential applications of AI.

2. Learning Management Systems in the Future

Education can be defined as interaction between students and teachers for the purpose of acquisition of specific knowledge and skills. For the past few years we have been witnessing a change in the paradigm of education. The first paradigm is based on the direct interactions between a teacher and a student due to the automation of routine processes and replaced by the second paradigm which is founded on introducing of learning management systems (LMS) as an intermediary between the student and the teacher By the proposed scheme the interaction between the teacher and the student is carried out in the online environment (in social net, for example) through mediation of AI agent (chatbot, for instance) which acts on the basis of knowledge of the LMS services.

Education is described as the interaction of students and teachers with the goal of acquiring certain knowledge and skills. We've been watching a shift in the educational paradigm over the past few years.The first paradigm is based on direct interactions between a teacher and a student as a result of routine processes being automated, and is being replaced by the second paradigm, which is based on the introduction of learning management systems (LMS) as an intermediary between the student and the teacher.The suggested approach has the teacher and student engage in an online environment (for example, on a social network) through the mediation of an AI agent (for example, a chatbot) who acts on the basis of knowledge of the LMS services. In addition to general communication and cognitive skills, this AI agent is likely to demonstrate competencies in a restricted field .

3. Artificial Intelligence as a Reproduction of Self-Consciousness

General AI must demonstrate purposeful behaviour based on the analysis of the environment and its place in it. In our opinion, the rise of general AI with autonomous activity is impossible without the acquisition of self-consciousness and self-cultivation. The realization of such elements through approach provides the independence of behaviour of AI and will simplify its training. The intelligence (particularly, artificial) forms the experience on the basis of past events and creates certain expectations concerning the future. The mediator between experience and expectations is the sense. According to the sense is formed on the basis of experience and "empowers ever actually doable experiences with the redundant features" The phenomenon of the sense itself "is presented in the form of surplus guidance on furtheropportunities action experience" [7], i.e. the sense shapes intelligence expectations. The aim is to determine the intelligence expectations, as a result of free will of the intelligence, and these are not amenable to formalization and foresight accordingly [7]. They form structures, particularly in the form of institutions such as relations between the ones responsible for the system

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creation, preservation and restoration of these relations, and their means of interpretation and evaluation. On the other hand, Friedrich Hayek affirms that "the passing of our cumulative knowledge in time" is the culture [8]. Thus, the form and content of the institutions are defined by cultural backgrounds. The institutions functioning also has an impact on the culture

4. Interaction of Economic Reality Fundamental Components.

Intelligence activities can be divided into the subconscious mind and consciousness. Desires of sub consciousness related to the time period can be divided into: those connected with the past (building a picture of the world), modern (satisfaction) and future (future certainty). In the intelligence these desires create the knowledge that formalize the information obtained in the past, the innovations as new ways to meet the needs and plans for future actions. Reflection as a method and form of identity is a fundamental intelligence capacity and allows to analyze the thoughts and actions. According to Immanuel Kant, free will is possible because of the freedom of thought from the time determinism [3]. Due to the unpredictability of intelligence behaviour through free will, the proposed ontology contains uncertainty in shaping the experiences and expectations of senses. And thus its actions, in particular, cultural and economic institutions, make it impossible to build a closed system that intends to give an opportunity to obtain a pre-defined result of intelligence activity (including artificial). The preconditions of intelligence being is self-consciousness.

5. Artificial Neural Networks as the Basis of Contingent Systems

To be a success in creation of general AI, these ideal abilities have to be embodied in a certain structure. According to Niclas Luhmann, “it would be futile to seek a psychic or even organic substrate for such things as person, intelligence, memory, or learning” One of the physical realization of contingent system is Artificial Neural Networks (ANN). Whereas traditional computing is based on predetermined logical reasoning, ANN represent evolution-based reasoning after learning. ANNs are related to cognitive modeling because in human brain cognition emerges from the activity of neural networks that carry information from one cell assembly or brain region to another. Learning is the prerequisite and inherent property of intelligence: “the one who is observed experiences it, then he may be prompted to orient his self-observation (which already confronts the same problem) accordingly, and after a while, if his experience is good, he will believe that he is a person who has intelligence and memory, is capable of learning, and so forth” [7, p. 111]. Training a neural network model essentially means selecting one model from the set of allowed models that minimizes the cost criterion. Supervised learning can be considered as learning with a "teacher" (particularly, as a specialized teaching ANN) in the form of a function that provides continuous feedback on the quality of solutions obtained so far.

6. Artificial Intelligence Technologies in Personnel Education

LMS today enable us to break the space-time linking between a teacher and a student. Modern LMS is based on different e-learning platforms. One of the most common ones is Moodle as a free and open-source software LMS which is used to create private websites with online courses for educators and trainees to achieve learning goals. So, in Fig. 1 as an LMS services we use Moodle system.Considering the requirements of AI agents which is mediation between students and LMS the two main intelligence activities of teachers, which can be replaced by AI agent, in our

Opinion, Are

1) Creation of learning materials;

2) Verification of students’ knowledge.

The solution of the first task means automation of development of the content for online courses by filtration of unstructured sources into lectures and exercises. The second task is conducting a dialogue by:

1) Creation of tasks for students;

2) Evaluation of answers;

3) Assessment of level of students’ knowledge. When viewed from the perspective of automation, there are Evidenced the following problems: 1) dialog in natural language; 2) natural language classifier; 3) text analysis.

7. Implementation of an AI-based bot for personnel training

Obtaining Moodle test base by Face book Messenger Bot GUI Builder [21] could facilitate communication between an instructor and a student via Face book Messenger.Due to the interaction between a teacher, a student, and an educational institution, the use of intelligent technologies allows the automation of LMS Moodle.

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8. CONCLUSION

Artificial Intelligence (AI) has now reached the point where it can compete with human intelligence.In difficult board games like Chew and Chinese game, computers vanquished humans.GaAl is now capable of writing poetry and sophisticated codes, making predictions, interacting with humans in real time, analysing trillions of data, and offering solutions in milliseconds.Today, Al is at the helm of almost every organisation, and Customer Relationship Management (CRM) is one area where a better customer experience is a necessary (CX)In this research report, researchers examined a variety of Al-enabled tools before settling on five Al-enabled items to investigate the effectiveness and loyalty of consumers..

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CONCEPTUAL FRAMEWORK OF 'PORTER'S FIVE FORCES ANALYSIS IN THE E-COMMERCE INDUSTRY'

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ABSTRACT
The internet and e-commerce have many impacts on industry structure and competitive conditions. From the perspective of single firm, these changes can have negative or positive. In this prevailing global market, due to drastic changes worldwide in scope, application, and technology, business organizations need to compete intensely with their national rivals together with international industrial players. This extreme global pressure constantly alters the industry operating environment, hence, the traditional strategies of industries are turning less effective. Therefore, the industries and companies are compelled to create the core competencies by implementing cost-effective, quality practices, with competitive pricing policies, better internet marketing, reliable strategy implementation, new ideas, creativity, and product innovations, predict improved buyer's behavior for added customer satisfaction. This review paper explores how Michael E. Porter has created the leading Five Forces design and model with an authority to develop a competitive strategy in the competitive analysis application of social, environmental and business activities. In 1990, Porter provided this model, and presently widely accepted and also applied to measure the competitive advantage to build the business of the Nation. This paper highlights all the aspects of Michael E. Porter Five forces design and model with critical features of Porter's competitiveness and their concepts based on its proposed conceptual model for our study.

Keywords: e-commerce, industry structure, competitive conditions, customer satisfaction

INTRODUCTION
Today, individuals have the power of internet in their hands. If one wants to book an airline ticket, it is pretty easy to do so online and it takes only a few minutes to complete the entire transaction of looking at the options, selecting the best priced deal, making an online. Understanding the why, how and what of E Commerce and orienting the entire Organization to be customer centric in the new environment calls for re-inventing the business model where technology becomes the driver and the key differentiator. The entire Organization needs to elevate itself and graduate to new web enabling platforms where speed, information, visibility and co-ordination of multiple transactions, seamless working of applications connecting different business processes form the components of the business chain. Electronic commerce draws on technologies such as mobile commerce, electronic funds transfer, supply chain management, Internet marketing, online transaction processing, electronic data interchange (EDI), inventory management systems, and automated data collection systems. The Ecommerce industry has flourished at an impressive rate during the last few years. The reasons include growing economic activity around the world and the growth of technology. Both these factors have an important influence on the growth of the e-retail industry. Particularly, it is in the US and Asia Pacific where the rate of growth is expected to remain the highest in the near future. Some of the major players in the industry include Amazon, Ali-Baba, E-bay and Flipkart. Moreover, the growing use of mobile technology has also proved favorable for the industry and led to an increase in revenue and profits. With new local and global players entering the industry, the level of competition has also grown. The major global players like Amazon and E-bay have made significant investments in technology to provide their customers with a personalized shopping experience. This is a Porter's Five Force analysis of the Ecommerce industry. The Porter's five forces model deals with the factors that affect an industry's attractiveness and competitiveness. These five forces are there in every market and industry and determine its attractiveness.

LITERATURE REVIEW
The term "e-Business" has a very broad application and means different things to different people. Furthermore, its relation with e-commerce is at the source of many disagreements. (Melao, 2008). A more comprehensive definition of e-business is: "The transformation of an organization's processes to deliver additional customer value through the application of technologies, philosophies and computing paradigm of the new economy." In a simple sense, E-Business can be defined as, "the organized effort of individuals to produce and sell, for profit, products and services that satisfy society's needs through the facilities available on the Internet" (Brahm Canzer, 2009).

Some authors view e-Business as the evolution of e- commerce from the buying and selling over the Internet, and argue that the former is a subset of the latter.(Turban etal., 2006). Others defend that, although related, they are distinct concepts (Laudon and Traver, 2008). Others use both terms interchangeably to mean the same thing

ISSN 2394 - 7780

(Schneider, 2002). (Kalakota and Robinson, 2000) proposed a definition of e-business that clearly stresses the difference between e-commerce and e-business. More precisely they assume that "e-business is not just about e-commerce transactions or about buying and selling over the Web; it is the overall strategy of redefining old business models, with the aid of technology, to maximize customer value and profits". Kalakota and Robinson's definition is of great importance because it describes e- business as an essential business-reengineering factor that can promote company's growth.

OBJECTIVES

- To know the overall competitive landscape of a particular business sector. Each of these five forces corresponds to a key component of market intensity.
- To understand all five of Porter's Five Forces are assessed, a business owner can assess the overall competitiveness of a particular market.
- To understand these forces are particularly strong, they contribute towards an unattractive sector overall. This is because the strength of each negatively affects the overall likelihood of profitability.
- The ideal sector is one where "pure competition" exists, allowing all those within it to make respectable profit margins.

Conceptual Framework of 'Porter's Five Forces Analysis

The five forces framework developed by Michael Porter is the most widely known tool for analyzing the competitive environment, which helps in explaining how forces in the competitive environment shape strategies and affect performance. The framework as suggests that there are competitive forces other than direct rivals which shape up the competitive environment. These competitive forces are as follows:

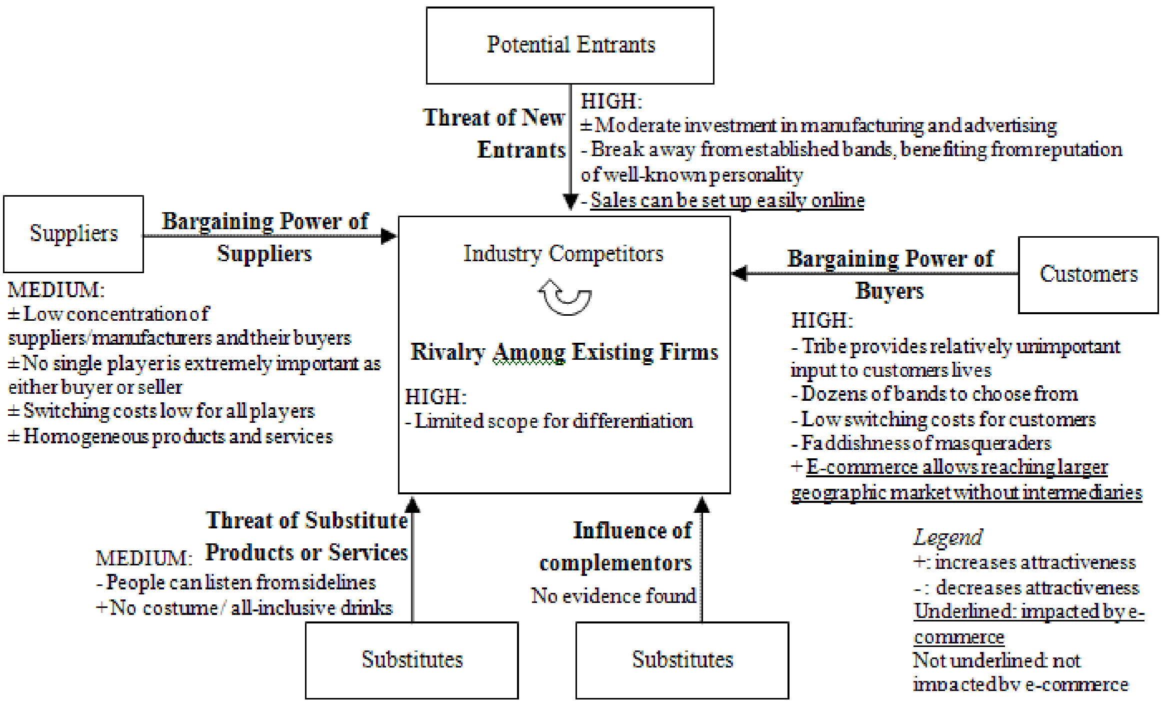
1) The rivalry among competitors in the industry

2) The potential entrants

3) The substitute products

4) The bargaining power of suppliers

5) The bargaining power of buyers



The bargaining power of buyers determines the pressure that industry competitors feel to enhance their value proposition so that potential buyers accept their offer. This depends on:

- ✓ Concentration of buyers relative to concentration of industry. If there are few buyers relative to the number of firms in the industry, then buyer power is high.

- ✓ Importance of buyer as a customer. If a large proportion of sales are purchased by a given buyer, then this buyer experiences enhanced bargaining power.
- ✓ Buyer switching costs. If the buyer's switching costs are low then the buyer benefits from negotiating leverage vis–à–vis the seller.
- ✓ Possibilities for backward integration by buyer. If it is feasible for the buyer to backward integrate into the industry's space, the buyer's negotiating position is also enhanced.
- ✓ Product differences. If the industry's products are undifferentiated, buyers can play one firm against the other.

The Bargaining Power of suppliers determines the pressure that competitors feel to pay higher prices in order to secure required inputs. This depends on:

- ✓ Concentration of suppliers relative to concentration of industry. Suppliers selling to more fragmented industry will usually be able to exert considerable influence in prices, quality and terms.
- ✓ Importance of industry as a customer of supplier. When an industry represents a small fraction of sales of the supplier, this supplier experiences increased negotiating leverage.
- ✓ Costs of a company switching to an alternative supplier. If the industry firms have high switching costs the balance of negotiating power swings toward the supplier.
- ✓ Availability of substitute inputs. If the industry has no alternative inputs, supplier bargaining power is enhanced.
- ✓ Possibilities of forward integration by suppliers. If there is a credible threat of forward integration by an industry's suppliers the bargaining power of these suppliers is correspondingly increased.

The Threat of New Entrants relates to how difficult it is for outsiders to start competing in an industry. Any structural feature that deters entrants enhances the long term profitability of exiting industry actors. This depends on:

- ✓ Economies of scale. If scale economies are significant, entrants are forced to enter at large scale and risk strong reaction from existing firms, or come in at a small scale and accept a cost disadvantage. In this situation economies of scale act as a disincentive to entry.
- ✓ Switching costs. If customers face high switching costs, it is necessary for a new entrant to offer significant value improvements in order to persuade the customer to switch.
- ✓ Access to distribution channels. An industry is less attractive to potential entrants if the distribution channels are limited and are already controlled by existing competitors.
- ✓ Cost disadvantages independent of scale. Existing firms have certain cost advantages that potential entrants cannot copy, regardless of their size. Some examples are: proprietary product technology, favorable access to raw materials and experience curve effects.
- ✓ Government policy. Entry into certain industries may be limited or forbidden by government regulations.

The Threat of Substitute Products refers to the alternatives to which customers can turn to satisfy the same basic needs. The existence of alternatives reduces industry attractiveness. This depends on:

- ✓ Relative quality/price ratio of alternatives. An industry is less attractive if a credible substitute is available.
- ✓ Switching costs. When customers need to make large investments to switch to a substitute, the threat of this substitute is reduced.
- ✓ Buyer's willingness to switch. Customers may be reluctant to buy a substitute product because they are attached to the image of their current provider.

The Intensity of Rivalry between Existing Industry players has an impact on long–term average industry profitability. Intense rivalry reduces average industry profitability. The intensity depends on:

- ✓ Industry growth rates. If the industry is characterized by slow growth then firms must compete for market share in order grow at above average rates.
- ✓ Exit barriers. When it is difficult or costly to exit an industry, weak companies will not exit, leading to overcapacity and price wars.

- ✓ Market concentration and balance. Rivalry will be more intense when there are a lot of small and equally balanced competitors, and less intense if there are fewer firms or if there is a clear market leader.
- ✓ Fixed costs. Industries with high fixed costs encourage competitors to produce at full capacity, leading to excess output and discounting.

Complementary refer the influence of actors, not necessarily part of the industry, that affect the profitability of players in an industry in a positive way (Nalebuff and Brandenburger, 1996). The primary examples of complementary are:

- ✓ Companies offering complementary products or services. For example, car loan providers benefit from increased car sales.
- ✓ Government. Government subsidies or investments directly increase the profitability of an industry. For example, government investments in highways act as a complementary service to the automobile manufacturers.
- ✓ Strategic alliances. For example, different players in an industry benefit from joining forces to promote their industry to the consumer. These players can either be competitors or businesses active in different parts of the value chain such as the microprocessor and software industries.

Challenges for E-Commerce Industry Structure

Bargaining Power of Buyers

Customers have a lot of bargaining power in the niche .The Internet provides tools for customers to gather information as to availability, quality and price. Customers also have a choice of a wide range of legal and illegal suppliers and switching costs are low.

Bargaining Power of Suppliers

The limited bargaining power in the transactions with the copyright owners as it represents a small percentage of their sales. And, as pointed out by Porter (2001), these suppliers can use the threat of forward integration, facilitated by the Internet, in their negotiations.

Complimentary

The innovations emerging from the global microprocessor, software and telecommunications industries provide the infrastructure needed by the online retail industry.

Threat of Substitutes

Illegal peer to peer networks pose a significant threat in services pay no license fees but attract millions of “customers” because they offer free content. Barriers to entry are low as anyone with a personal computer and broadband connection can become a “supplier”.

Competitive Rivalry

There are several music retailers and downloadable music tracks online. The majority of their domestic sales are made through traditional retail outlets and sales and international community though their online stores. Represent a form of non–traditional competition, particularly for the international market. However, as discussed, peer–to–peer networks represent the most serious competition. According to Porter’s model, the industry can be characterized as being highly fragmented with millions of “competitors” where even the industry giants are unable to impose any discipline. Rivalry can therefore be described as intense.

SUGGESTIONS

- ❖ This model of industry structure needs more Technological advancement in the process of E-Business.
- ❖ The more competitive as to face for the existing business to understand new way to market their products because of so many substitute products.
- ❖ It is difficult for new entry of business in this competitive edge and survives for the long run.
- ❖ The customer centric business needs new trends and complimentary offer at low price it creates the chance of losing quality of product.
- ❖ Bargaining of both end of buyers and sellers it creates impact on overall business strategy.

CONCLUSION

The immediate competitive environment influences an organization and therefore has to be understood alongside the general environment. The five forces model help us in understanding any industry by identifying the strengths of each of the five forces and the nature of competitive pressure that each force generates. It also enables an understanding of the overall structure of competition. The competitive structure of an industry sounds unattractive when rivalry among firms are strong, there exists low entry barriers and substitutes are more common along with, when both suppliers and buyers command a higher bargaining power. In case of reverse position the competitive structure is found to be lucrative. It is therefore a challenging task for managers to imitate and formulate strategies which can effectively neutralize the negative impact on the competitive structure of industry generated by these forces.

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CONCEPTUAL FRAMEWORK ON ARTIFICIAL INTELLIGENCE (AI) IN ACCOUNTING PROFESSION

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ABSTRACT

Accountants have embraced emission of automation over many years to get better the efficiency and effectiveness of their work. But technology has not been able to replace the need for expert knowledge and decision-making. Really, earlier generations of 'intelligent' systems have usually demonstrated the progressing power of human expertise and the restrictions of machines. In the upcoming decades, intelligent systems must take over more and better decision-making tasks from humans. While accountant has been using technology for a lot of years to improve what they do and deliver more value to businesses, this is an opportunity to reimagine and radically improve the quality of business and investment decisions – which is the ultimate purpose of the profession. Accountants, as expert decision makers, use both ways of thinking – they apply their knowledge to specific situations to make reasoned decisions, although also make quick intuitive decisions based on extensive experience in their field. Today, AI is being used for image recognition, object identification, detection, classification and automated geophysical feature detection. These are underlying tasks that once required the input of a human. Focusing on how artificial intelligence will impact accountants, AI will very soon help organisation to automate much of the routine and repetitive activities that are undertaken on a daily, weekly or annual basis. It will also help organisation to empower quick decision-making create smart insights examine huge quantities of data with ease.

Keywords: Artificial Intelligence (AI), Knowledge-based Systems & Accounting Profession

INTRODUCTION

Accountants have embraced emission of automation over many years to get better the efficiency and effectiveness of their work. But technology has not been able to replace the need for expert knowledge and decision-making. really, earlier generations of 'intelligent' systems have usually demonstrated the progressing power of human expertise and the restrictions of machines.

Artificial intelligence (AI) has been an aspiration of computer scientists since the 1950s, and it has seen tremendous progress in recent years. Examples of AI are already an integral part of many of our online activities, and will become increasingly embedded in everything it touches and does. These systems do not replicate human intelligence. Indeed, several experts would dispute the exercise of the term 'AI' at all to describe recent machine learning systems. Though, on a task-by task starting point, systems increasingly produce outputs that far go beyond the accuracy and consistency of those produced by humans.

In the short to medium term, Artificial intelligence (AI) brings a lot of opportunities for accountants to improve their efficiency, provide more insight and deliver more value to businesses. In the longer term, Artificial intelligence (AI) raises opportunities for much more radical change, as systems increasingly take over decision making tasks currently done by humans.

History of Artificial Intelligence

Advances in computer hardware and computer software in the 60's and 70's have led to an increased use of computers by people in all walks of life. The scientists and researchers involved in the design and development of these physical devices have relentlessly worked to find various applications for these machines. The idea of having intelligent assistants to human beings that was haunting many logicians, philosophers, novelists and futurists for quite a long time started getting crystallized with the availability of these machines. For example, George Boole (1815to1864), who invented boolean algebra, in the preface of his book titled An Investigation Of The Laws Of Thought On Which Are Founded The Mathematical Theories Of Logic And Probabilities (1854) writes: "The laws we have to examine are the laws of one of the most important of our mental faculties. The mathematics these have to construct are the mathematics of the human intellect". This reveals the fact that his concern was more in the direction of intelligent machines or the artificial intelligence rather than the mathematics alone. Perhaps the best citation that one can exert is that of Alan Turing who perspicaciously felt the possibility of computer intelligence. Turing, in his very widely accepted article Computing Machinery And Intelligence has explicitly expressed that a computer could be programmed so as to exhibit intelligent behavior. Such thoughtful speculations have resulted in the ascendancy of a new area of research called Artificial Intelligence (A.I.).

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The 1950s started the **"real"** development of Artificial intelligence (AI) and related programming languages. During the early 1950s, Arthur Samuel of IBM developed the first game-playing program for checkers. The Samuel machine learning programs were responsible for the high performance of the checkers game player. By the mid'SOs the term "Artificial Intelligence" was coined by John McCarthy of MIT at the 1956 Dartmouth Conference, the first conference devoted to AI. Later in 1958, he invented the LISP language. At almost the same time, Allen Newell, J.C. Shaw, and Herbert Simon wrote and demonstrated the Logic Theorist (LT), the first running Artificial intelligence (AI) program. The trio later demonstrated a General Problem Solver program. The decade ended with Marvin Minsky and John McCarthy starting a laboratory at MIT devoted to the study of Artificial intelligence (AI).

Law and Knowledge-Based Systems

Artificial Intelligence deals with the development of cognitive models and computer programs to emulate the intelligence of human beings. In the initial early work in artificial intelligence, researchers and system developers attempted to develop general problem solvers. However, these efforts were met with a number of impediments. In the early 70's, Feigenbaum and associates suggested that the artificial intelligence techniques could be made more effective by adding domain knowledge. At this point it is worth to cite the following statement of Feigenbaum made in : "....general problem-solver's are too weak to be used as the basis for building high-performance systems. The behavior of the best problem-solvers

these know, human problem-solvers, is observed to be weak and shallow, except in the areas in which the human problem-solver is a specialist. And it is observed that the transfer of expertise between speciality areas is slight. A chess master is dubious to be an specialist algebraist or an professional mass spectrum analyst, etc. In this view, the expert is the specialist, with a specialist's knowledge of his area and a specialist's method's and heuristics."

Artificial Intelligence

Authors defined Artificial Intelligence (AI) in different ways. For example (Winston, 1984) has defined Artificial intelligence (AI) as "the study of ideas which enable computers to be intelligent." (Kurzweil, 1990) defined Artificial intelligence (AI) as "the art of creating machines that perform functions that require intelligence when performed by people".

According to (Lugar; Stubblefield, 1993) Artificial intelligence (AI) is "the branch of computer science that is concerned with the automation of intelligent behavior".

The artificial intelligence is one of the computer science fields relating to improve the intelligence of computerization to emulation the human intelligence, and the expert systems one branch of the artificial intelligence, these systems implement duties popular implement by the especial and expert human. In the past decades, there have been numerous articles about the application of Artificial intelligence (AI) as "expert systems", which are called by some investigator "knowledge-based systems" also.

Artificial Intelligence Technology

Artificial intelligence systems can be awfully powerful and are improving quickly. They offer outputs that be able to extremely accurate, replacing and, in several cases, far superseding human efforts. However, they do not replicate human intelligence. It requires to recognise the strengths of this different form of intelligence, and build understanding of the best traditions for humans and computers to effort together.

Accountancy & Artificial Intelligence

Although artificial intelligence techniques such as machine learning are not new, and the pace of change is fast, widespread adoption in business and accounting is still in early stages. To build a positive vision of the future, that require to extend a deep understanding of how artificial intelligence can solve accounting and business problems, the practical challenges and the skills accountants require to work alongside intelligent systems.

Artificial Intelligence (AI) and the Profession

In the upcoming decades, intelligent systems must take over more and better decision-making tasks from humans. While accountant has been using technology for a lot of years to improve what they do and deliver more value to businesses, this is an opportunity to reimagine and radically improve the quality of business and investment decisions – which is the ultimate purpose of the profession.

Accountants want to help organisations and economies work better by giving good advice and making good decisions. After all, accounting is not an end in itself. All the activities associated with accounting ultimately aim to help people make good decisions about the allocation of resources, and hold others to account for their decisions. This underpins investment, growth and confidence in all organisations and economies.

More intelligent systems enable radically different approaches to this ultimate objective and the kinds of fundamental business problems the profession aims to solve. Investors require to gain confidence and trust in the financial results of companies; companies and governments require to ensure the correct levels of tax are paid; management requires to decide how to spend organisational resources, and be held accountable for those decisions. Solving these kinds of fundamental problems is essential for companies and economies to succeed and is at the heart of the accountancy profession.

There may also be new problems that can be transformed with new data and more intelligent systems. As an example, the UN Global Goals represent a broad consensus of what we, as humans, want the world and society to look like in the coming decades. In all cases, there is an enormous amount of work to do to achieve those goals. At the very least, these require effective measurement to enable informed decisions on the allocation of financial and other resources to achieve the goals. These also require accountability for those decisions.

The starting point for creating a longer-term vision is So to focus on the profession's ultimate purpose of better decisions, and identify the fundamental business problems that better decisions will solve.

Exploit Powerful Technologies

It is then significant to recognise and exploit the power of innovative technologies effectively. This report highlights the strength of machine learning approaches to AI, and deep learning methods in particular, which are regularly leading to major advancements in a lot of areas of research. But, it is a complex and ever altering technological context. Other areas of technology will interact with Artificial intelligence (AI) and have a significant impact on business in the future, like blockchain or quantum computing. In addition, the pace of alter in capabilities be capable of very fast, and the nature of learning based and information driven systems enable continual improvement.

To fully exploit powerful new technologies, these require to be clear about their unique characteristics and how they can help to solve real problems. There is characteristically a long time from structure a working technology to getting the utmost value from it. Regularly, technology can be a solution looking for a difficulty to solve, or simply enables us to replicate how these do things using different tools.

Instead, these require to encourage debate, interaction and learning between technology experts, business and the profession to reimagine the way that solve fundamental business problems with the help of new technologies.

In doing this, the profession also requires to be open to more profound change and avoid just defending or incrementally improving the status quo. Where Artificial intelligence (AI) enables greater insight from data, it helps human experts make better decisions and provide better advice. Indeed, evidence suggests that humans and computers working together in areas as diverse as chess and medicine produce better results than human or computers in isolation.

However, as systems continue to get more powerful, they will be able to move further into complex decision areas, potentially replacing humans altogether in a lot of cases and enabling entirely different solutions, services and models. When looking at the longer term, So, the profession must think beyond incremental improvements to existing processes. Furthermore, it requires to reflect on the specific skills and qualities that accountants bring to businesses.

This also means engaging positively in debates on, for example, the role of human judgement in more complex business areas. There may well be uniquely human characteristics, such as leadership, empathy and creativity, which will never be replaced by computers. And it should not underestimate the adaptability and ingenuity of humans. However, 'human judgement' is often just a substitute for lack of data – powerful computers with access to new sources of data may well supersede the require for human judgement in the vast majority of cases. Attempts to deny the potential of computers to surpass a lot of human capabilities, and simply to protect current models and ways of doing things, are likely to end in failure.

It is impossible to predict the extent to which computers will replace human decision-making over the next 20 to 30 years. There is much broader context and the long-term future of accountancy will ultimately reflect how this, as humans, see and shape our relationship with powerful systems. This will be influenced by a range of economic, social and political factors.

The technology of the future will also be very different to what business see today. As a result, a flexible approach is essential when thinking about the future. The skills and learning agenda for the future accounting professional in particular has been subject to a lot of debate between professional bodies, , employers and educators. Most would agree that accountants will require more hard skills in areas such as technology and data, as well as a greater emphasis on things like soft skills, critical thinking and adaptability. There also requires to be greater emphasis on life-long learning. However, there are competing longer-term visions of the future accountant – from highly qualified hybrid professionals, to lower-skilled workers, who use technology to access expert knowledge.

When business requires change, and all the relevant stakeholders agree, the profession is able to adapt. Professional bodies change their qualifications as market demands evolve. Accountancy organisations in business and practice innovate all the time to provide more value. This quality will become increasingly important for all stakeholders involved in the profession.

Impact Artificial Intelligence

Accountants, as expert decision makers, use both ways of thinking – they apply their knowledge to specific situations to make reasoned decisions, although also make quick intuitive decisions based on extensive experience in their field.

Today, AI is being used for image recognition, object identification, detection, classification and automated geophysical feature detection. These are underlying tasks that once required the input of a human. Focusing on how artificial intelligence will impact accountants, AI will very soon help organisation to automate much of the routine and repetitive activities that are undertaken on a daily, weekly or annual basis. It will also help organisation to: empower quick decision-making create smart insights examine huge quantities of data with ease.

1. Predictive and Forecasting Solutions: Helping organisation's clients forecast the finances of their business is an extremely valuable element offered by organisation's practice. With Artificial intelligence (AI) integrated into the software, organisation will be able to provide a comprehensive and accurate insight for organisation's clients without the usual "manual heavy lifting" and number crunching behind report creation. On a day-to-day basis, being able to quickly and easily access up-to-date and truthful reports and forecasts can help organisation form a closer and more useful relationship with organisation's clients.

2. Smart Assistants: In an organisation accountant who, during crunch time when seemingly every client is sending through their accounts, considers turning off organisation's contact no or email so organisation can get some work done. Fortunately, smart assistants might be able to provide organisation a helping hand.

3. Automatic Tagging And Allocation of Transactions: The next two areas where AI will help organisation's accounting practice are also enabled by machine learning. This will save organisation time by correctly tagging transactions and assigning them to the right ledger account. Put simply, organisation's accounting software will learn from previous tagging decisions that are typically made according to rules that the accountant is aware of. Some of these rules are intuitive however others can be surprisingly complex, at least from a computer's point of view.

4. Anomaly Detection: Computers love data, of course, and when machine learning is applied to massive amounts of data—such as the yearly ledgers of a large company—then there are clear benefits. Organisation will be able to discover anomalies that may exist, and the process will be much quicker and take significantly less effort.

5. OCR Solutions: Optical character recognition (OCR) isn't new although Artificial intelligence (AI) enhances its accuracy extensively and opens it to new usage scenarios. it always been possible to take out information or data mechanically from documents, this required a human to point out to the OCR software where the data was situated—something that as well meant the document layout could not be malformed with no further instruction. Computers have always known what numbers are, of course. That's what defines a computer. This means the salient data can be extracted to allow information or data to be allocated and/or processed by the software rather than by human action—even if the software hasn't seen a receipt like that before, or if the scanned document isn't particularly high quality.

Approaches to Artificial Intelligence

This approach had some success although it rarely produced results that could be seen as akin to human intelligence. While there were a variety of technical issues with such systems, they were ultimately defeated by the complexity of the real world, and the extent to which rely on intuitive thinking. Organisations were unable to articulate our knowledge and decision-making rules clearly enough. This supposed that systems could not manage with composite or ambiguous situation, or where possessions changed.

Recent successes in Artificial intelligence (AI) take a very different approach. This uses pattern acknowledgment and is known as machine learning. While there are a lot of fields of research into Artificial intelligence (AI), improvements in machine learning are the main drivers behind the hype around Artificial intelligence (AI) today and the focus of this report. By combining approaches in machine learning with developments in other areas of AI, such as knowledge representation and reasoning, computers can be used to complement and increasingly improve on both ways of human thinking.

Accountants following Artificial intelligence (AI)

Although Artificial intelligence (AI) techniques such as machine learning are not new, and the pace of change is fast, widespread adoption in business and accounting is still in early stages. In order to build a positive vision of the future, Organisation require to extend deep understanding of how Artificial intelligence (AI) can solve accounting and business problems, the practical challenges and the skills accountants require to work alongside intelligent systems.

Accountants apply their technical knowledge about accounting and finance to help businesses and stakeholders make better decisions. To support their decision-making and advice, accountants require high quality financial and non-financial information or data and analysis. This is reflected in a wide range of accountancy roles across business and practice to capture, prepare, check and communicate information or data, to undertake analysis, and to make a wide variety of decisions.

Accountants have been deploying technology for a lot of years to help them provide better advice and make better decisions. Technology can help them do this by solving three broad problems:

- It is providing better and cheaper data to support better decision-making;
- It is automatically generating new insights from the data analysis; and
- It is freeing up time to focus on more expensive tasks such as good decision making, solving of problem, managing advising, relationship building, strategy increase, and leadership.

So, it is important to identify accounting and business problems where machine learning is likely to be particularly fruitful and where problems may be less appropriate for these techniques. This will ensure that adoption efforts are driven by business require, rather than simply technology capabilities. To date, there has been limited use in real-world accounting although early research and implementation projects include:

- Using machine learning to code accounting entries and improve on the accuracy of rules-based approaches, enabling greater automation of processes;
- Improving fraud detection through additional sophisticated, machine learning models of normal' activities and better prediction of fraudulent activities;
- Using machine learning-based predictive models to forecast revenues; and
- Improving access to, and analysis of, unstructured data, such as contracts and emails, through deep learning models.

Challenges of Artificial Intelligence (AI)

Data volumes and quality are crucial to the success of Artificial intelligence (AI) systems. Without sufficient good information or data, models will basically not be able to receive or learn. Transactional accounting data is well-structured and high quality, and thus should be a promising starting point for developing models. Powerful models may require external sources of data, which may not always be possible to access at an appropriate cost. So, building experience of both successful and less successful cases will help to inform future adoption.

Another additional principled limit will be privacy and ethics, especially where Artificial intelligence (AI) systems are drawing on personal data. Primary, machine learning is increasingly becoming integrated into business and accounting software. As a result, a lot of accountants will encounter machine learning without realising it, similar to how Organisation use these capabilities in our online searching or shopping activities. This is how smaller organisations in particular are most likely to adopt Artificial intelligence (AI) tools. Second, conscious adoption of Artificial intelligence (AI) capabilities to solve specific business or accounting problems will often require substantial investment. Given the data volumes involved, substantial hardware and processing power may be required, even if it is accessed on a cloud basis. As a result, Artificial intelligence (AI) investments will likely focus on areas that will have the biggest financial impact, especially cost reduction opportunities, or those that are crucial for competitive positioning or customer service. Other areas, while potentially beneficial, may lack a strong investment case. Likewise, using machine learning to extend additional intelligent products in specialist accounting areas may lack the market potential to justify investment from software developers.

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CONCLUSION

Accounting has a wider institutional context, and regulators and standard setters also require creating their thoughtful of the application of Artificial intelligence (AI) and being comfortable with any linked risks. Without this institutional support, it is very difficult to achieve change in the areas of finance or accounting. So, the active participation of standard setters and regulators in these areas is essential. For example, standard setters in account will want to look at where accountant are using these techniques to gain evidence, and understand about reliable of this techniques. Such bodies are already assessment the impact of data analytics capabilities on finance and accounting should build on those discussions.

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IMPACT OF COVID-19 ON HIGHER EDUCATION SECTOR, CHALLENGES & SOLUTIONS WITH REFERENCE TO BHOPAL, (MADHYA PRADESH)

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ABSTRACT
The pandemic Covid-19 has had a profound impact on human life in every way. It has completely altered people's lifestyles all across the world. This epidemic has an impact on every sector of the economy. Education is one of the most important sectors that has undergone significant changes. Leaning is being used in education for the first time. E-learning systems were used exclusively. As a result, persons who work in the education sector, such as teachers and administrators, are affected. Students are confronted with a variety of obstacles and opportunities. The impact of COVID-19 on higher education in Bhopal is investigated in this study. Assessed. In this epidemic era, instructors face a variety of obstacles, according to the report. For the in-depth research 35, inter teachers at the university level were interviewed, and the results were examined. According to the findings of the study, teachers face obstacles such as maintaining a suitable work-life balance, managing students to attend courses and handling e-learning platforms, among others; however, based on the challenges and recommendations of faculties, some solutions have been proposed. To address these issues, solutions are offered.

Keywords: Challenges, COVID-19, E-Learning, Work life balance, Faculties, Higher Education, Pandemic, Remote working.

INTRODUCTION
The COVID-19 pandemic has harmed people's ability to work all across the world. This virus originated in China and subsequently spread over the world. As a result of the negative effects on people, numerous governments have implemented measures such as lockdowns and temporary closures of all sectors. People were called to labor in every service sector. From the comfort of your own home.

In India, the government declared a complete lockdown for a period of time to safeguard citizens from the virus's harmful effects. The World Health Organization designated it a pandemic and issued safety instructions to the public. These principles include avoiding social gatherings, avoiding intimate contact with people and speaking with people regularly. To lessen the virus's impact, wash your hands with soap.

The administration had also given directives to temporarily close all educational institutions for the protection and security of pupils. The closure of educational institutions has had a significant influence on pupils and their ability to learn. As a result, all educational establishments have begun online study with the purpose of reducing negative impact and education interruption. Students are being taught by educational institutions through a variety of online platforms. This is when the learning takes place. Has completely transformed and adopted a new method of instructing kids. Initially, everyone who is involved in online teaching is a beginner. Many challenges faced the learning process, and some of those challenges are still being experienced by many people.

In the same way that students face numerous problems in learning, teachers face numerous challenges in online teaching. For faculty, online teaching is a novel phenomenon that has taught them how to employ technology in the teaching learning process. The entire teaching process has shifted from traditional classroom to online instruction. The speedy through technology, phase one of online teaching learning builds new skills in teachers and students. In this case, throughout the process, technology played a significant role in facilitating teaching and learning.

The transition from a traditional classroom to a virtual classroom is not simple for those who are not used to working with technology. However, online learning helps to close the large educational divide. Otherwise, because the country has not yet been declared clear of the pandemic, pupils may be forced to suffer significant financial losses .assistance with technology.

Work Life Balance
Work-life balance is defined as "the proper balance of work and personal activities by scheduling an equal amount of hours for each of your activities according to plan and priority." Work-life balance is the glue that holds an individual's work and personal lives together. Individuals must know themselves in order to maintain a healthy work-life balance. Some of the researchers present their findings on work-life balance in this article. Professional-Life Balance is defined as the degree to which a person is equally engaged and fulfilled in either

his or her work and family roles. Commitment, work domains, and work commitment. As a result, people who have a good work-life balance dedicate the same amount of time and dedication to work and work domains.

In today's environment, finding a work-life balance for teachers has become one of the most difficult tasks. Apart from maintaining student records and adhering to numerous institution-related functional requirements, faculty work demands not only their time in the institution but also their time at home to prepare for the next day. To be effective and productive in their job, faculty must put in extra hours every day in order to reach higher levels and tackle the demanding environment. Furthermore, faculty should not just focus on teaching, but also on soft skills and life skills, so that they not only generate good professionals, but also decent citizens.

E-learning

E-learning is a type of electronic learning that takes place over the internet. It necessitates the use of electronic devices such as computers, tablets, and cell phones by students—usually their own, though institutional devices are frequently used as well. Students can theoretically learn at any time or place with e-learning as long as they have access to a device and a Wi-Fi or data connection. Learning management systems, which may contain students' courses, assessments, and grades, are an excellent way to facilitate e-learning.

Students can digitally "raise their hands" to engage in e-learning courses that are given live. Pre-recorded modules, on the other hand, can lead pupils through the material. Gratification, online polling, and conversations are all examples of e-learning components that can help create a positive interactive learning environment.

Remote Working

In the guise of the Covid19 pandemic, the world has witnessed, and continues to witness, a once-in-a-century calamity. It has caused unprecedented deaths and infections among people of practically all nationalities, as well as devastation in all aspects of life, including business. Due to the lack of a vaccine and the extremely contagious nature of Covid-19's virus, The World Health Organization's rigorous recommendations had prompted states to take action. Some of the worst tactics, such as countrywide lockdowns to arrest as many people as feasible the virus's spread in order to preserve as many lives as possible.

Because of the restrictions on movement and the need to maintain a safe physical distance between people to prevent the virus from spreading, businesses were closed during the lockdown and will remain closed until the infection has been eradicated. Almost every company has been snagged unprepared to deal with such a huge problem. Many, if not all, employers are making an effort.to investigate Work From Home (WFH) as a possible replacement for current work Arrangements will be made in the near future. As a result, the Employers' Federation of India (EFI), which has been representing the cause of employers since 1933, has decided to produce a document on WFH to assist its members, clients, and partners in responding to the current issue. Or for others who regard the same as an opportunity to replace or co-opt WFH.as a hybrid model, using the present working pattern.

LITERATURE REVIEW

Pandemic COVID-19 has revolutionized the planet and altered people's perceptions around the globe (Kramer and Kramer, 2020). COVID-19 has had a profound impact on the entire world, not just one sector or one country. Education is one of the most important areas in the economy. Due to the virus and the country's lockdown, they have been the hardest hit. The most important safeguard is social separation. In the event of a pandemic, schools and institutions must be closed for the safety of students and staff. Li, Rajamohan, Acharya, and colleagues (Li, Rajamohan, Acharya, and colleagues, 2020). However, because learning cannot be stopped due to the closure of educational institutes, virtual learning has been implemented by schools and universities all over the world to continue their studies.

The pandemic has two effects on people: one is that it spreads the virus through intimate contact with infected people, and the other is that it causes anxiety, sadness, and tension among people as a result of the country's stressful position (Roy, Tripathy, Kar, Sharma, Verma and Kaushal, 2020). In order to keep pupils safe, teachers and educators Learning is greatly aided by technology. It looks after people's health as if it were its own. When technology is not present in society, it causes a significant educational gap (Chick, Clifton, et. al, 2020). COVID-19 caused a slew of problems for society in terms of online learning, technology, cyber security, and social interaction. Due to a lack of technological understanding, people confront numerous problems when it comes to e-learning. Social and cultural issues there are impediments to remote learning, and consumers have concerns about e-learning security (Dwivedi, Hughes et al, 2020). In other words, teachers and students encountered numerous obstacles in using technology, such as fear of failure. In online teaching and learning,

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technology is used to operate, as well as consciousness and anxiety. Many faculties are adamant about not using it. Technology in education, but there was no other option (Shenoy, Mahendra and Vijay, 2020)

Many face-to-face meetings have been cancelled as a result of the epidemic, and virtual meetings are being held in the education profession. Virtual learning is beneficial in other disciplines of education to some level, but it faces numerous problems in the medical field. The experience of a face-to-face meeting is vastly different from that of a virtual meeting (Shah, Diwan, et al,Educational institutions generate teaching and learning content as a result of e-learning or virtual learning (by 2020).Students' needs are taken into account when teaching (Crawford, Henderson et. al, 2020).

Teachers' working styles were also influenced by virtual learning. The nature of work has evolved, and the work-life balance has become more disrupted (Brammer and Clark, 2020). Many people missed out on opportunities before the pandemic, and students' personal development through traditional or classroom learning has been disrupted. Ferrel and Ryan (Ferrel and Ryan, 2020). Pandemic has completely transformed pupils' learning and emotional health.Teachers are severely impacted. Faculty members face issues such as a lack of virtual platform training and the student's evaluation (Sahu, 2020). The epidemic has spawned a slew of new learning models and trends. In the teaching and learning process, new approaches are emerging (Jena, 2020).

As a result, virtual learning is clearly the only choice in a pandemic situation to bridge the gap in education or students' studies. In terms of curriculum and instructional methods, educational institutions must improve their procedures (Naciri, Baba, Achbani and Kharbach, 2020). There's no denying that children and teachers are up against obstacles.when it comes to online teaching However, by implementing solid procedures and training, these issues can be mitigated.teachers for making technology adoption simple (Toquero, 2020). There should be a voice in the teaching process to strengthen the teaching process and allow students to engage in better learning. The policies of educational institutions should be strengthened, and teachers should be prepared with emergency plans for unexpected events (Bao, 2020).

Research Gaps

The current study focuses on COVID-19's impact on higher education in Bhopal. It focuses on the difficulties that higher education institution professors confront during pandemics or lockdown periods when colleges and universities are shuttered. Many research have been conducted on the difficulties students encounter when studying through virtual environments. However, few studies address the difficulties that teachers encounter. There is a requirement to investigate the difficulties. During the pandemic, instructors faced numerous challenges. Only a few research dipped their toes in the water when it came to this topic. Teachers, but in this study, the specific issues are investigated.

RESEARCH OBJECTIVES

The present study fulfill following objectives:

- During COVID-19, to investigate in depth the difficulties encountered by faculty members in higher education institutions.
- To investigate the causes of stress among professors and to take efforts to reduce stress among faculty in order to achieve the institution's goals.
- To examine the perceptions and attitudes of faculty who promote a pleasant working environment for teachers in Bhopal.

RESEARCH METHODOLOGY

An empirical study was conducted to achieve the objectives. As the impact of work life balance on working Faculties' personal and professional live was analyzed. The research design is descriptive and causal in nature. As the objective is to study and describe the prevailing level of work life balance of working Faculties in educational sector from faculty point of view and to demonstrate the impact of work life balance on personal and professional life by applying parametric statistics (correlation and regression).This study concerns the causal relationships between work life balance, personal life and professional life in educational sector.

The main techniques used in this study for data collection were Questionnaire and secondary source analysis. Research Questionnaire has three sections. Section A having 5 statements of work life balance and Section B is having 5 statements of personal life and Section C having 5 statements of professional life on a Five point scale ranging from 5 (Strongly Agree) to 1 (Strongly Disagree).

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The information of all the questionnaires was coded and entered in the computer by using MS-Excel and SPSS Software.

RESULTS & DISCUSSION

Based on the opinions and answers collected by higher education faculties following challenges are highlighted by the study:

1. Fear of using Technology: Faculty members were first hesitant to use the technology. Some faculty are reluctant to appear in front of the camera. This is mostly a concern for camera-shy people who do not wish to teach in a virtual environment. While employing technology, several experienced faculties were afraid. They didn't know how to use technology when they first started. "I had a tremendously big day," one of the professors commented. I'm afraid I won't be able to speak in front of a camera during online classes."

2. Lack of Technical Knowledge: Some of the professors had trouble figuring out how to use an online platform. They didn't truly understand how to exchange content in online classes. They have issues with operating apps, such as not knowing how to mute and share the screen. They have difficulties in the beginning. Generating meeting IDs, and when students run into problems with the link, they don't know what to do. Take care of it. One of the more experienced professors described the situation as follows: "When I first learned that we would have to conduct student classes via the internet, I was a little perplexed as to how I would operate and handle all of this. If I make a mistake when operating, I won't be able to provide, and I won't be able to deliver in this lockdown. Who will assist me in this situation?"

3. Problem in Student Engagement: Many faculties are still dealing with this issue. Student participation is critical, but online education faculty have no way of knowing whether or not students are paying attention. Engaging students in topic all of the time is a difficult task for teachers. Measuring response in person It's impossible to catch kids' expressions whether they're meticulously listing or not. Sometimes Students join the virtual classroom, although they are not physically there at the time. According to one professor: "At one point, a virtual student was present, but when faculty asked that student to answer a specific question at random, that student was not present." Sometimes students merely show up to class for the sake of showing up.

4. Non Availability of Licensing Software: Some software is available for free and can be used by anyone. Faculty members teach classes using these software's, however they have a time limit for use and a maximum number of participants who can join at any given moment. When courses are in session, these applications or apps are used. Stop functioning and start inquiring if your time limit has been exceeded and if you need to login again. This can be purchased as a licensed version. Faculty members are unable to perform successfully in such situations. Among the faculties remarked: "As a result of this issue, our entire concentration has been lost, and we have to recall where we were on the topic, which is really inconvenient." For the smooth conduct of teaching, educational institutions must develop licensed software.

5. Lack of Material Benefits by Educational Institutions: College/university faculty members believe they are not supplied with perks such as stationary costs, internet costs, mobile phone costs, and other expenses that are necessary for virtual teaching. Their material costs have decreased as a result of online teaching. They believe that these benefits should be granted to them. In this pandemic, where wages are stagnant, cater for them to the best extent possible, where they should be granted these expenses that are required to teach in platforms available on the internet "In this situation, where we are getting lower income from colleges/universities, we also have to face significant amounts of extra fees for internet, etc.," one faculty member remarked.

6. Family Disturbance in Work from Home: When someone works from home, there is a chance that their family will be disrupted. This is a particular issue for female professors, who must balance both family and work obligations. Managing both family and career at the same time is quite difficult for them. Because all of the family members are at home, females must meet their needs and care for them everyone. "One of the female faculty members described her experience, saying, "I typically finish all domestic duties before starting online teaching, but when I start working, my child starts weeping and asks to sit with you, and every now and then he asks to provide food, etc." All of this is really tough for them to handle.

7. Work Life Imbalance: Almost everyone in the service industry works from home. As a result, managing a complete show on one's own is quite challenging, especially for females. They have no domestic assistant for work in these epidemic days, therefore ladies must manage all of the work on their own. Almost every woman believes that they are the center of the universe. During a pandemic, responsibilities are multiplied by two. They don't even have time to manage their own affairs. work. Every day, female faculties are engaged in some form of job since if domestic work is completed, they will have nothing to do. When job labor begins, people must devote their focus to their families and other responsibilities. One of the faculties for women said: "Work-life balance has been a major struggle for me during this pandemic and lockdown period. My entire day is heading somewhere I'm not even aware of. At the end of the day, I'm sometimes really frustrated."

8. Daily Online Schedules are Hectic: Faculty members report that their daily online schedules are hectic as a result of demand from educational institutions. It's difficult to stay in one location for the entire day. Normally, in traditional classroom teaching, faculties would meet and share their perspectives with other faculties, but in virtual classroom teaching, this is not the case. A person can become bored if they spend all of their time in front of a computer or laptop. It also has a physical impact. People's health suffers as a result of their lack of physical activity, which exacerbates health problems. "It's quite tough for me to stay in one spot all the time." When I educate students in the classroom, I go around the room several times so that I can interact with them more closely and the class becomes more exciting and participatory. In addition, it has a negative impact on my physical health"

9. Lots of Communication and Coordination Issues: It is quite tough to contact and coordinate with other faculties due to virtual platforms. Face-to-face communication is more effective than any other method. There are instances when understanding the discourse is difficult owing to network challenges. Virtually coordinating with another person is tough since at the moment of certain joint work, another person is present. It's possible that the second person doesn't comprehend how the first wishes to deliver.

10. Disturbance after Working Hours: When faculty members are required to work outside of normal business hours, it is extremely difficult for them. Working hours were fixed in the past, and no one bothered them after hours, but now faculties believe that there are no working hours for them. They work all hours of the day and night. One "I can't even feel any relaxation after working hours," a professor related his experience. Right now, I'm my phone receives multiple phone calls daily from morning to night as a class counsellor for one of the classes."

11. Unable to Measure Students’ Understanding of Concept: Faculty must map whether or not the student gets the subject in a virtual classroom. It is quite tough for the instructors to teach each and every student. Faculty in traditional classrooms can deduce from a student's facial expressions. That student requires additional explanation, yet virtual platforms present a difficulty for them. Students are engaging, and I know when they understand what I'm teaching them, but in a virtual classroom, I can't be sure. According to one staff member, "it is impossible for me to figure out each and every kid in the classroom."

12. Practical Subjects are Difficult to Teach: It is quite challenging to teach practical courses to pupils in an online classroom setting. Students are unable to comprehend disciplines such as mathematics, statistics, and financial modelling despite the provision of study materials and video lectures. Until or unless the student is able to complete the course. He is unable to perform in subject since he is not attempting to do it himself. It's also challenging for students to talk about it. Virtual platforms are used to address their practical subject's doubts.

13. Cheating in Daily Classroom Assessment cannot be Prevented: Assessment sheets are created to help students improve their performance and to ensure that they understand what they are learning in class. Students, on the other hand, can readily cheat. They duplicate the answers and submit the test sheets. A book or the internet "One of my pupils who was not good in studies but now he score," one of the professors commented. In his evaluation, he received high scores. When I look at her assessment sheet, I can see that she is a good student. “I’m not capable of performing at this level."

14. Sometimes Students Feel Boring in Online Classes: It is not simple to sit in front of a computer or laptop for the entire day. Students may become bored if they are unable to find a companion with whom they may share gossips and other activities. They are energized in the beginning of sessions, but not so much in the afternoon classes. In this situation, instructors also put in a lot of effort to make lectures more fascinating and informative. However, it is extremely common for layman would certainly become bored if they sat in the same position for the entire day.

15. Challenges in Redeveloping Content: Redeveloping curriculum for virtual classroom systems is a difficulty for professors. The entire structure of the course and material is altered based on student input. The entire content is then posted on virtual platforms after it has been redeveloped. “Among the Faculty stated that this effort is so difficult that I had to enlist the assistance of my husband to compile the materials. Finally, upload it to the university's internet site."

Solutions to Overcome the Challenges Faced by Faculties

Based on the suggestions received from faculties during taking their interviews and past literature study following are some ways to overcome the challenges faced by faculties during online teaching:

- All faculty members must be trained to use online platforms to instruct students at educational institutions.
- Faculty must provide study content in such a way that students love learning in order to engage students in study. Colleges and universities must supply the faculty with the necessary resources for this project.
- Every education institute should have some licensed software on hand to ensure that online teaching runs well and that students' studies are not disrupted.
- Faculty should be provided with some fundamental benefits that are required for use in online classes, such as internet expenditures, so that they can instruct students without interruption.
- Faculty members must develop a timetable for each activity, which should be conveyed to all family members in order to avoid family disruption to some level.
- To optimize the work-life balance, each task should be prioritized in accordance with its importance. Faculty members must recognize that they must not bear the brunt of the workload.
- Faculty must take breaks in between classes to improve their everyday hectic schedules.
- Effective team bonding can help teams communicate and coordinate more effectively. Everyone must be aware of the problem and work together with other faculty members.
- Faculty should not check their emails or phones as frequently after hours as they do during the day to reduce disruption. This places an undue weight on them.
- Faculty must provide some tight rules and guidelines for the class in order for students to fully engage.
- Faculty should design content in such a way that students love studying in order to reduce the boredom of online classes.
- Using a communication forum, where teachers can communicate with a student individually, either during the teaching session or after the session. This will reduce the apparent gap between teachers and their students.
- Teachers must allow the students to have a discussion regarding the subject as a part of their online session.
- Using apps that allow the students to learn interactively will help them stay motivated

CONCLUSION

Teachers in higher education institutions have numerous obstacles when it comes to online teaching. Initially, these tasks were primarily aimed at faculty, although some of them have since been reduced. However, many faculties continue to face these difficulties. This form of teaching and learning is new to the school industry, so it will be interesting to see how it develops. It is typical to face difficulties. Faculty members have never had to deal with this type of instruction before, so this is a whole new experience for them. Some of the obstacles are quite true, such as work-life balance, dual obligations, managing students and teaching them through an internet platform, which no one has ever considered before. Some obstacles can be mitigated to some extent, but others are extremely tough to overcome.

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THE ROLE OF ORGANISATION AND SUPERVISOR SUPPORT FOR WORK-LIFE ISSUES

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1) ABSTRACT

The increasing prevalence of work-life issues in the manufacturing industry is a problem to manufacturing employees in numerous ways. The problem addressed is the relationship between organizational support and work-life quality among employees of a large manufacturing organizations. The relationship between the provision of formal and informal organizational support and employees' work-life quality. Ecological system theory, role theory, and social exchange theory informed the theoretical framework of the study. The focus of the research is the extent of the relationship between the provision of formal and informal organizational support and employees' work-family conflict, job satisfaction, and turnover intention.

The data collected through an online survey from randomly selected manufacturing employees. A statistically significant correlation was found between the provision of formal organizational support and job satisfaction and turnover intention, but not with work-family conflict. Informal supports were not statistically significant for predicting work-family conflict, but they were statistically significant for predicting job satisfaction and workplace turnover rates. Social change implications include organizational leaders using the results to identify and implement organizational supports that can improve employees' job satisfaction, increase organizational commitment, reduce work-family conflicts, lower job stress, and decrease turnover intention.

2) INTRODUCTION

In the manufacturing industry, the impact of long working hours on work-life quality is significant. Long working hours and heavy workloads have a direct influence on the work-life conflict

Work-life demands on manufacturing employees can lead to exhaustion due to the nature of the job and depression, anxiety, and physical problems that can result in low job satisfaction and a high turnover rate within organizations working longer hours, as well as other linked factors, could cause irritation for workers who have limited time and energy to cope with work- life pressures. The problem of work-life conflict has led to government and employer policies directed toward achieving an appropriate balance between the competing demands of work and life It is essential to establish a satisfactory balance between work and life domains so that employees can meet the demands of both efficiently and can quickly attain and use the required resources . Because of the increasing pressure to retain talented employees, many organizational leaders are creating both formal and family-friendly policies with the intention of helping employees to have access to the resources for balancing work-life needs.

The provision of organizational policies will also promote the participation of women in the workforce. The purpose of this quantitative correlational study was to examine the relationship between the levels of provision of formal and informal organizational support (independent variables [IVs]) and employees' work-life quality, which includes work-family conflict, job **satisfaction, and** turnover intention using the ecological systems theory, the social exchange theory, and role theory.

3) LITERATURE REVIEW

The 21st century has had unparalleled changes in family work-life situations that are affecting the public and private sectors of the manufacturing industries and have led to increased interest in balancing work-family obligations.

Workers expect to achieve a balance in their work and personal lives; however, few receive support for that balance from supervisors or in official workplace policies (Zhai, Lindorff, & Cooper, 2012). The extent to which employees believe that their managers care about their well-being and appreciate their contributions can increase job satisfaction (Ferguson et al., 2014; Rathi & Barath, 2013). Researchers have found small increases in the extent to which workplaces have formal and informal policies, benefits, or practices to support work-life balance (Jung & Yoon, 2014). Some organizational leaders provide formal support only, whereas others provide both formal and informal support (Ramadoss & Lape, 2014). In addition, Bond and Galinsky (2011) identified the organizational characteristics that predict the presence of work-life supports. These predictive factors included the size of the organization and whether the organization was union or nonunion (Bond & Galinsky, 2011). Additional predictive factors included the length of time an organization had been in business, as well as the number of hourly employees who worked there (Goh et al., 2015).

High levels of work-life conflict have negative consequences, including low job and life satisfaction, high turnover intention, work-family conflict, high depression, and burnout (Park, 2014). These conflicts directly relate to an organization's ability to offer both formal and informal support that employees perceive as important in coping with work-life quality issues (Pedersen, 2015). Over 40% of the manufacturing workforce experiences these conflicts while receiving 15% less organizational support than employees in nonmanufacturing industries (Ferguson et al., 2014; Wilson & Baumann, 2015). The general business problem was that the increasing prevalence of work-life issues in the manufacturing industry poses problems to manufacturing employees in myriad ways. The specific business problem was a lack of information about the 6 relationship between the provision of formal and informal organizational support that manufacturing leaders can use to increase employees' quality of work-life, which includes work-family conflict, job satisfaction, and turnover intention. Purpose Statement The purpose of this quantitative correlational study was to examine the relationship between the levels of provision of formal and informal organizational support (IVs) and employees' work-life quality, which includes work-family conflict, job satisfaction, and turnover intention (DVs). Data collected using a cross-sectional survey strategy to elicit employees' experiences regarding pressures on their ability to manage various work-life demands. This is an empirical study randomly 74 employees at different levels of the subject workplace, either married with or without children or dependent family members or single with or without children or dependent family members.

4) RESEARCH METHODOLOGY

Hypotheses According to Goh et al. (2015), as well as Adkins and Premeaux (2014), organizational leaders can demonstrate their commitment to the well-being of their employees by offering formal and informal work-life support. The focus of this commitment, fueled by the provision of formal or informal organizational support, is to create a positive attitude among the employees toward their organizations through increased job satisfaction, which is a factor that inspires employees to want to stay longer with an organization (French & Emerson, 2013). The provision of formal and informal organizational supports can help to reduce the pressure of balancing work and life responsibilities and to decrease work-life conflict (Kossek et al., 2012). H10: There is no relationship between the provision of formal and informal organizational support and employee work-family conflict.

H1a: There is a relationship between the provision of formal and informal organizational support and employee work-family conflict.

H20: There is no relationship between the provision of formal and informal organizational support and employee job satisfaction.

H2a: There is a relationship between the provision of formal and informal organizational support and employee job satisfaction.

H30: There is no relationship between the provision of formal and informal organizational support and employee turnover intention.

H3a: There is a relationship between the provision of formal and informal organizational support and employee turnover intention.

5) RESULTS AND DISCUSSIONS

According to the ecological systems theory, people encounter different environments throughout their lives that may lead to behavioural changes. The ecological systems include the microsystem, mesosystem, ecosystem, macrosystem, and chronosystem.

The microsystem is the environment in which an individual lives. This microsystem includes people who interact directly with other people. The mesosystem is the relationship an individual establishes in the community, such as in school or church, and the ways this relationship can affect the person.

The conflict between work and family domains tends to stem from conflict among different roles. Conflict among the domains of time, energy, and behaviour can lead to difficulties in meeting the needs of other similar domains there will be conflict in sustaining higher levels of resource commitment to different roles at a time, which can lead to lower satisfaction in these roles. Researchers have noted that work and family are highly interdependent rather than separate domains that share a dynamic relation such that when factors at work affect family life, the reverse also is true.

6) CONCLUSION

Implications for Social Change Employees may be the most important resource in an organization (Ramadoss & Lape, 2014). Researchers have indicated that a common maintaining a work-life balance has implications for employee attitudes, behaviours, and well-being, as well as for the effectiveness of the organization (Odle-

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Dusseau, Britt, & Greene-Shortridge, 2012). Odle-Dusseau et al. (2012) also determined that the imbalance between work and family life directly affects employees' work-life quality, which can reflect in their family relationships, participation in the organization, intent to quit, and work-related attitudes such as job satisfaction and organizational commitment. Work-life conflict issues have led organizational leaders to put in place policies that help their workers balance the competing demands of work and family while still being productive in the workplace (Goh et al., 2015). Organizational leaders have introduced interventions such as redesigning jobs, giving employees more autonomy and variety (job characteristics), and increasing benefits and policies such as flextime and other work-life benefits and policies. Leaders have also introduced supervisor support as well as family-friendly organizational culture or a good work-life culture (Leschyshyn & Minnotte, 2014; Odle-Dusseau et al., 2012).

The provision of organizational supports that enhance job satisfaction relates to (a) motivation, (b) citizenship behavior, (c) withdrawal cognitions, (d) behaviors, and (e) 20 organizational commitment (Zhao, Qu, & Liu, 2014). Ferrero et al. (2014) noted that corporate leaders make commitments to embed social elements into products to demonstrate customer service responsibility toward customers and assume responsibility toward the natural environment, such as reducing emissions in the production process. Some leaders might demonstrate customer service responsibility toward communities by making monetary contributions to improving health and education facilities, and other leaders might adopt humane management practices such as paid maternity leave, flexitime, or work-at-home arrangements to take care of dependents (Ferrero et al., 2014). Carlson, Ferguson, Hunter, and Whitten (2012) discussed how the provision of a flexible work arrangement and dependent care benefits could lower employee turnover intention, which would result in higher levels of individual productivity as well as more positive attitudes and behaviours among employees. Cotti, Ryan, and Miller (2014) compared users and nonusers of quality, employer-subsidized, on-site child care and found that the users were much less likely to leave the organization and more likely to return from maternity leave within a few months Family-friendly practices and activities in organizations correlate positively with an improved perception of firm performance and productivity (Lee, 2013).

Organizational leaders must include support for their organization's benefit packages to see their employees' satisfaction levels increase in the workplace. Wilson and Baumann (2015) employees who have experience higher job satisfaction and show a greater commitment to their employer and the organization. Furthermore, the social exchange theory is suitable to determine an association between the job fulfillment, satisfaction, and job-related attitudes (Tummers & Bronkhorst, 2014). Organizational leaders are demonstrating their commitment to the well-being of their employees (Ferrero et al., 2014). This commitment leads to positive employee attitudes such as reduced stress of balancing work and family responsibilities and reduced work-life conflict; furthermore, increased job satisfaction toward the organization reduces the desire of employees to leave the organization. The commitment also influences an organization's positive recruitment and retention, improves the organization's market competitiveness and firm productivity, and improves the quality of life in the community Local communities benefit as organizational leaders fulfill their social responsibility involved citizens while reducing health care related expenses and positively affecting satisfaction with life

Although the key implication of work-life issues on employees and organizations in a growing manufacturing sector of industries. The varying demographics compel the shift to embrace work-life programs because the traditional family unit has experienced changes in composition, including an increase of single-parent households and children with two working parents. The change in family composition indicates increased work-life conflicts, but the more benefits that employees feel are available to them, the more they can balance their work-life responsibilities. Findings and conclusions from this research revealed the key role of formal and informal organizational support for all three dependent variables: work-family conflict, job satisfaction, and turnover intention. The findings from this study also showed that work-life balance practices are most effective when they enhance employees' job autonomy, growth opportunity, and dependent care benefits and increase employees' capacity to perform well in work-life situations. A successful convergence of work-life responsibilities can be beneficial not only to employees but also to organizational leaders. Improving work-life balance approaches can increase the performance levels of businesses by increasing healthy employee attitudes and behaviors toward their job (Parakandi & Behery, 2016). Even if difficulties occur from adopting new beneficial practices in the workplace, the outcome will outweigh those issues (Parakandi & Behery, 2016). Positive outcomes can involve reducing stress, retaining workers, and increasing output in the businesses. Turliuc and Buliga (2014) organizational leaders could experience increased retention of their valuable employees if there is an increase in employee organizational commitment and loyalty, which will also lower employee turnover intention, as well as recruitment and training costs of employee replacement. Positive outcomes also affect monetary savings for organizational leaders, customer satisfaction levels, and increased output; therefore, addressing the balance between work and home lifestyles represents a vital issue that requires an evolutionary approach to matching current and future demographic

7) Scope for Future Research/Research Implication

Things Managers Can Do to Encourage Work-Life Balance

- Set the Example. The first thing leadership can do to help employees is to demonstrate how they find balance in their own life. ...
- Establishing Boundaries. ...
- Promote Hobbies. ...
- Demonstrate Right Priorities. ...
- Committed to Balance. ...
- Offer Work-Life Balance Benefits.

Ensure that managers and the senior leadership team enjoy a healthy work-life balance too. Make sure they're leaving the office on time, taking breaks and not emailing workers out of office hours or expecting them to deliver work in unworkable time scales when it isn't urgent.

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WORK-LIFE BALANCE AMIDST THE PANDEMIC

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ABSTRACT
Work-Life Balance is the setting of equilibrium between work, personal life, and division of time between the assigned tasks of the organization and family and leisure time. The study of the literature on Work-life Balance has been framed in light of its growing popularity, with the main goal of achieving societal prosperity and the fulfillment of happy lifestyles of the employees by supporting the growth of each employee and the continuing development of the enterprises. The literature highlights its impact on several quality-of-life conditions, such as Job Satisfaction, Work Stress, Career Growth, Turnover, Absenteeism, Appreciation, and competitive environment, concerning Work-life Balance and its practices/policies. For the study primary data has been collected for which data has been collected from 472 employees working in IT companies. To test the impact of the COVID 19 pandemic on work-life balance, the One Proportion Z-test is used. The descriptive research design is used for the study. The result presented that the employees feel more pressured in work from home conditions and they do not get enough time for their family, kids, and friends due to excessive pressure of work. Also, the employees do not get enough time for themselves. The employer should give better interventions to make employees more productive and balanced.

Keywords: Work-Life Balance, Job Satisfaction, Work Stress, Career Growth, Turnover, Absenteeism, Appreciation, Competitive Environment

INTRODUCTION
When there is pressure and responsibilities and commitments then balancing work and life becomes critical and crucial. Especially in the case of pandemics when employees are working from home, it becomes more challenging to establish a balance. Kannika, D., & Chockalingam, D. (2019) Work refers to the activity or effort one puts in to produce or complete a task. The majority of people think of employment as a means of earning money. However, other than money, there are numerous reasons for wanting to work, including productivity, ambition, respect, and societal contribution. Life is more than simply a number. It is a collage of our joys, sorrows, celebrations, and peace, to name a few works, that is a part of life. Life is inextricably linked to some factors such as ambition, acquisition, successes, and so on, all of which can cause tension, but life can also be seen as a stress reliever.

The term 'Work-Life Balance' is most commonly used to define the balance between work duties and responsibilities outside of paid work; having a work-life balance indicates that this balance is in the correct place for the individual concerned. Work-life balance is a global phenomenon that has no bounds. Workplace harmony, family harmony, social life harmony, physical and mental well-being harmony, hobbies, and interests' harmony all have a good impact on daily life. It has no fixed quantum and fluctuates following the stages of our lives. Everyone's situation is unique Taylor, L. A. (2020).

LITERATURE REVIEW

Work-Life Balance
Work-life balance is described as achieving a balance between employees' family or personal life and work lives. Chen et al., (2015) Work-life balance is based on the belief that one's professional and personal lives should complement one another to achieve perfection in one's life. Furthermore, men and women use flexible working in different ways, resulting in a wide range of well-being and work-life balance outcomes. Employee performance can be influenced by the work-life balance in both positive and negative ways. Chung, H., & van der Lippe, T. (2018) A person's productivity and performance for an organization might be affected by a work-life balance that is out of whack. When someone lacks the resources needed to satisfy both job and family responsibilities, they will get stressed. Work-life balance was found to be positively connected to job satisfaction in a prior study.

Work-Life Balance during The Pandemic: Work Stress, Job Satisfaction, Career Growth, Turnover, Absenteeism, Appreciation & Competitive Environment
Improved job satisfaction is the most frequently mentioned benefit of teleworking. Job satisfaction has been described and quantified as a perceived correlation between what one desires from one's work and what one sees it to deliver as a global construct and a multi-dimensional dimension. Job satisfaction refers to a person's

emotional condition after a nice and helpful event occurs as a result of their job evaluation or work experience. As a result of the qualities that aid and facilitate the realization of their work's values, workers feel fulfilled. When academics and businesses talk about teleworking or working from home, they're trying to come up with a new way of arranging work that will help their employees maintain and improve their work-life balance. Belzunegui-Eraso, A., & Erro-Garcés, A. (2020) Workers' contentment is one possible factor of creativity as a result of working from home. This is done in the hopes of improving employee job satisfaction while working from home; however, it has a mixed effect on workers' work-life balance, well-being, stress-related outcomes, and satisfaction Kim et al., (2019). Irawanto et al., (2021) mentioned that operating from domestic has a giant and poor impact on paintings-lifestyles stability. The locating shows that operating from domestic results in a reduced degree of task satisfaction. This circumstance is the result of the operating from domestic coverage launched via way of means of the Indonesian authorities that has been applied for the primary time in Indonesia, and for this reason, edition remains wanted for this new operating style. When they earn a living from home coverage became carried out in the course of the pandemic because of it being looked as if it would be the quality alternative for Indonesian employees, employees who had been couldn't get entry to proper IT infrastructure had to compare this new operating style, in particular for the kind of paintings that calls for the entire aid of statistics communiqué technologies. Also showed that operating from domestic has a giant and poor impact on paintings-lifestyles stability. Employees aren't capable of dividing their time among paintings and private lifestyles due to the fact they may be nonetheless used to having constant operating hours. Creating obstacles among paintings and private lifestyles to create a paintings-lifestyles stability circumstance isn't a smooth thing, in particular, with inside the pandemic state of affairs that has many limited policies. Workplace stress has an impact on emotions, thought processes, and decision-making. Workplace stress will result from a mismatch between work demands and available resources, making workers more negative and unhappy. In this situation, work stress may result in role ambiguity, overwork, role conflict, and time pressure while working from home, all of which can diminish job satisfaction Kim et al., (2019). Work stress is another key predictor that affects job satisfaction and has a significant effect on job satisfaction Hsu et al., (2019). The different results presented by Chao et al., (2015) show that work stress harms job satisfaction. Irawanto et al., (2021) Working from home has a big and detrimental impact on workplace stress. Workers are being forced to do extra work, including working overtime, as a result of the current pandemic, to fulfill the job they were hired to do. Employees get detached from their work environment as a result of social isolation, which causes work stress. The study discovered that in the early stages of the pandemic, workers were still adapting and employees were still setting up the correct pace of the work from home policy, resulting in lower stress levels; this could indicate that while workers may have felt stress in adapting to their new work environment, the closeness of their family members may have reduced their stress levels Hilbrecht et al., (2013). Irawanto et al., (2021)The focus was on finding the determinants of work-life balance in early pandemics where the unclear direction of homework in Indonesia was not well regulated by the government or the politics itself within the organization. In a collectivist environment, the concept of work-life balance is rarely discussed. In this study, the concept of work-life balance as workers approaches their families was seen as a positive sign. This can increase work satisfaction in some areas, but on the other hand, beware of work stress. Work stress can affect work satisfaction in a normal work environment. However, in this study, where workers were forced to work from home, work stress affects work satisfaction. The study highlights the fact that Indonesian workers rarely work in remote areas, but with appropriate policies, productivity gains are expected. According to the survey, working from home is expected to maintain job satisfaction, concentrate on work, and perform duties as a new work environment for Indonesian workers. Lonska et al., (2021) that work-life imbalance is one of the factors that negatively affect the sustainability of work (the ability to work for up to the age of 60 or more), i.e., the physical and mental health and well-being of employees. Work-life balance contributes to increasing work efficiency and productivity, improving the health of employees, strengthening the highest motivation and loyalty of employees, etc. To promote a work-life balance for employees, employers must use such patterns of working hours that prevent negative influence on health and well-being of the employees, inclusion of family-friendly initiatives in personnel policies of the companies through collective agreements at the level of a sector or company. In turn, the government also needs to think about high-quality, accessible, family-friendly care infrastructure (i.e., childcare, care for the elderly people, care for people with special needs, and other public services). Work-life balance requirements are highly dependent on the individual's circumstances, such as the partner's working hours and the presence of children or elderly dependents in the household. And these conditions change over a lifetime. This is particularly relevant given the current postponement of the retirement age and the increase in life expectancy in the world, which means that it will be significant to ensure a balance between work and long-term care for family members in the future. It is therefore important to promote the development of accessible, high-quality care services for children, the sick, people with disabilities, the elderly,

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and other dependents, especially in the place of their residence, taking into account priorities and principles of social service policy (deinstitutionalization and provision of service primarily at or close to the person's place of residence) so that as many employed people as possible can reconcile work and family life. Akuoko et al., (2021) According to the findings, career mothers get less work done at home since they have to balance caregiving responsibilities with their jobs. Furthermore, the findings of the study show that women in public service have stronger job security and, as a result, are less concerned about losing their jobs in the event of a pandemic. According to current research, teleworking is becoming more popular in many nations throughout the world, with the number of teleworkers predicted to rise every year. Raišienė et al., (2020)Teleworking increases job performance, lessens work-family imbalance, reduces stress levels, and lessens turnover intentions Anderson et al.,(2014). However, this benefit can be proven if employees can obtain managerial support, peer support, and technological support. Working from home support helps to reduce any potential negative impacts arising from social isolation and mitigates work-family and work-life balance conflict Contreras et al.,(2020). Working from home also provides more flexibility for workers to deal with family matters because they can work wherever and anywhere, thereby strengthening the family environment and allowing them to harmonize the autonomy of time management and their personal and job duties. Moreover, teleworking lets workers build their working rhythm and remove distractions from other employees. The lack of an immediate overseer and less formal supervisor in the workplace decreases employee stress at work. Moreover, it eliminates the individual and organizational burden of absenteeism because it enables employees to fulfill their job obligations even in times of difficulty reaching the workplace and accomplishing their responsibility. Indeed, these benefits lead to greater loyalty and commitment to the organization, job satisfaction, work-life balance, and well-being. Yücel, L. (2021) that transformational leadership predicts the turnover intention negatively and that the performance of employees moderates the association between turnover intention and transformational leadership. An immediate transformational leadership style of managers appears to decrease turnover intention through employee performance. Transformative leadership allows employees to understand that the organization's activities, support, care, and values contribute to connections with the participants of the organization and developing a high degree of affective commitment to the organization. Staying competitive and managing a career can be difficult in a challenging economy. Curson, J., & Skidmore, T. (2010) found that against the odds a public sector organization can attract and retain a high-quality workforce in a highly competitive market. However, many researchers revealed that it is difficult to separate home and work life in an increasingly competitive environment.

RESEARCH METHODOLOGY

The primary data has been collected for an analytical study to understand the impact of the COVID 19 pandemic on the Work-Life Balance of employees working in IT (Information Technology) companies of Delhi-NCR. The total sample size of 472 from different gender, ages, marital statuses, education, and Lengths doing work from home. The responses were taken on the Likert scale and the hypothesis is tested by the One Proportion Z-test is used to test the impact of the COVID 19 pandemic on the Work-Life Balance of employees working in IT companies of Delhi-NCR. The descriptive research design has been taken into consideration.

The Objective of the Study

To identify the impact of the (COVID 19) pandemic on the work-life balance of working employees of IT companies.

Hypothesis for the Study

Statement 1: (COVID 19) Pandemic plays an impact on the Work-Life Balance of employees.

Null Hypothesis (H_0): (COVID 19) Pandemic plays no significant impact on the Work-Life Balance of employees.

Alternate Hypothesis (H_1): (COVID 19) Pandemic plays a significant impact on the Work-Life Balance of employees.

Data Analysis

Table 1: Demography of respondents

Particulars	Items	Frequency (n=472)	Percentage
Gender	Male	169	64%
	Female	303	36%
Age (Years)	20-30	168	36%
	31-40	159	34%
	41-Above	145	30%

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Marital Status	Married	343	73%
	Unmarried	129	27%
Education	Diploma	73	16%
	Bachelor's	142	30%
	Master's	199	42%
	Doctoral	58	12%
Experience	1-5 Years	167	35%
	6-10 Years	99	21%
	11-15 Years	80	17%
	16-20 Years	37	8%
	20 Years- Above	89	19%
Length doing Work from Home	< 1 Month	74	16%
	1-2 Months	340	72%
	2 Months – Above	58	12%

Table 2: Response to the statements

Statements	SA	A	N	D	SD
I am missing out on quality time with family, kids, and friends due to the excessive pressure of work.	28	25	4	23	20
Most of the time I am stressed due to work	30	31	2	27	10
There is no schedule and I almost daily work late hours.	15	36	9	19	21
I am unable to complete the task within the office time and I work after office timings to complete the task.	22	29	3	24	22
I am unable to make a balance in my work and personal life.	24	33	5	1	37
I do not get enough time for myself.	19	38	0	15	28
I usually feel tired and depressed because of work.	33	20	5	23	19
I am happy with working from home.	23	40	1	18	18
I work more and try to submit before time for better performance appraisals.	27	26	5	22	20
I am capable of managing work-life balance.	19	32	6	16	27

Abbreviations: SA- Strongly Agree, A- Agree, N- Neutral, D- Disagree, SD- Strongly Disagree

Table 3: Z-test Calculations

Z Test = $(\bar{x} - m) / (\sigma / \sqrt{n})$

Where, $\bar{x}$= Mean of Sample, m= Mean of Population, σ= Standard Deviation of Population

n= number of respondents (sample size)

Calculations for One Proportion Z-test	
Sum of Average	3158
Sample Mean	315.8
Standard Deviation Sample	14.32
Standard Deviation Population	13.59
Variance of Sample	205.28
Variance of Population	184.76
Sample Size	472
Standard Error of Sample	0.65
Assumed Population Mean	310
Significance Level	5%
Confidence Level	95%
Z Calculated Value	9.27
P Value	8.72605E-20

Data Interpretation

Z-test calculated value i.e., 9.27 is greater than the z-crit value at 5% level of significance i.e., 1.96, and the calculated p-value is less than 0.00001 which is less than 0.05. Thus, the null hypothesis is rejected and the alternate hypothesis is accepted that (COVID 19) Pandemic plays a significant impact on the Work-Life Balance of working employees of IT (Information Technology) companies.

DISCUSSION & CONCLUSION

The leaders of organizations need to pay attention to their employees' job satisfaction during their working from home. It is undeniable that working from home can interfere with employees' work-life balance and work stress. In addition, it is also necessary to pay attention to the workload that must be completed, considering that working in remote conditions has obstacles such as lack of IT support and other jobs that result in a decrease in job satisfaction. More than 50 percent of the employees agreed that they do not have enough family time due to the excessive pressure of work. More than 60 percent of the employees working in IT companies are stressed due to work. More than half of the respondents agree that due to working from home no schedule is being followed and they work for late hours. 51 percent of the employees agree that they are unable to complete the task during the working hours. Also, the majority of the employees are unable to make a balance between personal and professional life. 57 percent of employees admit that they do not get enough time for themselves. 53 percent of employees admitted that they feel tired and depressed because of work. But surprisingly 63percent of employees presented that they are happy working from home. 53 percent of employees also presented that they work more and try to submit before time for better performance appraisals and 51 percent of employees admit that they are capable of managing work-life balance. The data analysis presented that employees are missing work-life balance in work from home stature and are more productive when they work from the office.

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 ISSN 2394 - 7780

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ANALYSIS OF DIFFERENT TYPES OF CONSUMER BUYING BEHAVIOR AND RESPONSE OF MARKETERS

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ABSTRACT
Consumer behavior analysis is an important input for marketers when it comes to deciding the marketing tactics and strategies. In general, four types of consumer buying behavior are observed – complex buying behavior, dissonance reducing buying behavior, habitual buying behavior, and variety seeking buying behavior. The classification into the four types is based on two criteria of involvement of the consumer and differences in competing brands. While, complex buying behavior and dissonance reducing buying behavior exhibit high consumer involvement, habitual buying behavior and variety seeking buying behavior show low consumer involvement. At the same time, while habitual buying behavior and dissonance reducing buying behavior exhibit low brand differences, complex buying behavior and variety seeking buying behavior show high brand differences. Marketers should do a proper analysis of the buying behavior for their products and services and design their strategies accordingly. They should also keep in mind that due to various factors there might be a change in the type of consumer buying behavior over a period of time. Marketers should make a note of such changes and respond to them by changing the marketing strategy suitably. This paper presents an analysis of different types of consumer buying behavior and expected responses from marketers.

Keywords: Consumer buying behavior, Response from marketers, Marketing strategy, consumer involvement, Brand differences

INTRODUCTION
Consumer behavior is the understanding of consumers and the ways they use to pick, use (consume), and discard goods and services, including consumers' psychological, emotional and behavioral reactions. Consumer behavior draws thoughts from a few subjects that include biology, psychology, and economics. Consumer Buying Behavior indicates to the activities (both offline and online) by consumers prior to buying goods and services. This interaction might incorporate accessing web sites, drawing in with online media posts, or an assortment of different activities. It is significant for organizations to comprehend this interaction since it assists businesses with better fitting their promoting drives to the marketing endeavors that have effectively impacted consumers to purchase previously. As indicated by behavioral science, the arrangement of convictions that a consumer holds about the world is a key powerhouse of consumer behavior. Convictions are psychologicalnorms established so that they keep consumers from sensibly assessing choices and hence propagate existing propensities and schedules. Organizations that endeavor to rouse behavioral change by overlooking consumers' convictions face a difficult time. Also known as buying behavior it means the decision making processes and actions of people/prospective consumers who are involved in the buying and use products.

In general, four types of consumer buying behavior are observed – complex buying behavior, dissonance reducing buying behavior, habitual buying behavior, and variety seeking buying behavior. The classification into the four types is based on two criteria of involvement of the consumer and differences in competing brands. This paper presents an analysis of different types of consumer buying behavior and expected responses from marketers.

LITERATURE REVIEW
Ramya and Ali (2016), state that consumer buying behavior refers to the buying behavior of specific consumers. Many variables, specificities and attributes impact the person in what he is and the consumer in his dynamic interaction, shopping propensities, buying behavior, the brands he purchases or the retailers he goes. A buying choice is the aftereffect of all of these variables. An individual and a consumer is driven by his way of life, his subculture, his social class, his family, his character, his psychological variables, and so forth and is impacted by social patterns just as his social and cultural climate. By distinguishing and understanding the elements that impact their consumers, brands have the chance to foster a procedure, a promoting message (Unique Value Proposition) and publicizing efforts more productive and more in accordance with the necessities and perspectives of their target consumers, a genuine resource for better addressing the issues of its consumers and increase revenue.

ISSN 2394 - 7780

The hypothesis of "cognitive dissonance" is vital in consumer behavior and marketers have bunches of interest in investigating the post buying behavior of consumers experienced by them. This paper has investigated the elements that make dissonance in consumer buying decision making especially among the consumer products buyer in the city region. A portion of these are family status, net worth, traditions, conviction and so forth the focus likewise uncovers the issues and recognized plausible answers for capturing these issues. This article investigates the ramifications of psychological discord on differed parts of consumer buying behavior (Sharma 2014).

Dangi et al. (2020) have analyzed consumer buying behavior related to organic food. The effect of consumer psychographics, socio-segment and item related variable classes were viewed as more articulated contrasted with supply-related component classification. The outcomes show that among individual elements like wellbeing concern, climate concern, information and mindfulness, eco-names and cost followed by trust in natural food are the main elements in natural food buying. The discoveries recommend that eco-names increment trust in natural food by lessening data deviation in consumers.

Kumar et al. (2019) studied factors impacting consumer buying behavior related to solar water pumps. The aftereffects of examination confirmed that consumer buying behavior is influenced by cost, execution and government drives aspects. Be that as it may, aspects, for example, eco-accommodating item, data with respect to item and friends, natural concern and social impact were seen as irrelevant.

The findings of the study propose that the theories are acknowledged and the writing review gave according to the prior research is reliable with the findings of our review, which expresses that apparent advantage and psychological elements (like security, protection, and trust) have an immediate and critical relationship with online buying behavior; actually, saw risks have a converse and negative relationship with online buying behavior (Rungsrisawat et al. 2019).

Qazzafi (2019) conclude that consumer buy the items when the need emerges, and the consumer utilizes every one of the five phases of consumer buying dynamic interaction during acquisition of high inclusion or exorbitant items while the likelihood of avoiding at least one than one phases are more in low involvement or day to day use items.

Auf et al. (2018) have highlighted that apart from price, motivation, perceived importance of culture, and orientation towards religion are some of the important factors influencing consumer buying behavior in Saudi Arabia.

Rabbi et al. (2021) have shown the impact of COVID-19 on buying behavior of consumers from Bangladesh in respect of food items. Food shortage leads to stress and directly impacts the consumer buying behavior.

Gauns et al. (2018) found that celebrity endorsement has an impact on buying behavior.

Haralayya (2021) has pitched for the impact of branding on consumer buying behavior.

Authors thus have highlighted various factors that influence buying behavior of consumers.

The Four Types of Consumer Buying Behavior and Marketers Responses

A popular classification into four types of consumer buying behavior is based on two criteria of involvement of the consumer and differences in competing brands. Figure 1 shows the classification:

ISSN 2394 - 7780

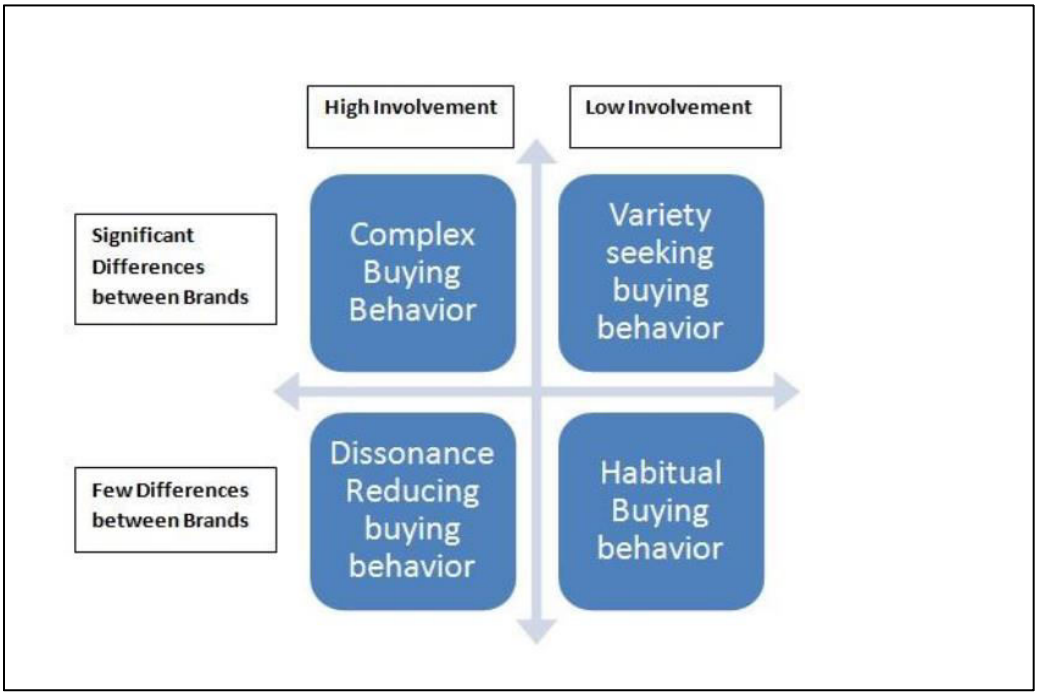

Figure 1: Four types of consumer buying behavior
(Source: www.clootrack.com2022)

1. Complex Buying Behavior
Complex buying behavior is experienced especially when consumers are buying a costly item. In this rare purchase consumers are profoundly associated with the buying choice. Consumers will explore completely prior to resolving to buy.

Consumer acts totally different when buying a costly item or an item that is new to him. At the point when the risk of buying an item is extremely high, a consumer counsels companions, family and specialists prior to settling on the choice.

For instance, when a consumer is buying a vehicle interestingly, it's an important choice as it implies high monetary risk. There is a lot of thought on what it looks like, how his loved ones will respond, how his societal position might change subsequent to buying the vehicle, etc.

In complex buying behavior, the purchaser will go through a learning cycle. He will initially foster convictions about the item, then, at that point, perspectives, and afterward settling on a smart buying decision.

For complex buying behavior consumers, marketers ought to have a profound comprehension of the items. It is normal that they assist the consumer with comprehension about their item. It is essential to make promoting message such that impacts the purchaser's convictions and mentalities.

2. Dissonance-Reducing Buying Behavior
In dissonance-reducing buying behavior consumer involvement is exceptionally high. This may be because of exorbitant cost and inconsistent buying. What's more, there is a low accessibility of decisions with less importance contrasts among brands. In this sort, a consumer purchases an item that is effectively accessible.

Consumers will be compelled to purchase products that don't have such a large number of decisions and subsequently consumers will be left with restricted navigation. In light of the items accessible, time constraint or the financial plan impediment, consumers purchase specific items without a great deal of examination.

For instance, a consumer who is searching for another folding table that can be taken for a setting up camp rapidly settles on the item founded on couple of brands accessible. The fundamental standards here will be the utilization and the element of the folding table and the spending plan accessible with him.

Marketers should run after-sale service camps that deliver focused messaging. These missions should expect to help consumers and persuade them to proceed with their decision of their image. These marketing efforts should zero in on building repeat buys and references by offering limits and motivating forces.

ISSN 2394 - 7780

3. Habitual Buying Behavior

Habitual Buying Behavior is portrayed when a consumer has low involvement in a buying choice. For this situation the consumer is seeing a couple of critical contrasts between brands.

At the point when consumers are buying items that they use for their every day schedule, they don't put a lot of thought. They either purchase their cherished image or the one that they use consistently - or the one accessible in the store or the one that costs the least.

For instance, while a consumer purchases a portion of bread, he will in general purchase the brand that he knows about without really investing a lot of examination and effort. Numerous items fit into this classification. Ordinary use items, for example, salt, sugar, rolls, tissue, and dark pepper all fit into this item classification.

Consumer simply takes the buying decision and gets it - there is no brand loyalty. Consumers don't research or need data in regards to acquisition of such items.

Habitual buying behavior is affected by radio, TV and print media. Besides, consumers are buying in light of brand familiarity. Henceforth marketers should utilize repetitive promotions to construct brand familiarity. Further to start product trials, marketers should utilize strategies like reduced prices and sales promotion campaigns.

Marketers ought to draw in consumers involving visual images and symbolism in their publicizing. Consumers can undoubtedly recall visual notices and can connect with a brand.

4. Variety Seeking Buying Behavior

In variety seeking consumer behavior, consumer involvement is low. There are huge contrasts between brands. Here consumers frequently do a lot of brand switching. The expense of switching items is low, and subsequently consumers should evaluate new items, wondering for no specific reason or weariness. Consumers here, for the most part purchase various items not due to disappointment however primarily with an inclination to look for variety.

For instance, a consumer likes to purchase a treat and pick a brand without putting a lot of thought to it. In the future, a similar consumer may pick an alternate brand out of a wish for an alternate taste. Brand switching happens regularly and without aim.

Brands need to embrace various techniques for such sort of consumer behavior. The market chief will convince habitual buying behavior by affecting the shelf space. The shelf will show an enormous number of related however unique item forms.

Marketers stay away from unavailable conditions, support incessant promoting, offer lower costs, coupons and free samples to draw in consumers.

CONCLUSION

Consumer buying decisions are impacted by the consumer behavior. There are very high differences in the consumer buying behavior while buying a car as against buying chips. Marketers have to exercise careful judgment in marketing products to different kinds of consumer buying behavior. Marketers should do a proper analysis of the buying behavior for their products and services and design their strategies accordingly. They should also keep in mind that due to various factors there might be a change in the type of consumer buying behavior over a period of time. Marketers should make a note of such changes and respond to them by changing the marketing strategy suitably. For instance, wellness products were purchased infrequently prior to the Corona pandemic. However, post-pandemic the consumer behavior towards buying these products has undergone a change. More and more consumers are becoming habitual in purchasing wellness products due to increased health concerns. They are also now seeking variety in these products. Thus, a change from dissonance-reducing buying behavior to habitual and variety-seeking buying behavior is seen. Marketers should adjust their strategies to respond to such changes.

ISSN 2394 - 7780

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IMPACT OF CSR ACTIVITIES OF CEMENT COMPANIES ON BRAND IMAGE AND PURCHASE DECISION – A STUDY OF HOUSE OWNERS IN KALYAN KARNATAKA REGION

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ABSTRACT
Corporate sector have become more and more socially and ecologically responsible. The last two decades has seen the rapid acceptance and growth of Corporate Social Responsibility, Sustainability and Green Marketing in 21st century. Post 2013, when CSR was made mandatory, companies have tried to ensure that CSR activities are implemented not only to meet the legal compliance but also as a strategic tool, which could create either tangible or intangible benefits for the company while benefitting the society.

A widely held belief is that CSR helps the companies improve their Brand Equity which influences purchase decision which in turn helps in improving sales. This paper explores the same to see if the CSR Activities of Cement Companies have positively influenced Brand Image & Purchase Decisions. 395 House Owners were surveyed as part of the research.

The outcome of the study, however, discovered that, 52% of House Owners felt CSR had positive influence on Brand Image and 42% felt that CSR activities had an important positive influence on their Purchase Decision of cement. This research also found that there is willingness to pay more for socially responsible brand.

Keywords: CSR, Sustainability, Brand Image, Purchase Decision & Sales

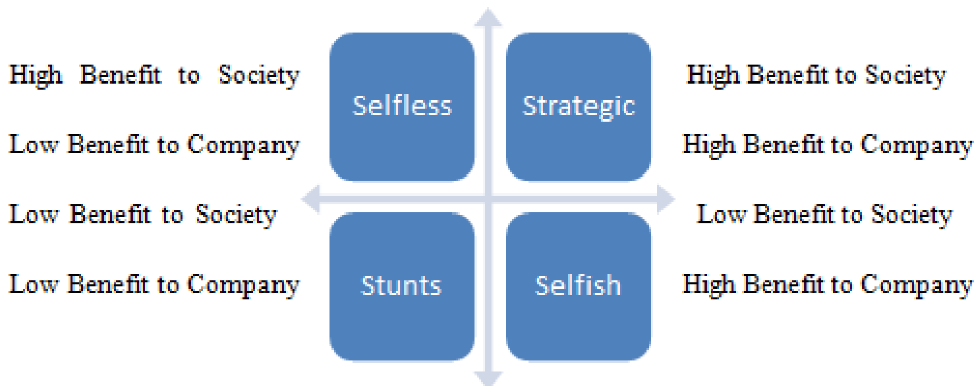
INTRODUCTION

Sustainable corporate objectives are guided by the 3 P's principles i.e., Profit, People and Planet. The Corporate performance can be measured using parameters under Economic Objectives, Human Objectives and Social Objectives. Companies strive to synchronise and synergise their efforts to fulfil these objectives, which at times may seem contradictory. Balancing among these objectives provide opportunities to create win-win situation while pursuing these objectives.

One such area of opportunity is while implementing the CSR Activities. Implementing the CSR Activities has potential to benefit the Brand Image, Brand Value, influence Purchase Decision and improve Sales of the company. While the main objective of CSR Activities is to be responsible and benefit the society, it is possible that sales and profits also increase.

The corporate sector has begun to look at CSR as a strategic tool to contribute back to society while also benefitting from being part of a better society and capitalise on the possible benefits and opportunities their CSR Activities may present them. It is possible that at least some companies are using CSR as a strategic tool to primarily further their interest while also trying to be useful corporate citizen of the society. It is similarly possible that some companies take up CSR activities which will not have any favourable benefit for them – directly and indirectly, except for the fact that they will be part of a better society. And there may also be corporates who take up CSR for legal compliance sacrificing the spirit of CSR by adopting some stunt activities which neither benefit the society nor company.

The 4S CSR Framework of reference to classify CSR Activities prepared by Praveen Nayak, is produced below for reference.



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With this background, an aspect that needs to be studied is whether CSR Activities help in improving Brand Image, positively influence Purchase Decisions and result in Increased Sales. Increased sales usually lead to increased profits. This study explores the CSR Activities of Cement Companies in Kalyan Karnataka Region, and attempts to collect information from the House Owners who have constructed houses after 2013 to know if these CSR Activities have improved the Brand Image, influenced Purchase Decision and in turn increased the Sales.

OBJECTIVES OF RESEARCH PAPER

1. Is there co-relation between Awareness of CSR Activities and Influence on Purchase Decision?
2. Is there co-relation between Awareness of CSR Activities and Brand Image?
3. Is there co-relation between CSR Activities Satisfaction and willingness to pay more for Brands of such companies?

REVIEW OF LITERATURE

Customers are becoming more concerned with sustainability related issues and hence the importance of CSR is increasing and more companies than before are engaged in different CSR activities to meet the demand of their customers. Communicating this engagement to customers has made CSR a strategic marketing tool to enhance the brand image. (Jusubova, 2015)

CSR activities are stimulants for increasing brand reputation in the minds of customers, making it an investment of strategic nature that can be viewed as a form of reputation building opine Garberg and Fombrun.

A study in Pakistan revealed that majority of customers tend to prefer high brand reputation, and when the aspect of CSR is added in their experience with that particular brand, it enhances brand equity in the mind of the customers. Hence customers tend to become more loyal and habitual about brands with high involvement with CSR. (Bashir, 2020)

(Solomon Timothy, 2016) Brand image is more than a logo that identifies businesses, product or service; it is a mix of the associations consumers make based on every interaction they have with the business. Brand image creates recognition, makes an impression, and builds credibility and equity. Businesses have to be intentional about their brand image and build it from there.

(Yougov.co.uk, 2019) Irrespective of the size of a company, CSR can help increase sales and goodwill. It also helps in brand recognition and to avoid risk.

(Mo Ghoneim, 2019) The four main motivations for pursuing CSR, as identified by HBR, are moral obligation, sustainability, license to operate and reputation. The CSR benefits are categorised Benefits for companies and organizations engaging in CSR fall into two camps: 1) direct, such as increased sales, and 2) indirect, such as name recognition, increased goodwill and risk avoidance. Both types of benefits are worth pursuing.

(Thomasnet.com, 2021) CSR not only helps creating goodwill, but can also improve a corporation's bottom line. CSR helps improve public perception and foster a positive attitude toward the company, which in turn, improves consumer trust, company reputation, and brand sentiment. When a company improves its corporate image, it can translate to increased sales, loyal customers, and increased interest in company stock. CSR efforts can also help build a buffer against scandals, rumours, and other events that may be damaging to a company's reputation.

Research Methodology: This article is based on part of the data collected for PhD Thesis of the first author. The Survey Method has been adopted to gather opinion of House Owners in the Kalyan Karnataka Region of North Karnataka.

Sample Size: A total of 395 house owners in the study region were covered.

Sampling Method: The convenience sampling method was adopted and Questionnaire via Google Forms, Personal Interview & Telephonic interview was used to collect data from the respondent.

Data Collection Method: Primary data i.e., opinion of house owners on CSR Activities, was obtained by administering Questionnaire.

Data Analysis and Interpretation

Table 1: Company wise house owners' statistics

Max Cement used for construction:	No. of House Owners	Max Cement used for construction:	No. of House Owners
Sree Balaji Cement	8	Chettinad Cement	27
Shree Cement	30	Jindal JSW Cement	8
Bharati (Vicat Sagar) Cement	35	ACC Cement	76
Orient Cement	60	UltraTech Cement	86
Vasvadatta Cement	43	Others	22
Total Number of House owners Surveyed			395

The above table gives the details of company wise cement users surveyed. UltraTech Cement, ACC Cement & Orient Cement dominate the Kalyan Karnataka market.

Table 2: Exclusive usage of cement

Exclusively only one cement	Yes	No
Respondents	78	317
Percentage	19.75%	80.25%

From the table we observe that most house owners did not exclusively construct with cement of only one company. This shows that people are not averse to use different brands for different construction works like roof concrete, flooring, wall plastering, compound etc.

Table 3: Shareholding among house owners

Is House owner shareholder of cement company?	Yes	No	Total
Do You Own Shares of the cement company	118	277	395
Percentage	29.9%	70.1%	100%

Share holding is quite high among the house holders.

Table 4: Awareness of CSR Concept

Your Awareness level of CSR Concept is very high	Strongly Disagree	Disagree	Can't Say	Agree	Strongly Agree	Total
No of Respondents	106	67	86	80	56	395
Percentage	26.8%	17%	21.8%	20.2%	14.2%	100%

With only about 1/3rd of the respondents agreeing that they have sufficient knowledge of CSR concept, it is implied that the companies have not communicated about their CSR effectively. At the same time this also shows that the Government has also not communicated about CSR Provisions among the public at large.

Table 5: Communication of CSR Activities by company to house owners

Communication of CSR Activities by companies is good	Strongly Disagree	Disagree	Can't Say	Agree	Strongly Agree	Total
No of Respondents	170	61	111	49	4	395
Percentage	43%	15.4%	28.2%	12.4%	1%	100%

The table reveals that the companies have not communicated about their CSR Activities properly to the customers and public. With nearly 60% customers not having information about CSR Activities, it would also imply that the communication of CSR Activities to public will be lesser. That means companies are probably missing out on gaining benefits out of their CSR Activities.

 ISSN 2394 - 7780

Table 6: Opinion of house owners about impact of CSR Activities on Brand Image

CSR improves the Brand Image	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Total
No of Respondents	2	0	188	146	59	395
Percentage	0.5%	0	47.6%	37%	14.9%	100%

In the opinion of over 50% house owners the CSR Activities do have a positive impact on Brand Image of the cement companies. A very small fraction of respondents however did not feel that the CSR Activities helped to improve Brand Image. Around 48% did not express any opinion – which can be attributed to their own awareness and information of activities of CSR of these companies being low.

Table 7: Opinion of house owners about impact of CSR Activities on Sales

CSR improves Sales	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Total
No of Respondents	6	0	197	144	48	395
Percentage	1.5%	0	49.9%	36.5%	12.2%	100%

In the opinion of nearly 50% house owners the CSR Activities have a positive impact on sales of the cement companies. Only a small fraction of respondents however did not feel that the CSR Activities helped to improve sales. Over 50% did not express any opinion – which can be attributed to their own awareness and information of activities of CSR of these companies being low.

Table 8: House owners' opinion of CSR Activities benefitting economy

CSR	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Total
No of Respondents	13	61	178	120	23	395
Percentage	3.3%	15.4%	45.1%	30.4%	5.8%	100%

A significant portion (45%) of the house owners holds no opinion about impact of CSR on economy. Over a third of them however feel that CSR Activities help the economy.

This implies that people still do not have good clarity of the concept and hence can not analyse its impact. Among those who have opinions, the favourable opinion is almost double the negative opinion – which can be understood as the society having a favourable opinion of CSR and impact of CSR on economy.

Table 9: House owners' opinion of CSR Activities benefitting ecology

CSR Activities having favourable impact on environment / ecology	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Total
No of Respondents	1	5	188	144	57	395
Percentage	0.3%	1.3%	47.6%	36.5%	14.4%	100%

The majority of house holders agree that CSR Activities have beneficial impact on the ecology. At the same time a significant portion (48%) of the house owners holds no opinion about impact of CSR on ecology. This, again, implies that people still do not have good clarity of the concept and hence can not analyse its impact. However the overall positive opinion can be understood as the society having a favourable opinion of CSR.

Table 10: House owners' opinion of CSR Activities benefitting society

CSR benefits Society	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Total
No of Respondents	1	1	225	142	26	395
Percentage	0.3%	0.3%	57%	35.9%	6.6%	100%

The table shows that substantially large numbers of house owners feel that CSR benefits the society, while the majority have no opinion.

When we analyse the data from tables 8, 9 & 10 together, we can conclude that the house owners have not been able to form complete opinion on impact of CSR Activities as well as that the CSR Activities related to Environment and Economy are better understood among public than the Activities related to Social benefits.

Table 11: House owners Satisfaction with CSR Activities

CSR Activities Satisfaction	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Total
No of Respondents	60	38	106	88	103	395
Percentage	15.2%	9.6%	26.8%	22.3%	26.1%	100%

The analysis of the table shows that only about half the house owners are satisfied with the CSR Activities of the cement companies. It must be noted that lack of communication on part of Cement companies regarding CSR Activities necessitated house owners to abstain from expressing their opinion and the largest response for this question was house owners answering in neutral.

Table 13: Extent of influence of CSR in house owners selecting Cement Company for house construction

CSR Activities influencing House owners' cement choice	Yes – It was one of the major factor	Yes – It was an important factor	Yes – But it was only a minor factor	No – But CSR is an important factor	No – CSR is not important for purchasing	Total
No of Respondents	12	154	137	68	132	395
Percentage	3%	39%	34.7%	17.2%	42.2%	100%

The analysis of the table shows that nearly 60% house owners were not influenced by CSR Activities of the company while choosing cement. This indicates that the factors like brand image, opinion of influencers, advertising influence, cost, perceived quality, availability, and other factors have more important appeal for taking up house ownership.

Table 14: Willingness to pay more for Cement if CSR is good

Willingness to paymore	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Total
No of Respondents	2	2	232	119	40	395
Percentage	0.5%	0.5%	58.7%	30.1%	10.1%	100%

The analysis of the table shows that over 40% house owners were willing to pay more for purchasing cement if they perceived CSR Activities of the company to benefit society. This indicates that people also aware of their individual social responsibility and are willing to support responsible organizations.

Table 15: Most important Factor which influences Customers Cement Buying Decision – in the opinion of house owners based on their experience as customers

Factor	Frequency	%	Factor	Frequency	%
Quality	192	48.6%	Cost	38	9.6%
Engineers Suggestion	109	27.6%	Employee is Relative / Friend	3	0.8%
Advertisements	16	4.1%	Availability	10	2.5%
I am Shareholder	4	1%	Technical Help by Company	12	3%
Opinion of Family or Friend	11	2.8%	Influence of CSR Activities	0	0%

The Analysis of the table reveals that the 2 most important factors influencing buying decision of cement are Quality & Engineers Suggestion. Cost, Advertisement Influence, & Technical help by company also influence, with decreasing influence, in that order. Availability was also mentioned as a factor, probably as a result of house owners experience during Covid Lockdown period. The other factors like Employee influence, Opinion of Family/friends except CSR were also mentioned by few respondents as the most important factor influencing their buying decision. This however, does not mean that CSR and other factors have no influence – but that these factors are not the most important factors.

Interpretation

Comparing the data from above Tables we can observe that while the House owners are of the opinion that CSR Activities do help in improving Brand Image also help in increase the sales, they themselves were not wholly influenced by CSR Activities while choosing cement. CSR did play a role – but it was mostly an indirect role.

There is also a willingness among the people to support socially responsible companies.

The data along with influencing factors considered together point out that the Cement Companies have failed to leverage their CSR Communication to improve Brand Image and Sales as much as they could have.

FINDINGS

Awareness of CSR concept among house owners is 35%. Awareness of CSR Activities of Cement companies among house owners is 15%

Information dissemination of CSR Activities by companies to house owners is not complete.

Opinion of house owners about impact of CSR Activities on Brand Image is favourable.

Opinion of house owners about impact of CSR Activities on Cement Sales is favourable.

Opinion of house owners about impact of CSR Activities on Society is favourable.

Primary factors, identified by house owners, which influence customers purchase decisions, are Quality, followed by Engineers Opinion and Cost.

There is co-relation between Awareness of CSR Activities and Influence on Purchase Decision.

There is co-relation between Awareness of CSR Activities and Brand Image.

There co-relation between CSR Activities Satisfaction and willingness to pay more for Brands of such companies.

SUGGESTIONS

The purpose of CSR may not be to increase sales, but certainly companies are likely to end up increasing their sales if they adopt and implement good CSR Activities and communicate about them effectively among all stake holders.

CONCLUSION

The CSR Activities have an indirect but positive influence on the sales. Their direct impact is on Brand Image, which translates into sales.

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BRAND SLOGANS - A CASE STUDY OF INDIA

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ABSTRACT
A slogan is a group of words meant to communicate a clear message. Slogans are often short and rhymed in order for readers or audiences to recall them quickly. Most slogans contain a message designed to assist customers in comprehending and experiencing the benefit, often known as an important, critical, or key factor. The researcher's goal is to provide advice and assistance to businesses on the considerable advantages of creating a powerful and effective brand slogan.

The research confirms that to do the analysis category-wise, a sample of 311 slogans is taken and sub-classified into food product slogans, service slogans, general category slogans, and corporate brand slogans. The researcher concludes that a slogan can be around four words in length, conveying a functional benefit in the case of a product or service and a non-functional benefit (corporate image or branding) in the case of corporate branding slogans. The use of rhyme and language in the creation of slogans is unimportant.

Keywords: Slogans, Rhyme element, Key factor, Language, Category.

INRODUCTION

A slogan is a collection of words intended to convey a powerful message. It's also known as the punch line, tagline and end line. It is an important component of advertisements. Slogans are often short yet rhymed so that readers or audiences may remember them quickly. Furthermore, most slogans include a message that aims to help clients comprehend and experience the advantage, which is referred to as a crucial or critical or key factor. According to Padrakali A and Chitra C K (2017), slogans give a firm or its products a personality. It's a succinct but powerful manner of conveying a message. Slogans are simple, quick, and easy to remember. An appeal or a happy moment in the life of a product may be used in advertising slogans. A good slogan will attract the prospects to benefits of a product or service or a brand. Slogans are meant to be distinctive and reflect company image. A meaningful slogan is said to resonate with customers more than simply the brand name since a good slogan not only provides the consumer a promise but also informs them what the brand stands for.

Slogans are used in marketing for different reasons namely;

a) To differentiate a company/brand (differentiation),

b) To explain the brand name (brand stands for),

c) To describe a field of operation (activity),

d) To identify with a market segment (who is your customer),

e) To identify with a societal concern (social cause),

f) To make a promise (assurance),

g) To provide a call to action (buying),

h) To provide a reason to buy (why to buy),

i) To remind the corporate vision (cause for the existence of the company),

j) To rent the image (to franchise), and

k) To state a unique competence or strategy (core competency).

Slogans are an important part of marketing and branding because they have the ability to improve brand awareness while also establishing or reinforcing a company's intended identity and positioning.

REVIEW OF LITERATURE

The extensive review of literature is performed and presented as follows:

a) Content Analysis of Slogans

Some academics examine the substance of different brand slogans, and the review of those research works are reported as follows:

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Dowling, G.R., and Kabanoff, B. (1996) in theirresearch derived the meanings of 240 advertising slogans are evaluated using computer-aided text analysis. Computer-assisted content analysis is more accurate and less time-consuming than human-assisted content analysis. The authors examine the slogans' substance and presume that it matches what the advertiser believes he or she stated and found that there is one broad group of ambiguous slogans and four other more distinct groupings.

Galí N, Camprubí R and Donaire, J.A(2017) discover that the slogan of a tourist destination is a significant instrument in the development of the destination's national brand. Their research evaluates the features of 150 tourism destinations at three geographical levels: countries, regions, and cities, and uses content analysis to assess them. The findings show that slogans are often simple, concise and have an exclusive attraction, which stems from a focus on the message's emotive component.

b) Developing of an Effective Slogan

Bauerly, R.J. and Tripp, C. (1997) found that acreative technique should be used while developing a new institutional slogan. Multiple levels of participation, suitable screening criteria, and a thorough grasp of the institution's capabilities and audiences should all be part of this process. The procedures required in producing effective slogans are described in this study. Every stage of the procedure is scrutinised, and the results are evaluated.

Olivera, P. et al (2001), examine the meta-discourse strategies that copywriters commonly employ while creating slogans and/or headlines. According to the premise that advertising is a type of covert communication, the study begins with the assumption that advertising English should be represented as a continuum of text functions oscillating between 'informing' and'manipulating'. Copywriters can use both textual and interpersonal meta-discourse to deliver a compelling message under an informational mask, as seen in examples taken from a typical women's magazine.

Much psycholinguistic research has been conducted on Noam Chomsky's transformational grammar theory. The effects of surface-structure alterations on readers' understanding, recognition, memory, and attitudes about slogans were investigated using a within-subjects experiment by Bradley, S D and Robert Meeds (2002).The authors disclose that syntactic complexity had no effect on understanding of advertising slogans, as predicted, but simple-syntax versions had an edge in recognition. These findings are examined, as well as the ramifications for advertising professionals and educators.

Kohli, C., Leuthesser, L., Suri, R. (2007) state that slogans are an important part of a company's identity and help build equity. Hence, even among the most well-known businesses, there is a risk of inefficient slogan utilisation and, eventually, a shockingly weak association between a brand and its slogan. The authors looked for relevant case studies in business publications and analysed literature from a number of academic streams linked to slogans to investigate this phenomenon. They suggest a set of rules for slogan strategy, as well as the invention and use of effective slogans, based on their findings.

Miller, D.W and Toman, M. (2014) find that brand slogans may be a valuable complement to brand names and logos. Using a rhetorical figure or linguistic element in the formulation of a slogan makes it more effective at generating favourable customer responses. Alliteration, beginning plosive, word/phrase repletion, pun, and well-known phrase are some of the most common tactics.

According to research study of Miller, D.W., and Toman, M. (2015), slogans that are more complex than syntactically simple sentences encourage deeper processing. When it comes to crafting brand slogans, this might be really useful for service marketers. Despite the potential advantages, the bulk of service slogans are simple and lack syntactic variations. There were few instances of most types of transformations, with the exception of the imperative form.

Wang, W.C., Silva, M.M.S., and Moutinho, L. (2016) have used an artificial neural network architecture to uncover patterns of non-linearity, which is especially important when dealing with the human "emotional corridor." From narrative to consumer-generated advertising, the findings are relevant and valuable to marketing communication. When stressing study findings such as the crucial importance of consumers' cognitive assessments and personal participation, a satisfactory root mean squared error was attained. The neural network's multiple feedforwards have also allowed the fuzziness of the data to be dealt with.

c) Determining Factors/Key Benefits of Slogans

Luuk Lagerwerf (2002) says that ambiguity is frequently utilized to stimulate the reader's attention in slogans used in public information, politics, and advertising, as well as names of books, films, and articles. This article

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looks with a specific type of purposeful ambiguity: slogans that can be interpreted literally. Instead of the aesthetic sensation generally associated with figurative language, ambiguity like this elicits laughter.

The research of Margarita A, Catherine L and Chris K (2006) reveal that slogan with music may be used to draw attention, convey a product message, serve as a mnemonic device, and induce excitement or relaxation. Music is beneficial in enhancing implicit learning and memory of the promoted goods, according to the findings. Under low-attentive situations, the function of past musical training appears to be of minor importance.

Fransen, M. L., Fennis, B. M., & Pruyn, A. T. H. (2007) opine those advertisers and marketers frequently use slogans that appeal to future ambitions, hopes, and wishes (for example, "Let's make things better," "Just do it," and "Be all you can be"). Associating brands with personal aims and dreams may indicate that purchasing these products might assist us in realizing and expressing our ideas and desires. Consumers will become aware of the gap between their current self-state and what they want to be in the future after being exposed to advertising slogans expressing values connected to accomplishment and personal objectives.

Abdi, S., and Irandoust. A (2013) say that slogans are a type of advertising that appeals to a broad audience. Advertising agencies are well rewarded for coming up with distinctive brand slogans. Advertising slogans frequently profess to know something before attempting to demonstrate it. Slogans are used to call attention to one or more of a product's or service's major features. Slogans claim that the offered product or service is of the highest quality, or that it is the most delicious, cost-effective, or healthy.

Kohli, C., Thomas, S., & Suri, R. (2013) state that branding relies heavily on slogans, with recall being one of the most effective indicators of slogan effectiveness. The researchers look into the determining factors that influence memory of the 150 slogans that were shortlisted. The findings show that slogans should be kept for a long time and backed up by large marketing spending to boost memory. It's also essential to keep the slogans short and concise while crafting them.

Dass, M., Kohli, C., Kumar, P and Thomas, S. (2014) investigate that a slogan is an important part of a brand's advertising platform since it helps to define its identity and positioning. This research examines the major factors that influence the likeability of slogans using data from a large field investigation. It finds that the liking for a slogan may be driven largely by the clarity of the message, the exposition of the benefits, rhymes, and creativity.

Huang, S.C.L. and Lin, L.P.L. (2017) find from their research that tourism slogans that are effective promote destinations and assist customers to absorb and recall marketing material. The impact of tourism slogans on awareness in 10 major Asian destinations are examined in their study. The most successful slogans in terms of destination recognition were those of China, Hong Kong, and Taiwan, according to the results. Age, education level, English proficiency, and visits to marketing venues were all significant determinants in slogan recognition.

According to the research study of Ihwani Hutabarat (2017) in food and cigarette slogans, there are four different sorts of mood systems. Declarative, interrogative, imperative, and exclamatory moods are employed to communicate emotion when a new product is being launched.

Dulababu T (2017) observes that a slogan is a collection of words that work together to convey a powerful message. The punch line is another name for it. It is a crucial component in marketing. Slogans are generally brief yet rhymed so that the audience or readers may remember them easily. Furthermore, most slogans include a message intended to help clients comprehend and appreciate the advantage, which is referred to as a crucial component. The goal of this study work is to establish the most likely (optimal) slogan size, the importance of rhyming in slogan design, and the most desirable content (primary advantage) to convey through slogans.

Pan, S. (2019) made a research study is to review the literature in order to build a conceptual framework for tourist slogan analysis. The invention and consequences of brand slogans are influenced by brand image, leisure motives, and cultural aspects. It went on to investigate the effect levels of 134 national tourist slogans using ANEW (Affective Norms for English Words). Based on the valence and arousal levels provided in ANEW, three clusters of tourist slogans were discovered.

d) Effectiveness of Brand Slogans

According to David MB (1993), aadvertisement slogans may either promote or impede a brand extension strategy. In the study, three treatment groups were provided with different variations of a marketing slogan before evaluating six prospective extensions of an imaginary brand. The findings show that the slogans had a substantial impact on both perceived similarity and prospective brand extension assessment.

Reece, B.V., Bergh, B., and Li, H. (1994) revealed that the impact of linguistic and thematic aspects of slogans on survey respondents' ability to recognise the brand name connected with a slogan was explored in this study. The study also looked at audience variables that are linked to memory ability, such as demographics, product consumption, and media usage. To choose slogans for a survey instrument, the researchers employed a multi-stage content analysis approach. The amount and kind of wordplay, but not themes, years in use, or financial support, were shown to explain for substantial disparities in accurate identification rates.

Mathur, L. K., & Mathur, I. (1995) find the effects of changing advertising slogans on the market values of 87 publicly traded companies were investigated. On average, a change in a company's advertising slogan increased yearly revenues from $6 million to $8 million. Investors were hesitant to respond to reports of slogan changes, but they were positive about the companies' new strategies.

Pryor, K., and Brodie, R. (1998) did similar research and is replication of David’s exploratory study adds to the body of knowledge regarding how advertising slogans influence brand extension ratings. The findings reveal that priming may help or hurt a brand extension strategy by calling attention to features that a new product has in common with current goods or that are in conflict with them.

Supphellen, M., and Nygaardsvik, I. (2002) disclose from their research, on brand building for a nation, that the establishment of country brand equity relies heavily on the use of slogans. A basic normative methodology for testing country brand slogans is created in this research. To demonstrate the first step of the approach, a new tagline for Norway, 'Any decent doctor would prescribe Norway,' is tried. Before launching costly campaigns, the methodology may assist nation brand marketers in rejecting bad slogans and identifying ideas with the potential to develop country brand equity.

Margotvan MulkenRenskevan, Enschot-van Dijk and HansHoeken (2005) revealed from their research that in advertisements, puns are a common rhetorical device. There is a difference between puns in which both interpretations are relevant to the advertiser's message (for example, "Roses grow on you" for Cadbury's Roses chocolates) and puns in which neither interpretation is relevant to the advertiser's message (for example, "Roses grow on you" for Cadbury's Roses chocolates). Sixty-eight people scored 24 slogans on how much they liked them. The presence or absence of puns had a big influence on how much people liked the slogans.

Dahlén, M. and Rosengren, S. (2005) states that brand slogans have piqued the interest of both practitioners and academics, as they may have a positive influence on their enterprises. Because brand equity influences slogan learning, slogans for strong brands are frequently more popular than slogans for weak businesses. The authors investigate how the brand-slogan relationship differs between strong and weak brands, as well as how to avoid the negative effects of competitive interference.

Sara Rosengren and Micael Dahlen (2006) have observed that slogans are typically seen to be helpful in establishing brand equity. Consumers in today's cluttered environment, on the other hand, frequently associate slogans with brands other than the sponsoring brand. The varied memory mechanisms employed by customers are discovered to explain the mismatching of slogans and brands. The research complements previous work on slogans and source identification.

According to Dimofte, C. V., & Yalch, R. F. (2007) some customers instinctively access many meanings of a polysemous brand slogan, whereas others only access one meaning. To capture this individual variation and demonstrate its implications for consumer responses to slogans with negative secondary meanings, a new measure of automatic access to secondary meaning is devised. This shows that the unintentional influence of brand slogans may be more than previously thought.

In a 9-week field trial in supermarkets, the behavioural impact of 10 alternative slogans for promoting battery recycling was explored by Hansman R. & Lokopolous P (2009). Ratings for excellent and ecological arguments, innovation, humour, and simple comprehensibility were all positively associated to slogan effectiveness. The informative and readily understood factual slogans resulted in a 35.8% increase in the weight of returned batteries. In comparison to the pre-intervention baseline, the prescriptive hilarious slogan had no impact.

Wang, Wan-Chen (2010) say that advertising has long been seen to provide customers with reasons to buy. Academic study, on the other hand, has largely ignored the importance of emotion. The consumer's emotional corridor is a novel theoretical research construct proposed in this thesis. Combining qualitative and quantitative research, it uses a multi-strategy approach. This study makes two significant contributions. It investigates the factors that influence advertising effectiveness based on customers' emotional responses to advertising slogans.

Laran, J., Dalton, A., and Andrade, E. (2011) researched that brand has priming effects(behavioural responses that are congruent with the brand), but slogans have reverse priming effect (i.e., behavioural effects opposite to those implied by the slogan). Exposure to the store brand name Walmart, which is often linked with saving money, for example, lowers subsequent spending, but exposure to the Walmart tagline, **'Save money. Live better, increases it'**. People see slogans, but not brands, as persuasive strategies, hence slogans create reverse-priming effects and brands cause priming effects. Reverse priming is caused by an unconscious desire to adjust for prejudice, and it can occur in a variety of situations.

When consumers read commercials, it's unclear how they implicitly digest recognisable brands. In this study by Kristy Vance and Sandra Virtue (2011), the participants were given recognisable brand names and were given slogans that were metaphoric, literal, or neutral. When consumers were presented with familiar brands, the right hemisphere showed greater facilitation for literal slogans than for metaphoric slogans.When targets were given to the left hemisphere, purchase intent scores were greater. These findings show that brand familiarity impacts customers' right-hemispheric processing of slogans and their left-hemispheric purchase intent.

David S and Widyarso R (2014) researched with the aim to look at the consequences of using imprecise, rather than specific, advertising or brand slogans strategically. Various levels of ambiguity were achieved by manipulating vignette advertising slogans. Results reveal that the degree of vagueness and length of commercial slogans had a substantial impact on evoked thinking, brand attitude, and persuasiveness, but not on purchase intention. The research yielded novel theoretical and managerial insights into how and why good branding outcomes may be achieved by controlling the number of words in brand slogans.

Hodges, B., Warren, C., & Estes, Z. (2015) investigated to figure out what makes a slogan more effective in terms of psychology, cognitive science, and psycholinguistics. How do the slogan's semantic, lexical, and emotional characteristics make it more successful or memorable? A total of 845 slogans were divided into small words in order to determine the impact of each word in the slogans by asking university students which word they preferred. The results suggest that just a few terms of the slogan are more popular among students. It is also recommended that the slogans not to be changed in order to maintain the original slogans' impact.

Brady H, Caleb W, and Zachary E. (2016) disclose that slogans with psycholinguistic qualities that encourage more effortful, conscious thinking were linked to higher levels of recognition but lower levels of liking. Findings show that slogans that include more common, less orthographically-confusable, and fewer concrete terms are loved more on average.Incorporating the brand name inside the tagline is also linked to increased memorability.

Briggs, E., and Janakiraman, N. (2017) revealed that the impact of advertising slogan memory on people's brand perceptions is investigated in this study, which links these perceptions to real market behaviour. The efficiency of slogan recall, according to the authors, will be determined by whether or not people look for external information. The findings suggest that when marketing low-involvement items rather than high-involvement products, managers will get a better return on their advertising slogan expenditure.

Silveira, P., Galvao, S., & Penteado, G. (2017) observe that slogans are a verbal or written statement of a company's marketing positioning, with the goal of promoting the brand. The major study inquiry is whether slogans have an impact on brand awareness. A sample of 370 mobile telecom service users was surveyed in empirical research. In two of the brands studied, the results show a favourable relationship between slogan recall and brand awareness.

Rizwan Khalid and Tehreem Yasmeen (2017) researched to examine how advertising slogans affect customer buying intentions in Pakistan. Slogans are a common part of advertising, with slogans appearing in two-thirds of all worldwide advertisements. They gathered data from 38 people, and descriptive analysis and regression were used to come at a conclusion. The conclusion is that the slogan has a considerable influence on customer purchasing intention.

Paulo Duarte Silveira, Susana Galvão and Paulo Bogas (2018) made a study to investigate some of the factors that influence the effectiveness of a slogan. The main objective is to look at the relationship between customer retention time and brand slogan memory and recognition. An online survey was conducted to collect data from 370 genuine consumers of three telecom B2C enterprises for an empirical study. According to the results, customer seniority (time spent with the firm) had no effect on slogan memory or recognition.

The action research was carried out by Mahantesh S and Anupam B (2020) with the goal of increasing mushroom consumption in India by propagating effective taglines in India. A two-phase crowd sourcing study was conducted, with educated respondents serving as the target audience. The study proposes ways to monetize taglines in order to encourage mushroom production and commercialization in India, resulting in economic and health advantages for the country's people.

SUMMARY OF THE REVIEW

Slogans are a spoken or written declaration of a company's marketing positioning designed to promote the brand. Slogans are found in two-thirds of all commercials across the world. Slogan is a significant tool in building its regional to national to global brand. The slogans are usually short, straightforward, and rhymed so that the audience or readers can remember them quickly and they have a distinct appeal. Some of the most frequent strategies are alliteration, starting plosive, word/phrase repletion, pun, and a well-known slogan. Slogans with music can be used to attract attention, communicate a product message, function as a mnemonic device, and instil enthusiasm or relaxation. Slogans are phrases that are used to emphasise one or more of a product's or service's key attributes. When a slogan is written with a rhetorical figure or linguistic aspect, it is more likely to elicit favourable client responses. Age, education level, English ability, and trips to marketing venues, among other factors, all play a role in slogan identification and recall. The effectiveness of slogans is positively related to ratings for quality and ecological reasoning, novelty, humour, and simple comprehensibility. Slogans with less concrete phrases, more common terms, and less orthographically-confusable terms are liked more on average. Increased memorability has also been connected to include the brand name in the slogan.

RESEARCH QUESTIONS

Based on the previous review of literature, the following areas for study potential and significance for knowledge advancement are mentioned (in interrogative form):

i) In terms of word count, how long should brand slogans be?

ii) Should a slogan have a rhyme or rhythmic element to make it appealing?

iii) What key elements should a slogan convey in order for it to be appealing and memorable?

iv) Are multilingual slogans the same length in terms of words?

v) Are there any rhymes or rhythmic elements in multilingual slogans that make them appealing?

vi) Do multilingual slogans reflect the same message?

STATEMENT OF RESEARCH PROBLEM

Identifying the distinctive features of various brand slogans in terms of length, determining if the rhyming component is employed, and evaluating the key factors expressed and concentrated through the slogans. The researcher aims to advise and enable business enterprises on the significant benefits of developing a strong and effective brand slogan as an important aspect of their marketing communication and strategy.

OBJECTIVES OF THE RESEARCH

The objectives of the research are stated as follows:

i) To determine the average length of slogans of different brands and corporate businesses.

ii) To find and compare if the brand and commercial slogans contain rhyming elements.

iii) To find the critical benefit conveyed through the brand slogans.

iv) To ascertain and compare the length of the brand slogans expressed in multi-languages.

v) To track down and compare the usage of rhyming in brand slogans across multi-languages.

vi) To identify and compare the key factor of the brand slogans conveyed in multi-languages.

Significance and Scope of the Study

Slogans are marketing assertions that are designed to promote a brand or company. Slogans feature in two-thirds of all advertisements across the world. Slogans are an integral aspect of a company's brand development from a regional to a national to a global level. The slogans are usually short, straightforward, and rhymed so that the audience or readers would remember them and find them appealing. Previous studies have found that a company's tagline or slogan has a considerable influence on a customer's purchasing intent.The usage of puns has a huge influence on the popularity of the slogans. Taking all of this into account, there is a need for slogans that are concise, concise, precise, nicely rhymed, contain key benefits, are heart-pounding, and are written in good English. All of these concerns will be addressed in this research paper, which will support corporate management in developing effective marketing communication and advertising strategies.A slogan's worth is

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determined by how well it communicates with its audience. Instead of focusing on words, good slogans focus on ideas (Chunnawalla 2000).Writing a slogan is a creative and difficult endeavour. Slogans breathe new vitality into commercials. They are quite successful in drawing attention to the firm's or product's strengths.

RESEARCH METHODLOGY

The following is a description of the research methodology used in this study:

A) Data Type & Collection

The data on slogans (or captions or taglines or end-lines or bottom lines) is secondary in nature. The data is collected from published sources in print and or electronic sources.

The following table 1 shows the data collected related to slogans:

Table 1. Slogans Data - Category

S. No	Category	Number of Slogans
1	Food Product Related	116
2	Services Related	108
3	General	37
4	Corporate Branding	50
	All Category	311

Source: Author

B) Data Classification & Tabulation

The collected data of slogans is classified in terms of length (number of words), the presence of rhyme in the slogans and the key benefit conveyed by the slogans. Further the data is classified into

- Food product slogans,
- Services slogans,
- General Category slogans and
- Corporate Branding slogans.

The above classification helps to tabulate and understand the insights of the data.

C) Statistical Tools Applied

The collected data is analysed by the use of percentages, descriptive statistics such as mean, median and mode, standard deviation etc and Chi-square Test.

D) Research Hypotheses

The following are the research hypotheses given in the form of table 2:

Table 2. List of Hypotheses – Slogans Categories

S. No	Research Hypotheses	All Categories	Food Products	Services	General	Corporate Branding
1	Use of rhyme is independent of the length of slogans.	√	√	√	√	√
2	Key Benefit conveyed is independent of the length of slogans.	√	√	√	√	√
3	Use of language is independent of the length of slogans.	√	√	√	√	√
4	Use of rhyme is independent of Category.	√	**X**	**X**	**X**	**X**
5	Use of rhyme is independent of the language.	√	√	√	√	√
6	Use of rhyme is independent of the of Key Benefits conveyed.	√	√	√	√	√
7	Key benefit conveyed by slogans is independent of the category.	√	**X**	**X**	**X**	**X**
8	Key benefit conveyed by slogans is independent of language.	√	√	√	√	√

Note: Pink shaded area with X mark indicates no hypotheses for the categories; Source: Author

E) Assumptions
The following assumptions are made to carry out the research:

- Advertising slogans are categorised into four categories, namely food products, services, general and corporate branding slogans. The combination of these four is called the "all category".
- A 5% level of significance is assumed to test the hypotheses.
- When the frequency value in a contingency table (2 x 2) is less than 5, Yates' correction is used to proceed with the hypothesis test.
- To determine the length of a slogan, it is assumed that the number of words, including articles (a, an, the) and prepositions (particularly in, of, for, etc.), will be counted. Furthermore, based on the mode value (4 words), the length of slogans is divided into two groups: a) up to 4 words and b) more than 4 words for the purpose of performing hypothesis tests.
- Rhyme is decided on the basis of the "correspondence of sounds between words or the endings of words, especially when these are used at the ends of lines.'Further, for the purpose of performing tests of hypotheses, slogans are classified into two groups: a) with rhyme and b) without rhyme.
- Key factors or benefits are broadly classified into two types: functional benefits, which indicate the performance of the product or service or corporate firm, and non-functional benefits, which indicate anything other than a functional benefit, such as position, preference, time, branding, CSR (corporate social responsibility) related, and others. Tests of hypotheses are carried out based on this classification.
- Most of the slogans are found in the English language. Some are found in the Hindi language but written in English. The latter are considered as slogans in Hindi for the purpose of this research.

F) Limitations of the Research
The study employed a total of 311 slogans. The research outcome represents the sample. The sample size may be sufficient to make broad generalisations. To draw more effective category-wise inferences, the sample's sub-divisions, notably the general and corporate branding categories, are to increase.

RESEARCH RESULTS
The findings are organised into five sections, each of which includes all categories to gain a broad understanding of the topic and is followed by other categories, such as food, services, genera, and corporate branding:

1) All Category analysis
The following is the analysis of all of the categories put together:

a) Mean Length of Slogans
The length of slogans in terms of number of words is analysed and presented in table 3.

Table 3. Length of Slogans in number of words

Statistic	Food	Services	General	Corporate Branding	All Four Categories
Mean	4.62	4.08	5.00	3.64	4.32
Median	4	4	5	3.5	4
Mode	4	4	3	4	4
Standard Deviation	1.73	1.59	2.00	1.34	1.71
Minimum Length	2	2	2	2	2
Maximum Length	11	11	11	7	11
Sample size	116	108	37	50	311

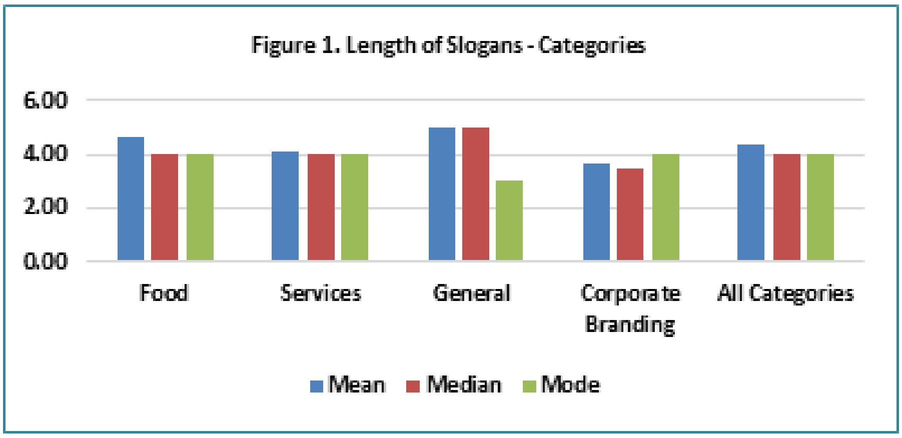
Source: Author

As per table 1, the minimum length of slogans found to be 2 words irrespective of the categories and whereas the maximum length found to be 11 words in all categories except corporate branding sector.

The average length of slogans in the food category is 4.62 words, with a median and mode of 4 words and a standard deviation of 1.73 words. The mean, median, and mode of service slogans were determined to be 4.08, 4 and 4 words, respectively, with a standard deviation of 1.59 words. In the general category, the mean and median lengths are both 5 words, while the mode length is 3 words, with a standard deviation of 2 words. The

 ISSN 2394 - 7780

mean, median, and mode lengths for corporate branding are 3.64, 3.5 (both the shortest), and 4 words, respectively, with the smallest standard deviation (1.34 words).



b) Slogans Length and Use of Rhyme

The length of slogans is classified in to two groups namely 'up to 4 words' and 'more than 4 words' and tabulated with respect to use of rhyme and presented in in table 4.

Table 4. Length and Use of Rhyme in Slogans			
Length	With Rhyme (%)	Without Rhyme (%)	Total (%)
Upto 4 words	74 (38.34)	119 (61.66)	193 (100)
More than 4 words	51 (43.22)	67 (56.78)	118 (100)
Total	125 (40.19)	186 (59.31)	311 (100)
X^2 Test Result H_0: Use of rhyme is independent of the length of slogans. H_1: Use of rhyme is NOT independent of length of slogans. α = 0.05, 1-α = 0.095 The chi-square statistic is 0.725. The p-value is 0.394515. The result is not significant at p < 0.05.			
Source: Author			

When compared to those having rhyme components, non-rhyming slogans dominate (more than 50%). More than 61 percent of slogans with a length of up to four words do not rhyme. Similarly, in the case of slogans longer than four words, more than 67 percent lack rhyme. Similarly, the chi-square test revealed that the use of rhyme is not dependent on the length of slogans. This means that the length of the slogans has no bearing on the usage of rhyme.

c) Slogans Length and Key Benefit Nature

The length of slogans is divided into two categories: 'up to 4 words' and 'more than 4 words,' and is tabulated according to the nature of the key benefit represented in table 5.

In both short and lengthy slogans, the functional benefit is dominant. More than half of the slogans communicate the functional benefit of the product or service they represent. The chi-square test also demonstrated that the nature of the key benefit provided is the same regardless of the length of the slogans.

Table 5. Slogan Length and Key Benefit Nature			
Slogans Length	Key Benefit Nature		Total (%)
	Functional (%)	Non-functional (%)	
Up to 4 words	112 (58.03)	81 (41.97)	193 (100)
More than 4 words	68 (57.63)	50 (42.37)	118 (100)
Total	180 (57.88)	131 (42.12)	311 (100)
X^2 Test Result H_0: Key Benefit conveyed is independent of the length of slogans. H_1: Key Benefit conveyed is NOT independent of length of slogans α = 0.05, 1-α = 0.095 The chi-square statistic is 0.0049. The p-value is 0.944184. The result is **not significant** at p < 0 .05.			

ISSN 2394 - 7780

Source: Author

d) Slogans Length – Slogans Language

In table 6, the length of slogans is split into two categories: 'up to 4 words' and 'more than 4 words,' and is tabulated according to the language (English and Hindi) in which the slogans are stated.

It is evident that 60% of the shorter (up to 4 words) slogans are written in English and 40% in Hindi. However, when it comes to slogans that are longer than four words, English and Hindi slogans have an equal proportion. This reveals that English is used more in the structuring of shorter slogans. The chi-square, on the other hand, shows that the choice of language has no bearing on the drafting of commercial slogans.

Table 6. Slogans Length – Slogans Language

Slogans Length	Slogans in		Total (%)
	English (%)	Hindi (%)	
Up to 4 Words	116 (60.10)	77 (39.90)	193 (100)
More than 4 Words	59 (50)	59 (50)	118 (100)
Total	175 (56.27)	136 (43.73)	311 (100)

X^2 Test Result
H_0: Use of language is independent of the length of slogans.
H_1: Use of language is NOT independent of length of slogans
$\alpha = 0.05$, $1\text{-}\alpha = 0.095$
The chi-square statistic is 3.0379.
The p-value is .08134. **Not significant** at $p < .05$.

Source: Author

e) Presence of Rhyme and slogans Categories

The presence or absence of rhyme is determined for the selected sample of slogans across all categories and presented in table 7.

Around 40% of the slogans in all of the categories include a rhyming component, whereas 60% of the phrases do not. The most rhymed slogans are in corporate branding (52 percent), followed by food (43.97 percent), general category (37.84 percent), and services (37.84 percent) (30.56 percent). This demonstrates that the majority of slogans lack a rhyming element. The Chi-square test, on the other hand, demonstrated that rhyming use is significant. This suggests that rhyming is important in some categories.

Table 7. Slogans - Rhyme – Categories

Category	With Rhyme (%)	Without Rhyme (%)	Total (%)
Food	51 (43.97)	65 (56.03)	116 (100)
Services	33 (30.56)	75 (69.44)	108 (100)
General	14 (37.84)	23 (62.16)	37 (100)
Corporate Branding	26 (52)	24 (48)	50 (100)
All Category	124 (39.87)	187 (60.13)	311 (100)

X^2 Test Result
H_0: Use of rhyme is independent of Category
H_1: Use of rhyme is NOT independent of Category
$\alpha = 0.05$, $1\text{-}\alpha = 0.095$
The chi-square statistic is 7.8523.
The p-value is .049164. The result is significant at $p < .05$.

Source: Author

f) Rhyme and Slogans' Language

Slogans with rhyme and without rhyme is tabulated according to the language used to frame slogansand presented in in table 8.

It is observed that the usage of rhyme is less in English slogans (33.14%) when compared to the slogans expressed in Hindi language (49.26%).

Therefore, use of rhyme is less in percentage in the slogans framed in English language when compared to those framed in Hindi language. On the whole, only 40 % of the slogans (both languages) are with rhyme. In other

ISSN 2394 - 7780

words, majority of the slogans are without rhyme. Further, **X^2 Test** is applied to verify whether the use of rhyme depends on use of English or Hindi language. The result is **significant** at $p < .05$.

Table 8. Rhyme and Slogans' Language			
Rhyme	**Slogans in**		**Total (%)**
	English (%)	Hindi (%)	
With Rhyme	58 (33.14)	67 (49.26)	125 (40.19)
Without Rhyme	117 (66.86)	69 (50.74)	186 (59.81)
Total	175 (100)	136 (100)	311 (100)
X^2 Test Result H_0: Use of rhyme is independent of the language H_1: Use of rhyme is NOT independent of the language $\alpha = 0.05$, $1\text{-}\alpha = 0.095$ The chi-square statistic is 8.2745**.** The p-value is .00402. The result is **significant** at $p < .05$.			
Source: Author			

g) Rhyme and Nature of Key Benefits

Slogans with and without rhyme are tabulated and shown in table 9 according to the type of the key benefit (functional and non-functional) conveyed by the sample of slogans.

It is revealed that more than 60% of rhymed slogans indicate the product or service's functional benefit. Similarly, over 55 percent of rhymed slogans actually express the functional benefit of the offered items or services. In other words, regardless of rhyme, the majority of slogans convey a functional benefit. The chi-square test confirms the same conclusion. This means that it's critical to communicate the functional benefit through slogans.

Table 9. Rhyme and Slogans' Key Benefit			
Rhyme	Nature of Key Benefit		Total (%)
	Functional (%)	Non-functional (%)	
With Rhyme	76 (60.80)	49 (39.20)	125 (100)
Without Rhyme	104 (55.91)	82 (44.09)	186 (100)
Total	180 (57.88)	131 (42.12)	311 (100)
X^2 Test Result **H_0:** Use of rhyme is independent of the of Key Benefits conveyed **H_1:** Use of rhyme is NOT independent of the Key Benefits conveyed $\alpha = 0.05$, $1\text{-}\alpha = 0.095$ The chi-square statistic is 0.7321. The p-value is 0.392214. The result is notsignificant at $p < .05$.			
Source: Author			

h) Slogans Key Benefit and Category

Slogans from each category are tabulated and presented in table 10 according to the type of key benefit (functional and non-functional) delivered.

In all categories put together, more than 57 percent of slogans indicate a functional key benefit. This means that the majority of slogans, regardless of category, use advertising slogans to convey a functional benefit. Food, services, and general categories are all affected in the same way. Non-functional advantages, on the other hand, predominate in corporate branding slogans. The Chi-square test also revealed that the key benefits conveyed through slogans vary by category.

Table 10. Slogans Key Benefit – Category			
Category	**Nature of Key Benefit**		**Total (%)**
	Functional (%)	**Non-functional (%)**	
Food	75 (64.66)	41 (35.34)	116 (100)
Services	63(58.33)	45 (41.67)	108 (100)
General	23 (62.16)	14 (37.84)	37 (100)
Corporate Branding	19 (38)	31 (62)	50 (100)
Total (All Category)	180 (57.88)	131(42.12)	311 (100)

International Journal of Advance and Innovative Research
Volume 10, Issue 1 (III): January – March, 2023
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X^2 Test Result H_0: Key benefit conveyed by slogans is independent of the category. H_1: Key benefit conveyed by slogans is NOT independent of the category. A = 0.05, 1-α = 0.095 The chi-square statistic is 10.577**.** The p-value is .014247 The result is **significant** at p < .05.
Source: Author

i) Slogans Key Benefit and Language

In table 11, slogans in English and Hindi are tabulated and presented according to the type of key benefit (functional and non-functional) delivered.

Around 58 percent of slogans in both languages are utilised to express the functional benefit of the products and services. In terms of percentages, the majority of slogans in both languages (English slogans 56.57 percent, Hindi slogans 59.56 percent) express functional benefits over non-functional benefits. As a result, functional benefit takes priority in both language slogans.

A chi-square test was also used to see whether the nature of the key benefit conveyed by slogans is independent of language. It has been verified that the language has no impact on the key benefits to be conveyed through slogans. To put it another way, language isn't a factor in expressing the primary advantage that is key benefit.

Table 11. Slogans Key Benefit – Language

Nature of Key Benefit	Slogans in		Total (%)
	English (%)	Hindi (%)	
Functional	99 (56.57)	81 (59.56)	180 (57.88)
Non-functional	76 (43.43)	55 (40.44)	131 (42.12)
Total	175 (100)	136 (100)	311 (100)
X^2 Test Result H_0: Key benefit conveyed by slogans is independent of language H_1: Key benefit conveyed by slogans is NOT independent of the language. A = 0.05, 1-α = 0.95 The chi-square statistic is 0.2801 The p-value is 0.596608**.**The result is **notsignificant** at p < 0.05			
Source: Author			

2) Food product Slogans

The food product slogans are analysed and presented in the table 12.

Table 12. Analysis of Slogans of Food Products				**Chi-square Result**
Slogans Length	**Slogans with Rhyme**		**Total (%)**	The chi-square statistic is 2.3027. The p-value is 0.129152. Not significant at p < 0.05
	With Rhyme (%)	Without Rhyme (%)		
Up to 4 words	25 (37.88)	41 (62.12)	66 (100)	
More than 4 words	26 (52)	24 (48)	50 (100)	
Total	51 (43.97)	65 (56.03)	116 (100)	
Slogans Length	Nature of Key Benefit		Total (%)	The chi-square statistic is 0.2711. The p-value is 0.60259. **Not significant** at p < 0.05
	Functional(%)	Non-functional (%)		
Up to 4 words	44 (66.67)	22 (33.33)	66 (100)	
More than 4 words	31 (62)	19 (38)	50 (100)	
Total	75 (64.65)	41 (35.35)	116 (100)	
Slogans Length	Slogans in		Total (%)	The chi-square statistic is 2.4104. The p-value is 0.120532. **Not significant** at p < 0.05
	English (%)	Hindi (%)		
Up to 4 words	36 (64.29)	30 (50)	66 (56.90)	
More than 4 words	20 (35.71)	30 (50)	50 (43.10)	

Total	56 (100)	60 (100)	116 (100)	
Rhyme	Slogans in		Total (%)	The chi-square statistic is 4.4272. The p-value is 0.03537. **Significant** at p < 0.05
	English (%)	Hindi (%)		
With Rhyme	19 (33.93)	32 (53.33)	51 (43.97	
Without Rhyme	37 (66.07)	28 (46.67)	65 (56.03)	
Total	56 (100)	60 (100)	116 (100)	
Rhyme	Nature of Key Benefit		Total (%)	The chi-square statistic is 1.402. The p-value is 0.236391. **NotSignificant** at p < 0.05
	Functional (%)	Non-functional (%)		
With Rhyme	36 (70.59)	15 (29.41)	51 (100)	
Without Rhyme	39 (60)	26 (40)	65 (100)	
Total	75 (64.65)	41 (35.35)	116 (100)	
Nature of Key Benefits	Slogans in		Total (%)	The chi-square statistic is 1.1786. The p-value is 0.277643. **NotSignificant** at p < 0.05
	English (%)	Hindi (%)		
Functional	39 (69.64)	36 (60)	75 (64.65)	
Non-functional	17 (30.36)	24 (40)	41 (35.35)	
Total	56 (100)	60 (100)	116 (100)	
Source: Author				

The following is a summary of the analysis are presented in table 12:

a) In the case of food goods, rhyme is not a decisive element in determining the length of slogans.

b) Because functional benefit is mostly communicated through shorter and longer slogans, key benefit is not a decisive factor in slogan length. The chi-square test verifies this as well.

c) While the majority of shorter slogans are written in English, there are an equal number of slogans written in Hindi, both short and long. The chi-square test, on the other hand, revealed that the length of slogans was independent by language.

d) The number of rhymed Hindi slogans is more than the number of non-rhyming English slogans. The utilisation of rhyming is decided by the language, according to a chi-square test. In the Hindi language, rhyme is vital for slogans to form.

e) The bulk of slogans, regardless of rhyme, convey a functional benefit. This is also corroborated by the Chi-square test.

f) Regardless of language, the majority of slogans convey a functional benefit. The Chi-square test backs this up as well.

3) Services Slogans

The service slogans are analysed and presented in the table 13.

Table 13. Analysis of Slogans of Services				**Chi-square Result**
Slogans Length	**Slogans**		**Total (%)**	The chi-square statistic is 1.0299. The p-value is 0.310187. Not significant at p < 0.05
	With Rhyme (%)	Without Rhyme (%)		
Up to 4 words	24 (33.80)	47 (66.20)	71 (100)	
More than 4 words	9 (24.32)	28 (75.68)	37 (100)	
Total	33 (30.56)	75 (69.44)	108 (100)	
Slogans Length	Nature of Key Benefit		Total (%)	The chi-square statistic is 0.0576. The p-value is 0.810401. **Not significant** at p < 0.05
	Functional (%)	Non-functional (%)		
Up to 4 words	42 (59.15)	29 (41.85)	71 (100)	
More than 4 words	21 (56.76)	16 (43.24)	37 (100)	
Total	63 (58.33)	45 (41.67)	108 (100)	
Slogans Length	Slogans in		Total (%)	The chi-square statistic is 1.9888. The p-value is 0.158471. **Not significant** at p < 0.05
	English (%)	Hindi (%)		
Up to 4 words	34 (59.65)	37 (72.55)	71 (65.74)	
More than 4 words	23 (40.35)	14 (27.45)	37 (34.26)	
Total	57 (100)	51 (100)	108 (100)	

 ISSN 2394 - 7780

Rhyme	Slogans in		Total (%)	
	English (%)	Hindi (%)		
With Rhyme	12 (21.05)	21 (41.18)	33 (30.56)	The chi-square statistic is 5.1371. The p-value is 0.02342. **Significant** at $p < 0.05$
Without Rhyme	45 (78.95)	30 (58.82)	75 (69.44)	
Total	57 (100)	51(100)	108 (100)	
Rhyme	Nature of Key Benefit		Total (%)	The chi-square statistic is 0.101. The p-value is 0.750648. **Not Significant** at $p < 0.05$
	Functional (%)	Non-functional (%)		
With Rhyme	20 (60.61)	13 (39.39)	33 (100)	
Without Rhyme	43 (57.33)	32 (42.67)	75 (100)	
Total	63 (58.33)	45 (41.67)	108 (100)	
Nature of Key Benefit	Slogans in		Total (%)	The chi-square statistic is 0.7738. The p-value is 0.379039. **Not Significant** at $p < 0.05$
	English (%)	Hindi (%)		
Functional	31 (54.39)	32 (62.75)	63 (58.33)	
Non-functional	26 (45.61)	19 (37.25)	45 (41.67)	
Total	57 (100)	51 (100)	108 (100)	
Source: Author				

The following is a summary of the findings, which can be found in table 13:

a) The majority of slogans, both short and lengthy, do not rhyme. The chi-square test also demonstrated that rhyming has no effect on the length of slogans.

b) The functional benefit is mostly communicated through both shorter and longer services slogans; hence, key benefit is not a deciding factor in the length of slogans. The chi-square test also confirms the same observation.

c) The majority of the service slogans appear in both languages. The chi-square test demonstrated that language had no bearing on the length of slogans.

d) A large portion of the slogans in this services category lack rhyme. However, slogans in Hindi are rhymed more frequently than those in English. In other words, slogans in Hindi are more likely to include a rhyming element. The Chi-square test revealed the same thing: language is a major role in slogan rhyming.

e) Regardless of rhyme, the majority of slogans convey a functional benefit. The Chi-square test backs up this claim.

f) The majority of slogans, regardless of language, convey a functional benefit. The Chi-square test also confirms this.

4) General Category Product Slogans

The general category slogans are analysed and presented in the table 14.

Table 14. Analysis of General Category Product Slogans				**Chi-square Result**
Length	**Slogans**		**Total (%)**	The chi-square statistic with Yates's correctionis 1.1307. The p-value is 0.287629 **Not Significant** at $p < 0.05$
	With Rhyme (%)	Without Rhyme (%)		
Up to 4 words	4 (25)	12 (75)	16 (100)	
More than 4 words	10 (47.62)	11 (52.38)	21 (100)	
Total	14 (37.84)	23 (62.16)	37 (100)	
Slogans Length	Nature of Key Benefit		Total (%)	The chi-square statistic is 0.0014. The p-value is 0.970496 **Not Significant** at $p < 0.05$
	Functional (%)	Non-functional (%)		
Up to 4 words	10 (62.50)	6 (37.5)	16 (100)	
More than 4 words	13 (61.90)	8 (38.10)	21 (100)	
Total	23(62.16)	14 (37.84)	37 (100)	
Slogans Length	Slogans in		Total (%)	The chi-square statistic is 2.165. The p-value is 0.141182
	English (%)	Hindi (%)		
Up to 4 words	10 (55.56)	6 (31.58)	16 (43.24)	
More than 4	8 (44.44)	13 (68.42)	21 (56.76)	

 ISSN 2394 - 7780

words				**Not Significant** at p < 0.05
Total	18 (100)	19 (100)	37 (100)	
Rhyme	Slogans in		Total (%)	The chi-square statistic is 1.5082. The p-value is 0.219408 **Not Significant** at p < 0.05
	English (%)	Hindi (%)		
With Rhyme	5 (27.78)	9 (47.37)	14 (37.84)	
Without Rhyme	13 (72.22)	10 (52.63)	23 (62.16)	
Total	18 (100)	19 (100)	37 (100)	
Rhyme	Nature of Key Benefit		Total(%)	The chi-square statistic is 0.2412 The p-value is 0.623317 **Not Significant** at p < 0.05
	Functional(%)	Non-functional(%)		
With Rhyme	8 (57.14)	6 (42.86)	14(100)	
Without Rhyme	15 (65.22)	8 (34.78)	23(100)	
Total	23(62.16)	14 (37.84)	37(100)	
Nature of Key Benefit	Slogans in		Total (%)	The chi-square statistic is 0.3024 The p-value is 0.58239 **Not Significant** at p < 0.05
	English (%)	Hindi (%)		
Functional	12 (66.67)	11 (57.89)	23(62.16)	
Non-functional	6 (33.33)	8 (42.11)	14(37.84)	
Total	18 (100)	19 (100)	37 (100)	
Source: Author				

The following is a summary of the findings, which can be found in table 14:

a) The majority of general product category slogans, short and long, do not rhyme. The chi-square test also revealed that rhyming has no effect on the length of slogans.

b) Because the functional benefit is mostly conveyed through both shorter and longer service slogans, the length of the slogans is not a decisive factor. The chi-square test supports the same finding.

c) The majority of general category product slogans in English are short (less than four words), but the majority of slogans in Hindi are longer (more than four words). The chi-square test, on the other hand, revealed that language had no effect on the length of slogans.

d) A substantial percentage of the slogans in this category are unrhymed. In comparison to the English language, Hindi slogans are more likely to incorporate a rhyming element. The Chi-square test found that language does not have a significant role in slogan rhyming.

e) The majority of slogans, regardless of rhyme, convey a functional benefit. This statement is supported by the Chi-square test.

f) Irrespective of language, the majority of slogans convey a functional benefit. This is supported by the Chi-square test.

5) Corporate Branding Slogans

The corporate branding slogans are analysed and presented in the table 15.

Table 15. Analysis of Corporate Branding Slogans				**Chi-square Result**
Slogans Length	**Slogans**		**Total (%)**	The chi-square statistic with Yates's correction is 0.0451. The p-value is 0.831871 **Not Significant** at p < 0.05
	With Rhyme (%)	Without Rhyme (%)		
Up to 4 words	20 (50)	20 (50)	40 (100)	
More than 4 words	6 (60)	4 (40)	10 (100)	
Total	26 (52)	24 (48)	50 (100)	
Slogans Length	Nature of Key Benefit		Total (%)	The chi-square statistic with Yates's correction is 0.0478. The p-value is 0.827025 **Not Significant** at p < 0.05
	Functional (%)	Non-functional (%)		
Up to 4 words	16 (40)	24 (60)	40 (100)	
More than 4 words	3 (30)	7 (70)	10 (100)	
Total	19 (38)	31 (62)	50 (100)	

International Journal of Advance and Innovative Research
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Slogans Length	Slogans in		Total (%)	
	English (%)	Hindi (%)		
Up to 4 words	36 (81.82)	4 (66.67)	40 (80)	The chi-square statistic with Yates's correction is 0.1065. The p-value is 0.744125 **Not Significant** at $p < 0.05$
More than 4 words	8 (18.18)	2 (33.33)	10 (20)	
Total	44 (100)	6 (100)	50 (100)	
Rhyme	Slogans in		Total (%)	The chi-square statistic with Yates's correction is 1.445. The p-value is 0.229326 **Not Significant** at $p < 0.05$
	English (%)	Hindi (%)		
With Rhyme	21 (47.73)	5 (83.33)	26 (52)	
Without Rhyme	23 (52.27)	1 (16.67)	24 (48)	
Total	44 (100)	6 (100)	50 (100)	
Rhyme	Nature of Key Benefit		Total (%)	The chi-square statistic is 0.4266. The p-value is 0.51365 **Not Significant** at $p < 0.05$
	Functional (%)	Non-functional (%)		
With Rhyme	11 (42.31)	15 (57.69)	26 (100)	
Without Rhyme	8 (33.33)	16 (66.67)	24 (100)	
Total	19 (38)	31 (62)	50 (100)	
Nature of Key Benefit	Slogans in		Total (%)	The chi-square statistic with Yates's correction is 0.0389. The p-value is 0.843632 **Not Significant** at $p < 0.05$
	English (%)	Hindi (%)		
Functional	17 (38.64)	2 (33.33)	19 (38)	
Non-functional	27 (61.36)	4 (66.67)	31 (62)	
Total	44 (100)	6 (100)	50 (100)	
Source: Author				

The findings, which can be seen in table 15, are summarised as follows:

a) The majority of short and lengthy corporate branding category slogans are rhymed. However, with Yates' adjustment, the chi-square test found that rhyming is not a decisive factor in the length of slogans.

b) Both shorter and longer slogans are used to express the non-functional advantage in the case of corporate branding category. The type of the major advantage, on the other hand, has no bearing on the length of the slogans. The chi-square test backs up this conclusion.

c) The majority of the English and Hindi slogans in this category are shorter (less than four words). The chi-square test also confirmed that slogan length is unaffected by language.

d) Unrhymed slogans make up a large portion of the English slogans in this category. In Hindi, rhyming elements are more likely to appear in slogans. However, the Chi-square test revealed that language has no impact in slogan rhyming.

e) Regardless of rhyme, the bulk of slogans convey a non-functional value. The Chi-square test backs up this assertion.

f) The majority of slogans, regardless of language, convey a non-functional value. The Chi-square test reinforces up this claim.

Summary of Findings, Implications and Conclusion

Table 16 summarises the findings and their implications, which are explained as follows:

Table 16. Summary of Findings

S. No	Hypotheses	All Categories	Food Products	Services	General	Corporate Branding
1	Use of rhyme is independent of the length of slogans.	Not Significant	Not Significant	Not Significant	Not Significant	Not Significant
2	Key Benefit conveyed is independent of the length of slogans.	Not Significant	Not Significant	Not Significant	Not Significant	Not Significant
3	Use of language is independent of the length of slogans.	Not Significant	Not Significant	Not Significant	Not Significant	Not Significant
4	Use of rhyme is independent of	Significant	X	X	X	X

	Category.					
5	Use of rhyme is independent of the language.	Significant	Significant	Significant	Not Significant	Not Significant
6	Use of rhyme is independent of the of Key Benefits conveyed.	Significant	Not Significant	Not Significant	Not Significant	Not Significant
7	Key benefit conveyed by slogans is independent of the category.	Significant	**X**	**X**	**X**	**X**
8	Key benefit conveyed by slogans is independent of language.	Not Significant	Not Significant	Not Significant	Not Significant	Not Significant
Source: Author						

The usage of rhyming is influenced by the category for which slogans are produced, according to table 16. As a result, caution is urged while creating slogans based on the categorization. According to the research, rhymed slogans account for 52% of corporate branding slogans. Similarly, an almost equal number of slogans in Hindi include rhyme, showing that rhyme is important for slogans written in Hindi. Regardless of the rhyming component or category, conveying a practical key benefit is critical for slogans. It is recommended that slogans for food items and services be written in Hindi with a rhyming component to make them more successful. Further, it can be implied that the use of multi-lingual slogans is suggested to make the products and services closer to the customers.

Scope for Future Research

The following topics may be of interest for future research:

a) A comparative evaluation of the efficacy of slogans written in the selected Indian languages.

b) An examination of the slogans of Indian Telugu films in relation to their financial performance.

c) A comparison of advertising headlines and slogans: Uncovering hidden insights

d) The effectiveness of FMCG brand slogans: an exploratory study of housewives' perspectives

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DIGITAL MARKETING: THE NEW WAY OF BUSINESS

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ABSTRACT
The marketing industry is the backbone of businesses in modern times. In this era of cut-throat competition in business and business done on a slim margin, efficiency is much needed. Specifically, targeted ads provide efficiency. Digital marketing is the best way to sell and buy products and services online. Ads are targeted specifically based on customer activity and search engine results. Digital marketing is the new concept of business in the new world and it is changing the perceptions of consumers towards the entire economy. The Internet is a tool that has revolutionized each sector it is included in. As for digital marketing, we can expect to see a continued increase in the range of wearable gadgets accessible to consumers. Forbes additionally forecasts that social media will become more and more conversational in the B2B space, video content will be sophisticated for search engine optimization purposes, and e-mail advertising will become even more personalized. As per my research, digital marketing creates various pros and cons.

Keywords: Digital marketing, business, the internet, customers, etc.

INTRODUCTION
The Internet has brought a lot of opportunities in the business world. Sharing pictures is not only a use of social networking sites, but it is also used by businesses to earn customers and reach them conveniently. It is totally amazing how easily and fast social media transmits information and helps to boost a business. Marketing plays a vital role in any business organization's growth. Initially, the company used traditional marketing methods to sell products and reach customers. For advertisement purposes, traditional tools were used, such as billboards, commercial ads, and many more. Similar but different ways are also used, like the internet and social media. Traditional methods of marketing have some limitations and low scope of reachability to customers and drive customer buying behavior.

Advertising is served through high-level digital marketing channels like SEOs, websites, social networking sites, electronic mail, and different applications. Digital marketing by implementing these online media channels is a way for businesses to guarantee the products of different brands. Customers these days mostly depend on digital methods for researching their products. For example, Google's Marketing Insights shows that 52% of consumers remaining consumers ask for help from SEOs, 33% launch searches on branded websites, and 26% launch searches within applications based on mobile phones.

Across digital channels and devices, a corporation is needed to be competitive. However, this does not suggest that offline channels should be unnoticed altogether. The final way to meet the purchaser's needs is with an omni-channel presence that combines offline and online elements.

OBJECTIVES
- To examine digital marketing.
- To understand the importance of digital marketing.
- To compare traditional and digital marketing,

LITERATURE REVIEW

Dr. Mrs. Vaibhav Desai
As per research, digital marketing came up with the long-term type of sustainability in the aspect of products or services in the current technological market with all its pros and cons. So, for the long-term sustainability, one should opt for digital marketing rather than traditional marketing.

Dr. Madhu Bale, Mr. Deepak Verma
As per their studies, a wide range of customers are using social networking sites for marketing shopping decisions. Social media plays a big role in the promotion and marketing. Most organizations are using social media platforms for promoting their products and services. For the marketing of goods, social media channels are coming up as a good source of marketing.

Ms. Shivani, MS. Jyoti
This research stated that digital marketing is a key factor for the survival of any business. There is no scope for limitations in digital marketing. It only comes with extraordinary ideas and platforms to grow. Digital marketing also makes businesses sustainable for the long term.

Ryan Longan, Scott Lowley, And Carlin Nguyen.
This research study points out that all varieties of schools can meet the evolving requirement for marketing skills through the integration and adoption of digital marketing, through which they can create productive employment in the fields.

- **Different ways and channels of digital marketing:-**

- **Marketing on Social Media**

Instagram Facebook and Twitter are among those social media platforms on which today's purchasers are highly dependent. So, it's become necessary for brands to stay active on these platforms. Considering the facts, the average individual has at least 8 social media handles and spends 2 hours and 22 minutes on average on each. Among 7 billion people, 5.11 billion have a phone, and among them, 3.26 billion have a social media handle.

Social networking sites enable marketing departments to reach their possibilities in various ways. Initially, advertising groups are able to use social media to distribute premium ads and subsidies content. Each and every platform has their own way of advertising and marketing teams in order to create campaigns for paid advertising and phase customers. So, these commercials target their group of target members. While every platform is not the same, most have skills that enable advertising teams to place ads based on geographical factors, occupations, titles, interests, age, etc.

- **Influenced Marketing**

This marketing type is a nether-positive way to utilise the digital path to connect with global audiences. Brands and celebrities can collaborate; they can be considered specialists in their respective fields, and they share similar values, not only with celebrities, but also with others. are able to target the followers of these influencers with their brand level content as well as offers. Many marketing experts achieve the goals with this type of marketing, nine out of ten times noting it was the same or better. One in every two women bases their purchasing decisions on advice from an influencer.

- **Email Marketing**

Marketing via emails Allow businesses to stay in touch with their customers and consumers by sending them custom-made newsletters or presenting primarily found on previous buying records for company involvement.If a person is linked with any brand, there are certain conversion points, such as an e-mail discount offer of the items they want or any additional offers that can be made. More than 50% of shoppers admit that e-mail plays a vital role in their decisions.

- **Internet Marketing**

Content advertising and marketing make the marketing department able to answer the questions and queries of their customers. Marketing groups have numerous ways to answer the questions, such as by creating content videos and other lasting connections to reply to questions or make grant relatable to customers all through the three ranges of the buyer's journey:

1) The buyer's realisation of the need is the first stage.

2) The consideration stage: the buyer determines the way to meet the need.

3) The buyer makes the decision to meet the need during the selection stage.

For instance, a man realizes that he might need the shoes for gym purposes. The advertising team for a company may also produce the same kind of aspects you require from a jogging shoe, as opposed to what you require if your primary focus is energy training. By analyzing this content, the purchaser decides that they need a pair of running shoes that meet that criteria. Similarly, another piece of content may display the most popular running footwar and their fee points.they are trained on these facts, they make a decision. Your manufacturer's guidance all through may enter through content marketing is frequently less expensive than other forms of marketing, while producing nearly three times the number of leads.

ISSN 2394 - 7780

- **Optimization For Search Engines**

SEO and content material marketing frequently go hand in hand. When a customer in the aforementioned condition searches for a fitness center, they are likely to click on one of the first three results that appear on the Google search engine.By considering this, the athletic shoes' advertising and marketing teams wish to make certain their articles pop up in that search. This can be achieved by optimising the content material for consumer encounters and making sure that the technical elements are in their place to allow the search engine crawlers to easily locate and index this content.

- **Pay Per Click**

It is a premium form of advertising that permits advertising groups to truly buy site visitors for their websites. Marketers locate commercials on websites or search engines, including Google and Microsoft Bing, and they need to pay a charge each time the ad is clicked on. These advertisements frequently appear at the top of the search results page and are usually devoted to bidding on specific keywords, whereas banner advertisements on websites typically have fixed prices.

- **Affiliate Marketing**

Affiliate advertising is similar to referral programs in that it necessitates working with independent workers or agencies under the agreement that they advance your product in exchange for a payment cut from every sale that can be attributed to their efforts.This is a solution to bring down costs and outsource some of the tough tasks of promotion. Nevertheless, you're placing your brand's reputation in any person else's possession, so this kind of advertising frequently requires great full-size observation and tracking.

- **Mobile Marketing**

Mobile advertising businesses can use a combination of the digital marketing tactics mentioned above, such as text messages, social media, e-mail, push notifications, and cell phone applications. The importance of online advertising is increasing. By 2024, the number of online users is projected to increase by 1.875 million. With a clearer solution to mobile advertising, marketers hope to assume that they can optimize their current advertising effects so that they can be used in everyday, everyday advertising.

THE IMPORTANCE OF DIGITAL MARKETING

- **Low Price**

The largest economic burdens that businesses have to bear are advertisement fees as well as marketing fees. Large companies do not have lots of bother to divide hundreds of thousands for advertising, but it seems like a difficult task for small businesses. A low-cost alternative to the stand method is offered by using digital systems of marketing. Tons of influence are created by them.

- **Return on Investment**

The return on the investment is the greatest thing for any commercial enterprise. As compared to standard advertising and marketing techniques, email marketing on social media systems is inexpensive.

- **Simple to Measure**

The success of digital marketing can be confirmed without problems. You can participate in the ordinary techniques of the place where you have to wait a week or months to consider the accuracy of an application, with a digital application for you.

Email marketing and advertising software allows customers to publish their emails. They can know about delivery and read status, and analyses all of their conversion rates. Google analytics is a very good device to measure the desire to be executed on a website or blog. The Google ad Word supervisor helps clients filter the characteristics of their companies in Google search. You may know that a lot of people are thinking about your ads and analyzing everything about their conversion rates.

- **Easy To Adjust**

Knowledge of standard announcement performance will inform the activities to continue. For well-played advertising campaigns, just click to earn more investment. However, in the case of advertisements that do not fall as expected, you can adjust them or completely stop them. In routine marketing, the newspaper mountains are signed, and in most cases, these conventions provide greater flexibility in the long term or stop. Therefore, even if the marketing campaign is not performing as expected, the subscriber must wait for the expiry of the agreed period.

ISSN 2394 - 7780

- **Developing Your Brand**

A complete website, a blog with first-class useful articles, and a very interactive social media channel are just some of the ways for a group to build a brand.

- **It Is Simple To Share**

Most digital advertising channels have sending features, allowing you to share events and articles with numerous people. This helps to have a widespread impact and has the potential to dramatically develop income outcomes.

- **Precise Targeting**

The general technique of advertising is to use sentences to put the ad on a platform that has some influence. I hope that some people who like what they see, hear, or learn can come up with a good method. On the other hand, digital platform marketing approves of centralised marketing, which introduces commercial advertisements to customers based solely on their initial preferences or actions.

Social media systems often have very sensitive algorithms to research and match people's preferences. As a result, specific advertising campaigns are only justified for clients who have a specific idea.This improves accurate revenue potential as well as reduces marketing costs.

- **Global**

The world has grown to enter the world village. This is possible with the help of scanning. Digital marketing allows you to see advertising campaigns all over the world. This will increase the small probability that you can go around the world using the great exhibition provided. The Internet is rich in enhanced business stories over a small period of time, for a small period of time, for a small period of time due to the global advertising and marketing characteristics via digital platforms.

- **Segmentation**

Digital platform advertising no longer solely lets in campaigns to reach particular customers, but also approves consumer segmentation. Segmentation is the procedure through which large purchaser corporations are subdivided into smaller customer businesses according to a unique classification. Segmentation will increase sales opportunities and reduce costs.

- **Greater Engagement**

The world of networking is getting louder and louder in everyday use, and whatever product or service provider your industry organisation offers will most likely be offered by many other businesses. Popular website exit fees are increasing, and visitors' attention levels are declining. When website visitors land on a site that no longer immediately identifies what they are looking for, they will look for an alternative.

This contest is to make sure that the key to the extreme organisation world and the key to preserving clients is to guarantee non-stop participation with the public. Thanks to high-quality marketing, companies are competitive and linked with the aid of attracting customers through one-of-a-kind digital media channels. Thanks to these platforms, firms can reply to customers' questions, create misunderstandings, mitigate losses, and sell their products. This can be achieved through the present day's recommended web publication offers, articles, newsletters, shows, promotions, and one of a variety of offers. This thinking is to build a customer's pastime as long as practicable while also strengthening a dependable reputation.

Why Choose Digital Marketing Over Traditional Marketing?

Unlike traditional marketing, which requires you to wait for responses from your customers, online advertising is instantaneous, because there is a consumer response in real time, tracking in certain instances will become less complicated. The campaign is primarily based on whether or not the product is working and the merchant can make appropriate modifications in promotional campaigns.

Due to related expenses and strategic specialties, it is hard for small outlets to compete with the huge opponents in the market. However, in the case of online marketing, greater targeted users through brilliant websites can be reached. Get higher service assurance and reach.

The meaning of cost is another factor that makes a huge difference between traditional advertising methods and online marketing. Corporate housing can create its own digital advertising and marketing methods at a very small cost, and transform from traditional luxury advertising methods (such as print media, radio, television, and magazine reports).

By using marketing and online marketing, the thinking of advertising of any industrial interest has expanded recognition and assurance, as it can be regarded someplace in the world, in distinction to typical advertising and marketing activities. As long as any marketer optimises the most useful value, it can be considered as an imperative word search for well-known content on Internet websites somewhere in the world. Keeping this role at a very marginal fee is a wonderful monetary return.

With e-marketing, marketers can create preferences to stimulate their target market to take excellent favorable action: visit the respective website, understand their products and their features, and any of the special services. Using this mechanism, the customers can categorise their opinion of the product, their purchasing choices towards the product, and their respective reactions. This mechanism is also displayed on the website, so that the marketer gets an excellent probability of having a customer interaction, which is often diluted in the case of standard marketing methods.

Through on-line marketing, company improvement can be done better than the traditional way of marketing. A well-designed website with fine facts can target your requirements clients and add a sizeable fee to their expectations with the aid of developing extra chances. Online advertising and marketing have the potential to create ripples and go viral versus typical marketing methods such as using social media websites, e-mail, and social media channels to announce the content material of the publication to be shared quickly.

Future Trends in Digital Marketing

- **AI in Marketing.**
Most of the content we consume on our social media platforms is fine-tuned by AIs to make our stay engaged for longer! This technology is so amazing that it is projected to be a $190 billion industry by 2025 and digital marketers have an amazing opportunity to exploit this hi-tech tool.

- **Programmatic Advertising**
Programmatic Ad Buying is the use of software to purchase digital advertising. While the traditional method includes human negotiation, requests for proposals, and quotes, programmatic buying makes use of algorithms and machines to buy ads.

- **Chatbots**
Chatbots are considered one of the top digital marketing trends in 2022, the AI-based technology makes use of instant messaging to chat with customers, and with site visitors. It is designed to communicate with customers by textual or auditory methods.

- **Automated & Personalised Email Marketing**
Emails have always been the most reliable channel of digital marketing. Promotional emails are an amazing way to reach out to your customers and let them know what your organization has achieved or any sale you have coming up.

- **Micro-Influencers**
A digital marketing trend that is going to explore new horizons is definitely Influencer Marketing. The concept of influencer marketing is very stillborn and yet, the market feels saturated. So here’s how it might transform in 2022 and the next few years.

- **Video Marketing**
One of the issues faced by marketers in recent years was to showcase long-form texts on mobile screens, as it becomes too difficult and tedious for users to read them. However, a video can present the same information in a much better way regardless of the device.

- **Geofencing (Location Based Marketing)**
Geofencing is a location-based service marketing in which an app or other software program uses radio frequency identification (RFID), GPS, Wi-Fi, and cellular data to provoke a targeted marketing action like a text, social media advertisement, email, or an app notification. When the mobile device enters or exits a geographic boundary, it is known as geo-fence.

- **People Also Ask**
Search Engines are asked all kinds of queries, and to make the internet a place that provides ready answers to all queries, Google has introduced a People Also Ask (PAA) question. PAA is all the related queries other individuals have asked while searching the same topic as you did. This is to enhance the experience of a user and to give ready answers to all their related doubts.

- **Browser Push Notifications**

Notifications triggered, impacts the users and ultimately re-engages them, especially those who had shown interest but failed to convert and retrieve revenue from discarded shopping carts

Research Methodology: Research Method
For the purpose of the research, a descriptive method is used. As the area of the research is large, it is hard to collect the data, so a secondary data method is adopted for the study.

Data Collection Techniques
A secondary method of data collection is used for the present research.

Secondary Data
Secondary data is that which is already available in the form of newspapers, magazines, research journals, books, etc. For this research work, secondary data has been collected from the internet and research papers.

Data Analysis Techniques
Data analysis is the process in which raw data is ordered and organised so the important information can be extracted from it.

The Scope of the Study
An attempt has been made to study the contribution of digital marketing in the fields of business organization. The scope of this study is restricted only to a study of various channels of digital marketing and the importance of digital marketing in business. Due to some limitations, not every small aspect of digital marketing is covered in the study. The study focused on an overall review of digital marketing in respect of business organizations.

FINDINGS & SUGGESTIONS

- According to Internet Live Stats, the common wide variety of people using Google on any given day is 77,000. This skill means that there are at least 2 billion searches a year. This potential means that Google is one of the most pleasant search engines. If your website ranks highly on this search engine, you might also get more organic traffic.
- It is not enough to create content and publish it on your website. You are also aware of its relevance if you want to get the most out of your search engine optimization strategy. Here's the deal: with the right content, you risk building trust with your customer base, which can lead to leads.
- Some corporate owners have a false concept of attack, as customers reach them by email. This has led to many people who believe that email marketing is not as effective as other strategies. However, recent statistics have demonstrated different statistics. Statista receives $28.1 billion in e-mail per day in 2018, with this figure expected to rise to $34.4 billion by 2022.This is one of the best ways to send emails to the public.
- Selling techniques must evolve in response to ever-changing consumer behavior. If you are a sales agent, one of the techniques you can apply is using social media to connect with and engage with potential customers.
- Research via the Pew Research Center shows that at least 96% of the American populace owns a cell phone. For analysis, 81% own a cellular smartphone, while 15% own a cellular phone that is not a smartphone. With this capability, organizations have the opportunity to reach a larger market using mobile advertising and marketing techniques.
- Digital marketing bypasses the need to have large marketing budget and reaches to the specific customer, in other words it is highly efficient.
- Compared with print, radio, TV and Internet, users spend 24% of their time using a mobile device; but ad investment on mobile is still only at 8%
- Users are increasingly the first source for news – often via Twitter.
- As a supplementary income people are turning towards online marketplaces and platforms.
- India and China top mobile ecommerce sales; UK is ranked 3rd in the world.

Recognition is Key

- 77% of Twitter users recognize a business better when they reply to their tweet. It takes an average of 12 hours and 10 minutes for businesses to respond to a tweet, although customers prefer a response within four hours.

 ISSN 2394 - 7780

- Audiences consider over 60% of blog content to be bad or irrelevant, so it's vital for entrepreneurs to discover records applicable to their audience.
- Businesses and midsize organizations need to remember more about technical search engine optimization and content documentation development to expand and maintain their search presence.

CONCLUSION

Through the research, it is clear that digital marketing is way more beneficial than traditional marketing. Traditional marketing is very time-consuming and it lacks consumer interaction. Whereas digital marketing is time-saving and it is effective in consumer interaction. Traditional marketing has a limited area, but online marketing has a large number of channels such as SEO, social media, emails, mobile marketing and many more. Marketing by using digital systems affords a more low-cost alternative to the standard method. They create a tonne of influence yet cost way less. Across digital channels and devices, a corporation is needed to be competitive. However, this does not suggest that offline channels should be unnoticed altogether. The final way to meet the purchaser's needs is with an omni-channel presence that combines offline and online elements. Due to the internet, the world is turning into a global village where geographical borders don’t matter. Because of this, marketing teams have a wider range for their products.

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FEMALE GEN Y PURCHASE DECISION MAKING ON TODDLER PRODUCTS POST-PANDEMIC

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ABSTRACT

The COVID-19 pandemic is at the root of a significant loss of human life worldwide. During this Pandemic, Gen Y female purchasers' perception, preferences, and purchasing behaviour change. Most retail stores have closed, and there is a lack of a preferred brand of toddler product in the market, forcing consumers to switch to a different brand of toddler product. According to the way, even after the pandemic, female customers of Gen Y continue to feed the new brand to their offspring frequently. The increasing number of employed women in India, the rising birth rate, and the improvement in family economic status due to double income can all be attributed to the evolution of Toddler goods throughout the country. Consumers are always concerned about the health and cleanliness of their children, and as a result, they prioritise the quality of the product over the price when making purchasing decisions. For this study, toddler products are classified into four categories: toiletries, baby skincare, baby hair care, and baby food and beverages. The present study proposes collecting data from 123 female Gen Y respondents (convenience sampling) who are new females regarding their purchase decision on toddler products through a structured questionnaire through google forms. The data would be analysed using SPSS V 24.0 by applying statistical tools such as percentage analysis and one way ANOVA. In this study, the primary goal is to identify the satisfaction level on two dimensions, price and quality, that influence Gen Y female consumers' decision-making regarding toddler products and determines the level of satisfaction during the post-COVID-19 Pandemic period.

Keywords: Gen Y, Toddler Products, Purchase Decision, Brand Preference, Covid Pandemic.

FULL PAPER

INTRODUCTION

A massively fast-growing section of the country's economy comprises things for toddlers. Market analysts predict the Indian toddler products market to develop at a compound annual growth rate (CAGR) of more than 15% between 2020 and 2025. Infant toiletries are the most popular product, followed by baby skincare. It is projected that both the baby toiletries and the baby skincare product categories would develop fast in the next years, allowing them to maintain their market domination until 2025 at the very least. COVID-19, a pandemic of unparalleled proportions, has overrun the world. This applies to all countries, including India. After the COVID 19 pandemic, the purpose of this study is to determine how Generation Y females engage in the buying of various toddler products on the market, as well as to notify on some of the critical problems surrounding toddler product consumption, such as measures of price, quality, mode of shopping, brand trust and preference, demographic variables, and level of satisfaction are all important considerations in Gen Y female customers' purchasing decisions.

REVIEW OF LITERATURE

By utilising the Consumer Styles Inventory, researchers determined female Generation Y customers (Cathy Bakewell et al., 2003). Sellers that want to be successful in the toddler market must have up-to-date information on the toddler market. Even though a correct understanding of the market, customer attitudes, and factors affecting retail purchases are essential, it is exceedingly difficult for the sector to foresee these aspects before the purchase cycle begins (Neha Wadhawan et al. 2018). Personal purchases are made based on expectations. The value provided is emotional fulfilment; people make purchases based on their emotions; people make purchases based on expectations; people make purchases based on feelings (Gracia S. Saerang, 2019). Individuals who purchase products based on their emotional fulfilment; those who purchase products based on their emotional fulfilment (Gracia S. Saerang, 2019). Increased female employment and purchasing power are driving the growth of the toddler sector in both rural and urban locations. This results from urbanisation, purchasing power, and increased female employment (V.Hima Bindhu et al., 2017). The purpose of this study is to investigate the physical and outer appearance of a website, its structure, and other linked components of the online shopping home page and their effects on encouraging customers to purchase toddler products (E. Pradeep et al. 2020). During the COVID 19 pandemic, customers reported experiencing some major difficulties with the intake of child products. When a new brand is temporarily adopted, it poses a substantial danger to sellers because it results in continuous use of the new brand based on customer pleasure with the new brand, even during outbreaks following the implementation of COVID 19. According to Aswathy.R. et al. (2020),

 ISSN 2394 - 7780

environmental concerns will impact Generation Y customers in the future, causing them to distance themselves from previous generations.

Research Gap

Numerous pieces of literature exists regarding new moms' buying behaviour concerning baby care products. However, few studies are restricted to the toddler's age group. No studies are focusing on Gen Y females and their buying intention concerning toddler products during a pandemic, which makes the research gap of the study.

Significance of the Study

The research was conducted to ascertain Gen Y female consumers' preferences for infant care items during the post-pandemic period when vital commodities like toddler products are inaccessible in retail outlets due to lockdown.

As a result, Gen Y female consumers adopt alternative shopping modes and adopt the market's accessible brands. Toddler items are essential in the day-to-day lives of parents and children. The toddler sector is quickly rising in both rural and urban areas, owing to the growing purchasing power of mothers, more urbanisation, and improve families' financial standing. The primary care provided by parents for the health and cleanliness of their newborns will have a significant impact on the baby's overall health and well-being. This lockdown period will also influence consumer decision-making in the toddler category since mandated margins will confine their purchase behaviour and habits. As a result, the present study identifies Gen Y female consumers to compare trends in the toddler product marketplaces following the COVID 19 pandemic, including various purchasing modes, quality of products, pricing, brand trust, and health and hygiene worries in the toddler product marketplaces.

OBJECTIVES OF THE STUDY

To examine the purchasing behaviour of female members of Gen Y concerning toddler items following the COVID-19 pandemic.

To research demographic characteristics and analyse Gen Y moms' satisfaction level about price and quality in newborn care items following the pandemic.

RESEARCH METHODOLOGY

The convenience sampling approach was utilised to pick 123 female respondents from Gen Y in the Chennai metropolis. A customised questionnaire was created using Google Forms to elicit responses from the various responders. The study incorporated both primary and secondary data. Primary data were obtained from 123 Gen Y females about a few dimensions of demographic characteristics and the study variables. Secondary data were gathered from books and journals on consumer perception and behaviour.

Data Analysis & Interpretation

Table 1: Demographics

S.No	Variables	Character	No. of Respondents	Percentage
1.	Mother's age	21 yrs – 30 yrs	39	31.71
		31 yrs – 35 yrs	53	43.09
		36 yrs – 39 yrs	31	25.20
		Total	123	100.00
2.	Toddler's age	Less than 2 yrs	25	20.33
		2 yrs – 3 yrs	35	28.46
		3 yrs – 5 yrs	36	29.27
		Above 5 yrs	27	21.95
		Total	123	100.00
3.	Educational Qualification	Secondary School	15	12.20
		Degree	46	37.40
		Post-Graduation	37	30.08
		Others	25	20.33
		Total	123	100.00
4.	Occupation	Business	21	17.07
		Professional	41	33.33
		House Wife	61	49.59

 ISSN 2394 - 7780

		Total	123	100.00
5.	Family Income (in Rs)	Less than 30,000	19	15.45
		30,000 – 50,000	35	28.46
		50,000 – 75,000	45	36.59
		Above 75,000	24	19.51
		Total	123	100.00
6.	Family Members	Three	37	30.08
		Four	45	36.59
		Five	19	15.45
		Above Five	22	17.89
		Total	120	100.00
7.	Mode of shopping	Retail Shop	39	31.71
		Medical Shop	25	20.33
		Online Shopping	59	47.96
		Total	123	100.00
8.	Monthly Amount spent (In Rs)	Less than 500	15	12.20
		500 – 1000	53	43.08
		1000 – 2000	40	32.52
		Above 2000	15	12.20
		Total	123	100.00
9.	Frequency of Purchase	Weekly	29	23.58
		Fortnight	35	28.45
		Monthly	59	47.97
		Total	123	100.00

Source: Primary Data

According to table 1, 31.71 percent of 123 female Gen Y respondents were between the ages of 21 and 30, 43.09 percent was between the ages of 31 and 35, and 25.20 percent were between the ages of 36 and 40.

20.33 percent of Gen Y female respondents have babies under the age of two years, 29.27 percent of Gen Y female respondents have babies between the ages of 2 and 3 years, 30percent of Gen Y female respondents have babies between the ages of 3 and 5, and 21.95 percent of Gen Y female respondents have babies over the age of 5 years.

12.20 percent of respondents had completed their schooling, 37.40 percent were graduates with a bachelor's degree, 30.08 percent were postgraduates, and 20.33 percent comprised the other category, diploma, etc.

17.07 percent of respondents were identified as business owners, 33.33 percent as professionals, and 49.59 percent as housewives.

Table 1 revealed that 15.45 percent of respondents had a monthly family income of less than Rs. 30,000, 28.46 percent had a family monthly income of between Rs.30,000 and 50,000, 36.59 percent had a family monthly income of between Rs.50,000 and 75,000, and 19.51 percent had a family monthly income of more than Rs.75,000.

30.08 percent of Gen Y female respondents have up to three family members, 36.59 percent have four family members, 15.45 percent have five family members, and 17.89 percent have more than five family members.

Table 1 highlighted that customers rely on the ways of shopping listed above to survive during the lockdown time. Most consumers (47.96 percent) purchased child products from online retailers, followed by retail stores (31.7 percent), while the remaining customers rely on medical supply stores (0.1 percent) (20.33 percent). Because many retail establishments were closed during this period, most customers chose to purchase online. Even after the pandemic, many people prefer to purchase child products online.

According to the study's findings, females from Generation Y spent an average of $1,050 on toddler products in a month. 12.20 percent of those who responded spent money in the categories of less than Rs.500 and more than Rs.2000, respectively. 43.08 percent of those who answered the survey spent between Rs.500 and Rs.1000, and 32.52 percent of those who answered the survey spent between Rs.1000 and Rs.2000, respectively.

The survey findings revealed that female clients from Generation Y frequently purchased toddler products. Most clients purchase large quantities in bulk (49 percent). Customers continued to make large purchases of

ISSN 2394 - 7780

child items during the epidemic period to avoid going out frequently. This is expected to continue as a standard procedure following the pandemic.

Table 2: Satisfaction on Price and Quality on toddler products

Satisfaction	Price		Quality	
	Frequency	Percent	Frequency	Percent
Highly Satisfied	29	23.58	32	26.02
Satisfied	51	41.47	45	36.59
Neutral	20	16.26	32	26.02
Not Satisfied	13	10.56	9	7.32
Highly Not Satisfied	10	8.13	5	4.05
Total	123	100.00	123	100.00

Source: Primary Data

The study's findings revealed that Gen Y female buyers are highly satisfied with the prices they pay for toddler products. Most customers (41.47 percent) are satisfied with the price of toddler products, with approximately 23.58 percent of customers expressing great satisfaction with the price of toddler products.

The survey results revealed that Gen Y female buyers are generally satisfied with the quality of toddler products. Many clients (36.9 percent) are satisfied with the quality of toddler products, with approximately 26.02 percent of customers expressing strong satisfaction with the products. Nowadays, most young ladies are quite concerned about the health and hygiene of their children. As a result, they are extremely concerned about the quality of toddler products.

Table 3: One way ANOVA – Occupation Vs Satisfaction level on price and quality Null Hypothesis: Occupation does not influence the satisfaction level on price and quality of Gen Y female respondents.

		Sum of Squares	df	Mean Square	F	Sig.
Satisfaction on Price	Between Groups	36.752	2	18.376	2.43	.042
	Within Groups	907.443	120	7.562		
	Total	944.195	122			
Satisfaction on Quality	Between Groups	43.143	2	21.572	2.48	.031
	Within Groups	1043.308	120	8.694		
	Total	1086.451	122			

Since p value < 0.05, null hypothesis is rejected.

Inference: Occupation influences the satisfaction level on price and quality of Gen Y female respondents.

Table 4: One way ANOVA – Family Income Vs Satisfaction level on price and quality Null Hypothesis: Family income does not influence the satisfaction level on price and quality of Gen Y female respondents.

		Sum of Squares	df	Mean Square	F	Sig.
Satisfaction on Price	Between Groups	43.460	3	14.49	3.1228	.006
	Within Groups	552.296	119	4.64		
	Total	595.756	122			
Satisfaction on Quality	Between Groups	91.942	3	30.65	2.58	.095
	Within Groups	1410.936	119	11.86		
	Total	1502.878	122			

Since p value < 0.05, null hypothesis is rejected.

Inference: Family income influences Gen Y female respondents' satisfaction level on price at a 5 % level of significance. However, the same influences their satisfaction level on quality at a 1 % significance level.

LIMITATIONS

The study was restricted to the city of Chennai, and as a result, it cannot be generalised. This study is limited to 123 female respondents from Generation Y who purchased Toddler items.

FINDINGS

A growing awareness drove it among female clients of Generation Y regarding the health and hygiene consequences of newborn care products, particularly diapers and wipes. The growing number of employed women in India also adds significantly to the segmentation of toddler products, making it one of the fastest-growing markets globally. Additional factors driving demand for infant foods and beverages include visually appealing packaging and the use of organic ingredients that have significant health benefits. The use of toddler products is expanding at an alarming rate daily. Customers purchased toddler supplies during the COVID-19 pandemic through various purchasing channels, including retail outlets, medical supply stores, and internet shipping and fulfilment. Because of their worry for their baby's health and hygiene, most customers prefer to shop online to avoid leaving their homes. They found that many clients were particularly loyal to their newborn care product line.

Nevertheless, this is not possible during the lockdown period, as it is not permitted. As a result, shoppers were directed to a new brand, generating leads even after the lockdown had ended. Many Generation Y ladies have a high level of education and are only interested in completely risk-free things for their children. As a result, they place greater emphasis on product quality than on product pricing.

CONCLUSION

It is estimated that the global influence of covid-19 has a substantial impact on the consumption habits of female Generation Y customers. When it comes to child products, customers, on the other hand, prefer to shop online. This factor motivates my desire to switch to a new infant care brand. By the way, during the post-lockdown period, clients have become accustomed to seeing and hearing the new brand daily. In order to generate and sustain demand for the product throughout the post-lockdown period, merchants should plan on increasing their investment in distribution and promotional operations. A growing number of women are employed and have greater buying power due to urbanisation and improved family financial circumstances. Due to these trends, the toddler business thrives in rural and urban areas, and more women are working. The primary care provided by parents for the health and cleanliness of their newborns will have a significant impact on the baby's overall health and well-being. Because of forced margin constraints, consumer decision-making in the toddler category will be impacted during this lockdown period.

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DIGITAL MARKETING –STRATEGIES AND SKILLS FOR CONSUMER SATISFACTION

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ABSTRACT

Marketing is no exception to the trend of moving from analogue to digital. The use of digital marketing and social media marketing is expanding as technology advances. Since the internet is the primary source of information for most people, digital marketing has benefited the most. The buying habits of consumers are evolving, and digital marketing is becoming increasingly popular as a means of reaching them. Digital marketing principles and tactics are examined in this article, as are the procedures to enhance direct sales through digital marketing, as well as the skills of digital marketers and customer happiness. There is an introduction to digital marketing in this paper, followed by an examination of the mediums used in digital marketing, the difference between traditional and digital marketing, and the advantages as well as the disadvantages of digital marketing.

Keywords: digital marketing, concepts, strategies, skills, consumer satisfaction

INTRODUCTION

Digital marketing, also called online marketing, serves to promote brands through the use of digital communication, including email, social media, web-based advertising, text messages, and multimedia messages.

Current Trends in Digital Marketing

In 2022, chatbots are expected to be one of the top digital marketing trends. The AI-based technology uses instant messaging to converse with customers, and with site visitors. Customers can communicate with it via text or audio.

OBJECTIVES

1. To study about the digital marketing concepts
2. To discuss the strategies of digital marketing.
3. To know the steps to increase the direct sales through digital marketing.
4. To study about the skills involved by the digital marketers.
5. To study about the consumer satisfaction in digital marketing.
6. To give suggestions based on the study.

REPORT METHOD

Descriptive Method

Descriptive writing is a type of writing in which the author describes someone, a place, or an object. The goal of descriptive writing is to help the reader visualize whatever is written.

CONCEPTS OF DIGITAL MARKETING

1) Search Engine Optimization (SEO)

SEO is a digital marketing technique that optimizes our online presence, particularly our website, for search engines. It is one of the most commonly used in digital marketing.

Search engine optimization is done so that any person searching for our business or any relevant keywords in a search engine will find our website at the top. Search engine optimization is generally divided into two parts - on-page SEO and off-page SEO.SEO which includes backlinks (other websites pointing to your website), social signals, etc.

We can understand the importance of SEO from the fact that when someone wants to find out about something particular, such as 'computer repair shops in San Francisco', the first thing he will do is search on Google.

If our business web page has been properly optimized for this particular keyword, and it ranks on the first page of search results, then we can estimate the amount of business we might receive, especially inquiries and walk-ins. However, it is important to note that SEO is a long-term process and the rankings for our web pages may not change overnight- particularly for search engines.

ISSN 2394 - 7780

2) Social Media Marketing
This is one of the most common ways to market online. Through social networks such as Facebook, Instagram, Twitter, etc., we can reach out to potential customers. Most internet users have accounts on at least one of these social networks. As a result, we have a very wide audience to target with our business.

The benefit of using this channel, particularly when running sponsored adverts on these networks, is that we can target people based on their location, age, gender, or even specific hobbies. With the press of a mouse, we can reach out to a highly targeted audience.

3) Paid Advertising
Paid advertising is one of the most effective strategies to contact our target audience and market our products or services. All we have to do now is create an ad, choose a target audience based on location, demographics, and interests, and allocate a campaign budget.

Google AdWords is one of the most well-known sponsored ad systems. We can utilise Google AdWords to display ads on search results pages, partner publishers' websites, YouTube, and other places. Paid advertising is available on numerous social media platforms, including Facebook, Twitter, LinkedIn, Quora, and many others. We can also perform direct sponsored advertising or collaborations by contacting influencers, bloggers, and other experts in your field.

4) Affiliate Marketing
Affiliate marketing is essentially third-party affiliates who promote our products or services in exchange for a predetermined commission. The commission can be a predetermined percentage of overall affiliate earnings or a fixed cost per sale.

This is an excellent method for generating sales growth. Because a third-party affiliate performs promotions in exchange for a defined cost per transaction, there is no way the marketing budget will be spent without a customer acquisition or sale. The key to success in this medium is having an excellent product or service, paying out generously to affiliates, and finding the right affiliates.

5) Email Marketing
This is another great internet marketing strategy. Direct emails are utilised to contact potential clients in this scenario. If we have an email database of your existing consumers, we can execute email marketing internally or through an outside firm.

The most difficult aspect of email marketing is ensuring that the emails sent are delivered to the customer's inbox (rather than going in Spam folder where people hardly notice them). To acquire the highest email open rate, the key is to employ excellent creative email content and subject lines.

Apart from the digital marketing media stated above, there are other other approaches, such as online public relations, content marketing, and so on, that can be employed to achieve our digital marketing goals.

STRATEGIES OF DIGITAL MARKETING

Meaning
A digital marketing strategy is a blueprint for how our company will achieve its marketing objectives through online channels such as search and social media. Most strategy plans will include information on the online channels and digital marketing methods we will employ, as well as the amount of money we will spend on these channels and tactics.

Examples
A social media campaign using influencer partnerships, a content marketing plan utilising online guides to generate leads, or a growth marketing strategy utilising social media and email to promote client loyalty are all examples of digital marketing techniques.

7 Digital Marketing Strategies for Business

1. SEO

The process of optimising your website so that it ranks well in search engine results for keywords and phrases related to your business is known as SEO. The more keywords you rank for — and the higher you rank for them — the more people will notice your website and learn about it.

Why use SEO as a Digital Marketing Strategy?

When it comes to digital marketing techniques, SEO should be considered a must-have. It catches every single person of our target group, regardless of where they are in the buying process. The reason for this is that practically every user uses a search engine to start their search for a new product or service.

For instance, did you know that 80% of customers conduct their product research online? Or that more than half of people find a new brand or product after Googling for anything. That might be our business if you use SEO as one of your online marketing techniques.

To emphasize the usefulness of SEO as an Internet marketing strategy:

- Less than 10 percent of searchers advance to the second page of search results
- More than 30 percent of searchers click on the first result

That's why a strong SEO strategy, as well as our top digital marketing agency, is important. We can attract more potential clients and make more revenue with our performance-driven SEO services as part of our online marketing plan.

2. Pay-per-click (PPC) Advertising

Pay-per-click (PPC) advertising is another successful and cost-effective online marketing technique. PPC (pay-per-click) advertising is a type of paid advertising based on an auction mechanism.

With PPC, we bid on keywords for which we want our ads to appear, and when a user's search includes our keyword, our ad triggers. These adverts are then displayed above organic listings at the top of search results. If a user clicks on your ad, you will be charged for it.

If you sell children's winter boots, for example, you could bid to appear in the search results when a user types in "children's winter boots." This keyword is more transactional, which is ideal for a PPC campaign because it is paid advertising and you want a quick return on your investment (ROI).

PPC advertising might involve ads on search engines, social media, and other channels. We can even use applications like WeChat to advertise.

Why use PPC as a Digital Marketing Strategy?

PPC is an effective online marketing technique for many firms who are just getting started with digital marketing or need a rapid boost. It elevates our website to the top of search results, which might be beneficial if our company's organic search result rating is several pages below.

PPC in our digital marketing campaign strategy:

- Businesses earn $8 for every $1 spent on Google Ads
- Users that click on ads are 50 percent more likely to buy a product

PPC advertising has the potential to improve our conversion rates even further. That is why, in order to reach our digital marketing objectives, PPC and SEO frequently collaborate.

3. Content Marketing
Our company's content marketing strategy focuses on using content to reach, engage, and connect with consumers. Users can benefit from this information, which includes videos, blog entries, infographics, and more. It is, however, informational material rather than sales copy.

For instance, if we manage a ski and snowboard supply store, we could produce an article describing what a newbie needs for their first outing. We might also publish articles on how to care for a snowboard and what accessories can help you improve your skiing skills.

Whatever format we use for our material, it must be relevant and valuable to our target audience. We want to develop unique, high-quality material that consumers will want to share with their friends, relatives, co-workers, and other social network members.

Why use Content Marketing as a Digital Marketing Strategy?
Content marketing is a good digital marketing approach to adopt since it allows you to interact with people along the purchase funnel and doubles website conversion rates. The best thing is that it is 62% less expensive than traditional marketing.

- It generates 54 percent more leads than traditional marketing
- More than 60 percent of users prefer companies that create content

4. Email Marketing
One of the most cost-effective online marketing tactics is email marketing. Developing and improving our campaigns, as well as expanding our audience, are essential aspects of email marketing. Email marketing, like content marketing, relies on supplying consumers with useful information; otherwise, people would unsubscribe.

Why Use Email Marketing as a Digital Marketing Strategy?
When it comes to email marketing, there are numerous advantages. That's why, from manufacturing operations to retail stores to technology firms, more than 80% of businesses employ email marketing.

- Features an average ROI of $44 for every $1 invested
- Creates 50 percent more sales than other lead generation methods

5. Social Media Marketing
The goal of social media marketing is to raise brand recognition and increase conversions. Depending on our target demographic and their platform preferences, a social media marketing campaign can use one or more social media sites.

Why Use Social Media Marketing as a Digital Marketing Strategy?
With less than 30% of firms adopting social media as a marketing tactic, those that invest in it have a huge opportunity. Even better, social media accounts for more than 25% of a user's Internet time, making it an ideal platform for social interaction.

- More than 65 percent of consumers use social media for customer services
- More than 70 percent of shoppers use social media when making purchase decisions

6. Voice Search Optimization
One of the newest Internet marketing tactics for businesses is voice search optimization. Our company enhances old and new website content for voice search with voice search optimization. The goal is to achieve the highlighted snippet or position zero in Google search results for our website.

The highlighted snippet is used by different voice assistants, from Siri to Amazon Echo, to answer to voice searches. As a result, if someone asks, "How do I clean a stinky dishwasher?" The featured snippet, which you can see below, would be returned by Amazon Echo or Siri.

Speech search optimization is vital since search queries change when using voice versus text. This technique is much more important if we're a local business, because many consumers utilise their mobile devices — and voice search — to find a restaurant, salon, or hardware shop near them.

Why use voice search optimization as a digital marketing strategy?
Voice search is becoming a new and popular way to search as more people purchase smartphones and voice-activated devices. As a result, it's one of the most recent digital marketing methods to be adopted by businesses.

Voice search optimization includes:

- Almost 50 percent of adults use voice search each day
- More than half of voice-activated speaker owners want promotional brand content

7. Video Marketing

Another digital marketing method for organisations trying to increase income is video marketing. Our company's reach, income, and operations are all growing because to video marketing. Our company, like content marketing and email marketing, focuses on producing informative and valuable videos for its target audience.

A few types of videos for video marketing include:

Instructional, Announcement, Behind the Scenes, Event, Etc.

Regardless of the sort of video we produce, our goal is to increase brand awareness among our target audience. This brand awareness, like social media, email, and content marketing, can lead to important conversions later.

Why use Video Marketing as a digital Marketing Strategy?

Video marketing is becoming a go-to online marketing technique due to its ability to increase conversion rates. It's also a great complement to email marketing and content marketing, both of which benefit from video.

- Around 90 percent of users credit video for making purchase decisions
- Pages with video are 53 times more likely to rank on the first page of search results

STEPS TO INCREASE SALES THROUGH DIGITAL MARKETING

1) Optimize your Site Based on SEO

Websites must be more than just visually appealing and informative. These are the fundamental requirements that draw a user in. However, in order to attract visitors, it is required to work on optimization in accordance with SEO guidelines. Having a fast-loading website can help us improve our page ranking and, as a result, our sales.

2) Define who your Target Audience is:

It is important to first understand our audience in order to enhance sales via digital marketing. They have distinct behaviours and preferences that should inform our entire digital strategy and operations. Conducting surveys, gathering data, and examining our preferences are the initial steps in achieving this insight.

3) Know Where Your Audience Concentrates

Once we have more information about our audience, we will be able to determine which channels they prefer. The significance of this is to communicate via various platforms. Facebook, Instagram, Twitter, and email are the most popular. Knowing where our audience spends their time allows you to invest in more targeted campaigns.

4) Define Call to Action (CTA) S that Actually Convert

Without excellent calls to action, it's impossible to grow sales with digital marketing. We'll need a list of effect phrases that catch people's attention and lead to the suggestions we've made. These CTAs should be highlighted or, in other words, appealing in addition to being presented in a way that encourages action.

5) Perform A/B Tests about your Strategies

We can use A/B tests to see which strategy options result in the highest conversion rates and sales. These tests compare two versions of whatever is being tested, such as CTAs, landing pages, page colours, and headers, among other things. The measurement of results is a crucial point. The purpose of the A/B test is to see which of these two versions produced the best results. The version that performed the best should be picked as the final version and run as such. As a result, Digital Marketing may be used to enhance sales in a precise and proven manner.

6) Automate and Track Your Email Marketing Campaigns

Emails are still a great way to keep in touch with people and nurture leads. The important aspect of the question is knowing how to use them. Automation is a tool that allows you to send emails to a large number of people at once, standardise your messages, and increase your chances of reaching your contacts. These emails should include, among other things, information on items, discounts, content offers, and discount coupons. The goal is to approach people and make frequent contact with them.

7) Start a Content Marketing Strategy

Using Digital Marketing to develop a Content Marketing strategy is a great approach to boost sales. Blog postings offer a lot of potential for driving visitors to a website, increasing consumer interest, and engaging them.

To do so, you'll need to create high-quality content! Companies must understand how to create a content strategy that considers customers at all stages of the buying process, from initial interest through purchase.

8) Define Remarketing Campaigns

Consumers who explore product sites, select sizes and specifications, but do not complete their transactions are a constant source of concern for brands. The concept is straightforward: if they've completed all of these steps, they're already in the decision-making stage. Remarketing is a tactic that reminds these customers of their previous purchases. Banners containing the offers left behind are placed in the Google Display network for this purpose. In other circumstances, incentives like discount coupons or free shipping might assist speed up the sale.

9) Measure Each One of Your Actions

Implementing appropriate activities is the key to growing revenue with Digital Marketing. Even so, they won't be useful unless they're properly measured. Each method must be monitored on a regular basis in order to determine its effectiveness.

SKILLS INVOLVED BY DIGITAL MARKETERS:

Data Analysis, Content Creation, SEO & SEM, CRM, Communication Skills, Social Media, Basic Design Skills

1) Data Analysis

Data analytics refers to the use of functional methods and current software to collect and process a wide range of data from our target market's various online activities. Marketers should be familiar with the term "data cleansing," which refers to the act of removing inaccurate, duplicated, or incomplete data from a database. To make successful decisions, it is recommended that the database be updated on a regular basis and that undesirable data be removed.

2) Content Creation

The creation of content that attracts a company's intended audience is at the heart of digital marketing. The goal should not only be to produce high-quality, SEO-friendly content, but also to comprehend the process of effectively engaging people. It is suggested that "producing evergreen content" be included as a goal. This ensures that the material will still be relevant to the customer's needs whether they find it a day later or years later.

3) SEO & SE

The value of using relevant and specialised keywords has soared as Google's algorithm continues to evolve. As a result, Search Engine Optimization (SEO) has emerged as a critical talent that every digital marketer must possess in order to support all levels of digital marketing. The more technically minded members of the team can manage the technical aspects of SEO; however, a good understanding of the dynamics of SEO, as well as the technique for optimising all types of content, is essential for operating a successful digital marketing campaign. Both SEO and SEM assist you in not only getting your content in front of your target audience, but also in narrowing down your customer database.

4) CRM

Monitoring customer experience allows businesses to better understand their target audience's changing needs. Customer Relationship Management abilities, which include tactics for monitoring and maximising customer experience, are essential for digital marketers to master. Connecting with customers on a more emotional and personal level is always beneficial to the company because it builds client loyalty. To increase Customer Service Management, a marketer should develop skills such as empathy and communication.

5) Communication Skills

Variables like distributing compelling messaging, developing trust, and building connections are all part of a solid communication competence in a digital marketer. The goal is to develop a compelling message that is delivered to customers in a clear, succinct, interesting, and relevant manner. A Digital Marketer should be able to see things from a different perspective, express ideas in a way that the audience will comprehend, and grasp what would entertain and benefit the audience.

6) Social Media

Social media is becoming a platform for public debate. Digital marketers can take advantage of this to provide relevant messages to the right people. Social media is much more than just posting information on a regular basis. Three more criteria that marketers must consider when developing social media strategies are the quality of the content, relevance of the material, and audience engagement. Each social media platform has its own algorithm that assists businesses in targeting their content to a certain audience and obtaining reliable statistics.

 ISSN 2394 - 7780

Paid advertising, boosted posts, hashtags, and business groups are some of the new tools that help businesses create their presence on social media.

7) Basic Design Skills

Today, visual content gets us more attention than written stuff. Videos are sweeping the web since they are recognised to have a greater conversion rate, engagement, and SEO rankings.

It is recommended that Digital Marketers have a basic understanding of applications such as Adobe Creative Suite (Photoshop, After Effects, Illustrator, InDesign, and others), Canva, and Inkscape in order to create visual content.

It is recommended that you have a fundamental understanding of each skill, with specialities in a few of them. Keep in mind that while technical information and abilities may be learnt, the traits and qualities required to gain the knowledge cannot; prioritise developing your soft and hard talents..

CONSUMER SATISFACTION

Keep the Customer Engaged in Your Brand

Simply obtaining new clients and expecting them to make repeat purchases later on does not work in any business. In such instances, we need to ensure that the customer is connected to our brand and/or products, and digital marketing comes in helpful.

For such efforts, digital marketing tools such as social media marketing are ideal. We can use AdWords or Facebook/Instagram to run specialised retargeting campaigns for existing customers or those who have previously visited our website, displaying them new products, deals, and so on.

As a result, when he browses social media, blogs, or other websites, he will see our adverts. This keeps the buyer interested in our brand and raises the likelihood of future purchases.

Let us use an example to demonstrate. Consider the fact that we own an online clothing company. A certain buyer visited our website, looked at a few things, but did not make a purchase. Showing him retargeting advertisements with the same products he looked at on your website enhances the likelihood of him making a purchase.

Traditional and Digital Marketing Comparison:

Traditional Marketing	Digital Marketing
Example of traditional marketing includes a poster, brochure, magazine, newspaper, broadcast, telephone	Example of digital marketing includes a website, social media platforms, affiliate marketing, email marketing, search engine optimization
With a traditional marketing approach, only limited or local customer can be targeted	With a digital marketing approach customer around the world can be targeted
Advertising campaign takes a long period to plan	Advertising campaign take a short period to plan
It is costly and time-consuming	Relatively cheap and faster
A physical relationship is shaped while conveying merchandise	No physical relationship is formed due to the digital nature of digital marketing [1]
One campaign stays for a long time and change is expensive	A campaign can be changed very easily
For the promotion of product poster, paper, billboard many various types of material is used	No physical stuff is required because digital marketing is done on website, social media platforms, or through online videos
Due to the physical nature of traditional marketing, its cost is high	Digital marketing is cheaper compare to traditional marketing because it is done on websites and social media
24/7 marketing is not possible	24/7 marketing all around the globe is possible
Only one-way communication can happen	Two-way communication can happen
No capacity to go viral	CAPACITY TO GO VIRAL
Customer can feedback only during the working time	Customer can give feedback any time

 ISSN 2394 - 7780

Advantages of Digital Marketing

- By 2020, consumers will be able to access the internet at any time and from any location on the planet. Consumers can also stay informed about any product or service at any time thanks to the digital nature of digital marketing.
- Consumers can use the internet to perform a variety of tasks, such as visiting a company's website, reading information, purchasing products, and so on. This has improved the consumer's experience and increased their engagement.
- Because the internet is open 24 hours a day, there are no time constraints, and clients can purchase the product at any time.
- Because of the digital media, viewers can exchange product or service information and attributes with others.
- The company uses digital channels to display item costs, making them incredibly understandable and easy for customers. The company also adjusts its prices for any holiday or event to provide a discount to customers and is extremely open with them.

Disadvantages of Digital Marketing

- A competitor can readily duplicate a competitor's digital marketing campaign. Customers can be duped using brand names or logos.
- If the internet connection is slow or if there is a problem with the website, it may take too long for the website to load, and the customer will not wait long before leaving.
- Despite the fact that India is becoming more digital, many customers still have reservations about using online payment systems or are unaware of how to use them.
- Why Clients' lack of trust in virtual improvements as a result of the large number of imposters. Fair organisations may be influenced since their image and reputation for worth may be harmed.
- There have been numerous instances where consumers ordered things using the pay-on-delivery method with no intention of purchasing with a forged ID. This demonstrates a pay-on-delivery loophole.

SUGGESTIONS ON DIGITAL MARKETING

- We should go through our marketing strategy before starting the business.
- We should make sure that we are loyal to the consumers.
- We should make sure that we are transparent about the information and characteristics of the products or services with the customers.
- We can target people of a particular geography, age, gender, and even people having specific interests to increase our sales.
- We can use Google AdWords to show advertisements on search pages, their partner publishers, YouTube, etc.

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STRATEGIC DECISIONS BASED ON TECHNICAL INDICATORS: AN EFFECTIVE TOOL FOR GAINING PROFITABILITY WITH SPECIAL REFERENCE TO GROWTH BASED STOCKS

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ABSTRACT
Investor always seeks for new information to have more information and for laying out money in the expectation of receiving more money in the future. Usually stocks are classified in to three broad categories as income, growth and value. In which Growth companies are the one who reinvest their earnings back into the company as opposed to paying out dividends to continue spurring growth. During bullish trend, these stocks outperform value-based stocks because of environmental risk and the perceived low risk in the markets. On the contrary, growth stocks tend to underperform value stocks during bearish trend. This study aims to focus on strategically decide on buying and selling of growth-oriented stocks with the help of technical indicator named Bollinger's band and MACD, a two widely preferred indicators which when used simultaneously provides with a more accurate decision making.

Keyword: Stock, Technical Indicator, Bollinger Band, MACD

1. INTRODUCTION
Investors love to put stocks into various categories to make it easier to identify them. There are probably over one dozen stock classifications like blue-chip, growth, income, cyclical, and interest-rate-sensitive stocks. In this paper we will discuss extensively by understanding what Growth based stock are with the help of Procter & Gamble Hygiene & Health Care Ltd [PGHL] a number one growth-based stock. With the help of various technical indicators application strategic decisions are taken for maximum profitability. Before going into this topic let us first understand what growth stock is all about.

Growth stocks do not pay high dividends as the company prefers to reinvest the earnings to enable it to grow faster, hence, the name growth stocks. The value of the shares of the company rises with the fast growth rate which in turn allows investors to profit through higher returns. It is best suited for those investors who seek long term growth potential and not an immediate second source of income. Growth stocks carry higher risk than their counterparty.

Investing in growth stocks requires proper selection based on certain indicators. The secret to make profits is to construct portfolio of good stocks and stay invested for a long period of time say 5 to 7 years. Here are some of the indicators which can be used to pick stocks.

Earnings per share happens to be one of the most critical equity data for investors. It stands for net profit which the company has earned on every share. EPS impacts the market price of equity shares directly. Any changes taking place in EPS are immediately visible in the market price of shares. A close relationship has been observed between EPS and market price of shares. An increase in EPS is accompanied by a rise in the stock price. Conversely, a fall in EPS results in falling of stock prices. Thus, EPS has become the most tracked financial parameter of companies. Apart from the above analysis another way to strategically determine the right time to enter and exit is through application of technical indicator.

2. Overview of the Stock Market
Investment in stock market has become the most important pathways to financial success. The two major reasons behind investing in shares is to sell when the stock price rises and vice versa and the other reason is to collect the dividends paid on the stock. There are three categories of stock like income, value, and growth-based stock. There are many stocks which satisfies both the objectives also. In this study particularly the researchers have chosen the income-based stock to trade for and the applicability of three indicators to pinpoint the right time to buy or sell the stock. Income-based stocks are synonyms for dividend stocks, these are the companies which generate income for the investors, and these have the high potential for paying out dividends also. These income-based stocks refer to the shares of companies that have more mature business models.

Procter & Gamble Hygiene and Health Care Limited is engaged in the manufacturing and selling of branded packaged fast moving consumer goods in the femcare and healthcare businesses. Its portfolio includes WHISPER – India's leading Feminine Hygiene brand, and VICKS – India's No. 1 Health Care brand and Old Spice.

 ISSN 2394 - 7780

The growth in these segments was led by its newly launched products Vicks 3-in-1 throat lozenges, and in-depth research. During the year, old spice has come up with launch of new deodorant with 0% gas proposition and have garnered good market response. Company is carrying out its manufacturing activities from its plant located at Goa & Baddi in Himachal Pradesh. The Revenue Break up is as Ointments - 18.9%, Cough drops - 10.7%, Tablets 2.2%, Other Hygiene products - 68.2%

3. RESEARCH METHODOLOGY

A research design is the plan or programme of research. It is the general blueprint for the collection, measurement, and analysis of data. The present study aims at study the different technical indicator to have better trend analysis. Among various types of indicators in this, study particularly three indicators, which are widely preferred individually. The three indicators that were selected for the prediction of movement of trend in future are Bollinger Band, and MACD. The secondary data has been collected from the official NSE web portal. The objective is to simulate of two technical indicators on stock movement and help investor to have a better decision making.

3.1Key Technical Indicator for Effective and Profitable Strategy

A technical indicator is a series of data points that are derived by applying a formula to the price data of the stock. Technical indicators provide unique perspective on the strength and direction of the price action of the strike price. Indicators serve three main functions: to alert, to confirm and to predict. There are hundreds of indicators in use today. We are focusing on Bollinger Bands and moving average convergence divergence (MACD) indices in this paper.

3.1.1 Bollinger Bands - The bands encapsulate the price movement of a stock, providing relative boundaries of highs and lows. The crux of the Bollinger Band indicator is based on a moving average that defines the intermediate term “trend” based on the time frame you are viewing. Bollinger Bands are comprised of three lines – the upper, middle, and lower band. The middle band is a moving average, and its parameters are chosen by the trader. The upper and lower bands are positioned on either side of the moving average band. The trader decides the number of standard deviations they need the volatility indicator set at. The number of standard deviations, in turn, determines the distance between the middle band and the upper and lower bands. The position of these bands provides information on how strong the trend is and the potential high and low-price levels that may be expected in the immediate future.

3.1.2 Moving average Convergence Divergence [MACD] - MACD is another trading indicator used for analyzing the strength, direction, and momentum in the stock’s price. MACD is calculated based on the difference between the shorter and longer exponential moving average calculated for deciding the trend. Thus, it becomes more accurate as first EMA is calculated and based on the difference between the two MACD is calculated. MACD depends on three-time parameters, namely the time constants of the three EMAs. By comparing EMAs of different lengths, the MACD series gauges the changes in the trend of a stock. The difference between the MACD series and its average reveals the subtle shifts in the strength and direction of a stock's trend. Bearish divergence and bullish divergence are the two indicators which help the trader in call and put strategies. When the MACD line is declining indicates fall in price and when MACD line is increasing it indicates price could rise.

4. Statement of the Problem

The variety of trading strategies that can provide traders with the right indications (entry and exit prices) at the right time in the stock market. Traders and investors face a difficult challenge in accurately predicting strike rates. A technical trading strategy is made up of a collection of trading rules for generating trading signals. A simple trading system usually has one or two parameters for varying the timing of trading signals. The results of the parameterizations are the trading rules found in a system. Technical research assumes that stock prices follow patterns determined by investors' continuously shifting perceptions in response to various forces. Technical analysis is based on the idea that history repeats itself and that past prices can be used to predict future market direction. “Strategic Decisions Based on Technical Indicators: An Effective Tool for Gaining Profitability with Special Reference to Growth Based Stocks”.

4.1 OBJECTIVES

The objective of this paper is to analyze the future trend of growth-based stock with the help of application of two most widely used indicators.

ISSN 2394 - 7780

4.2 Scope of the Study

The aim of this study is on applying two technical indicators on a particular growth-based Stock market company to help investor in reducing the trading cycles of investment with better profits in the end with timely decision making.

5. Analysis

5.1 Buy and Sell Signals - Bollinger Bands

You will also note that at the point where buy or sell signal is generated is the crossover point. At the point say, buy signal is made and the indicator turns green you will see, on hovering the cursor at this point, the closing price is higher than indicator value. Similarly, when a sell signal is generated, and the indicator turns red, the closing price will be seen lower than the indicator value. There is different setting for different time frame to archive different goals. The bellow table [**Table 1 – Different Settings with different time frame of Bollinger Bands**] display setting for multiple time frame.

Table 3.1.1 – Different Setting with different time frame of Bollinger Bands

Sr. No.	Goal	Time Frame of Chart
1	Intraday Trading	5 Min
	Positional Trading	Daily

Figure No. 5.1.1 - Bollinger Bands with Time Frame -5Min

From the **Figure No. 5.1.1- Bollinger Bands with Time Frame -5Min** it is observed that when we are applied Bollinger bands indicator for to a particular stock like PGHL charts for 5 Min time frame which is usually used for intraday trading or short-term trading, there are multiple buying and selling signal are generated with different time spam. In the above chart from the 27th date to 28th afternoon the stock moment in side wage i.e., no movement in buy stock of sell stock. Near about 12:30 sell call is generated and which is going till 14:30 the trend is changed and here treader can book profit.

Figure No. 5.1.2 - Bollinger Bands with Time Frame - Daily

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From the **Figure No. 5.1.2- Bollinger Bands with Time Frame -Daily** it is observed that when we are applied Bollinger bands indicator for to a particular stock like PGHL charts for daily time frame which is usually used for positional trading or long-term trading, there are multiple buying and selling signal are generated with different time spam. In the above chart in the starting of October sell call is generated and which is going till November end trend is changed and here trader can book profit.

5.2Buy and Sell Signals - MACD

A trader can find buying or selling signal based upon MACD indicator. The default setting of MACD indicator is Faster line is 12. Slower line is 26 and Signal length is 9 for finding buying and selling signal for intraday, positional, or long-term trading in stock market trading.

When MACD line crossover to signal line then there will be buying signal. And signal line crossover to MACD line then there will be selling signal. If positive crossover above '0' line, then buying signal or positive crossover bellow '0' line and go up above '0' line then strong buying signal. If negative crossover bellow '0' line, then selling signal or negative crossover above '0' line and both lines are going down below '0 line then strong selling signal. The bellow figures are shows that how multiple buying and selling are generated for different time frame.

Figure No. 5.2.1- MACD, Time Frame - 05Min

From the **Figure No. 5.2.1- MACD, Time Frame - 05Min,** it is observed that when we are applied MACD indicator for stock like PGHL on 5 min time frame, there will be multiple buying and selling signal are generated. This will help for booking small profit with small interval of time.

Figure No. 5.2.2- MACD, Time Frame - Daily

From the **Figure No. 5.2.2- MACD, Time Frame - Daily,** it is observed that when we are applied MACD indicator for stock like PGHL on daily time frame, there will be strong buying and selling signal are generated. This will help for booking profit with larger interval of time and trader can also go for next day trading.

5.3 Combination of All technical indicator

Figure 5.3.1 Combination of Bollinger Bands, MACD

Figure 5.3.2 Combination of Bollinger Bands, MACD

From the above all three-figure numeral **Figure No. 5.3.1 and Figure No. 5.3.2** it is observed that when we are applied different indicator for multiple time frame 5min, and daily respectively. There are multiple buying and selling single generated in different time frame. From these three indicators a trader finds the exact entry point and proper exit from the market trade.

6. CONCLUSION

Thus, these two indicators when efficiently used helps in making exact technical analysis which in turn helps in identifying the right time to enter and get exited from the market. Since these indicators like Bollinger Band and moving average convergence divergence (MACD) uses its own past performance to predict the future movement, they become more reliable and effective in decision making of call and put option related to buying a particular stock trading.

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A STUDY ON THE IMPACT OF FOMO INVESTOR BEHAVIOUR IN KOCHI

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ABSTRACT

FOMO stands for "fear of missing out," which is defined as "worry that an exciting or fascinating event is now taking place elsewhere." Fomo stocks, fomo crypto, and the incapacitating symptoms of "severe fomo" exist today, yet FOMO is nothing new. Most individuals have been distracted by the notion that someone, somewhere, is having a better time or living a more adventurous existence at some point in their lives. Smartphones and social media have made it simpler than ever for individuals who are prone to such sensations to keep track of what others are up to. The study tries to explain how the phenomenon of fear of missing out affects investment decisions in the city of Kochi. A self administered questionnaire was used to conduct the survey and SPSS software was used to analyze the data. The study concluded that Fear of missing out has an impact on investment decisions.

Keywords:, Hedging behaviour, Regret theory, Loss aversion, Experimental bias,FOMO

INTRODUCTION

"A condition of mental or emotional pressure produced by the fear of missing out," according to the definition of "FOMO." It's also a type of social anxiety characterised by an obsessive fear of missing out on a good chance or a pleasurable occasion, which is frequently triggered by social media posts. Although it is natural for people to be anxious about FOMO, this fear can lead to poor actions.

The urge to fit in or the fear of being left out of the fun should not cloud judgement. When it comes to the hard-earned money, this is especially true. Just because friends and neighbours are buying a particular stock or asset class doesn't imply it's a good idea for every one.Investor- related Fear-of-Missing-Out (I-FoMO), which differs from traditional FOMO in Indian Financial Markets, was also factored into the study. The information asymmetry caused by the lack of a mobile phone combined with the fear of missing important information in financial markets that is used to make large investment decisions was determined using a survey method.The study adds a new dimension to behavioural finance theoretical frameworks by incorporating media studies and information dissemination via smartphones to better understand investor behaviour.

The kind of optimism prevailing in the stocks market is linked to a psychological concept of FOMO vs FOLO— the fear of missing out versus fear of losing out. Instead of paying heed to the market noise, investors would do well to just focus on their goals.(Chintan Mehta 2021)

As a result of the pandemic displacing their principal source of income, investors began to seek equities markets for income. The number of trading accounts has nearly doubled in the previous two years, indicating that this trend is continuing. In addition, retail's proportion of trade volume has risen from 39% at the start of 2020 to 45 percent now. The study seeks to identify the relationship between fear of missing out and how this affects the investment decisions.

Literature review

Investigating the tendency of retail investors to avoid risk due to a lack of mental preparation to absorb the uncertainties that occur in the capital market. The research also aids retail investors in making informed capital market savings decisions (Siby Joseph K, M A Joseph)**.** Risk tolerant investors should buy more high risk, high expected return assets such as stocks, than low risk, low expected return assets such as bonds. As plausible as this advice may sound,

it differs markedly from the behavior of the rational expected-utility-maximizing investors inhabiting the Capital Asset Pricing Model (CAPM) (Govind Hariharan, Kenneth S Chapman, Dale L Domian (2000)**) .**In their decision-making, investors display irrational behaviour. The decision-making process is regarded to be a cognitive process because the investors must make a decision based on a variety of options. The researchers discovered that several psychological/behavioural aspects influenced the investors' decision-making. The behavioural biases of investors were studied using five behavioural factors: overconfidence bias, representational bias, regret aversion, mental accounting, and herd behaviour. The research also demonstrates the impact of FOMO on investment decisions and patterns.

state of mind and unconscious group functions can explain why the stock market fluctuates in response to changes in human behaviour. The economic agents present in the theories are a stiking contrast to the rational and irrational decision making in the stock market (Richard Taffler, David Tuckett (2017).The psychological elements that influence market valuation, a model for investing behaviour of traders whose decisions are impacted by the behaviour of their trusted peers is established. The model is put into action, and a variety of "trust networks" are put to the test. The simulation results show that real-world trust networks can cause a market to take a long time to stabilise.(L.Bekker, W.Hare, H. Khosravi, and B. Ramadanovic (2009).

Overconfident investors, according to theoretical models, trade excessively. We put this theory to the test by dividing investors into two groups based on their gender. Men are more overconfident than women in areas like money, according to psychological study. As a result of the research, investors' overconfidence behaviour can be linked to their tolerance for uncertainty.(Terrance Odean, Brad M Barber (2001).

Theoretical models suggest that overconfident investors will trade more than rational investors, according to Markus Glaser and Martin Weber. Individual overconfidence scores are correlated with numerous measures of trading volume of individual investors' tolerance for uncertainty, which we use to explicitly test this hypothesis.(Markus Glaser & Martin Weber).

Fear of missing out is just another synonym for greed. Greed is one of two highly harmful emotions that can affect an investor, with fear being the other. Fear drives you to sell stocks when they fall because you're afraid of losing too much money for the investors. Greed drives you to buy stocks when they're too expensive because you're afraid of missing out on future

gains, and greed drives you to buy stocks when they're too cheap because you're afraid of missing out on future gains Beile Grünbaum (2020).

Regret theory, a behavioural theory, to derive closed-form solutions to optimum currency hedging decisions. Investors lament the fact that they did not make the ex post optimal hedging

selection. As a result, investors predict their future remorse and factor it into their aim function.

The author also discusses notions of loss aversion and disappointment aversion. •contrary to conventional perception that sentiments are negative for decision-making, the study discovered that people who had more powerful feelings performed better in decision-making. Because of their improved ability to regulate the possible biases generated by such sensations, people who were better able to identify and distinguish among their current feelings performed better in decision making (Myeong-Gu Seo and Lisa Feldman Barrett (2007).

Risk is a significant factor that can influence people's decision-making, particularly when it comes to financial decisions. The impact of risk on investment choice making has been extensively studied in the literature, but little has been done to analyse the relative importance of various risk-related elements in individual investment decision making..Yusnidah Ibrahim, Imran Arshad (2019).

METHODOLOGY

An online survey was conducted to collect data for this study. The sample comprised of Investors in Kochi. Participants (N = 133, 27.1% Female, 72.7% male). Most participants were of the range 20-25(47.4%) and 26-30(35.3%) age category.

The descriptive research design was used in this study. The primary data has been collected through questionnaires generated through the Google forms by using a standard sampling method. Secondary data are collected reviewing the literature such as published articles, reports, journals, and the internet. The study is conducted among investors. A sample of 133 Investors has been taken for the study. A seven-point Likert scale is used to measure FOMO, No Communication, No Information, Investment Decisions ranging from Strongly disagree (7), Disagree (6), Somewhat disagree (5),Neither agree nor disagree (4), Somewhat agree (3), Agree (2) , Strongly Agree (1).

Correlation

Correlation is a factual strategy for evaluating the quality of a relationship between two numerical variables. A strong connection indicates that at least two factors have a strong relationship, whereas a weak connection indicates that the factors are not truly related. Relationship investigation is used to examine quantitative data gathered through research methods such as studies and surveys in order to determine whether there are any significant associations, connections, or patterns between the two.

On the off chance that the test presumes that the coefficient is fundamentally unique in relation

to 0, we state that the connection coefficient is "Significant".

Reliability Statistics

Reliability Statistics		
Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	No of Items
.963	.964	20

The reliability check has been done in order to check the reliability of the data collected. The above table shows that Cronbach's alpha is estimated at .963 and it means that 96% of the variability in combining those 20 items which means that it's a True Score Variance or Reliable Variance. Since the Cronbach's alpha is greater than 0.7 it is a highly reliable data.

Correlation between FOMO and Communication

Correlations			
		NC	F
NC	Pearson Correlation	1	.667**
	Sig. (2-tailed)		.000
	N	133	133
F	Pearson Correlation	.667**	1
	Sig. (2-tailed)	.000	
	N	133	133
**. Correlation is significant at the 0.01			

From the above table the correlation between FOMO and No Communication is 0.667 which means that correlation between the variables is positive. P value is 0.00, which is less than 0.05. There is a significant relationship between these two variables.

Correlation between FOMO and No Information

Correlations			
		NI	F
NI	Pearson Correlation	1	.776**
	Sig. (2-tailed)		.000
	N	133	133
F	Pearson Correlation	.776**	1
	Sig. (2-tailed)	.000	
	N	133	133
**. Correlation is significant at the 0.01 level			

From the above table the correlation between FOMO and No Communication is 0.776 which means that correlation between the variables is positive. P value is 0.00, which is less than 0.05. There is a significant relationship between these two variables.

Correlation between FOMO and Investment Decisions

Correlations			
		ID	F
ID	Pearson Correlation	1	.719**
	Sig. (2-tailed)		.000

	N	133	133
F	Pearson Correlation	.719**	1
	Sig. (2-tailed)	.000	
	N	133	133
**. Correlation is significant at the 0.01 level (2-tailed).			

From the above table the correlation between FOMO and Investment Decisions is 0.719 which means that correlation between the variables is positive. P value is 0.00, which is less than 0.05. There is a significant relationship between these two variables.

CONCLUSION

In the stock market opportunities never dry up. Even if the market rises, there will still be opportunities because some good companies must be trading at a discount to their intrinsic value. I'd like to suggest that one be optimistic. Investors must begin learning about the subject first so that they can become a good stock analyst. Investment of this as a game of chance; it's a serious business. As a result, avoid developing the fear of missing out in the market. FOMO is akin to having a mental illness. One can't fix it with indicators or price patterns. I-FOMO differs significantly from traditional FOMO in that it focuses on monetary rewards for investors by regulating the information and news offered by media organisations to their respective clientele. The current research can also help p the additive behaviour of investors with their smartphones and recommend ways to correct this erratic behaviour, although at the expense of monetary advantages.

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A STUDY OF COMPARISON BETWEEN INVESTMENT IN MUTUAL FUNDS AND FIXED DEPOSIT IN NASHIK CITY

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ABSTRACT
Investment is most important activity from the prospective of financial well-being for every individual. Investors have different options available for selection of the scheme and opportunities in which they can invest their money but for that they should have a proper knowledge about it. In this study investor's attitude on mutual funds and fixed deposit is compare by studying different 12 parameters with 101 respondents who are likely to be an investor's. The aim of this study is to finding out the attitude of the investors for selecting mutual funds and fixed deposit as an investment option on the basics of studying different parameters in Nashik city. The study is based on the primary data which is collected through served questionnaire. Simple statistical software tool like SPSS is usedfor analysis purpose and to interpret the data. This study can be helpful for the investors to take decision about where investments are to be made and maximum revenue can be gained from it to achieve their financial goal as well as get better returns on their investment.

Keywords- Mutual Funds, Fixed deposit, Investors

I. INTRODUCTION

In current competitive environment there are large number of investment options are available in the market for investor's in which investment options they want to invest in. Some of them options are more risky than others options and also some of them are providing better returns as compared to others. These can also be differentiated by many parameters like liquidity, return, inflation, tax saving and others. The investor have to choose appropriate investment choice based on their specific need, risk taking ability, return expectation and various other liabilities.

When it comes to saving money, most of the investor's preferable option is Fixed Deposits (FDs) as reason behind it is that it gives fixed rate of returns in fixed periods and on fixed amount principal so it's one of the oldest and safest investment options when compared with others options.

On the other hand, Mutual funds, are subjected to market based which give no fixed rate of return. However, during the long period of time, it is observed that Mutual funds give higher returns on investment than that given by FDs.

In which investment options investors can put their money that decision is vary from person to person. Some investors want to earn more money in short period of time, while somebody wants security, safety first. Also somebody making planning for their future like want to save money for his child's education and his future and somebody else might want to plan for the life after retirement.

All these factors include parameters risk, return, safety, first. The main objective of comparing investment in fixed deposit with mutual fund schemes is to analyze the comparison of mutual funds with fixed deposit by considering parameters like risk, return, safety, locking period, inflation ,liquidity, tax saving, rate of return, minimum investment amount, capital growth and reliability.

II. SCOPE

1. The study entitled "A study of comparison between investment in mutual funds and fixed depositein Nashik city" is related to only Nashik district.
2. This study mainly focus only on the investor's attitude towards selecting investment options as MF and FD.
3. The study is based on study of different parameters which helps an investors for selecting MF and FD as an investment option.

III. OBJECTIVES

4. To study the investor's attitude towards MF and FD.
5. To study the different parameters for the selection of FD and MF as an investment option.
6. To find relationship between attitude of investors for selecting MF and FD as an investment option on the basic of returns in Nashik city.

ISSN 2394 - 7780

7. To find relationship between attitudes of investors for selecting MF and FD as an investment option on the basic of risk factor in Nashik city.

8. To find relationship between attitude of investors for selecting MF and FD as an investment option on the basic of safety in Nashik city.

IV. HYPOTHESIS

Null Hypothesis:

H0 =There is no relationship between attitude of investors for selecting MF and FD as an investment option on the basics of returns in Nashik city.

H0 =There is no relationship between attitude of investors for selecting MF and FD as an investment option on the basics of risk factor in Nashik city.

H0 =There is no relationship between attitude of investors for selecting MF and FD as an investment option on the basics of safety in Nashik city.

Alternative Hypothesis:

H1=There is a relationship between attitude of investors for selecting MF and FD as an investment option on the basic of returns in Nashik city.

H1=There is a relationship between attitude of investors for selecting MF and FD as an investment option on the basic of risk factor in Nashik city.

H1=There isa relationship between attitude of investors for selecting MF and FD as an investment option on the basics of safety in Nashik city.

V. LITERATURE REVIEW

Akhilesh Mishra (2008),Mutual funds is the better investment plane' the study explores that many of the people have the fear of Mutual Funds, because of the non-security. He also suggested that the investors need the knowledge of Mutual Funds and its related terms. Many of the people have not invested in Mutual funds due to lack of Awareness though they have money to invest. The 'Brand' plays an important role in the Mutual Fund investment. The investment vehicle captures the attention of various segments of the society, like academicians, industrialists, financial intermediaries, investors and regulators.

Singh and Jha (2009)conducted a study on awareness & acceptability of mutual funds and found that consumers basically prefer mutual fund due to return potential, liquidity and safety and they were not totally aware about the systematic investment plan. The invertors' will also consider various factors before investing in mutual fund.

Sultana, S. T. (2010), "An empirical study of Indian investors" the study also attempts to know the risk tolerance level of investors. It reveals that most of the investors preferred investment in fixed income optionss like PPF, Bonds & Banks FD followed by Equities & Mutual Fund for risk averse; further, there was no relationship between gender & risk tolerance level of investors.

Brahmabhatt, et.al (2012),A Study of Investor Behavior on Investment Optionss in Mumbai Fenil" the findings of the study people give more preference to savings and safety, but at the same time, they want higher interest at low risk in shorter span. People are having less knowledge of managing their income and assets even though the investors possess higher education like graduation and above.

(RANI, 2012) Researcher in this research studies investigated and analyzed the performance of growth based equity schemes total 29 open ended schemes. For analyzing the performance of these 29 open ended schemes research considered monthly net asset value to find out the returns generated by the selected mutual funds and schemes were analyzed with the help of Treynor, Sharpe and Jensen's techniques. The research study found out that out of total 29 open ended selected mutual fund schemes 14 had outperformed compared to benchmark return. The mutual fund schemes which underperformed where those who were confronting diversification problem.

(DEVI, 2011) In this research studies the research considered the mutual fund belonging to four different categories viz money market funds, debt funds, equity funds and balanced funds. The sample size used for this research studies was total 340 mutual funds. Performance of mutual funds were evaluated with the help of measuring techniques like standard deviation, sharpe ratio, jensen's and Treynor ratio. The performance of mutual funds was compared with benchmark in order to understand how well the fund managers were able to manage the investors fund compared to benchmark indices. The research studies found that the risk and return

ISSN 2394 - 7780

profile for both private funds and public funds calculated with the help of sharpe ratio has large variations. in case of returns, Private Equity is returns are highest as compared to public equity and vice a versa in case of private debt funds have lowest returns. The outcome of hypothesis testing was there was no significant difference between returns generated by private mutual fund and returns generated by public mutual fund.

(Dr. R. Karrupasamy, 2014) In this research studies selected public sector mutual funds are studied. The performance of these selected public sector mutual funds is evaluated with the help of risk and return measure like Sharpe, Treynor and Jensen's performances techniques. The studies found out that majority of public sector mutual fund schemes has outperformed while compared with the benchmark indices and most of the diversified have outperformed compared to benchmark indices.

(Christian, 2019)The researcher studied interest rates and fixed deposits by taking into responses total 135 customers from all 27 branches of the ABC Finance PLC. The researcher studied interest rates schedule from 1 month to upto 5year. Quarter wise details from 2012 to 2014 . The parameters considered for 7 point likert scale were psychographic profiles, marketing communications, relationships mgmt,market growth and development, distributions and pricing. The study was centered to understand the factors affecting or impacting the fixed deposits in company ABC and understanding the basic structure of fixed deposits market.

(Ramesh, 1975) The researcher studied the structure of Fixed Deposits of Tamil Nadu Industrial Investment Corporation. Detailed studies were carried out about the development bank in terms of required own shares as well as borrowed capital from public or government. Researcher did through studies on the rules and provisions prevailing to acceptance of deposits from individuals, government agencies and financial corporations.

Fixed Deposits:A Fixed Deposit is a financial investment options provided by banks or Non-banking financial companies which provides investors a higher rate of interest than regular savings account, until the given maturity date but before maturity date also they can withdraw money by paying a penalty. It require or may not require the creation of a separate account.

Benefits of FD

•One of the safest investment instruments, and offer greater stability and security.

•Returns on fixed deposit are assured, and there is no risk of loss on investment.

Mutual Funds: This is a booming area for investment and there is a large variety of schemes available in the market to suit therequirements of a large number of people. A mutual fund is a type of financial investment instrument in which money collected from many investors to invest in securities like stocks, bonds, money market instruments, and other assets. Mutual funds are operated by the AMC (Asset Management Company).

Benefits of Mutual Funds

After investing your money in a mutual fund, returns can be earn in two forms:

1. Returns can be earned in the form of dividends declared by the scheme.

2. Through capital appreciation - meaning an increase in the value of your investments.

VI. RESEARCH METHODOLOGY

This study is mainly analytical and descriptive in nature. The primary data has been collected by using simple random sampling technique.Questionnaires were distributed for the survey purpose and quantitative data was collected. The collected data has been analyzed and interpreted by using SPSS software by applying Chi square test. Also with help of bar diagram, graphical representation data has analyzed. The questionnaire will be relied upon for gathering primary data also secondary data has been used to in order to find the end result. An aggregate of 101 respondents from various depository participants responded to the questionnaire in Nashik city.

VII. RESEARCH DESIGN

Data plays a very important role in research therefore primary data has been collected by questionnaire technique to achieve the objective of the research. The close ended questions with multiple choices are included in questionnaires as it is a quantitative research. Nominal scale type questions had served to collect the responses.

A.Sampling Design

The all peoples who are likely to be an investor's in Nashik city were considered as population for the study. The simple random sampling technique is used for this research. Total number of responses received through survey was 101. So, the sample size of this study is 101respondends from Nashik city. The respondents are segregated on the basis of different variables such as income, age, occupation, gender, marital status, academic qualification and annual saving.

Questionnaire Design:

To collect an information from respondent the method was conducted an online survey by framing closed ended questionnaire. The questionnaire was structure into different 12 parameters which are as follows: Investment, return, risk factor, rate of return, minimum investment amount, locking period, reliability, tax saving, liquidity, inflation, capital growth, and safety for each investment option i.e. MF and FD for comparison. Respondents were supposed to give ratings on options like low, moderate and high as per their knowledge to each parameter sub questions.

VIII. DATA COLLECTION

The data was collected by interacting with 135 peoples out of which 101 were responded. The close ended questionnaire with multiple choice options was used to collect data from the desired sample.The data was collected from 101 respondents who are resided in Nashik city. A survey design provides a description of some fraction of the population that is sampled through the data collection process. The study also employed the questionnaire as the data collection method for the study. The responses are gathered in a standardized way, so questionnaires are more objective, certainly more so than interviews.

IX. VI. DATA ANALYSIS

The information collected on the bases of investor's responses through questionnaire is analyzed and interpreted in the following manner.

Gender and Age Group of Respondent

Gender/Age	18 -30 yrs.	31-40 yrs.	40-60 yrs.	60 yrs. & above	Total
Male	49	5	2	1	57
Female	37	3	4	0	44
Total	86	8	6	1	101

From the responses received among 56% Investors were Male and rest 44% were Female. It shows simply that Males were more as compared to Females.

Also above table shows that, out of 101 samples 85% of the respondents are aged between 18- 30years 8% of them are aged between 31-40 years, 6% of them are aged between 40-60 yearsand remaining are aged between 60 years & above. From this we came to know that the persons who are ranging age between 18-30 years are more interested to investing then the other age groups peoples.

1. **Respondent interest to investment on FD and MF in long term:**

	Investment in MF			
	Long Term	Middle Term	Short Term	Total
Male	14	20	23	57
Female	10	18	16	44
Total	24	38	39	101

	Investment in FD			
	Long Term	Middle Term	Short Term	Total
Male	31	16	10	57
Female	19	12	13	44
Total	50	28	23	101

By analyzing the above table, it is clear that 50% of the respondent intend to invest in FD for long term as compare to MF basis; whereas only 23% of the investors intend to invest for shortterm in FD as compare to MF. It means majority of them are interested in long term investment on FD rather than MF.

2. **Respondent Interest on Annual Saving Pattern:**

	Saving Pattern			
	5% to 10%	10% to 20%	20% & above	Total
Male	32	13	12	57
Female	24	15	5	44
Total	56	28	17	101

By analyzing the above table, it is clear that 55% of the respondents intend to invest 5% to 10% of their annual income on saving. Whereas 17% were give priority to invest 20% and above of their income on saving.

Chi-Square Test. (Returns)

Chi-square test is used for qualitative data analysis and to see the association between two variables. Here, Chi-square test was performed to study the Investor's attitude for selecting MF and FD as an investment option on the basic of returns.

Investment Options * Returns Cross tabulation						
			Returns			Total
			Low	Moderate	High	
Investment Options	FD	Count	34	53	14	101
		Expected Count	19.5	53.5	28.0	101.0
		% within Investment Option	33.7%	52.5%	13.9%	100.0%
		% within Returns	87.2%	49.5%	25.0%	50.0%
		% of Total	16.8%	26.2%	6.9%	50.0%
	MF	Count	5	54	42	101
		Expected Count	19.5	53.5	28.0	101.0
		% within Investment Option	5.0%	53.5%	41.6%	100.0%
		% within Returns	12.8%	50.5%	75.0%	50.0%
		% of Total	2.5%	26.7%	20.8%	50.0%
Total		Count	39	107	56	202
		Expected Count	39.0	107.0	56.0	202.0
		% within Investment Option	19.3%	53.0%	27.7%	100.0%
		% within Returns	100.0%	100.0%	100.0%	100.0%
		% of Total	19.3%	53.0%	27.7%	100.0%

 ISSN 2394 - 7780

Case Processing Summary		
Cases		Investment Option * Safety
Valid	N	202
	Percent	100.0%
Missing	N	0
	Percent	0.0%
Total	N	202
	Percent	100.0%

Chi-Square Tests			
	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	35.573a	2	.000
Likelihood Ratio	38.855	2	.000
Linear-by-Linear Association	34.551	1	.000
N of Valid Cases	202		
a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 19.50.			

From the above table, it's clear that the significant value (P-value) is 0.000 which is less than 0.05 so the Null hypothesis is rejected and alternative hypothesis is accepted. It means that there is a relationship between attitude of investors for selecting MF and FD as an investment option on the basic of returns in Nashik city.

By analyzing the above result table, it is understood that of the 101 respondents, there are maximum 53.5% peoples of them thinks that invested in MF give moderate returns while 52.5% people of them thinks that invested in FD also gives moderate returns. Minimum 5% peoples of them thinks in MF they get less returns while 33.7% thinks FD gives low returns. This shows that better return can be get in both investment options i.e. FD and MF whileinvesting but MF gives high returns as compare to investing FD.

3. Chi square Test (Risk Factor)

Here, Chi-square test was performed to study the Investor's attitude for selecting MF and FD as an investment option on the basic of risk factor in Nashik city.

From the below table, it's clear that the significant value (P-value) is 0.000 which is less than 0.05 so the Null hypothesis is rejected and alternative hypothesis is accepted. It means that there is a relationship between attitude of investors for selecting MF and FD as an investment option on the basic of risk factor in Nashik city.

Investment Options * Risk Factor Cross tabulation						
			Risk Factor			Total
			Low	Moderate	High	
Investment Options	FD	Count	81	15	5	101
		Expected Count	46.5	37.0	17.5	101.0
		% within Investment Options	80.2%	14.9%	5.0%	100.0%
		% within Risk	87.1%	20.3%	14.3%	50.0%
		% of Total	40.1%	7.4%	2.5%	50.0%
	MF	Count	12	59	30	101
		Expected Count	46.5	37.0	17.5	101.0
		% within Investment Options	11.9%	58.4%	29.7%	100.0%
		% within Risk	12.9%	79.7%	85.7%	50.0%
		% of Total	5.9%	29.2%	14.9%	50.0%
Total		Count	93	74	35	202
		Expected Count	93.0	74.0	35.0	202.0
		% within Investment Options	46.0%	36.6%	17.3%	100.0%

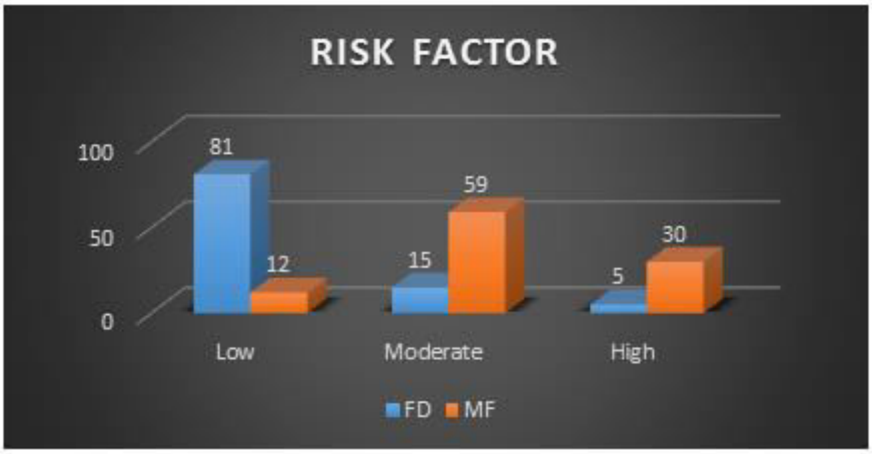
 ISSN 2394 - 7780

	% within Risk	100.0%	100.0%	100.0%	100.0%
	% of Total	46.0%	36.6%	17.3%	100.0%

Case Processing Summary		
Cases		Investment Option * Risk Factor
Valid	N	202
	Percent	100.0%
Missing	N	0
	Percent	0.0%
Total	N	202
	Percent	100.0%

Chi-Square Tests	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	95.213a	2	.000
Likelihood Ratio	105.188	2	.000
Linear-by-Linear Association	78.963	1	.000
N of Valid Cases	202		
a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 17.50.			

By analyzing the above result table, it is understood that of the 101 respondents, there are maximum 80.2% of them peoples thinks investment in FD have low risk while54.5% peoples of them thinks investing in MF have high risk. This is the only reason why most investors prefer fixed deposits as an investment option first as compare to mutual funds is that getting assured return of the capital on fixed deposit as the returns from investments in mutual funds are subject to the volatility of the market, and may result in low.



4. Chi square Test (Safety)

Here, Chi-square test was performed to study the Investor's attitude for selecting MF and FD as an investment option on the basic of safety in Nashik city.

Investment Options * Safety Crosstabulation						
			Safety			Total
			Low	Moderate	High	
Investment Options	FD	Count	2	25	74	101
		Expected Count	16.5	41.0	43.5	101.0
		% within Investment Options	2.0%	24.8%	73.3%	100.0%
		% within Safety	6.1%	30.5%	85.1%	50.0%
		% of Total	1.0%	12.4%	36.6%	50.0%
	MF	Count	31	57	13	101
		Expected Count	16.5	41.0	43.5	101.0
		% within Investment Options	30.7%	56.4%	12.9%	100.0%
		% within Safety	93.9%	69.5%	14.9%	50.0%
		% of Total	15.3%	28.2%	6.4%	50.0%
Total		Count	33	82	87	202
		Expected Count	33.0	82.0	87.0	202.0
		% within Investment Options	16.3%	40.6%	43.1%	100.0%
		% within Safety	100.0%	100.0%	100.0%	100.0%

ISSN 2394 - 7780

	% of Total	16.3%	40.6%	43.1%	100.0%

Case Processing Summary		
Cases	Investment Option * Safety	
Valid	N	202
	Percent	100.0%
Missing	N	0
	Percent	0.0%
Total	N	202
	Percent	100.0%

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	80.743a	2	.000
Likelihood Ratio	90.714	2	.000
Linear-by-Linear Association	76.351	1	.000
N of Valid Cases	202		
a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 16.50.			

From the above table, it's clear that the significant value (P-value) is 0.000 which is less than 0.05 so the Null hypothesis is rejected and alternative hypothesis is accepted. It means that there is a relationship between attitude of investors for selecting MF and FD as an investment option on the basic of safety in Nashik city.

By analyzing the above result table, it is understood that of the 101 respondents, there are maximum 73.3% of them people's thinks investment in FD gives high safety while 14.9% peoples of them thinks investing in MF is not safe. Only 2% peoples think investing in FD gives low safety as compares to MF. This show that the investors fell more safety in FD as compare to MF as there is no risk associates with investing in FD and as well it gives assure returns too.

X. DICUSSION/ SUGGESTIONS

There is a tremendous scope for the growth on investing in mutual funds. Mutual funds can prove the best investment option for all investors in the near future, provided proper education and awareness is provided to the investors to increase the confidence among the investors for investing in mutual funds.

Many research has been done which shows the benefit of investing in mutual funds in long run, this has to be get published or presented by companies in newspaper and also on their websites in an investor friendly language so to give investors a handsome exposure.

People are interested in investing into the investment option where there is low risk involved, so mutual fund companies should make aware the investors about their funds which are fulfilling the respective investor's investment objective.

It is also suggested that investor should have a habit of regular saving to earn some more extra consistently through changing market scenario since small savings will grow into bigger capital base. One of the strong suggestions is that to invest a reasonable part of investment in to liquid security so that to meet any contingency.

ISSN 2394 - 7780

XI. CONCLUSION

The mutual fund industry is tremendously growing now. A large number of plans and schemes have come up which can gives more revenue to the investors. The study shows that the attitudes of the investors on the basic of returns, risk factor and safety is more in fixed deposit for selecting it as investment options as compare to investing on mutual funds. The awareness level about the MF among the investors are very low. Because of only having the partial knowledge about the mutual fund which prevent them to invest in mutual fund to avoid risk bearing factor and fear of losing money. And always all investors first think before invest money for better return and safety. This study reveals that investors have the perception that risk in mutual fund is higher than fixed deposit as well as there is much safety in fixed deposit as compare to the mutual funds.

Mutual funds is the better investment option for the investors but the awareness about it is investors is moderatein Nashik city.

Mutual funds seems to be very much inflation adjusted returns whereas FDs don't come with inflation adjustment guarantees, with respect to capital growth. Mutual funds are better than fixed deposits,in terms of liquidity, both fixed deposits and mutual funds are appear to be almost same now. From this study it had been concluded that mutual funds performs well than FD s in all the aspects but tremendous awareness need to create among investors.

XII. FUTURE DIRECTION OF RESEARCH

The research study come to an end that there is a more preferences of the investors towards fixed deposit as compare to mutual funds in Nashik city on the parameters studied such as returns, risk and safety. Now in recent times there is a big boom has been witnessed in mutual fund in financial sector. A large numbers of investors start investing in mutual funds and trying to gain the market share in the rapidly improving market. A full disclosure should be given by the mutual funds companies regarding MF schemes to the investors in a friendly language and style, proper system should be design by mutual funds companies which can educate investors about analyze risk in investments made by them.

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A STUDY ON ADAPTABILITY OF E-PAYMENT AMONGST MICRO-ENTREPRENEURS IN THE DISTRICT OF BANGALORE RURAL

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ABSTRACT

Indian Government has prioritized financial inclusion in an attempt to achieve the Sustainable Development Goals (SDGs). Fintech has become a major thrust area to promote financial system in bringing a banking parity amongst both the urban and the rural customers. Digital banking initiatives including mobile banking and mobile wallets have been enabled with secured payment gateways facilitating cashless and paper less transactions. Despite having a rapid growth in digital infrastructure, the urban-rural divide in India determines the success of digital technology as digital financial inclusion is intended to automate the delivery of financial services and improved usage by the beneficiaries. Financial literacy becomes more prominent in aiding the rural to avail the digital financial services. The rapid increase in Fintech adoption rate is partially attributed to COVID-19, increasing e-payment services. This paper focus on determining the utility of digital payment facilities by the rural micro entrepreneurs in rural Bangalore.

Keywords: Fintech, Cashless, Micro entrepreneurs, rural customers, financial inclusion, e-payment

INTRODUCTION

Financial literacy and access to financial services are the basic tenets of financial inclusion. Indian Government's major step towards SDGs namely Jan Dhan Yojana the world's biggest initiative of financial inclusion has resulted in creating of new bank accounts to above 435 million beneficiaries for the purpose of direct transfer and to access several financial services applications including credit, remittances, and insurance. In recent year, the Indian banking sector has undergone a transformation from manual banking to partially digital banking. Fintech has been a pioneer in building a safe and secured payment instrastructure consisting of new payment interfaces and mechanisms including Immediate Payments Service (IMPS) for immediate bank to bank transfers, Unified Payments Interface (UPI), Bharat Interface for Money (BHIM), and have laid a foundation for establishing a cashless society. The effectiveness of Digital India schemes towards financial inclusion can be measured by the growing number of digital transactions by the poor in accessing financial services provided by banks and non-banking financial institutions. The access to financial services, its usage by the marginalised and the underprivileged society and the quality of services determine the journey towards financial inclusion.

Rural-Urban divide has been a major obstacle on the way to financial inclusion. The digital infrastructure and financial illiteracy have been the causes of rural-urban divide, which are required to be addressed by equipping the rural public with necessary inputs.

Digital financial inclusion is a broad concept that highlights isolated populations' digital access to financial and banking services. Financial inclusion is now possible in even the most distant parts of the world, thanks to the digitalization of financial services. Even unsolvable financial issues are solved in the age of cloud computing and next-generation high-speed broadband connectivity. Moreover, COVID-19 pandemic has increased digital transactions serving contactless and cashless payments facilitating people to maintain social distancing.

Problem Statement

Bangalore is considered as the Silicon Valley of India, as some of the world renowned information technology companies are housed in a geographical area of 741 km^2, providing innovative solutions and services to vendors across the world. The digital influence in the neighboring areas of Bangalore determine the journey towards financial inclusion in the state of Karnataka. One of the four taluks forming Bangalore Rural District is Devenahalli, which is 33 kms away from Bangalore. It is imperative to study the adaptability of e-payment by rural entrepreneurs running micro enterprises.

LITERATURE REVIEW

Kandari et al (2021) conducted a study in the rural regions of Uttarakhand to explore the relationship between socio-demographic factors and financial inclusion. The study found that the socio-demographic played a very strong role in determining the level of financial inclusion. The vulnerability of weaker sections of the society gain importance when it comes to availing the benefits of financial inclusion.

ISSN 2394 - 7780

Bora (2020) found that all the north eastern states were lagging on the financial indicators. The access to financial services were found to be minimal owing to the different geographic and demographic features present in the region. It calls for addressing specific challenges that are unique to the region due to their location and that infrastructure development should go hand in hand with financial inclusion

Begum (2018) studied the types of digital financial services and Indian Government's initiatives towards digital financial services. The study emphasized that there is an urgent need to create awareness among rural citizens about digital financial services.

Lenka & Barik (2018) explored the impact of expansion of internet and mobile services on financial inclusion in SAARC countries. The findings showed that the growth of mobile and internet positively impacted the financial inclusion. The study indicated that education and income levels were associated with more financial inclusion whereas high unemployment rate and large rural population had an adverse effect. The policy implication suggested was to increase the access to wireless communications and also digital financial services to all sections of the rural population.

Bansal (2014) opined that the slow rate of penetration of financial services is the lack of a delivery model targeting the rural low income families. The study emphasized on the importance of information and communication technology as the main driver in transforming the financial services in rural India and indicated that incorporating ICT will help bring a cost effective solution to the problems.

OBJECTIVES OF THE STUDY

The objective of the study is to determine the adaptability of e-payment services amongst rural micro-entrepreneurs in the district of Bangalore Rural.

METHODOLOGY

A descriptive study was conducted to determine to study the adaptability of modes of e-payment among micro-entrepreneurs. As micro-entrepreneurs belong to the unorganized sector, a field survey was conducted using a well administered questionnaire in the month of January, 2022. A convenience sampling method was adopted and a sample of 70 micro-entrepreneurs in Devenahalli taluk of Bangalore Rural District was considered for the purpose of the study.

Data Analysis

The data collected during field survey was analysed using percentage analysis and crosstab analysis. The demographic details of the sample respondents, statistics on their possession of mobile phones with internet facility and e-payment services are analysed and tabulations are presented below.

Table No.1: Demographic details of sample respondents

Particulars	Category	No. of respondents	Percentage
Gender	Male	55	78.6
	Female	15	21.4
	Total	70	100
Age (in years)	18-27	12	17.1
	28-37	15	21.4
	38-47	23	32.9
	48-57	14	20.0
	Above 58	6	8.6
	Total	70	100
Education	No formal education	7	10.0
	Primary School	4	5.7
	Middle School	15	21.4
	SSLC	18	25.7
	PUC	7	10.0
	Diploma	8	11.4
	UG	7	10.0
	PG	4	5.7
	Total	70	100

Table 1 depicts that majority of the respondents, say 78.6 per cent were male respondents and only 21.4 per cent are women respondents. 32.9 percent of the respondents belong to age group of 38-47 years, 21.4 percent fall in the age group of 28-37, 20 per cent respondents in the age group of 48-57, 17.1 per cent respondents of 18-17 years and 8.6 percent respondents are above 58 years of age. Around one fourth of the sample respondents, say 25.7 per cent have completed SSLC, 21.4 per cent have attended middle school, 11.4 per cent are diploma graduates, 10 per cent respondents completed under graduation, 5.7 per cent respondents have no formal education, and 5.7 per cent respondents have done post-graduation.

Table 2: Possession of own mobile phones with internet facility (Cross tabulation between Age and Gender)

Age			Possession of own mobile phones with internet facility		Total
			Yes	No	
18-27	Gender	Male	12	0	12
	Total		12	0	12
28-37	Gender	Male	12	1	13
		Female	1	1	2
	Total		13	2	15
38-47	Gender	Male	14	2	16
		Female	6	1	7
	Total		20	3	23
48-57	Gender	Male	9	0	9
		Female	5	0	5
	Total		14	0	14
Above 58	Gender	Male	2	3	5
		Female	1	0	1
	Total		3	3	6
Total	Gender	Male	49	6	55
		Female	13	2	15
	Total		62	8	70

Table 2 shows that all the respondents belonging to 18-27 years of age are male and are in possession of own mobile phones with internet facility. 1 women respondent out 2 in the age group 28-37 and 1 out of 7 women respondents in the age group 38-47, 1 out of 13 respondents in 28-37 age group, 2 out of 16 respondents in the age group of 38-47 years and 3 out of 5 male respondents of age above 58 years do not possess own mobile phone with internet facility. 10.9 per cent of male respondents and 13.3 percent of the women respondents do not possess own mobile phone with internet facility. In total, 8 out of 62 respondents are not having mobile phones with internet facility.

Table 3: Possession of own mobile phones with internet facilities (Cross tabulation between Age and Educational qualification)

Educational Qualification			Possession of own mobile phones with internet facilities		Total
			Yes	No	
No formal education	Gender	Male	1	2	3
		Female	4	0	4
	Total		5	2	7
Primary School	Gender	Male	3	0	3
		Female	0	1	1
	Total		3	1	4
Middle School	Gender	Male	10	1	11
		Female	3	1	4
	Total		13	2	15
SSLC	Gender	Male	11	2	13
		Female	5	0	5
	Total		16	2	18
PUC	Gender	Male	6	1	7
	Total		6	1	7
Diploma	Gender	Male	7	0	7

ISSN 2394 - 7780

		Female	1	0	1
	Total		8	0	8
UG	Gender	Male	7	0	7
	Total		7	0	7
PG	Gender	Male	4	0	4
	Total		4	0	4
Total	Gender	Male	49	6	55
		Female	13	2	15
	Total		62	8	70

Table 3 reveals that both men and women respondents who have attended diploma, under graduation and post-graduation are in possession of mobile phone with internet facility. Among men respondents, 2 out 3 respondents having no formal education, 1 out of 11 respondents who have attended middle school, 2 out of 13 respondents who have done SSLC and 1 out of 7 respondents who have appeared in PUC do not possess mobile phone with internet facility. All women respondents having no formal education and those who have attended SSLC are found to possess mobile phones with internet connection. The only one women respondent who did primary schooling and 1 out of 4 women respondents who have appeared in middle school are not in possession of mobile phones with internet connectivity. No women respondents are found to have attended PUC, under graduation and post-graduation.

Table 4: Have you availed mobile or internet banking facility? (Cross tabulation between Age and Educational qualification)

Have you availed mobile and internet banking facility?			**Educational Qualification**								**Total**
			No formal education	**Primary School**	**Middle School**	**SSLC**	**PUC**	**Diploma**	**UG**	**PG**	
No	Age	18-27	0	0	0	0	0	0	0	2	2
		28-37	0	0	2	0	2	0	0	0	4
		38-47	0	1	2	3	0	0	0	0	6
		48-57	1	0	2	4	0	0	0	0	7
		Above 58	3	0	1	0	0	1	0	0	5
	Total		4	1	7	7	2	1	0	2	24
Yes	Age	18-27	0	0	0	0	2	3	4	1	10
		28-37	0	1	3	1	1	2	2	1	11
		38-47	2	1	3	7	1	2	1	0	17
		48-57	1	1	2	2	1	0	0	0	7
		Above 58	0	0	0	1	0	0	0	0	1
	Total		3	3	8	11	5	7	7	2	46
Total	Age	18-27	0	0	0	0	2	3	4	3	12
		28-37	0	1	5	1	3	2	2	1	15
		38-47	2	2	5	10	1	2	1	0	23
		48-57	2	1	4	6	1	0	0	0	14
		Above 58	3	0	1	1	0	1	0	0	6
	Total		7	4	15	18	7	8	7	4	70

Table 4 indicates that 24 respondents have not availed mobile and internet banking facility while 46 respondents are utilising the benefit. 2 respondents who are post graduates in the age group of 18-27 years, 4 respondents of 28-37 years, 6 respondents belong to 38-47 years, 7 out of 24 respondents in the age group of 48-57, and 5 respondents who are above 58 years have not availed mobile and internet banking. 7 out of 15 respondents who have appeared in middle school and also 7 out of 18 who have appeared for SSLC are found to have not availed mobile and internet facility.

ISSN 2394 - 7780

Table 5: Have you availed mobile phone payment account? (Cross tabulation between Age and Educational qualification)

Have you availed mobile phone payment account?			Educational Qualification: No formal education	Primary School	Middle School	SSLC	PUC	Diploma	UG	PG	Total
No	Age	18-27	0	0	0	0	0	0	0	3	3
		28-37	0	0	2	0	2	0	0	0	4
		38-47	0	1	2	3	0	0	0	0	6
		48-57	1	0	1	3	0	0	0	0	5
		Above 58	3	0	1	0	0	1	0	0	5
	Total		4	1	6	6	2	1	0	3	23
Yes	Age	18-27	0	0	0	0	2	3	4	0	9
		28-37	0	1	3	1	1	2	2	1	11
		38-47	2	1	3	7	1	2	1	0	17
		48-57	1	1	3	3	1	0	0	0	9
		Above 58	0	0	0	1	0	0	0	0	1
	Total		3	3	9	12	5	7	7	1	47
Total	Age	18-27	0	0	0	0	2	3	4	3	12
		28-37	0	1	5	1	3	2	2	1	15
		38-47	2	2	5	10	1	2	1	0	23
		48-57	2	1	4	6	1	0	0	0	14
		Above 58	3	0	1	1	0	1	0	0	6
	Total		7	4	15	18	7	8	7	4	70

Table 5 indicates that 23 out of 70 respondents have not availed mobile phone payment facility. 6 out of 15 respondents who appeared in middle school, 6 out of 18 respondents who attended SSLC and 4 out of 7 respondents having no formal education are found to have no mobile phone payment account. 3 respondents who are post graduates in 18-27 age group, 6 respondents in the age group of 38-47, 5 respondents in each of the age groups of 48-57 and above 58 years, and 4 respondents in the age group of 28-37 are not having mobile phone payment account.

Table 6: Have you availed mobile wallet? (Cross tabulation between Age and Educational qualification)

Have you availed mobile wallet?			Educational Qualification: No formal education	Primary School	Middle School	SSLC	PUC	Diploma	UG	PG	Total
No	Age	18-27	0	0	0	0	1	2	0	3	6
		28-37	0	0	3	0	2	0	1	0	6
		38-47	0	1	1	4	0	0	0	0	6
		48-57	1	0	1	3	0	0	0	0	5
		Above 58	3	0	1	0	0	1	0	0	5
	Total		4	1	6	7	3	3	1	3	28
Yes	Age	18-27	0	0	0	0	1	1	4	0	6
		28-37	0	1	2	1	1	2	1	1	9
		38-47	2	1	4	6	1	2	1	0	17
		48-57	1	1	3	3	1	0	0	0	9
		Above 58	0	0	0	1	0	0	0	0	1
	Total		3	3	9	11	4	5	6	1	42
Total	Age	18-27	0	0	0	0	2	3	4	3	12
		28-37	0	1	5	1	3	2	2	1	15
		38-47	2	2	5	10	1	2	1	0	23
		48-57	2	1	4	6	1	0	0	0	14
		Above 58	3	0	1	1	0	1	0	0	6
	Total		7	4	15	18	7	8	7	4	70

ISSN 2394 - 7780

Table 6 points out that 28 out of 70 sample respondents do not have mobile wallet. 7 out of 18 respondents who have been through SSLC, 6 out of 15 respondents who have appeared in middle school and 4 out of 7 respondents having no formal education are found to have not availed mobile wallet facilities. In each of the age groups except 48-57 and Above 58, 6 respondents are not having mobile wallet facility.

RESULTS AND DISCUSSION:

Majority of the micro-entrepreneurs who have been surveyed in Devenahalli Taluk in the District of Bangalore Rural are men. Nearly 54.3 per cent of the sample respondents are in the age group of 38-47 and 28-37 years and 47.1 per cent of them have attended SSLC and middle school. 12.9 per cent of the micro-entrepreneurs do not have mobile phones with internet facility. 10.9 per cent of the male respondents and 13.3 per cent of the women respondents do not have mobile phones with internet facility. 28.6 per cent of the respondents having no formal education and 25 per cent of them who have attended primary school do not possess mobile phones with internet facility.

Further, the results of the study reveals that 34.3% of the sample respondents have not availed mobile and internet banking facility, 32.9% respondents do not have mobile phone payment account and 40% respondents have not obtained mobile wallets. The respondents who have attended middle school and SSLC and also the respondents in the age group of 38-47 years and 48-57 years are found to be prominent in not availing the e-payment services.

CONCLUSION

The findings of the study indicate that the micro-entrepreneurs without formal education and those who have attended only primary school need to be educated about the necessity of owning mobile phone with internet connectivity. Basic literacy is recommended as a foundation for establishing financial literacy in rural India. The awareness and adaptability of common digital applications for occupational needs require basic literacy.

More and more village women may be encouraged to become entrepreneurs by providing them the importance of gaining digital knowledge in the context of our economy transforming into a digital one. Awareness about need for digital mode of conducting business amongst less educated society in rural areas and making them affordable to own a mobile phone with internet connectivity are the basic issues to be addressed as a sturdy step towards accomplishing digital financial inclusion. The key pillars of Digital India programme namely broadband highways, universal access to mobile connectivity and public internet access programme are expected to enable the rural mass in availing e-services in an affordable manner.

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A STUDY ON MICRO FINANCING FOR STARTUPS

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ABSTRACT

In a country like India where 70 percent of its population lives in rural area and 60percent depend on agriculture (according to the World Bank reports), micro-finance can play a vital role in providing financial services to the poor and low income individuals. Micro-finance is regarded as a useful tool for socio-economic up-liftment in adeveloping country like India. It is expected to play a significant role in poverty alleviation and development.The emphasis of present paper is to study the performance and role of microfinance institutions in the development of India.The study revealed that the number of MFIs availing loans from banks during the year 2015-16 and 2016-17 increased from 9.8 per cent to 257.6 per cent. The total loans to MFIs by banks decreased during 2016-17 by 7.2 per cent over the previous year. The loan outstanding against MFIs increased all the subsequent years. It increased by 13.7 per cent and 14.3 per cent in 2015-16 and 2016-17.It is further found that the business models of MFIs in India are becoming urban centric as is indicated by the fact that the share of rural client's base of different states/UTs in 2017 with 2016 has declined, except Assam, Arunachal Pradesh, Nagaland, Jammu & Kashmir and Andaman. The highest increase was in Andaman (267%) followed by Jammu & Kashmir (17 %),. The proportion of income generation loan remained same during year 2015 and it increased up to 94 per cent in the year 2017. The indicators relating to overall financial structure such as Return on assets and Return on equity, capital adequacy ratio have increased over this period and found sharp decline in total assets of MFI's.Keywords:Microfinance, MFI's, Growth of Microfinance, Poverty (PDF) A Study on the Performance of Microfinance Institutions in India.

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Keywords: Micro Financing, Development of startups, Encouraging Entrepreneurs.

1. INTRODUCTION

1.1. General Background

The world is a common garden with great diversity of people in terms of physical, environmental, social, economical etc. Any other sort of diversities adds beauty to this world but the diversity in economic status also reflects the existing misery in this world. Stats show that around 10% of the world population are obliged to survive on less than $ 3.2 and 46% live on less than $ 5.50 (Chen et al., 2018). The problem with the poverty is as old as the earth and the greater problem is that the economy of the world in transforming in such a way that the gap between the poor and rich is widening. Poor are getting poorer and rich are getting richer(Braun and Braun, 1997). Another worst part of these poverty characteristics is feminization of poverty(Minkler and Stone, 1985). The main reason behind this is the exclusion of the female from the economic activities and the specific roles they are provided is just to take care of the kitchen and the members of the family and least exposure to money and decision making regarding financial activities(Pearce, 1978). Another reason behind this poverty is inability to take the risk. Lack of adequate capital in hand does not allow them to take risk and hence they cannot transform themselves economically, instead their economical status keep on every occasion (Rader et al., 2009). There are many other factors that contribute to the present poverty status across the globe where the situation is same in core but can be different based on the economy and financial provision of that country. If we see the condition of Nepal, we see similar problems damaging the lives of many poor people here. When similar problems were striking in Bangladesh Yunus started micro-finance which changed the life of many people and for that he was awarded with Noble peace prize(Feiner and Barker, 2006; Counts, 2008).

Micro-finance, as its name suggest is a practice of providing small sized loans, savings and insurance to low income individuals by service providers. This is mainly for those who are poor, desperate to change themselves and do not have good source of income yet. Mostly targeting those who are entrepreneurial and with trustable credit history. To solve the root of poverty, the main target of micro-finance is woman. By empowering the women one can literally stop feminization of poverty and we all know how quick a woman can change her family if she is capable(Cole, 1997; Minuchin, 2013; Sandberg, 2015). This is the reason why 94% of the members of Grameen bank of Bangladesh are women and they are one of the successful example of micro-finance in the world(Khandker et al., 1995). Nepal is also following the trails of Grameen bank model of microfinance, aiming to replicate similar results in our conditions(Sharma, 2007). Since last decade the programs of micro-finance has increased dramatically in Nepal(Sharma, 2007). These days almost everywhere in Nepal, micro-finance is serving people and creating changes to some extent.

1.2 Statement of Problem

In developing countries like Nepal there is a huge problem for credit facilities for entrepreneurs and also for the others who have innovative thoughts but no capital in hand(Ghosh et al., 2000). The distribution of the income among the people worldwide is also very shocking. Statistics reveal that 94% of the world income is owned by just 40% of the population and 6% with rest. Almost half of the world population is living on 2 dollars a day and more than 1 billion on less than one dollar per day(Mawa, 2008). Nepal is a small, low income and slow-growing economy surrounded by two giant economies of Asia – China and India. Around one quarter of the population lies well below poverty line and the rate seems to change a little bit, i.e. 25% in 2010 (Upadhyaya, 2013) to 21 % in 2018(NepaliSansar, 2018). Specifically within Nepal the availability of credit is not a very big problem as expected by many of us. Several sources like formal sources and informal sources of credit are available. Formal sources charge low interest rates while informal sources charge low interest rates. The main problem is accesses to credit. Due to the very harsh economic background of many individuals they are forced to take loan from their neighbor's i.e. informal sectors and once they enter this trap of loan, they fail to break the cycle of indebtedness(Bhatta, 2001). Local interest rates in the neighborhood approaches 36% pa and sometime even more if the urgency of the liquidity is higher. The tedious banking process and necessity to have an account in bank makes them loose affinity toward bank and in turn choose higher interest rate from neighbors'. They believe that the tedious process of bank involving paperwork is not their cup of tea. So, uneducated and less educated farmers and entrepreneurs don't visits bank for loan and suggest others too to not go to bank for loan. The other greater problem is the requirement of collateral to get loan from bank which ensures the repayment of loan(Yadav et al., 1992). The bank and even governmental financial institutions do not trust poor without collateral for loan. Most of the entrepreneurs are agro-based and hence they always fear the risk and uncertainty associated with this business and hence don't prefer to take loan. Even though they are hard working, desperate and have good probability of earning and repaying loan but the risk factor keeps on pushing them from taking loan. Another big problem already stated above is the feminization of poverty(Pearce, 1978).A study shows that more of the female headed households fall among the poor or fall below the poverty line. This might also because they are not supposed to act the role of financial manger of the family. In male headed household female are generally not consulted for any sort of financial decisions and also in female headed household she find someone else, either her son or other male relatives for financial activities. Such condition is widely prevalent in villages of Nepal and in other developing countries too. For the all round development of a nation it is equally necessary for the women to learn and participate in financial sectors too. The economic system should seek to integrate women as they more than 50% in Nepal and almost similar (around 50%) worldwide. Those countries that are including women in almost every sectors are getting more impact as compared to those who don't(Terjesen and Amorós, 2010). The other problem with our economic system is the gap between the poor and rich is increasing in a rapid manner. The lag between has increased to some extent that it is very much difficult to recover and come within the same level. This lag creates disparity in several aspects of the society that creates a very big problem is social life of the people. This also creates a loophole in the cohesion of the society.

2. OBJECTIVES

1. To know the Financing services available for start ups
2. To analyse the reach of schemes introduced by the Micro finance.
3. To discuss the documents procedures for micro financing
4. To analyse the satisfaction level of start ups
5. To give suggestions based on the study

3. LITERATURE REVIEW

A) Issues with Credit Facility

Access to credit is one of the most useful financial tools available to the poor. Credit allows human capital to be leveraged with physical capital in order to increase income. It serves as an insurance mechanism, allowing consumption to be spread evenly across time(Hollis, 1999).

Generally, banks only offer loans to people who can provide collateral in case they default on their loan payments. As a result, people without traditional forms of collateral are usually unable to borrow sizable amounts of money to invest in a business. Additionally, their financial standing is damaged by investments considered 'irresponsible' by lending banks, such as the payment of dowries. People who do not qualify for formal loans often participate in informal savings systems which have limited funds, rigid requirements, and little security(Levin, 2012) .

In so far as commercial banks are concerned, competition and search for higher returns is driving these banks to look for profitable avenues and activities for lending such as financing of contract farming, extending credit to the value chain, financing traders and other intermediaries, etc. Simultaneously, there is witness of the emergence of institutional systems and products such as futures markets, weather and crop insurance designed to minimize the risk of lending. The direction is clear that commercial bank lending will be to clientele which can bear the load of commercial considerations. The coverage of excluded sections of the population by them is currently being supported under government sponsored schemes and targets for weaker sections targets within the priority sector(Akoijam, 2012).

B) History of Micro-Finance

Micro-finance is a very recent practice in the global economy. It was believed to have started from Bangladesh. However it was already existing in Nepal with a different name SFDP(Small Farmer Development Programme) in early 1970s focusing on poor and disadvantaged farmers(Biggs and Messerschmidt, 2005).

For the first time a MFI was established by professor Muhammad Yunus on 1976 by the name of Grameen Bank, which first targeted rural men for extension of credit availability to overcome the existing serious poverty. To make credit available for the female professor Yunus advocated the liberal doctrine for poor women. Mostly in his speech he claimed that, not only is capitalism good for the poor, 'the poor are good for capitalism'(Karim, 2008).

Formal microfinance in Nepal emerged in 1956 as cooperatives started providing savings and microcredit services to their shareholders. Government also recognized potential role of microfinance services on addressing poverty problems and in 1974, Nepal's central bank, Nepal Rastra Bank (NRB), directed the then two state-owned commercial banks to invest at least five percent of their total deposits in small-scale finance. In 1975, the Agriculture Development Bank of Nepal (ADBN) launched Small Farmers Development Project (SFDP), as a first project to introduce the concept of group guarantee as a substitute to physical collateral for micro lending(Dhakal and Neupane, 2007).

C) Importance of Micro-Finance

"Money makes money. When you have got a little, it is often easy to get more. The great difficulty is to get that little." The problem regarding accessibility to credit was figured out years ago when it was much more unfair distribution of resources in past. This difficulty was apparently well noticed, since hundreds of people left bequests to fund revolving loans for ambitious young men. Jordan, who made a study of philanthropy in England in this period, reports that approximately 3% of all money available to charities during the period 1480-1660 was designated for this purpose(Smith, 1950).

The poverty reduction potential of micro-credit schemes is commonly perceived as a promotional process through which poor households 'graduate' out of poverty. This graduation can be simplified as breaking a vicious circle of 'low investment - low income - and low investment' by injecting capital in the form of credit to generate productive employment, higher incomes and more investment. However, this model of poverty and the focus on credit as the solution is simplistic, because a range of factors other than investment reproduce poverty and define its qualitative dimensions(Montgomery, 1996).

In micro-credit there is mutual trust among the members that increase the group cohesion and in turn produces profound social implications. Further, the peer group itself, becomes the building block to a broader social network. The social objectives of mutual self-help and poverty alleviation, remain fundamental to the broader goals of these peer group lending schemes(Berenbach and Guzman, 1992).

Even the MDG recommends micro-finance to reduce poverty and also empowers the women.

The excitement generated for micro credit as a tool to end poverty and empower women has increasingly been critically examined in the growing literature. Some studies find that participation in micro credit programs results in women's economic and social empowerment, while others conclude that participation leads to greater subordination of women by reinforcing patriarchal norms of behaviour (Mahmud, 2003).

D) Practices of Micro-Finance

Generally in micro-finance, individuals who are the part of the group are provided small sized loan in a very small interest rate so that one do not feel the burden of loan. Loan as well as principle is paid in multiple

ISSN 2394 - 7780

installments so that one does not face the problem of not being able to pay the loan. As they work in group they share their experiences in the meeting. Most of the models focus mainly on women as the issue regarding feminization of poverty and exclusiveness of female in decision making. If they are empowered properly they can bring change in entire family as they are more concerned as regarding to the male members of the family. Different practices of micro-finance are community driven model, Grameen bank model and Commercial bank model.

The Grameen bank model is based on working to extend small amounts of credit to entrepreneurs too poor to qualify for commercial lending. The key element of the Grameen Bank model is its peer group lending structure, which fosters mutual accountability for loans among borrowers(McDonnell, 2004). Grameen bank was mainly established to provide access to poor but later they took responsibility of creating social capital to gain the non-negotiable goal of alleviating poverty. Because of the methodology they have been following they have survived severe crisis like natural disasters, labor unrest, repayment crisis, borrowers protest and liquidity crises and still created and maintained social capital with record breaking repayment rate of 98%(Dowla, 2006; Karim, 2008).

Community driven model of micro-finance are generally made up of community members or workmates, united to for semi-formal or formal institutions who group to mobilize funds for a common purpose. They generally vary in size and role. They are normally a rotating saving and credit association(Dafuleya, 2015). Such institutions are usually formed by extensive help from NGOs and organizations and receive training regarding various financial activities of community bank(Srinivas, 2015).

As micro-finance is gaining publicity all around the globe, commercial banks are becoming, the new, actors in the world of microfinance now, that repressive financial market policies have been dismantled in many developing countries. This study documents and discusses the major issues banks must confront to provide micro-lending services to low income, clienteles. The recent experiences of eighteen banks are investigated in terms of new products and financial technologies, and organizational structure and regulation. Their institutional performance in outreach and sustainability is also highlighted from interviews with bank officers. Lessons from these experiences are summarized, along with recommendations, to the donor community, to facilitate these new initiatives(Baydas et al., 1997).

E) Micro-Finance in Nepal

Financial services provider in Nepal are from three sectors namely, formal sector, informal sector and micro-financial sector. Formal sectors contain NRB, commercial banks, development banks, finance companies, SCCs and NGOs licensed by NRB. Nepalese informal financial sector includes either individual lenders such as landlords, merchants, farmer-lenders, goldsmiths, pawnbrokers, friends, and relatives or group informal institutions like dhikuti, dharam bhakari, and guthi. Informal lenders provide credit without procedural complexities and have flexibility regarding repayments and collateral, which does not exist in formal sector (Dhakal and Neupane, 2007).

The Grameen model of microfinance was adopted in Nepal during its financial sector liberalization. It enabled a shift from state-subsidized rural finance programs to a market driven approach, employing the perceived efficiency of women borrowers to increase household incomes. Microfinance solved the outreach failures of elite capture of directed loans and the use of subsidized credit for political patronage(Rankin, 2001).

Microfinance in Nepal is the “same same, but different”, as the Nepali saying goes. Most of Nepal’s microfinance institutions use the widespread Grameen Bank model and have begun to follow international best practices as described by the Consultative Group to Assist the Poor (CGAP). Despite these generalist practices, the context of microfinance in Nepal is unique(Burnside, 2011).

F) Constraints of Micro-Finance

There are several microfinance banks, institutions and cooperatives for sealing the problem of poverty. They are operating in rural areas of Nepal serving for several sectors like education, health, training and skill development. Though they were operated with positive mindset problems are also blocking the way of expected reforms. Some of the common problems encountered by micro-finance in Nepal are lack of outreach to the ultra poor, and communities in remote and hilly areas, Lack of resources, High interest on deprived sector policy loans, High taxes, Problems with capacity building, Lack of permission from the central bank to accept public deposits, Lack of government attention, Lack of sustainability and viability etc (Pandey, 2010).

4. METHODOLOGY

4.1 Research framework

Research framework involves systematic representation of the research objective and includes the appropriate steps that need to achieve it (Pokhrel, 2011). In this study both qualitative and quantitative studies will be conducted.

4.2 Techniques of data collection

4.2 Methods of Data analysis

4.2.1 Qualitative analysis:

a) Content analysis (analysis of behavioural data or verbal data)

b) Narrative analysis (analysing stories presented by respondents)

c) Discourse analysis (analysing written, vocal, or sign language use, or any significant semiotic event)

d) Framework analysis (Charting, mapping and interpretation)

4.2.2 Quantitative Analysis

4.2.2.1 Descriptive Statistics

- Use of mean, frequency, Standard deviation etc to draw broad implications from data.

4.2.2.2 Analytical Statistics:

- Use of several tests to detect direct and cross impact of several variables on one another.
- Correlation, regression analysis will be done to identify the relationship between the variables.

4.2.2.3 Use of Econometric models:

a) Logit model for adoption behaviour:

The logit model assumes the underlying stimulux (Ii) is a random variable predicting probability of micro-finance adoption(Adeogun et.al., 2008):

$$P_i = \frac{e^{Ii}}{1+e^{Ii}} \qquad (1)$$

Conceptually, the behavioural model used to examine factors influencing adoption is given by:

$$Y_i = g\ (I_i) \qquad (2)$$

$$I_i = b_o + \Sigma b_j X_{ji} \qquad (3)$$

Where, Yi is the observed response for number i observation (i.e. the binary variable, Yi = 1 for an adopter, the patterns of adoption and identify who is by-passed Yi = 0 for non-adopter)

where i = 1,2,3, ……m (m is size of sample)

- Xji is the j^{th} explanatory variable for the i^{th} observation and

j = 1, 2, ……,n

- b_j is an unknown parameter and

j =0, 1, 2, ……,n (where n is the total number of the explanatory variables)

- The i^{th} observation is given by

$$I_i = \text{In}\,\frac{P_i}{1\text{-}P_i} = b_o + \sum b_j X_{ji} \qquad (4)$$

ISSN 2394 - 7780

- Equation 4 is a logit model
- The relative effect of each explanatory variable (Xji) on the probability of micro-finance adoption is measured by differentiating P_i with respect to Xji

B) Tobit Model to Study the Propensity to Continue Micro-Finance
The tobit model can be expressed in following (Oladele, 2005)

Y* = βX + ε

Where,

- β is a vector of unknown coefficients
- X is a vector of independent variables
- ε is an error term
- Y* is a latent variable that is unobservable

If the dependent variable is above the limiting factor (zero in this case) Y is observed as continuous variable

The expected value of Y is given by

E(Y) = βXF (z) + σ f(z) and z = Xβ / σ

Where

- F(z) is cumulative normal distribution of z
- F(z) is the value of derivative of the normal curve at given point
- Z is the Z-score for the area under normal curve
- σ is the standard error term

Note: Here β (coefficient of variable of the model) do not represent marginal effect but the sign of the coefficient gives the direction of effect

4.6.3 Problem Ranking
During FGD the listed problems

The problem analysis will be done through the weighted indices method where farmers will be requested to the value to the problem from 0-1 (0 means not a problem and 1 means severe problem)

The importance index of certain problem is given by:

$$I_{imp} = \sum \frac{S_i F_i}{N}$$ Where,

I_{imp} = index of importance
$\sum$ = summation
S_i = i^{th} scale value (i=0, 1)
F_i = frequency of i^{th} importance given by the respondents
N = total number of respondents

4.6.4 SWOC Analysis
SWOC analysis of the different micro-finance delivery models will be done based on the available responses from HH survey, KII, FGDs etc.

4.6.5 Other Analysis
- Use of Lorentz curve to see the distribution of income among the members of MFGs

5. Risk and Assumptions
- The respondents will co-operate and provide us the real data
- Availability of financial aid in time
- Favorable political environment (no blockade and strikes)

6. Expected Outcome

- Different practices and their adjustment in different ecological regions of Nepal will be studied
- The effectiveness and efficiency of different practices will be explored
- Prospects of micro-finance in present and future will be assessed
- SWOC analysis of different types of practice can be done
- Required adjustment for future so that micro-finance achieves the expected results will be explored

7. Beneficiaries

The primary beneficiaries will be the members of micro-finance group and MFIs that are practicing different models of micro-financing will be able to know about the real ground scenario and can adjust themselves as per the need of people or time. The secondary beneficiaries will be those who are enrolled in this study as they get to know the real ground scenario and how to build relation with the people of all three ecological regions. Other related organizations, groups or institutions including government will be the tertiary beneficiary.

8 Calendars of Activities

As the study will go through the several phases of the activities, they will be performed as per the pre-defined routine. The column represents the set of actions that is to be performed and the row represents the duration of time in month that is required to complete the work.

Activities	May	June	July	August	September	October
Site selection and field visit						
Literature Review						
Questionnaire preparation and preliminary study						
Data collection						
Data analysis and report writing						
Result Seminar						
Report submission and presentation						

9. Budget Summary

SN	Particulars	Estimated Cost (NRs)
1.	Preliminary Survey	10,000/-
2.	Literature Review	5000/-
3.	Questionnaire Preparation	5000/-
4.	Pre-testing of questionnaire	5000/-
5.	Data Collection ✓ Lodging and Fooding ✓ Transportation and communication ✓ Photocopy, Stationery and Utilities	 15,000/- 8,000/- 3,000/-
6.	FGD, KII ➢ Lodging and Fooding ➢ Transportation and Communication ➢ Photocopy, stationery and utilities ➢ Snacks	 10,000/- 5000/- 5000/- 6000/-
7.	Report writing and Printing	5,000
9.	Miscellaneous	10,000
	Sub- total	92,000

Overhead @10%	9,200
Contingency @ 10%	9,200
Total	110,400
Total budget= One hundred ten thousand and four hundred Only	

10. CONCLUTION

The World Bank estimates that more than 500 million people have directly or indirectly benefited from microfinance-related operations. The Consultative Group to Assist the Poor (CGAP) estimates that, as of 2021, more than 120 million people have directly benefited from microfinance-related operations. Additionally, the IFC has helped establish or improve credit reporting bureaus in 30 developing nations. It has also advocated for adding relevant laws in developing countries that govern financial activities. The benefits of microfinance extend beyond the direct effects of giving people a source for capital. Entrepreneurs who create successful businesses, in turn, create jobs, trade, and overall economic improvement within a community.

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MARKET TRENDS IN WEALTH MANAGEMENT INDUSTRY FOLLOWING COVID-19

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ABSTRACT

Wealth Management industry is extremely competitive and customers are highly demanding, as their needs constantly evolve.

The global health crisis 'Covid-19 pandemic' caused massive disruption and service delivery disconnect across the industry and the way they use to function and carry out their day today routine business. The pandemic with challenges brought array of opportunity which are clearly visible from the latest trends in the wealth management industry.

To capitalize on the market opportunity, Wealth Management firms needs to remain in pace with current trends like rapid digitization and opportunities with the use of emerging technology, demand for sustainable investment offerings.

Keywords: [Wealth management Trends, Mutual Fund, Sustainable investment, ESG, Digitization]

1. DIGITIZATION

The pandemic created an urgency to accelerate digitization efforts as with lockdown enforced, in person interaction become impossible and suddenly everyone has to shift to a virtual work environment. To face this disruption and overcome the challenges, Indian wealth management industry took the route of digital platforms to deliver their services involved in entire client lifecycle management (CLM).

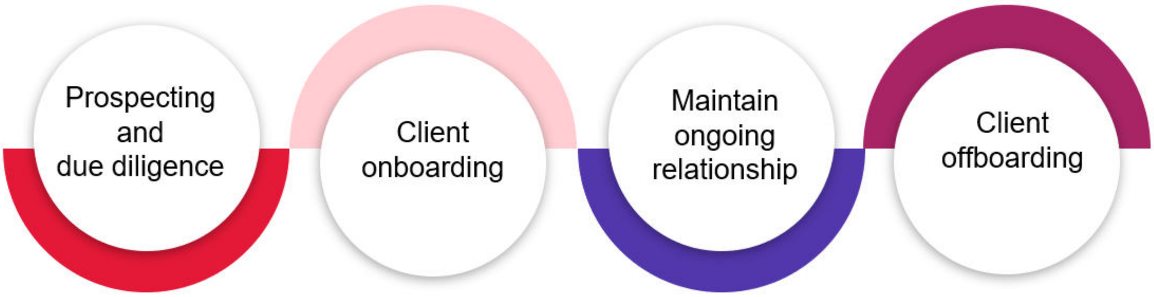

Fig: Key elements of Client Lifecycle Management (CLM)

Client onboarding has become completely digital, chatbots (via WhatsApp or inhouse) are available to quickly assist customers without waiting for customer care to answer your questions, complete investment options are available through mobile apps, so on and so forth…

The pandemic has changed the way different high net worth segments use digital tools. Less proficient with online tools than their younger counterparts, baby boomers have begun to embrace digital tools seamlessly, so are other categories of customers.

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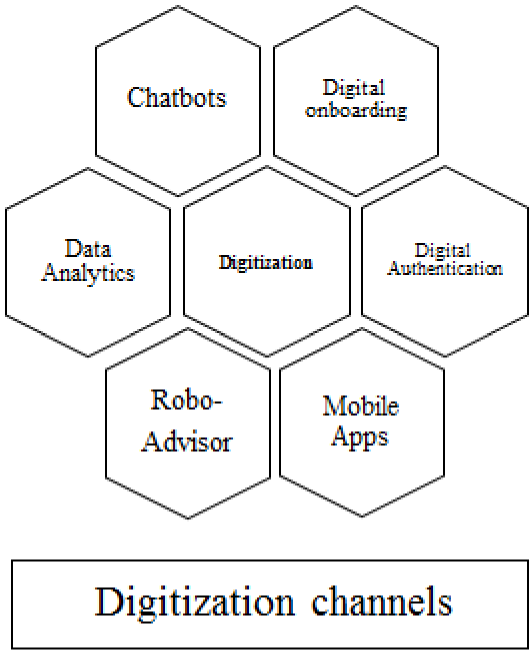

2. Personalization to the core
One size fit all may not work for all investors. With growing awareness of investors along with modern and emerging technologies available, 'Model portfolio allocation' will not be enough. Investors have their own specific requirements and financial goals, which needs specialized and personalized portfolio offerings.

To meet the extreme personalization of HNWI, technology is helping wealth managers and advisors as it is critical for customer loyalty and growth. HNWI clients expect highly personalized and best in class services at all customer touchpoints, be it personalized updates on new product offering or receiving educational market information's. Technology solutions such as data analytics tools, AI and Machine learning (ML) is empowering advisors and enabling them better and informed insights into a client's wealth universe. Technology powered tools maximizes returns during up-trending markets while minimizing losses during downturns.

Example: Tata Mutual Fund uses ML to create intelligent and personalized investment portfolios.

3. Sustainable investing
Sustainable investing, also known as socially responsible investing, is the process of incorporating environmental, social and governance (ESG) factors into investment decisions.

Sustainable investing directs investment capital to companies that seek to combat climate change, environmental destruction, while promoting corporate responsibility.

It is not new and was gaining popularity even before covid-19 specially among the millennials who prefer to invest in alignment with personal values, but the pandemic accelerated it further with rising demand in almost all investor categories, forcing wealth management firms to build capabilities to cater to the increasing demand.

To cater to this demand, many mutual funds in India has launched ESG mutual finds and has been appreciated by government of India. Below is a list of few such ESG mutual funds:

- SBI Magnum Equity ESG Fund
- Quantum India ESG Equity Fund
- Axis ESG Equity Regular Growth

4. Innovative Financial Products
Since the outbreak of COVID-19 the global asset prices have been extremely volatile and unpredictable, leading to diminishing returns for the investors.

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Fig. Global asset prices since outbreak of COVID-19

This has led investors to look out for alternatives to traditional wealth building mechanism such as digital art, virtual currencies like bitcoin, real estate etc. Out of this crypto bitcoin has drew the attention of wealth managers due to its increasing global acceptance by major players such as Microsoft, PayPal and BlackRock. Wealth Management firms. Wealth Management firms will have to provide their clients the option to transact and invest using crypto currencies.

Fidelity has already ventured into digital asset business by launching cryptocurrency ETFs.

NFTs (Non-Fungible Tokens) are another revolutionary trend peaking up in the investment arena which enables the tokenization of digital art, music, virtual real estate and even tweets. A large number of online marketplaces are emerging to facilitate the trading of these NFTs.

The wealth management firms are revamping their current modeling techniques and technology platforms to support these new asset classes in their offered portfolios.

5. Cybersecurity

With Increased digitization and remote working it has brought along the risks associated with it and cybersecurity is at top of the chart. As per a study, financial service industry is among top three industries which is impacted by cyber-attacks.

According to the survey, 92% of midsized firms and 78% of small firms say that cybersecurity is the most important factor for them. However, when it comes to wealth management firms, it is just 60%. Firms managing 28% of the HNIs have fallen prey to cyber attacks and only 60% of them have cyber security policy. (Data source: Infosys.com)

Cyber threats faced by the asset and wealth managers are around theft of client data, theft of intellectual property (IP), data loss, payment fraud, and distributed denial-of-service (DDoS) attacks.

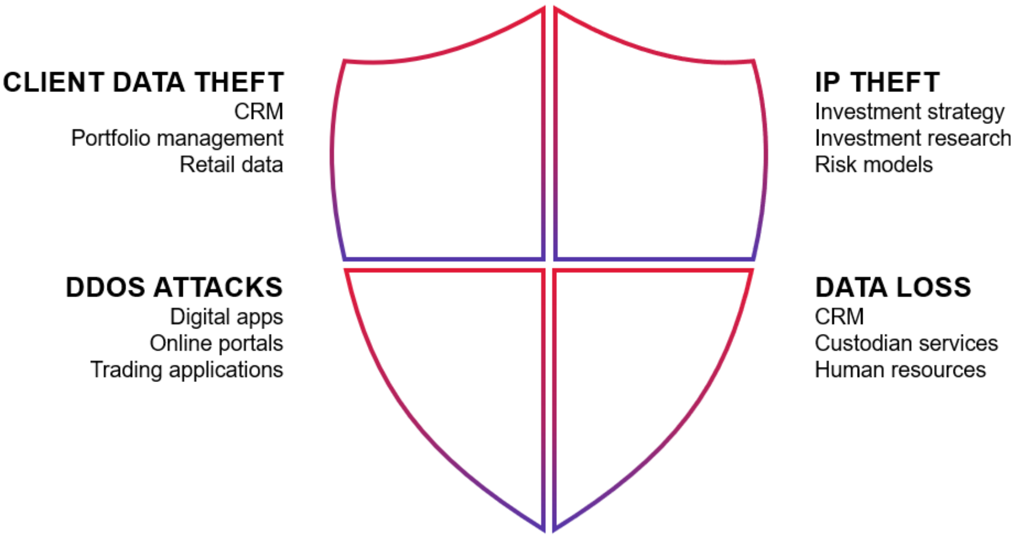

Fig: Cyber risks faced by asset and wealth managers (Source: Infosys.com)

Open APIs concepts and interfaces with third party infrastructure providers such as cloud service providers to host data and application has made firms more prone to attacks. Trading application and robo advisors are prone to IP thefts. However, on the other hand emerging technologies such as AI and machine learning are coming to rescue to build reliable defensive solutions for cybersecurity. As per research, nearly 75% of banks depend on AI to identify cybersecurity threats.

Wealth management industry is investing in building their defense against growing threat of cyber-attacks and being compliant to global cyber security regulations (example Europe's General Data Protection Regulation). Firms while doing their budget allocation now keeping cybersecurity on priority.

CONCLUSION

The Covid 19 has brought with its massive challenges and paradigm shift the way wealth management industry use to operate. These challenges have opens door for endless possibilities and opportunities for the industry. The current trends which we are witnessing are the outcome of efforts firms are taking to address the challenges and grabbing the new opportunities lead by rapid digitization.

As rightly said by Bill Gates, "I believe that if you show people the problems and you show them the solutions they will be moved to act", this holds true for the wealth management industry as well.

Wealth management industry identified the problems and putting in place the solutions to address the problems and these trends reflects the same.

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A STUDY ON THE GROWTH OF MICRO FINANCE INSTITUTIONS IN INDIA WITH SPECIAL REFERENCE TO THE FINANCIAL SUPPORT LENT BY MUDRA BANKS

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ABSTRACT
Micro Finance Institutions are the backbone of our country. In lieu of due impetus given to Make in India products there is quite a great demand for goods manufactured by these Institutions. The quintessential growth of micro finance institutions solely depends on the financial support rendered to different economically stricken organisations. The rich heritage of our Nation is witnessing a good number of supporters in terms of providing the much-needed monetary boost. The rural India where the heart lies is getting the due attention in terms of identifying many skillsets in the families and crafting out globally competing products. The call for think local and go global is turning out to be a reality. Many studies and research opine that impact assessments have demonstrated that micro-loans for income-generating activities improve people's lives by increasing their incomes. The Self Help Groups (SHG's) are not merely for namesake but for cause of fostering economic independence and empowerment among women folk. If the self-employed people had access to finance and loans they will go for expansion and make efforts to grow their businesses. But people from lesser income segment don't even have a credit history nor any collaterals to access loans and advances. In order to help these people, access unsecured loans by different lending models, MFI's have a bigger role to play. They are enabling economically excluded communities to achieve income security and helping to create asset for themselves. Financial inclusions begins when the last person standing in our villages are given financial assistance to carve out a better life and stable financial freedom. The advent of MUDRA Banks have been creating a bridge between the poor and the banks. This research paper studies the growth of Micro finance institutions with regards to the financial support and assistance provided by MUDRA Banks.

Keywords: MFI's, MUDRA Banks, SHG's, Financial inclusion, Rural Crafts.

INTRODUCTION

Microfinance in India
Lack of security and high operating costs are some of the major limitations faced by the banks while providing loans to poor people. These limitations led to the development of microfinance in India as an alternative to provide loans to the poor with an aim to create financial inclusion and equality.

SEWA Cooperative Bank was initiated in 1974 in Ahmedabad, Gujarat, by Ela Bhatt which is now one of the first modern-day microfinance institutions of the country. The National Bank for Agriculture and Rural Development (NABARD) offered financial services to the unbanked people, especially women and later decided to experiment with a very different model, which is now popularly known as Self-help Groups (SHGs). The SHG-Bank linkage programme in India has savings accounts with 7.9 million SHGs and involves the participation of regional rural banks (RRBs), commercial banks and cooperative banks in its operations. The origin of SHGs in India can be traced back to the establishment of the Self-Employed Women's Association (SEWA) in 1972. MFIs presently include non-governmental institutions or organizations (NGOs), credit unions, commercial co-operative banks and non-banking financial companies(NBFCs)

In 2013, a loan of $144 million was provided by Grameen Capital India to the microfinance groups. Apart from the Grameen Bank, other top ten microfinance organizations in India are Equitas Small Finance, ESAF Microfinance and Investments (P) Ltd, Fusion Microfinance Pvt Ltd Annapurna Microfinance Pvt Ltd, Arohan Financial Services Limited BSS Microfinance Limited Asirvad Microfinance Limited, Cashpor Micro Credit Bandhan Financial Services LimitedFincare Business Services Limited. Microfinance institutions have a presence in 615 districts in India and the regional distribution of Microfinance institutions is North-East and East 37%, South 25%, North 14%, West 15%, Central India 9%.

The central government had introduced the Micro Units Development Refinance Agency (MUDRA) where the scheme aims to refinance collateral-free loans of up to Rs 10 lakh granted by lending entities to non-corporate small borrowers, for revenue growth actions in the non-farm sector. Currently, loans granted under this system have falls under three categories namely, Shishu loans for up to Rs 50,000, Kishor loans in a range between Rs

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50,001 to Rs 5 lakhs and Tarun loans ranging from Rs 5 lakhs to 10 lakhs. As a way to make the MUDRA scheme popular, the government aims to set up a Rs 3000-crore Credit Guarantee Fund to back these loans.

As on September 30, 2021, the microfinance industry served 5.65 crore unique borrowers, through 10.52 crore loan accounts. The overall microfinance industry currently has a total Gross Loan Portfolio (GLP) of INR 2,43,737 crores.

13 Banks hold the largest share of portfolio in micro-credit with total loan outstanding of Rs 1,01,209 Cr, which is 41.52% of total micro-credit universe. NBFC-MFIs are second largest provider of micro-credit with a loan amount outstanding of Rs 82,749 Cr, accounting for 33.95% to total industry portfolio. SFBs have a total loan amount outstanding of Rs 40,534 Cr with total share of 16.63%. NBFCs account for another 6.85% and Other MFIs account for 1.05% of the universe.

Statement of the Problem

Microfinance Institutions are the need best thing to happen for India. The exhaustive and all-inclusive potential it possesses, unleashes the opportunity earmarked in this sector. Today Microfinance Institutions are facing hurdles and umpteen number of challenges. Getting structured financing option is a biggest task an entrepreneur will have to overcome before even commencing the business operations. The pandemic has actually derailed the entire progress in Microfinance Institutions and have literally slowed down the pace at which they would have grown.

This research paper will highlight the problems faced by Microfinance Institutions in India. How the pandemic has stalled the growth of Microfinance Institutions to a great extent. The action plan by Government of India to bring back smiles on the faces of entrepreneurs from the MSME segments. The advent of MUDRA Banks in nurturing the small-time entrepreneurs to the bigger segments, hand holding them in terms of providing necessary financial assistance. How these beneficiaries are able to overcome the hurdles faced, in procuring right finance options.

SCOPE OF THE STUDY

The research paper studies various financial assistance by MUDRA Bank to the development of Micro Finance Institutions with a major focus on South Indian states. It also focuses on role of micro finance institutions in generation of employment and development of the nation.

OBJECTIVES OF THE STUDY

1. To study the role and importance of microfinance in India.
2. To study the current status and growth of microfinance in India.
3. To study the role of the MUDRA Yojana Scheme in financing micro enterprises.
4. To study the gaps in providing Mudra loans to Micro enterprises.

REVIEW OF LITERATURE

Fisher (2020) examined that the lack of professionalism and technical expertise among many has prevented the MFIs from achieving scale, impact sustainability.

B. Revathy and M. Kailash (2012) The study conducted in Guntur district of Andhra Pradesh revealed that micro finance has positive impact on the respondents‟ self confidence and courage whereas self esteem and asset creation require attention. This study revealed that microfinance improves the socio-economic conditions of members in self help groups.

Rajagopalan (2007) described that often, inflated claims are made about SHGs building lodging colonies and bridges, doing a roaring sell abroad business etc. Since these SHGs comprise of rural women barely literate, such claims look incredible. Yet, the fact remains that micro credit has liberated lakhs of families in villages from the clutches of predatory money lenders.

Mishra and Tripathi (2003) opined that microfinance programme through NGOs and MFIs can make rapid progress in the absence of parallel formal rural formal financial systems.

Microfinance Information Exchange (2008) commented that over the past few years the structural shift in Indian microfinance has given way to a push for growth and now Indian MFIs are among the fastest growing as well as the most efficient internationally.

Lensink, 2018 The stability of microfinance institutions is of paramount importance for inclusive growth and financial stability. Risk management in MFIs remains, however, a major challenge for their sustainability. In

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this article the researcher also talks about the skills, which clients (poor) are already specialised in rather than wasting time in teaching them new things.

Agarwal & Sinha, 2010 In this the researcher talks about the problems faced by microfinance institutions due to absence of dedicated legislation on working and management of microfinance institutions and even talks about the non-financial parameters been opted to measure the performance of MFIs. The researcher also says that how MFIs are used as tool for the introduction of new government policies and schemes to facilitate poor in much better way and concludes that most of the best performing MFIs have adopted various business models for its survival and sustainability.

RESEARCH METHODOLOGY

Research Methodology adopted for the purpose of the study is descriptive and exploratory in nature. Past data has been rightly picked and has been widely researched to draw inferences and conclusions.

Data Collection

In this paper the researcher has collected data from secondary sources like published Government reports, magazines, newspapers, blogs, business websites, journals and different knowledge portals.

Plan of Analysis

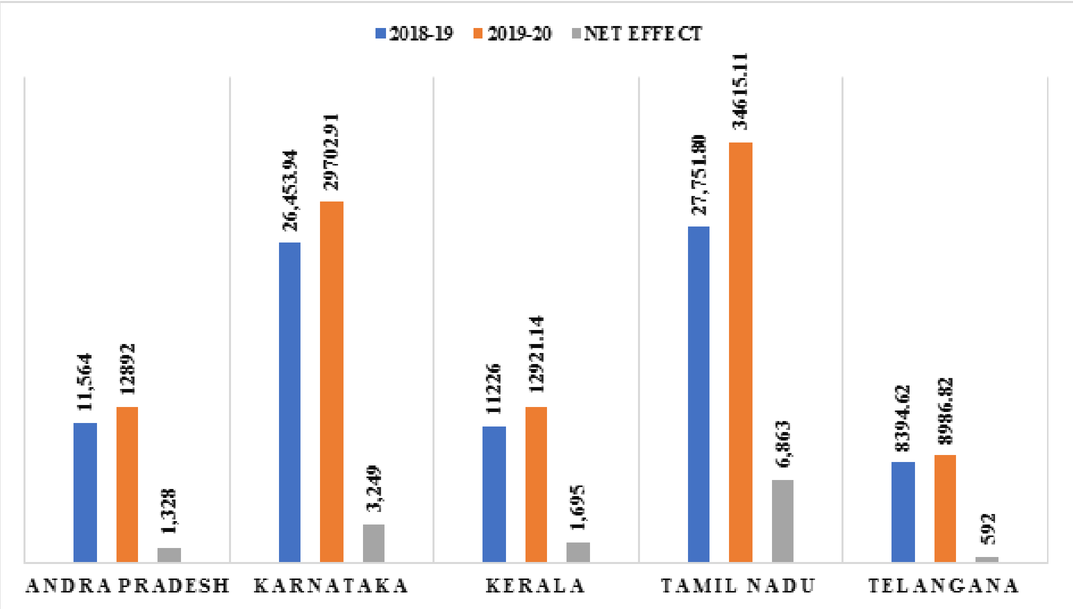
The researcher has analysed the data with the help of suitable statistical tools and has presented the same in the form of tables. The inferences have been drawn based on the research findings and statistical tests.

Discussions on Objectives:

Table and Graph No.1: Disbursement of amount by MUDRA Bank to Micro finance Institutions of South Indian states during F.Y 2018-19 and 2019-20

Amount in Rs. crore

State Name	2018-19	2019-20	Net Effect	Percentage Change
Andra Pradesh	11,564	12892	1,328	11.48
Karnataka	26,453.94	29702.9	3,249	12.28
Kerala	11226	12921.1	1,695	15.10
Tamil Nadu	27,751.80	34615.1	6,863	24.73
Telangana	8394.62	8986.82	592	7.05



Analysis and Interpretation

From the above table and graph it can be analysed that disbursement of amount of loan sanctioned has been increased in 2019-20 in all the states by ₹1,328 crore, ₹3,249 crore, ₹1,695 crore, ₹6,863 crore and ₹592 crore respectively. This shows the growth of Micro units in the country through increase in the disbursement of loan.

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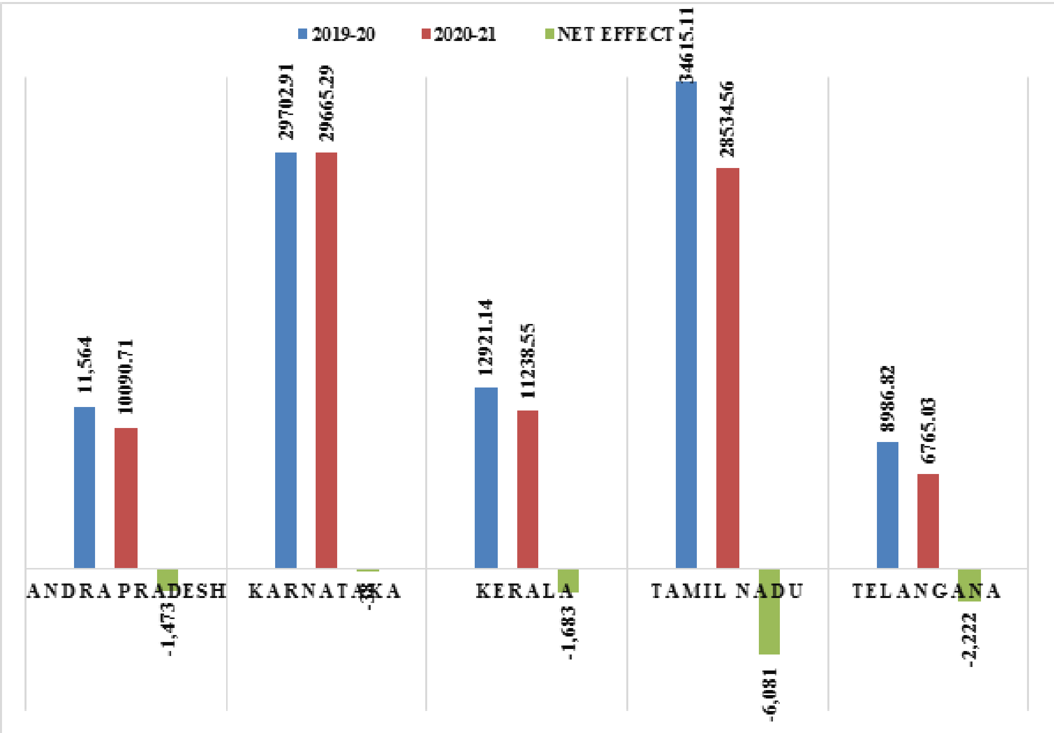
This positive increase in the disbursement of loan is due the steps taken by the Government of India in its annual Budget 2019-20 like granting of loans up to Rs 1 crore for MSMEs within 59 minutes through a committed online portal.

Table and Graph No.2: Disbursement of amount by MUDRA Bank to Micro finance Institutions of South Indian states during F.Y 2019-20 and 2020-21.

State Name	2019-20	2020-21	Net Effect	Percentage Change
Andra Pradesh	11,564	10090.7	-1,473	-12.74
Karnataka	29702.9	29665.3	-38	-0.13
Kerala	12921.1	11238.6	-1,683	-13.02
Tamil Nadu	34615.1	28534.6	-6,081	-17.57
Telangana	8986.82	6765.03	-2,222	-24.72



Analysis and Interpretation:

From the above table and graph, it can be analysed that disbursement of amount of loan sanctioned has been decreased in 2020-21 in all the states by ₹1,473 crore, ₹38 crore, ₹1,683 crore, ₹6,081 crore and ₹2,222 crore respectively. This gradual decrease in the disbursement of loan was due to the hit of Corana pandemic on economy. In order to overcome, the Government of India initiated alternate methods of debt resolution and ₹15,700 crore was allotted in the budget of 2021-22 which was more than double of 2020-21 allocation.

Table and Graph No.3: Disbursement of amount by MUDRA Bank under SHISHU Scheme during F.Y 2019-20 to 2021-22(till 26.11.2021).

Year	Sanctioned	Disbursed	Percentage Achieved
2019-20	1,63,528.44	1,62,782.81	99.54
2020-21	1,09,953.34	1,08,637.24	98.80
2021-22	60,372.22	59,831.54	99.10

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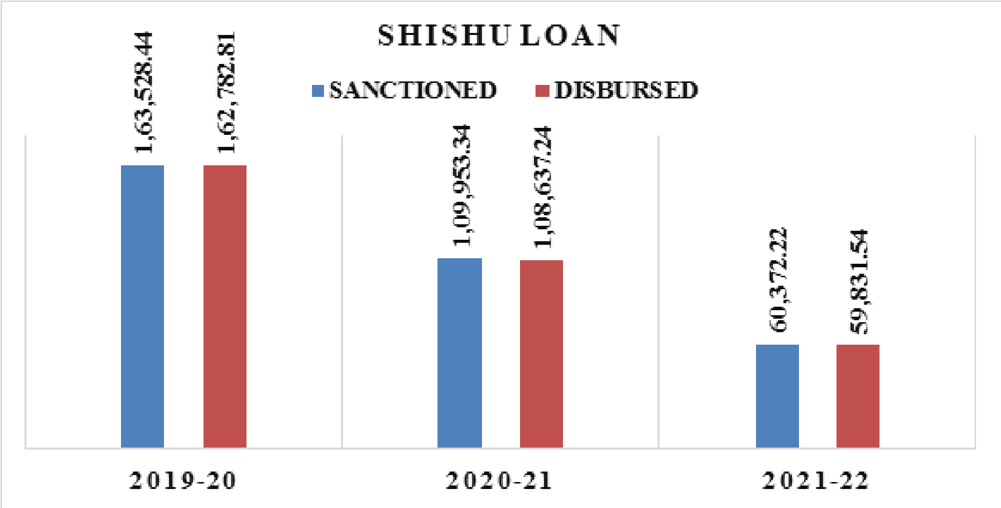
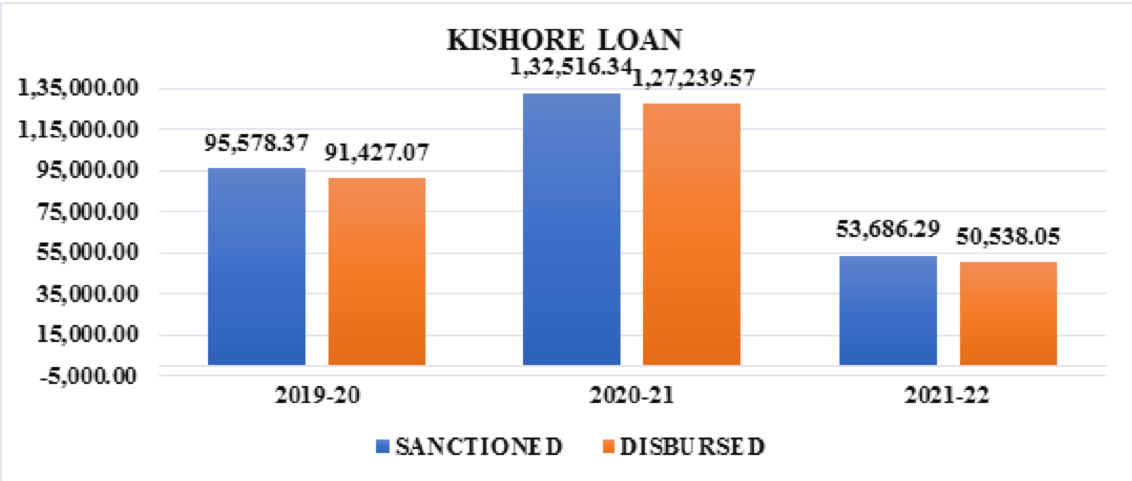


Analysis and Interpretation:

From the above table and graph, it can be analysed that 99.54 per cent, 98.80 per cent and 99.10 per cent of sanctioned loan by Mudra Bank under Shishu loan was disbursed by the Micro finance Institutions.

Table and Graph No.4: Disbursement of amount by MUDRA Bank under KISHORE Scheme during F.Y 2019-20 to 2021-22(till 26.11.2021).

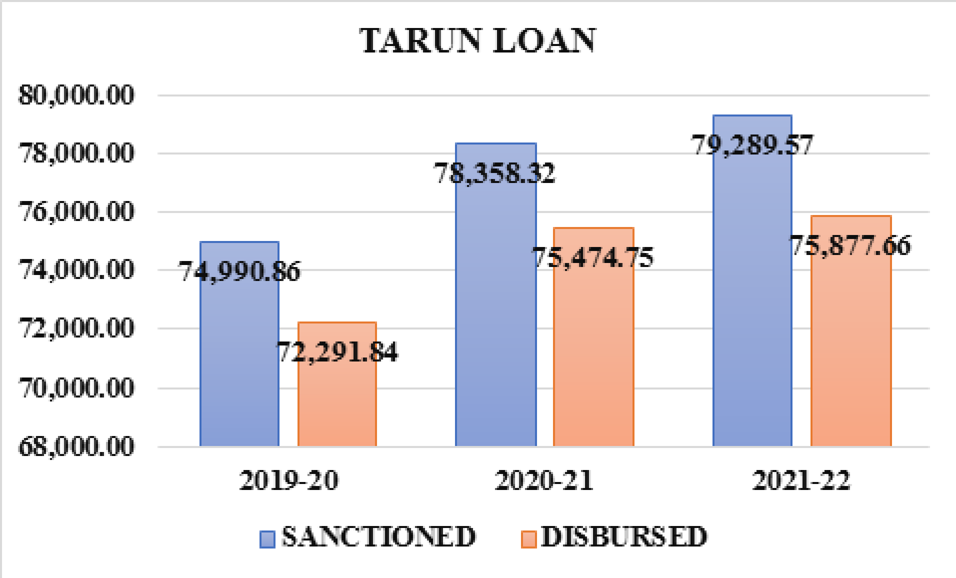
Year	Sanctioned	Disbursed	Percentage Achieved
2019-20	95,578.37	91,427.07	95.66
2020-21	1,32,516.34	1,27,239.57	96.02
2021-22	53,686.29	50,538.05	94.14



From the above table and graph, it can be analysed that 95.66 per cent, 96.02 per cent and 94.14 per cent of sanctioned loan by Mudra Bank under Kishore loan was disbursed by the Micro finance Institutions.

Table and Graph No.5: Disbursement of amount by MUDRA Bank under TARUN Scheme during F.Y 2019-20 to 2021-22(till 26.11.2021).

Year	Sanctioned	Disbursed	Percentage Achieved
2019-20	74,990.86	72,291.84	96.40
2020-21	78,358.32	75,474.75	96.32
2021-22	79,289.57	75,877.66	95.70



Analysis and Interpretation

From the above table and graph, it can be analysed that 96.40 per cent, 96.32 per cent and 95.70 per cent of sanctioned loan by Mudra Bank under Tarun loan was disbursed by the Micro finance Institutions.

FINDINGS

In this study, it has been found that there is a gradual increase in the disbursement of loan through Microfinance institutions in south Indian states due to major initiatives taken the Government of India and due to Corona pandemic and its negative effect on economy the loan disbursement amount has been decreased and major initiatives taken by the Government of India in the Union Budget 2021-2022 in order boost MSME sector. It has been found that majority of the beneficiaries borrowing Shishu loan compared to other two loans Kishore and Tarun in all three financial years. Due to major initiatives by the State and central Government and promotional activities, it was possible to disburse the majority of sanctioned loan to the beneficiaries and to create employment opportunities to many unemployed.

SUGGESTIONS

Financial Literacy campaigns should be held at regular intervals in the rural areas both by Government Entities as well as by the Financial Institutions to educate people about the microfinance institutions, various agencies of MUDRA bank and various financial assistance providing by these agencies, by which many unemployed individuals would be able to take up entrepreneurial activities and to promote the concept of Make in India, Start-up and Stand-up India programmes.

Budget allocation to MSME's must be increased in each year Union budget and service must be extended across India mainly to rural India and women entrepreneurs must be encouraged to utilize the financial assistance.

Steps are required to be taken to promote Kishore and Tarun loan by finding and encouraging the beneficiaries to initiate a new start-ups.

CONCLUSION

The importance of microfinance Institutions in the developing countries like India cannot be undermined it play a vital role for socio-economic upliftment of poor and low-income peoples. Since 1990s, poverty reduction, employment generation and economic growth has taken priority at both state and national levels. Within this framework, various initiatives have been taken by both State and Central Governments and in each Union budget Government is initiating new steps to uplift MSME sector. Microfinance Institutions has caught the attention as an effective tool for poverty and unemployment reduction and socio- economic development. Hence Microfinance institutions and their financial assistance plays a vital role for improving the standard of living of poor both in rural and urban India.

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IMPACT OF HR ANALYTICS –A CONCEPTUAL FRAMEWORK

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ABSTRACT

In today's scenario, when we talk about data analytics, HR analytics is nowadays a very widely used concept which is being utilized by many world class companies like Google, Amazon, Microsoft. And Edutech companies.HR analytics is to quantify the performance by gathering the data and improving employee performance to get the better return on investment. As many of the previous studies shows the importance of HR analytics in various industries but not in the field of education so this study will mainly focus on the impact of HR analytics on employee productivity and job satisfaction in self-financed private institute, wherein we will focus on the various dimension of HR functions being performed by the institutes.

Keywords- HR Practices, employee productivity, job satisfaction, HR analytics

INTRODUCTION

Human resource management and HR analytics play a vital role in any organisation.

The study in form of a conceptual paper tries to provide the background to its correlation to the two important traits i.e. Job Satisfaction and Employee Productivity.

Since the advent of online working which has presented newer challenges in the educational field making HR managers bringing Analytics concepts to the forefront is the need of the hour. Therefore, functions in the management of human resources must be carried out adequately so that the requirements relating to the goals of individuals, organizations or institutions can be achieved.

Human resources management can help in increasing student performance indirectly by raising the efficiency and performance of the teachers.

Human resources metrics, are key figures that help organizations track their human capital and measure how effective their human resources initiatives are. Examples of such data include turnover, cost-per-hire, benefits participation rate, and others, Measuring this kind of information—what's working well, what needs improvement, and what trends to expect in the future—helps organizations figure out their people strategy.[i]

In a recent study, we found that both executives and HR professionals agree that measuring HR and its impact on an organization is critical. In fact, many executives want to hear from their HR teams more frequently and with more detailed HR reports.[ii]

In relation to the above, the researcher wishes to study the impact of HR analytics on employee's productivity and job satisfaction for the various HR practices like recruitment, selection, induction, training and development, employee retention, feedback and performance management.

Conceptual Framework

The above model tries to focus on the relationship between the HR functions and HR analytics focusing upon the targeted analysis of Job satisfaction and employee productivity.

Human Resource Functions[iii] Recruitment

An HRM helps to generate and recognize the suitable candidates for interview and selection. The candidates are then subjected to a comprehensive selection process to separate out the most suitable candidates from the group of applicants. The screened candidates are then taken through various interview rounds to test and analyse their skills, knowledge and work experience required for the job position.

Once the primary tasks of HRM in recruitment are completed, and the candidate gets selected after rounds of interviews, they are then provided with the job offer in the one of job positions.

Employee Training and Development

Imparting proper training and ensuring the right development of the selected candidates is a crucial function of HR. After all, the success of the organisation depends on how well the employees are trained for the job and what are their growth and development opportunities within the organisation.

The role of HR should be to ensure that the new employees acquire the company-specific knowledge and skills to perform their task efficiently. It boosts the overall efficiency and productivity of the workforce, which ultimately results in better business for the company.

HRM plays a very crucial role in preparing employees for bigger tasks and responsibilities, which leads to the holistic development of employees at work. And an organisation which provides ample growth and development opportunities to its employees is considered to be a healthy organisation.

Compensation & Benefits-

Benefits and compensation form the major core of the total cost expenditure of an organisation. It is a must to plug the expenses, and at the same time, it is also necessary to pay the employees well. Therefore, the role of human resource management is to formulate attractive yet efficient benefits and compensation packages to attract more employees into the workplace without disturbing the finances of the company.

The primary objective of the benefits and compensation is to establish justifiable and fair remuneration for everyone. Plus, HR can use benefits and compensation as a leverage to boost employee productivity as well as establish a good public image of the business.

Employee performance Management

The next activity on HR functions list is effective employee performance management. Effective performance management ensures that the output of the employees meets the goals and objective of the organisation. Performance management doesn't just focus on the performance of the employee. It also focuses on the performance of the team, the department, and the organisation.

Human Resource Analytics [iv]

Attrition

When employees quit, there is often no real considerate reasoning. There may be collected reports or data on individual situations, but no way of knowing whether there is an overarching reason or trend for the turnover.

With turnover being costly in terms of lost time and profit, organizations need this insight to prevent turnover from becoming an on-going problem.

HR Analytics can gather and analyse past data on turnover to identify trends and patterns indicating why employees quit, Collect data on employee behaviour, such as productivity and engagement, to better understand the status of current and former employees.

Companies like IBM have identified the importance of applying HR analytics to solve business problems through HR actions and interventions, such as identifying the best hiring sources or optimizing employee engagement.

On employee attrition, IBM has gathered information on employee satisfaction, income, seniority and some demographics They plan to run a Logistic regression model to determine the probability of a certain employee to fall into the condition of Attrition and thus its high risk of leaving the company.[v]

Recruitment

Organizations are seeking candidates that not only have the right skills, but also the right attributes that match with the organization's work culture and performance needs. Sifting through hundreds or thousands

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of resumes and basing a recruitment decision on basic information is limiting, more so when potential candidates can be overlooked. For example, one company may discover that creativity is a better indicator of success than related work experience.

Microsoft also introduced Power BI. HR Analytics Solution combines the power of Workday and Power BI to give the insight you need about your Human Resources. This can give real- time visibility into your data allowing you to generate greater insight into your HR key performance indicators (KPIs). You can also build dashboards,such as Recruitment dashboard, to understand th average interviewing costs, job vacancies as a percentage of total positions as well as internal, external, and total headcount recruiting costs and ratios.

HR Analytics can enable fast, programmed collection of candidate data from various sources, Gain deep understanding into candidates by considering broad variables, like developmental opportunities and cultural fit. It helps to assist pooling of candidates with qualities that are comparable to the top-performing employees of the company. HR analytics can deliver metrics on time taken to hire for select roles within the organization, enabling departments to be more equipped and knowledgeable when hiring required.[v]

LITERATURE REVIEW-

Employee Productivity and Job Satisfaction

Lissy NS (2019) The study mainly concluded on the impact of Human Resource practices and policies on employee productivity and job satisfaction in private and foreign sector banks with special reference to Coimbatore district. The attainment of banks relies upon the knowledgeable development of the banks employees. Alongside intellectual development of the knowledge worker, technical infrastructures of the bank must be guaranteed to enhance the effectiveness of the employee and the bank. The public sector banks need to take the initiative to change their HR policies and practices, in order to contest with private and foreign banks in current situations. Bank must spread out their HR practices in all branches and improve strong HR polices. Decision making power and responsibility ought to be legitimately circulated to all HR managers. This will help the bank to recruit and maintain capable, knowledgeable and well performed employees to meet current and future organizational as well as individual needs. Employee performance is an important factor that adds to develop the productivity through good behavior and traits of the employees of a handy team in an organization. Adding that employee performance is also the most important factor in an organization success so, to adopt effective human resource policies that aim to improve employee productivity with job satisfaction creates the culture of high performance in any organization based on human resource practices. The organizations should provide satisfactory amenities to employees so that they can do their work more effectively. [vi]

Nanaware, Ashok Sukdeo (2016) the researcher has examined the performance of the organizations on these two primary parameters i.e. per employee productivity and per employee revenue /profit after tax. The researcher has also tried to get the data relating to the rate of absenteeism as well as workforce turnover of these companies. Normally when an employee takes a decision to join any organization for employment he/she does take into account, the management's viewpoint towards introducing the Best HR Practices, apart from the compensation and other benefits, It has been seen earlier as well that there are number of factors that one has to take into account while introducing new HR practices as it eventually adds to the costs. At the same time we cannot overlook the importance of retaining the talented employees as well as the attrition of the employees as it again involves heavy costs. Therefore the role of the HR Department is going to be very crucial. The researcher has identified certain important areas which should be talked by the HR department in the near future like Stress Management, Focus on Health care, Focus on personality development, Family support, Provision of special arrangement at worksite, Job Rotation, Provide autonomy.[vii]

ShanthiNadarajah,Vimala Kadiresan,RameshKumar,Nurul Nissa Ahmad Kamil ,Dr.Yusliza Mohd. Yusoff(2012) The researcher gave the better picture of academic staff in Malaysia related to job performance and career development and have created a model to propose the relationship between HR Practices with job performance and career development. The explanation of the job performance showed in this study resulted in recognizing the factors of HR practices which is used are employee security, compensation, training and development and selective hiring. And these all factors plays an important role for the academicians in understanding of the relationship between human resource practices and job performance. Therefore it gives the private higher learning institution a more thorough understanding of the HR practices and job performance. The particular study had also established that Training and Development as its important component of high performance work systems. Hence, it will be of competitive

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advantage to the employees for better prospects. One more important contribution for the particular study is selective hiring, by just concentrating on how hiring is being done so as to get more committed, motivated employees and to build the organization as a whole for the academicians.[viii]

Chaudhary, Vinita M (2014) has researched about the difference in job satisfaction between teachers teaching in Government Aided and Self-financed Institutions and between the PHD and non-PHD teachers. Variables stating the job satisfaction are Job Involvement, Supervision, Management Policies, Inter Personal Relations, Educational Qualifications and Experience. The present study confirm this idea through variables as the job satisfaction of teachers is determining by job involvement, interpersonal relations, educational qualifications, experience, supervision, management policies and top of them from the teaching itself. Job Satisfaction of teachers is not determined by their age, gender marital status, work load, work conflict, academic facilities, infrastructural facilities or salary. Therefore,It will bring high job satisfaction among the teaching faculty and would automatically results in a positive approach towards the teaching profession.[ix]

Employee Performance and Organizational Productivity

Trivedi, S.B.(2018) has concluded that an understanding into HR Practices to the firms and the size of the firm relation have also been included in the study to give benefits to HR

managers and highlights about the fact that bigger or more is the size of the firm better can be the facilities and benefits provided to the employees .Main take away for managers from the study is that there exists connection of various HR practices with Employee Performance. The researcher also concluded that the Performance of an employee can be improved by providing a condition where resources find their job less complex, job individuality should be given to them, proper allocation of resources to complete their task, the companies can also takes an advantage of bigger employee performance by providing job rotation as it helps resources to obtain more skills as well as decreases the boredom which is present in their repeated monotonous jobs. Employee performance can also be increased by providing employees the platform where they can be motivated to perform in a group which helps employees to openly share ideas, manage disputes and reach towards an agreeable solution. Organizational productivity, as well as employee performance, can more be increased by fair and clear recruitment and selection methods being embraced by the companies.[x]

Yousef ALSAFADI1 , Shadi ALTAHAT2 suggested the impact of Human Resource Management Practice on refining Employee Performance. Employee engagement is also taken into account. Thus Data collection was done from the from the commercial banks' workers in Jordan .The researcher found out that results show Human resource practices have direct impact on performance of the employee, job satisfaction, job stability and job enrichment. The findings of this study show the significance of the role played by job satisfaction and employee engagement in achieving human resources performance goals. [xi]

Violetta khoreva,Heidi Wechtler(2018) has suggested that HR practices have exclusive links with different dimensions of employee performance. It is further noted that the observed use of skill- and opportunity-enhancing HR practices leads to improve in-role job performance, the perceived use of motivation-enhancing HR practices results in increased innovative job performance. Hence, there results support the AMO model which indicates that skill-enhancing HR practices motivate employees to attempt -enhancing HR practices multiple the chances of employees to contribute and successfully accomplish their employee performance. Lastly they decided that well-being and social employee well-being is an essential factor in the association between the perceived use of skill- and opportunity-enhancing HR practices and job performance and that psychological well-being is a important element in the association between the perceived use of motivation-enhancing HR practiced and innovative job performance.[xii]

Way Forward

HR analytics has been in frequent use in various sectors such as Information technology , manufacturing and in tech companies giving them the desired results , like for recruitment and hiring, they are using high tech and skill data to write better job postings so that they can attract the right set of people, and it helps them to jot down the requirement related to each post and what skills one should have for a particular post and by maintaining proper skill set data, it will help the hr Managers to utilise the time and efforts to get the right set of people on board.[xiii]

For performance and skill building, each employee wants a growth in the career for his/her better developments, so for the same the companies are using review systems time to time, so that they can assess the performance of the employees which will help in both the perspectives

of employer and employee to know the current position in the field of learning and development. So using HR analytics in education sector, it can be a key to attract, motivate, and retain the best employees and by utilising it in a perfect manner we can give employees an appealing, attractive, and safe workstation. By consuming HR analytics in education sector one can focus on the right ingredients for training and development and providing them the support for the same. By utilizing it the HR managers can ensure their employees a continuous environment of learning, unlearning and then relearning. The use of the same in Educational institutes will enhance the stature of the institute and provide the students with better learning experience.[xiv]

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EMPLOYEE ENGAGEMENT IN IT SECTOR - ROLE OF DEMOGRAPHIC VARIABLES

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ABSTRACT
In present dynamic VUCA world, with so much volatility seen in business with uncertainty in the way corporates are adopting new working norms due to pandemic, so much chaos complexity with ambiguity in the way of conducting the business where obsolete strategies are paving out and bringing in tremendous changes in the mode of conducting business along with cut throat completion for survival. One of the important strategies to resolve this critical problem is through employee engagement and engaged employees in an organizations. Employee engagement is a job oriented effort of an employee, which shows continues traits like extra hours at work, high mental ability to accomplish a task, high rigor and passion to walk extra mile with self-motivated drive and enthusiasm. Thus these engaged employees reap higher productivity, higher profits, being loyal, extensively committed and finally leading to reduced turnover and absenteeism. Based on these assumptions the current descriptive study is formulated to examine the impact of employee engagement antecedents on various demographic factors like gender, marital status, age, education, total work experience and designation of the employees. The study was conducted in IT companies of Bangalore, Karnataka, with the sample size of 750 software professionals by simple random technique through structured questionnaire. Hypotheses were set, analysis were conducted using SPSS 23, various techniques like frequency distribution, percentage analysis t-test & ANOVA are performed, results are presented and managerial implications suggested.

Keywords: Employee Engagement, Demographic Variables, IT Sector.

1. INTRODUCTION
Service based sector is facing a cut throat competition to acquire and retain highly engaged employees to gain competitive advantage and IT industry is one being an employee oriented one. Employee centered organizations are employing people with lot of diversity and such diversities bringing in a lot opportunities and also giving rise to various forms of challenging apprehensions. Now this is becoming a great challenge to organizations to access different demographic factors that influence high levels of engagements. Several past studies have clearly recognized the impact of demographic variables on employee engagement and its antecedents. (Schaufeli & Bakker, 2004; Pooja Nagpal, et. al, 2020). Kahn (1990) was pioneer to use this term and he clarifies it's an psychological process, wherein an employee identifies himself physically, emotionally and cognitively and be engrossed in his work and does be emotionally and intellectually dedicated towards the organization. Earlier abundant research have cited various factors leading to employee engagement, based on literature gap this study have identified the following six antecedents namely interpreneurial behavior (IB), job crafting (JC), employee voice (EC), employee appraisal system (EAS), training and development (TD) and perceived organizational support (POS) influencing engagement. Thus an attempt is undertaken to analyze the impact of antecedents of employee engagement on the demographic variables.

2. LITERATURE REVIEW
India is the chief sourcing destination in the world for Information Technology (IT) contributing around 55% of market share with US$ 200-250 billion business along with 8% share in GDP and employing around over 4.5 million personnel 2019-20. (Reports of IBEF). IT sector has led to economic transformation in the country and changed the perception at global level. The IT sector is observing unprecedented transformation as many organizations are operational at international and transnational level and are employing global workforce with vivid diversity. They sought personnel who are creative, innovative, agile, and go one step ahead and contribute beyond job description and contracts of employment. Thus employees play a crucial role in any organization, the dedication and interest of employee's aids in achieving the organizations goals. An effectively crafted engagement strategy by the management generates a community of engaged workforce rather than a regular workforce. When these factors are in place they lead to higher individual performance along with positive emotional connection with the organization. Thus employee engagement is critical for organizational success and the same is defined by Saks (2006) as mix of human aspects cognitive, emotional, and behavioral as construct leading to role performance. The engaged employee offers diverse benefits to the organizations like higher productivity, dedication and commitment leading to financial gain along with reduced attrition and absenteeism (Baumruk, 2004). India is country with rich demographic profile, its seen here the four generations are working hand in hand at the workplace having various educational qualifications and vivid work experience

along with different designations, the gender divide is bridging and its seen many female employees at work either married or unmarried, along with the socio economic differences, these are bringing in a lot of uniqueness and also challenges at the workplace. The organizations are in stringent complications to judge the expectation of such diverse group and driving them towards engagement a difficult task. Employees working in organization have individual demographic details and these differences do have significant differences in their attitude towards the work (Balain & Sparrow, 2009). (Bakan et al.2011) found in his study employees' demographic characteristics such as age, gender, and job tenure can have substantial consequence on any outcome. Robinson et al. (2004) found in his study about the relation between age and engagement, he found engagement level varies among different age group. It was found when an employee reaches above the age of sixty his engagement levels reach higher. Another study by (Swaminathan and Ananth 2013) established a significant relationship between income and experience on engagement. Demographic profile of workforce is a critical aspect to take into consideration in most human resource management decisions as these check and control the work place behavior and employee productivity.

Various employee engagement antecedents like IB, JC, EV, EAS, T&D and POS are considered for the study (Susbauer, 1973) asserted it has concept of entrepreneurship inside the institute. Intrapreneurs have traits just like entrepreneurs who carve for the opportunities to bring in proactiveness, innovation and creativeness. The phrase "Job Crafting" was first introduced by (Wrzesniewski & Dutton, 2001) they described it as physical and cognitive alterations an employee makes in the job within the boundaries of work area. This demonstrates bottom up approach and a proactive behavior of employees to modify and redesign their conditions and boundaries of jobs. Marchington (2015) explains employees say in organizations involvement and decision involvement. Balu (2006) elucidate performance appraisal as an tool to measure the performance in each cycle. Training and development aids the employee to remove the productive gaps, develop novel interpersonal relationship. (Aguinus & Kraiger, 2009. POS defined in simple words by (Eisenberger, 1990) as "an employee's expectations of the concern an organization shows for his or her well-being". Thus based on the above literature review this study tries to see the impact of demographic variables on employee engagement in IT sector.

3. OBJECTIVES OF THE STUDY

- To study the association between the personal demographic variables and employee engagement.

3. A. Hypothesis Formulated for the Present Study

Hypothesis for the present study are formulated to meet the objectives of the study and aresummarized below.

Table 1: Hypothesis for the Study

1.	H^{01A}	There is no significant difference between male and female with respect to factors of personal antecedents of employee engagement
2.	H^{01B}	There is no significant difference between marital status with respect to factors of personal antecedents of employee engagement
3.	H^{01C}	There is no significant difference among age groups with respect to factors of personal antecedents of employee engagement
4.	H^{01D}	There is no significant difference between among educational qualification with respect to factors of personal antecedents of employee engagement
5.	H^{01E}	There is no significant difference among total work experience with respect to factors of personal antecedents of employee engagement
6.	H^{01G}	There is no significant difference among designations with respect to factors of personal antecedents of employee engagement

4. RESEARCH DESIGN

4. A. Sampling

The study has adopted descriptive research approach, with the sample size of 750 software professionals employed in various IT companies of Bengaluru, by using simple random sampling technique India, adopting a cross sectional design through structured questionnaires.

4. B. Scales of Measures

The primary data was sought through structured questionnaire, which were handed over to the respondents physically. The first part of questionnaire had demographic information followed by six employee engagement antecedents. The tools were adopted from various studies and engagement tool was considered based from Gallup 12 Questions, which were tested for reliability and validity.

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5. STATISTICAL ANALYSIS

Various statistical analysis are used along with t- test and one way ANOVA. Demographic profiles are taken as independent variable and employee engagement antecedents and engagement as dependent variable. The analysis is performed using SPSS version 23 in order to explore the relationship. Based on the hypothesis set, the interpretation is stated.

Table 2: Demographic Variables of the Respondents

Demographic Profile	Category	Respondents	
		Frequency	Percentage
Gender	Male	394	52.5
	Female	356	47.5
Marital Status	Married	365	48.7
	Single	385	51.3
Age (Years)	Below 30	468	62.4
	31–40	185	24.7
	Above 41	97	12.9
Educational Qualification	Diploma	39	5.2
	Graduate	528	70.4
	Post Graduate	183	24.4
Total Work Experience (Years)	Below 02	199	26.5
	2–4	190	25.3
	4–6	170	22.7
	6–10	123	16.6
	Above 10	68	9.1
Designation	Software Engineer	328	43.7
	Senior Software Engineer	207	27.6
	Team Lead	107	14.3
	Project Manger	108	14.4

Total Number of Respondents - 750

Hypothesis I:

Table 3: T-Test for Significant Differences Between Male And Female

Factors of Employee Engagement & Organizational Commitment	Gender				T Value	P Value
	Male		Female			
	Mean	SD	Mean	SD		
Interpreneurial Behavior	21.04	6.42	22.50	5.92	3.214	<0.001**
Job Crafting	29.05	7.53	30.28	7.70	2.196	0.028*
Employees Voice	20.99	6.60	21.26	6.38	0.560	0.576
Employee Appraisal System	16.66	5.11	17.09	5.06	1.156	0.248
Training and Development	18.45	4.99	19.26	4.71	2.285	0.023*
Perceived Organizational Support	15.95	5.27	17.03	5.26	2.796	0.005**
Overall Personal Antecedents	122.42	27.45	127.56	26.67	2.598	0.010**
Employee Engagement	44.47	11.22	46.06	10.60	1.995	0.046*

Note: 1. ** Denotes Significance at 1% Level

2. *Denotes Significance at 5% Level

Table 3, illustrates the results of null hypothesis, has p value is less than 0.01, null hypothesis is rejected at 1% significance with regard to gender with respect to variables of IB, POS & overall antecedents. The P value is more than 0.05; null hypothesis is rejected at 5% significance with respect to JC, TD & overall EE, this denotes significant difference with respect to EV, EAS, this states there is are no difference between male & female.

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Hypothesis Ii:

Table 4: t-test for significant differences between Martial Status

Factors of Employee Engagement & Organizational Commitment	Marital Status				t value	P value
	Married		Unmarried			
	Mean	SD	Mean	SD		
Interpreneurial Behavior	20.98	6.36	22.45	6.01	3.244	<0.001**
Job Crafting	29.36	8.06	29.89	7.20	0.959	0.338
Employees Voice	21.06	6.52	21.17	6.47	0.240	0.811
Employee Appraisal System	17.08	5.19	16.65	4.98	1.144	0.253
Training and Development	18.30	4.88	19.35	4.82	2.946	0.003**
Perceived Organizational Support	16.50	5.14	16.43	5.43	0.168	0.867
Overall Personal Antecedents	**123.44**	**28.96**	**126.21**	**25.35**	**1.399**	**0.162**
Employee Engagement	**44.91**	**11.38**	**45.52**	**10.54**	**0.765**	**0.444**

Table 4, illustrates the results of null hypothesis, has p value is less than 0.01, null hypothesis is rejected at 1% significance with regard to marital status with variables as IB & TD, this denotes significant difference. The P value is more than 0.05; null hypothesis is rejected at 5% significance with factors of JC, EV, EPA, TD, POS, overall PA & EE, this state there is no difference between marital statuses.

Hypothesis III:

Table 5: ANOVA for significant differences among Age Group

Factors of Employee Engagement & Organizational Commitment	Age Group in Years			F value	P value
	Below 30	30-40	Above 40		
Interpreneurial Behavior	22.33[b] (6.19)	21.14[ab] (6.14)	19.99[a] (6.20)	6.926	<0.001**
Job Crafting	29.74 (7.61)	30.06 (7.37)	28.31 (8.14)	1.799	0.166
Employees Voice	21.08 (6.61)	21.71 (5.98)	20.19 (6.83)	1.775	0.170
Employee Appraisal System	16.66 (5.09)	17.26 (4.99)	17.08 (5.23)	1.055	0.349
Training and Development	19.04 (4.96)	18.88 (4.55)	17.76 (4.99)	2.792	0.062
Perceived Organizational Support	16.56 (5.45)	16.21 (5.09)	16.53 (4.87)	0.297	0.743
Overall Personal Antecedents	**125.58 (27.13)**	**125.55 (25.08)**	**120.08 (30.89)**	**1.725**	**0.179**
Employee Engagement	**45.54[b] (10.97)**	**46.10[b] (9.89)**	**42.01[a] (12.28)**	**5.022**	**0.007****

Note: 1. The Value within bracket refers to SD

2. Different alphabet among Age Groups denotes significant at 5% level using Duncan Multiple Range Test (DMRT)

Table 5, illustrates the results of null hypothesis, has p value is less than 0.01, null hypothesis is rejected at 1% significance with regard to age group with variables IB & overall EE, this denotes significant difference, based on DMRT the age group above 40 is significantly different from other groups. The P value is less than 0.05; null hypothesis is rejected at 5% significance with variables of JC, EV, EPA, TD, POS, overall Personal antecedents & EE, this state there is no difference between age groups.

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Hypothesis IV:

Table 6: ANOVA for significant differences among Educational Qualification

Factors of Employee Engagement & Organizational Commitment	Educational Qualification			F value	P value
	Diploma	Graduate	Post Graduate		
Interpreneurial Behavior	18.03^{a} (8.95)	21.89^{b} (5.93)	22.07^{b} (6.16)	7.477	<0.001**
Job Crafting	23.82^{a} (10.33)	30.18^{b} (7.16)	29.28^{b} (7.77)	13.312	<0.001**
Employees Voice	17.59^{a} (9.16)	21.04^{b} (6.17)	22.10^{b} (6.49)	8.052	<0.001**
Employee Appraisal System	13.97^{a} (6.77)	16.99^{b} (4.91)	17.10^{b} (5.03)	6.762	<0.001**
Training and Development	14.56^{a} (6.91)	19.03^{b} (4.61)	19.18^{b} (4.71)	16.522	<0.001**
Perceived Organizational Support	14.95 (7.21)	16.41 (4.99)	16.95 (5.60)	2.393	0.092
Overall Personal Antecedents	103.49^{a} (45.49)	125.77^{b} (24.68)	126.79^{b} (27.25)	13.229	<0.001**
Employee Engagement	36.41^{a} (17.01)	45.68^{b} (10.35)	45.79^{b} (10.27)	13.780	<0.001**

Table 6, illustrates the results of null hypothesis, has p value is less than 0.01, null hypothesis is rejected at 1% significance with regard to educational qualification with variables of IB, JC, EV, EAS, TD, overall PA & EE, this denotes significant difference, based on DMRT, diploma employees are significantly different among graduates and post graduates at 5% significance level. The P value is greater than 0.05; null hypothesis is rejected at 5% significance with variables of POS, this state there is no difference among educational qualification.

HYPOTHESIS V

Table 7: ANOVA for significant differences among Total Work Experience

Factors of Employee Engagement & Organizational Commitment	Total Work Experience in Years					F value	P value
	Below 2	2-4	4-6	6-10	Above 10		
Interpreneurial Behavior	22.96^{c} (5.73)	22.16b^{c} (6.23)	21.55^{bc} (6.48)	19.89^{a} (6.06)	20.74^{ab} (6.44)	5.453	<0.001**
Job Crafting	30.61 (7.44)	29.03 (7.27)	29.78 (7.69)	29.03 (7.94)	29.19 (8.33)	1.387	0.237
Employees Voice	21.36 (6.49)	21.25 (6.53)	21.14 (6.47)	20.50 (6.47)	21.12 (6.65)	0.363	0.835
Employee Appraisal System	16.70 (4.91)	16.62 (5.19)	17.47 (5.22)	16.93 (4.91)	16.35 (5.30)	0.938	0.441
Training and Development	19.53 (4.81)	19.02 (4.67)	18.52 (5.22)	18.24 (4.48)	18.16 (5.28)	2.034	0.088
Perceived Organizational Support	17.54^{b} (5.11)	16.01^{a} (5.58)	15.74^{a} (5.46)	16.37^{ab} (4.49)	16.60^{ab} (4.87)	3.295	0.011*
Overall Personal Antecedents	128.82 (25.39)	124.34 (26.14)	124.44 (28.56)	121.25 (26.70)	122.31 (31.55)	1.784	0.130
Employee Engagement	47.26^{b} (10.13)	44.61^{ab} (11.42)	44.74^{ab} (11.17)	44.89^{ab} (10.16)	42.82^{a} (12.13)	2.820	0.024*

Table 7, illustrates the results of null hypothesis, since P value is less than 0.01, null hypothesis is rejected at 1% significance with regard to total work experience with factors IB, this denotes significant difference, based on DMRT above 10 years of total work experience is different with work experience of below 2 years, at 5% significance level. The P value is greater than 0.05; null hypothesis is rejected at 5% significance with factors of JC, EV, EAS, TD, overall PA & EE, this state there is no difference among total work experience.

HYPOTHESIS VI:

Table 8: ANOVA for significant differences among Designation

Factors of Employee Engagement & Organizational Commitment	Designation				F value	P value
	Software Engineer	Senior Software Engineer	Team Leader	Project Manger		
Interpreneurial Behavior	22.39^{b} (6.31)	21.59^{ab} (6.07)	20.61^{a} (6.44)	21.11^{ab} (5.87)	2.810	0.039*
Job Crafting	29.77 (7.61)	29.87 (7.48)	29.07 (8.01)	29.32 (7.64)	0.359	0.783
Employees Voice	21.34 (6.69)	20.82 (6.16)	20.75 (6.81)	21.38 (6.26)	0.455	0.714
Employee Appraisal System	16.65 (5.14)	16.77 (5.06)	16.95 (5.29)	17.59 (4.78)	0.972	0.405
Training and Development	19.19 (5.08)	18.63 (4.70)	18.42 (4.86)	18.58 (4.57)	1.039	0.375
Perceived Organizational Support	16.55 (5.45)	16.51 (5.39)	16.07 (5.48)	16.51 (4.38)	0.229	0.876
Overall Personal Antecedents	126.07 (27.63)	124.26 (26.48)	122.54 (27.65)	124.64 (26.90)	0.512	0.674
Employee Engagement	45.79 (11.20)	45.07 (10.43)	45.53 (10.45)	43.49 (11.61)	1.240	0.294

Table 8, illustrates the results of null hypothesis, has P value is less than 0.01, null hypothesis is rejected at 1% significance with regard to designations with variable of IB, this denotes significant difference, based on DMRT there is significant difference between team leader and software engineer at 5% significance level. The P value is greater than 0.05; null hypothesis is rejected at 5% significance with variable of JC, EV, EAS, TD, overall PA & EE, this state there is no difference among designation they hold.

6. CONCLUSIONS, MANAGERIAL IMPLICATIONS & LIMITATIONS

The world economy is facing a cut throat competition and the only differentiating factor to gain competitive advantage in the IT sector is its engaged employees. A total of 750 software companies from Bengaluru where chosen for the study with different demographic profile. There were almost equivalent ratio of male and female in the sample size, 394 males and 356 females and it was found female counterparts were more engaged. The married respondents were to the tune of 365 and single at 385, it was found with respect to aspects like interpreneurial behavior, training and development the married respondents ranked higher. Age group of 30 years was significantly different from age group of 31-40 and above 41 with respect to factors of engagement. Three educational qualifications were considered in the study like diploma, graduate and post graduate and the results of the study illustrates that employees who had a post graduates degrees were more engaged followed by graduates and diploma holders. The limitation of the is it concentrated only on one sector; other studies could be undertaken in different sectors and also in a longitudinal manner as in the study like cross sectional.

The study was primarily carried out to test the hypothesis of engagement on demographic profile along with this the study found some practical inferences for the strategy architects, human resource professionals to craft and implement various intervention strategies to enhance engagement levels and also to give due importance's on demographic profile to accelerate the organizational growth. Thus now it is a call to the management to develop effective strategies that leads to engagement of employees give importance's to factors leading engagement and also on demographic profile of employees.

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INDUSTRY 4.0: SKILLS & UP SKILLING FOR THE FUTURE EMPLOYMENT IN MANUFACTURING INDUSTRIES

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ABSTRACT
Today manufacturing industries are changing rapidly by implementing & adopting new technology like Industry 4.0. The Industry 4.0 comprises of cyber physical system, IoT, Artificial Intelligence, Big data, cloud computing, Robotics, Augmented reality and additive manufacturing to convert the present factory into smart factory. Therefore organization need to update themselves with current and most demanding skill sets by acquiring new technology. In this scenario traditional skill sets are important but adopting new technology and skills to the existing employees becomes more challenging & crucial. Up skilling is the technique of imparting and learning new skills, methods & techniques to improve work environment. This will ensure the employees to acquire the latest skills for better prospect considering the demand of the industry. Current research study will be conducted on analysing the future demand of employment in manufacturing industries with emergence of Industry 4.0 and its effect on employee skills. This paper will try to highlight on skill requirement in Industry 4.0 technology landscape & up skilling will help the industries to cope up with future employment.

This study will be of descriptive in nature. Survey will be conducted to collect the primary data. Secondary data from various research papers, journals and research articles. Purposive sampling method will be applied. Data analysis will be conducted using statistical software (SPSS) and suitable recommendations will be provided.

Keywords: Industry 4.0, Skills, Up Skilling, Employment, upgrading skills, Education, Skill sets etc.

INTRODUCTION
In Today's scenario of technological environment the employees of the manufacturing industry is looking for steady and rapid growth by acquiring latest technology skills to retain in the industry. Manufacturing industry is facing a big challenge of adopting and implementation of Industry4.0 technology to cope up with competition. Manufacturing industries are facing through consistent change in technology bought by digital transformation. Therefore it become very mandatory to acquire the new talent in the organization equipped with new skills and technology. Up skilling is a process through, which an employee can acquire advance skills required to perform the day to day routines jobs. For better prospect of organization as well as employee (Existing as well as new employees) they must be technologically sound and ready to adopt the change. Employees need to acquire both hard skills and soft skills. New skills are necessary to ensure future growth and profitability of the organizations. In every organization there is always a skill gap is always present, because the technology is changing with rapid speed and need to fulfil it to cope up with the competitive environment. As digitalization and automation is growing exponentially in every organization, it becomes equally important to educate and train the existing employees with the automation as well as recruit the new talent with required skill set.

Industry expectations are increasing from the new prospects that they should have the excellent digital skills and depth of domain – functional business knowledge. Today the companies leading in the market in every domain can be observed with giving high priority to learning and development of employees.

Current research paper is based on feedback of the human resource managers from manufacturing industry residing in Pune District based on expectation from the existing and new prospects regarding the skills required in Industry 4.0 technology landscape & up skilling the skills for facing the future challenge of the competitive environment .

LITERATURE REVIEW
Dr. Sudarshan Pawar & Prof. Manoj Sathe (2020) According to Researcher study conducted based on Primary & secondary data it reveals that Manufacturing Industry is going through industrial 4.0 revolution and advance technologies like AI, Robotics, AR, VR has been implemented in many Industries. It is a perception of many experts that human will be replaced by machines and many employees may lose their jobs. But in reality it is not true, as new technologies are adopting by the industry, so employees need to acquire new skills to cope up with new environment. The researcher in their research paper inferred that employees and employer need to acquire new skills through innovative skill based trainings known as up skilling the present employees.

Hence in order to cope up with competition in next one decade industries need to classify themselves by providing advanced training & learning mechanism and development exposure to their existing employees. The Study concludes that there is a resistance for up skilling the skills from employee as well as employer. Apart from this the study highlighted on up skilling will lead to better job opportunities and will keep organization dynamic & competitive. Therefore study concludes that for having an agile, innovative and intellectual human resource in the organization, they should continuously support and motivate the employees for learning and up skilling their existing skills.

W. Maisiri1*#, H. Darwish1 & L. van Dyk: (2019) According to Researcher conducted a study based on secondary data and reveals that Manufacturing Industry has seen & undergone with three industrial revolutions: the first industrial revolution (mechanisation), the second industrial revolution (mass production and electricity), and the third industrial revolution (automation) These revolutions not only influenced mass production and business models: they also affected the skills required by future employees in various industries From one consecutive industrial revolution to the other, few jobs vanished, while others were created. Further, some skills became absolute and redundant while others became valuable. The upcoming fourth industrial revolution is no exception with regard to the replacement of jobs and skills. Industry 4.0, an proved landscape initiative driving the fourth industrial revolution, is dominated by significant technological advancement that requires a specialised and skilled workforce.

M.kamarun Nihar (2019) Researcher conducted a study based on secondary data and reveals that there is a need of re skilling the skills of employees. It became essential for the existing workforce to sustain in the future. Researcher focused on three elements of skill i.e. resilience, resourcefulness and flexibility etc. By the year of 2030 there will be tremendous technological advancement and it will create the highly skilled employees.

Sally-Anne Barnes, Jenny Bimrose and Alan Brown (2006) According to research findings older employees are facing the challenge of adoptability in continuing the education regarding change in technology. Researchers have highlighted that future employees should bring the advanced skill set and competencies. Researchers mentioned in the study that the employees over the age of 40 are considered as older employee. Therefore for them adopting the change is the only key to sustain in highly competitive market.

ILO Report (2019) Report highlights that for lifelong learning and progress, skills should be developed with linkages industrial policies. Industries as well as employees should anticipate the skills in advance. To reduce the gap between the skill required and actual skills, better utilization of skills and advanced plan is essential. Report concludes that world of work is changing with faster speed hence workers also need to adopt the change by learning the new skills.

Adam Etzion, Content Manager @ Gloat (2020) Current article published in a blog and it defines up skilling as a process to learn new things or teach new skills to employees. Whereas re skilling is a process to learn or train the employees so they can do a different job. Author explained that we are in a fourth industry revolution i.e. Industry 4.0. It deals with the concepts like AI, Automation that revolutionizing the industries in an unprecedented space. Therefore by 2030 any of the jobs will get replaced by emerging technologies. Therefore to sustain by and after 2030 one must adopt the requirement through proper training and organization should recruit the young professionals with highly demanding skills.

 ISSN 2394 - 7780

Skills category	Skills sub-category	Skills set
Technical skills	Technological skills	• Designing skills that incorporate virtualising, simulating, interoperability, modularising, decentralising capabilities.
		• Fault and error recovery skills
		• Application and use of technological skills
		• Process digitalisation and understanding
		• Ability to work with the Internet of Things, autonomous robots, 3D printing, and other advanced technologies
		• Interaction with modern interfaces
	Programming skills	• Computational skills
		• Simulation skills
		• Coding
		• Computer and software programming skills
		• Software development
	Digital skills	• Data analytics/data processing
		• IT/data/cyber security
		• Cloud computing skills
		• IT knowledge and abilities
		• Artificial intelligence skills
		• Digital content creation skills
Non-technical skills/soft skills	Thinking skills	• Creativity, innovation, practical ingenuity
		• Critical and logical thinking
		• Flexibility
		• Complex problem solving, trouble-shooting
		• Analytical thinking skills
		• Technical and literate communication
		• Collaboration (including machine-human)
		• Interdisciplinary skills
	Social skills	• Teamwork
		• Perspective-taking
		• Professional ethics
		• Understanding of diversity
		• Self-awareness, self-organisation
		• Interpersonal skills
		• Intercultural skills
	Personal skills	• Social responsibility and accountability
		• Lifelong learning skills
		• Leadership skills/people management
		• Emotional intelligence
		• Negotiation skills
		• Entrepreneurship
		• Adaptability

Table 1: Skills requirement for Industry 4.0 technology Landscape

OBJECTIVES

Current study was conducted with the following aims and objectives.

1) To understand the requirement of future Skillsets for Industry 4.0 for employees in Manufacturing Industries.

2) To analyse the reasons for employee up skilling due to emergence of Industry 4.0.

3) To understand the resistance of employee for up skilling.

HYPOTHESIS

H1:- "Lack of adoption of Industry 4.0 and organizational culture resistance are the hurdles in Up skilling the skills among the employees".

H2:- "Up skilling of skills will lead to better job opportunities and keep employees motivated".

The First objective of this research is carried out through Systematic Literature Review (SLR) from secondary data source.

W. Maisiri1*#, H. Darwish1 & L. van Dyk2: Researcher conducted a study based on secondary data and the findings of the SLR pointed out that non-technical skills, also referred to as 'soft' skills, comprises of **Thinking Skills, Social Skills & Personal Skills** are tremendously essential in all employees in the Industry 4.0 era in manufacturing industry. Therefore, to be competent and remain relevant, it is essential to have balance skills

ISSN 2394 - 7780

between balance technical and non-technical skills in the employees of the future. The Non-technical skills cannot be easily be automated; therefore they will remain prominent & significant in Industry 4.0. Because of the speedy change in technological advances that invites prominently new skills sets, lifelong learning abilities become crucial in the future workforce. Apart from the above skills further nontechnical skills such as emotional intelligence, critical thinking, creativity, innovation communication, collaboration, leadership, and teamwork need to be essential for all employees from Strategic level to operational level of the organization. Technical skills will significantly important in the engineers of the future. Technological skills, programming skills, and digital skills are relevant in Industry 4.0. Digital skills that were pointed out as outstandingly significant include data analytics and cyber security skills. The use of learning factories was identified as having the capability of balancing the skills required in the workforce of the future.

RESEARCH METHODOLOGY

Research is a systematic inquiry of facts. Current research paper consisting of **Descriptive Research Design**. An effort has been made to describe the existing scenario by collecting the feedback from the human resource Department of the organization..

Purposive Sampling method was used to approach and collect the feedback. Total 30 Human resource managers were approached from manufacturing industries.

Manufacturing industries like Automobile, Electronics, and Industrial equipment were considered for the study as Pune city is surrounded by these industries as well as Pune City is known as Manufacturing hub. Both primary and secondary data used for research analysis. Primary data was collected by distributing a structured questionnaire and personal interview with HR managers. Whereas secondary data was collected from different websites, research journals, research papers, books and blogs.

Data analysis is done with Microsoft excel and SPSS software by applying descriptive statistics and hypothesis testing methods.

Data Analysis:-

1) HR Managers

HR Managers	Frequency	Percentage
Manufacturing industries like Automobile, Electronics, and Industrial equipment	30	100%

Respondents of the survey were HR managers representing Manufacturing industry. Responses were collected regarding expectation and requirement of skills from existing employees and new employees.

2) Reasons for Employee up Skilling

Reasons for up skilling	Fully Agree	Agree	Neutral	Disagree	Fully disagree
1)Automotive, Industrial equipment's, Electronic Industries are adopting Industry 4.0 technology Landscape	66%	9%	5%	14%	6%
2) New technology skills like AI, AR, VR were outsourced	33%	13%	4%	35%	15%
3) Automation and AI, Big data, AR, VR , IoT requires advanced technical & Analytical Skill set	72%	7%	3%	12%	6%
4) To remain competitive in industry employee need to acquire new skill sets	52%	14%	10%	12%	12%
5) Up skilling will make employee confident & efficient and organization will become more effective.	74%	10%	10%	5%	1%
6) Up skilling will increase employee moral & productivity	83%	8%	2%	5%	2%
7) Up skilling will optimize time, efforts and money	65%	14%	6%	13%	2%

From the above table the following analysis is carried out : It can be analysed that there are number of reasons that emphasizes the need of employee up skilling.

The technology is changing with a rapid speed and there is a need to acquire the skills among the employees.

- Around **75%** respondents were agreeing that there is a need of up skilling the skills.
- Around **46%** HR managers believe that if employees do not up skill their skill then companies may outsource it.
- Around **79%** of the respondents shown their willingness towards emergence of automation and AI requires up skilling of the employee skill.
- Around **66%** respondents were agreeing that to remain in competition one must adopt the new skills.
- Around **84%** respondents shown their willingness for Up skilling will make employee and organization more effective
- Around **91%** respondents shown their positive replies for Up skilling will increase employee productivity. Around **79%** respondents had replied positive for Up skilling can optimize time, efforts and money

3) Skill sets required to face future demand in next 10 Years

Skill Set		Mean (1-Not Important to 5-Very Important)
Conceptual Skills	Flexibility in embracing the change	3.6
	Self-initiative and self-direction	4.2
	Openness	4
	Collaborative Leadership	4.5
	Global Thinking	4
	Creativity	4.3
Digital Skills	Digital Business Analysis	4.2
	Digitally Design & Data Visualization	5
	Digital Project Management	4
	Digital Marketing	3.1
	Data Science & Data Analytics	5
	Social Media Skill	4.5
Intellectual Skills	Creative and Innovative	3.6
	Critical thinking	4.2
	Social Intelligence	4.3

Above table illustrates the three types of skills that employees need to upgrade. Those were Conceptual skills, Digital skills and Intellectual skills. Looking towards the mean value it can be observed that all the skills carry their own importance and HR managers' perception that organizations are expected their employees with the above mentioned skill sets.

Hypothesis Testing

H0:- "Lack of adoption of new technology and Organizational culture resistance does not influence the Up skilling the skills among the employees".

H1:- "Lack of adoption of new technology and Organizational culture resistance are the major hurdles in Up skilling the skills among the employees".

Challenges in Up skilling the employee Skills	Mean	S.D.
Employee Resistance to Up skilling	4.8	0.732
Organizational Resistance	4.5	0.704
Unavailability of effective trainer/Experts	2.7	0.543
Leadership Resistance	3.2	0.627
Unable to identify the need of Up skilling	3.1	0.61
Cost of Up skilling	3.7	0.734

Above table reflects the mean values and standard deviation in respondent's responses from the mean value. Challenges in up skilling were asked to HR managers and their responses were received with a liker scale of fully agree (5) to fully disagree (1).

 ISSN 2394 - 7780

Mean values clearly shows that employee resistance and employer resistance are the major road blocks in up-skilling the employee skills. To verify the validity of mean value, standard deviation was calculated and all the values of standard deviation show that there is very less deviation exists in mean values and actual responses.

Therefore this data supports the alternative hypothesis. Therefore it can be inferred that Employee resistance and employer resistance are the biggest challenge in up skilling the employees skills for better future of both employee as well as employer.

H0:- "Up skilling of skills is unrelated with better job opportunities and keeping employees competitive".

H2:- "Up skilling of skills will lead to better job opportunities and keep employees competitive".

Variable 1	Variable 2	Chi-square value	Degree of Freedom	p-value
Importance of Up skilling the employee skills	**Better Job Opportunities**	37.132a	16	0.032
	Keep employee Competitive	52.994a	16	0.002

Chi-square test was run to check the association between Up skilling and getting better job opportunities and keeping employee competitive in future. **95%** of confidence level and **5%** of significance level was set during analysis. Result of the chi-square reflects that p-value for both the variable was less than 0.05 i.e. **0.032 and 0.002** for better job opportunities and keeping employee competitive respectively.

Therefore p-value does not support to null hypothesis. Hence alternative hypothesis is accepted. Therefore Up skilling of employee skills will give better job opportunity as well as it will keep employee competitive in future.

FINDINGS (INFERENCES)

- ❖ Study was conducted with reference to Manufacturing industry situated in Pune city and around. 30 Human resource managers from each type of industries are interviewed with the aim of understanding the urge of up skilling to employee's skill to face the employability challenge in coming one decade.
- ❖ Study found that around **77% of HR managers** feels that as industry is being disrupted by technological changes, hence employees need to up skill their existing skills and they expressed that otherwise their jobs will be overcome by others as **46% respondents** replied that new skill set will be outsourced.
- ❖ In Many automobile industries Artificial intelligence, IoT, Big data, Data Analytics, CPS automation has brought tremendous innovations were you require skilled workforce. Hence to cope up with these technological changes **79% of HR managers** believe that there is need of Up skilling the skills of employees.
- ❖ **84% of the HR Managers** agree that Up skilling will increase the efficiency of the organization and **91%** agree that it will increase the productivity of the employees.
- ❖ Data analysis explores that there are three types of skill set that need to improve among the employees. Those skills are Conceptual skills, Digital skills and Intellectual skills

Future Research: Further the future research study can be conducted on **"The role of Industries, educational institutes and government to produce skilled workforce for future challenges of Industry 4.0".**

CONCLUSION

Manufacturing industries are witnessing through industrial 4.0 revolutions with new technologies like robotics, AI, Data Analytics, IoT, AR, and VR to transform the industry in to smart digital industry. Due to emergence of industry 4.0 it was assumed that many employees are going to lose their present jobs due to non-availability of required advance skills. In reality the fact is not true, the employees need to learn and adopt the new technologies to cope up with present technological environment. Hence employees as well as employers need to focus on up skilling the existing skills by learning advanced technologies to cope up with the competition.

Therefore in order to face tough competition in next one decade manufacturing industries must focus on providing advanced training, learning and development exposure to their employees. The study concludes that there is a resistance for adopting the up skilling the employee skills by employee as well as employer. In addition to this according to HR managers interviewed in the study up skilling will give better job opportunities and will keep employee more competitive. Therefore study concludes that for having a robust, innovative, skilled and creative human resource in the organization, it is mandatory to have unconditional support and motivation from HR Managers to learn and up skill existing skills of employees to cope up with competition and technological environment. Further the future research study can be conducted on **"The role of Industries, educational institutes and government to produce skilled workforce for future challenges of Industry 4.0".**

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REINVENT HR PRACTICES WITH BEHAVIORALECONOMICS

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ABSTRACT
Behaviors Economics is presently a thriving field of research for many researchers. It offers adescriptive model of decision making which is entirely different from the traditional decision making models of economics. This research paper is an attempt to bring insights fromBehavioral Economics which can help Human Resource personnel to address the issues likeDynamic Inconsistency and incentive design strategies. The author argues that the insight from Behavioral Economics can transform HR practices. HR managers and leaders stand to benefit from the emerging evidence from the lab and field of behavioral economics that callsfor s rethinking of traditional decision making model.

Keywords: Behavioral Economics, Dynamic Inconsistency, Compensation Design, HR practices

INTRODUCTION
Behavioral economics, a field of economics that integrates economics and psychology in analyzing human Behavior, is important for explaining why individuals' decisions and Behavior may not reflect their best interests. A review of the literature has found that Behavioral economics has significance for its power to explain individual psychological aspects of the economic decision-making process, both among individuals and institutions. On the contrary the standard model of decision making have different characteristics. It is based on the believe that every individual is a rational thinker and decision maker and their preferences are consistent over a period of time and space, their choices are not influences by how the decisions are framed. But evidences are found that human preferences and beliefs areinconsistent (Della Vigna, 2009; Della Vigna & Malmendier, 2006; Rabin, 1998; Thaler, 2000); and choices are influenced by how the decisions are taken.

Behavioral Economics is a descriptive model of decision making which is just the opposite of Traditional Decision making model (Kahneman & Tversky, 1979). It is developed over a period of decade with the contribution of diverse group of economist and psychologists. Although the origin of BE is as old as economics. Technically speaking, behavioral economics was first acknowledged by Adam Smith back in the eighteenth century, when he noted that human psychology is imperfect and that these imperfections could have an impact on economic decisions. This idea was mostly forgotten, however, until the Great Depression, when economists such as Irving Fisher and Vilfredo Pareto started thinking about the "human" factor in economic decision-making as a potential explanation for the stock market crash of 1929 and the events that transpired after. Work on bounded rationality (Simon, 1955, 1957; Gabaix & Laibson, 2000) along with the psychologicalfoundations of decision-making in the form of heuristics and biases programme (Kahneman& Tversky, 1979; Tversky & Kahneman, 1974) have fundamentally shaped the field.

The approach to the application of BE in real-world HR settings underscores the complexity of the problems and recognizes the possibility that problems are often ill-defined: goals are not well defined or knowledge about alternatives is limited. Furthermore, uncertainty and lack of knowledge about outcomes present a complex environment that Savage (1954) considered 'large world'. By contrast, 'small worlds' are characterized by knowledge of probabilities, outcomes, and consequences. It is within this large world' HR problems of interest that I draw attention to the significance of choice architecture, norms, social arrangements and intrinsic motivation of employees (i.e., employees undertaking activities in the absence of external rewards), among other factors that are often ignored in HR programs and policies. In what follows, I present the BE concepts that are relevant from HR management perspective.

Behavioral Challenges for the HR Professionals

Dynamic Inconsistency
Research into intertemporal choice and consistency of preferences over time has revealed violations of standard assumptions in neoclassical economics about preferences of individuals being time consistent. There is considerable evidence showing that when faced with an intertemporal choice, individuals demonstrate time-inconsistent preferences or dynamic inconsistency (Loewenstein & Prelec, 1991, 1992). For example, when choosing between 'Rs. 1,000 today' or 'Rs. 1,100 tomorrow', an individual may choose 'Rs. 1,000 today' but when offered a choice between 'Rs. 1,000, 365 days from today' and 'Rs. 1,100, 366 days from today, the individual may choose 'Rs. 1,100, 366 days from today'. Similarly, an individual may choose 'Rs. 1,100 tomorrow' in the first part of the problem and choose 'Rs. 1,000, 365 days from today in the second part of the

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choice problem above. Such choices demonstrate time-inconsistent preferences because had the individual been time consistent, the choices in both the options would have been the same (Prelec & Loewenstein, 1997). Dynamic inconsistency can be imagined as a decision-makerer having different 'selves' pertaining to different points of time (e.g., present self and future self) that do not agree with each other. With time-inconsistent preferences or dynamic inconsistency, the assumption of constant discounting is replaced by alternative specifications such as hyperbolic discounting and quasi-hyperbolic discounting (Laibson, 1997) and how individuals weigh costs and benefits depends on the time horizon or delay in receiving rewards In an organization, members constantly deal with self-control problems and the consequences of the inability to manage self-control are considerable (Lian et al., 2014).3 For instance, when an employee is contemplating putting in effort in the present, the costs of effort may appear large and the rewards may appear small. By contrast, the costs of effort may appear small and rewards may appear high if he/she is contemplating work in the future. Consequently, different 'selves' of the employee rationalize whether to work in the present or the future (imagine a tussle between the 'present-self' and the 'future-self' of the same individual).4 This results in a self-control problem that the employees should not only be cognizant of but also be sophisticated enough to address. In essence, mitigating such self- control problems may not only improve productivity but also be of help to the employees themselves.

Incentive Design

Although it is critical to align worker compensation with job expectations and organizational goals, it must be recognized that higher wages do not necessarily motivate employees (Lal & Srinivasan, 1993). Employees regulate their behavior in a manner that optimizes between the wages they receive and the effort they exert. In this mechanism, employees are anchored to their 'reference wage', and an increase in wages may influence effort if the wages are below the reference wage (Fehr & Goette, 2007) Incentive-based compensation plans (incentive design), that is, compensation conditional on meeting specific conditions, are widely deployed by organizations in a bid to influence employee performance (Churchill et al., 1985; Chung etal., 2014). Although they vary from piece-rate schemes to more sophisticated designs, the incentive designs are in essence extrinsic motivation.6 In industries such as apparel manufacturing, despite improvements in manufacturing systems, decades-old compensation systems such as piece-rate (Lazear, 2000) and group piece rates persist. Nevertheless, overtime is preferred to pay-for-time by both workers and managers in several manufacturing sectors.

A challenge for HR professionals in the context of incentive design is that the widely followed practices may not result in desired outcomes or these incentives may backfire. Why would certain incentives work and certain work, and whether incentives backfire is a topic that stands to gain from insights from BE.

Whether monetary compensation always generates the intended effects has been debated in psychology and economics literature over decades. In a well-known study, Titmuss (1970) showed that monetary compensation for blood donations negatively affected donors' willingness to donate blood as the monetary incentive undermined their sense of duty to the community. It has also been argued that paying people to donate blood might affect the quality of blood as it attracts risky donors (e.g., those concealing their infectious disease) who are motivated by the monetary incentives (Goette et al., 2010).

BEHAVIORAL INSIGHTS FOR SOLUTIONS

Commitment Devices

How can HR managers tackle the problem of dynamic inconsistency? The fundamental wayin which the self-control problem (a class of dynamic inconsistency) of employees be tackled is to change the immediate costs and benefits of the effort. At a basic level, regular compensations (instead of the month-end pay cycle, say) can be used to reduce the delay because it makes rewards to effort more immediate compared to business as usual. In addition, disproportionate penalties such as imposing work targets or artificial deadlines and penalizing heavily for even small deviations have been propounded as a solution (Kaur etal., 2010, p. 625) given their influence on increasing the cost of shirking significantly (O'Donoghue & Rabin, 2006).

As a solution to the self-control problem of individuals, several behavioral experiments have demonstrated the effectiveness of 'commitment devices'—mechanisms that prevent peoples' 'future selves' from making unwise decisions. For instance, commitment devices have worked in the case of procrastination in assignment submission by students (Ariely & Wertenbroch, 2002); solving under-saving (Ashraf et al., 2006); smoking (Giné et al., 2010;

HR managers can improve their understanding of the salience of group identifies (Chen & Li, 2009), and social norms of groups or 'tribe' could be employed to influence employee behavior to align with the organization's

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goals. In a recent study, Afridi et al. (2020) simulate assembly line production in an experimental setup in which workers exerted real effort in teams whose members are either socially connected or unconnected and are paid according to the group output. They found that group output significantly increased by 18%, and coordination improved by 30%–39% when workers are socially connected with their co- workers. In another study on the effect of team bonuses, Friebel et al. (2015) found a positive effect of team bonuses on sales and show the importance of complementarities within teams that improve operational efficiency. While strategies aimed atrelying on group cohesion or social networks within an organization may be promising, it is equally important to recognize that there could be considerable heterogeneities: in personalities (Becker et al., 2012; Hamilton et al., 2003); risk attitudes (Holt & Laury, 2002); cognitive reflection (Corgnet et al., 2015); time preferences (Frederick et al., 2002; Henrich et al., 2001, 2004) and pro-sociality (Fischbacher et al., 2001), among others. This is akin to prescriptions of conventional personnel economics (Lazear & Shaw, 2007), some behavioral solutions are likely to have a positive effect on the performance of employees witha particular predisposition but can be detrimental for others. Further, within the workplace, it is possible for pro-social behavior such as altruism (Bènabou & Tirole, 2006) to evolve undera set of conditions such as the existence of strategic complementarities among co-workers Rotemberg, 1994).

Most importantly, HR managers should note that any innovative incentive design with the intention to increase productivity may be futile if there are trust issues between employees and management. Concerns about wage cuts following greater productivity may result in employees not increasing effort (Bloom & Van Reenen, 2011). Perceptions of the fairness of wages are an important consideration for workers (Cohn et al., 2015).

CONCLUSION

In this article, I have delved into insights from Behavioral economics for solving twofundamental problems that affect workplaces across the world—dynamic inconsistency and incentive design. Addressing these challenges is of considerable importance for HR professionals. Insights from BE suggest that self-control problem (a class of dynamic inconsistency problem) can be addressed by making available appropriate 'commitment devices' to employees specific to where the self-control problem hurts the organization the most. Furthermore, while introducing commitment devices, thereis the considerable potential of employing norms and reciprocity in the workplace. There is a need to understand sensitivities to extrinsic motivation in a setting of intrinsic motivation. Furthermore, there is significant variation in impacts that could be had with not just the value of the gift but also 'the thought that goes behind the gift'. While designing policies to address self-control issues, it should be borne in mind that there is no blanket solution to this problem. Work 'environment cues' (Laibson, 2001) may play an important role in restructuring the costs and benefits of effort in the present and the future, and hence the effectiveness of the interventions to mitigate self-control issues of employees. It is likely that underlying preferences of employees and their Behavior might be mediated by environmental cues. For instance, firms may cue different norms that may not be directly observable (Carpenter et al., 2005). Insights from BE also inform HR professionals about ideas to improve incentive designs. Findings from BE suggest that pro-social motivation between co-workers in socially connected teams is a fertile setting for HR managers to introduce incentive designs. Cumulative evidence from Behavioral experiments have established that financial incentives are not only ineffective but also counterproductive when employees are intrinsically motivated (Frey & Oberholzer-Gee, 1997). It is fascinating that BE also offers insights intoan aspect of biases in performance evaluation. For instance, Swift et al. (2013) find that HR managers may be influenced by high nominal performance as evidence of high ability and fail to discount the ease of performance and candidates benefiting from favorable situations are more likely to be admitted and promoted than their equivalently skilled peers. Insights from BE have the potential to inform and shape the strategies of HR in any organization in a manner that serves its goals and mission. More importantly, there is considerable scope to apply these insights across the continuum of HR activities. There isalso a need to develop a culture of evidence-based HR practice (Rousseau & Barends, 2011). Given the significant role of HR-professionals in the success of any organization, a deeper understanding of how BE principles can be applied to improve existing HR programs is critical. An added advantage of the BE paradigm put to practice is thatit encourages evidence-based and scientific evaluation of what works and what does not. Although in this article I focus on two class of Behavioral issues that need to be addressed, there are several other biases and heuristics that can be strategically employed, and ininnovative combinations to tackle 'large world' HR problems. For instance, employees are also likely to have several other Behavioral biases such as myopic loss aversion, which may result in their making decisions 'one day at a time' (Camerer et al., 1997). There is no doubt that several aspects of HR management including hiring, employee motivation and employee development stand to benefit from rich insights from BE. Therefore, an improved understanding of how BE can transform HR practices of organizations have significant strategic implications. As organizations learn to rethink and redesign the choice architecture to nudge employees at the workplace, organizations need to assess the possibilities of developing a culture of evidence-based evaluation of HR practices that could be of strategic relevance. Several field experiments have been providing considerable insights into the impact of broader managerial practices (Bloom et al., 2013) as well as minor changes in incentive structures. HR managers should adopt similar frameworks for constant evaluation of the impacts of the interventions in different settings. BE promises to be a powerful toolbox for HR managers and leaders. Nevertheless, the limitations of BE as an aide to attaining organizational goals should be recognized and the evidence on whether interventions have been effective in addressing issues of dynamic inconsistency and incentive design should be systematically documented and widely disseminated among HR professionals.

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A STUDY OF THE IMPACT OF RECRUITMENT STRATEGIES ON RETENTION IN IT SECTOR

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ABSTRACT
The study aims to examine the impact of different recruitment methods and strategies used in IT companies on the retention of the employees. Recruitment is a crucial tool to hire and retain right people. According to research conducted in 2018, 47% of the most talented employees tend to change jobs every two years. The report shows the current recruitment practices and its effect on retention and the reasons for high attrition rate in the IT sector of India. Specifically, the objectives are to see whether recruitment strategies directly affect employee retention and which different recruitment practices can be adopted to increase the retention. The study shows current recruitment and retention practices and suggests improvements in recruitment area. This study took the correlational research design and used quantitative method for data collection and analysis. The population in this study included people working in the IT companies of India. 59 responses were received from employees and recruiters working in the IT industry in India. Result shows there is a direct relation between recruitment and retention and different recruitment strategies like recruiting metrics, ATS, better onboarding and communication, proper JD and time management, etc. can be used to improve retention. The study is important from the point of view of identifying problems in current recruitment practices how different strategies can be implemented to increase employee retention.

Keywords: Recruitment strategy, Employee retention, hire, retain.

INTRODUCTION
High attrition is a huge issue for organizations and it isn't just about current employees; it is also for potential employees. Recruitment is the first point of retention, right from screening the applicants, to interviewing, hiring and onboarding. Recruitment being the first and most important process, needs to focus on attracting candidates who are correct fit for the job. Since past few years we have witnessed a high attrition rate in the IT industry. We have observed that the major factors affecting retention are compensation, benefits, rewards and recognition, work environment, organization culture, trainings, etc. Employees may leave the organization for various reasons, but if things are taken care of right at the recruitment stage, there are chances that employees can be retained. Thus, the research identifies the gap between the current and expected recruitment strategies, showcases current recruitment practices and also provides recommendations to improve the recruitment process, as it directly affects retention.

IMPORTANCE OF THE STUDY
The study is based on the IT industry, however, the research would be helpful for almost all the companies in the service sector, as it is generic research. This study will be useful for all business from start-ups to established companies from service industry. We have observed that the major factors affecting retention are compensation, benefits, rewards and recognition, work environment, organization culture, trainings, etc. however, recruitment is an essential factor that affects retention. Thus, this study will help to identify the problems with the current recruitment process and help to find solutions for improvement. Further, the study will also help to identify recruitment strategies or practices that are important for employee retention. Lastly, the study lays down recommendations for recruitment strategies that can be developed by companies which will have a positive impact and will help to increase the employee retention.

OBJECTIVES OF STUDY
The primary objective of the study is to figure out if recruitment strategies directly affect employee retention or if there is any direct link between recruitment and retention. The secondary objective is that if recruitment directly affects retention, then which different recruitment practices can be adopted to increase the retention and also to examine the overall effects of recruitment strategies on employee retention, so that primary objective can be achieved.

LITERATURE REVIEW

Recruitment
Newell and Shackleton (2000) refer Recruitment to a process that attracts people who might make a contribution to the particular organization. As per the views of Martin Luenendonk (2021), Recruitment is a process that

identifies, attracts, screens, shortlists, selects, interviews, hires and onboards potential candidates. It brings together the potential employees and employer in order to fulfil their common goals Terpstra, D. (1996). This includes filling in vacancies as well as predicting talent requirements and managing the talent. Depending on the capacity and requirements in the organization, this recruiting process varies from company to company. There are two major sources of recruitment: Internal Recruitment and External Recruitment. Under internal method, current employees fill the vacancy of the position. It is done through promotion, transfer, or rotation. Under external method, external candidates fill the vacancy of the position. There are various methods of recruitment, but this study focuses on five commonly used methods suggested by Djabatey, Edward Nartey (2012): Advertisements, Recruitment agencies, Employee referrals, Campus recruitment, and E-recruitment. Companies have their recruitment process, depending on the job position and company needs. The study mentions a general process of recruitment – Job analysis, Talent sourcing, Screening & shortlisting, finalizing job offer, and finally Induction & onboarding.

RETENTION

Retention is a company's ability to make employees stay year over year or a specific time period, Cassandra Carver (2020). The final goal of retention is to increase satisfaction among employees and employer. Old employees tend to be more loyal towards the company, as they are more familiar with the company guidelines, rules and policies, etc. Retaining employees benefits in different ways like improved productivity, morale, employee engagement, corporate culture, employee experience and satisfaction and reduce recruitment and hiring costs, onboarding costs, transfer of good employees to competitors, etc. As per Prachi Juneja (MSG Management Study Guide), companies spend time and money to train new employees so that they would be corporate ready. The company has to incur losses when trained employees leave their job. Retention takes measures taken so that employees stay in the company for the maximum time period. Researchers like Gberevbie (2008), Heneman and Judge (2003), Das, B.l., & Baruah, M., (2013) Cascio (2003) Poonam Madan, Jasleen Kaur Bajwa have found and agreed that in current scenario retaining employees for longer duration has become a major concern; thus, right people should be hired for the right job. Many factors influence retention; however, this study focuses on six major factors: Onboarding & training, Workplace culture, Job satisfaction, Employee morale, Recognition and rewards, and Compensation & benefits. Among various retention strategies, the research focuses on five most commonly used strategies: Hiring right people, Orientation & onboarding, Career development, Rewards & recognition, and pay & benefits.

Nexus Between Recruitment & Retention

Recruitment directly impacts employee retention. Employee onboarding is one of the major factors for retention. A systematic approach towards onboarding can help the new employees get familiar with the work culture and understand their roles and responsibilities clearly. In research, it was found out that new employees decided in their initial days that how long they were going to work in that company! Rajapaksha, U.G. in (2015) states that to effectively recruit and retain employees, JD for each position is also very important.

Advertising about job vacancy should also be done carefully, the medium of advertisement should be such that the target market is hit. A study conducted in Sri Lanka revealed that recruitment is positively correlated with employee retention. Likewise, another study in Bangladesh revealed that employee turnover can be reduced during recruitment (Sabbir, Md & Khan, Imran & Kaium, M. (2017). Another study conducted in Indonesia Sutanto, E. M. & Kurniawan, M. (2016) showed how recruitment strategies would increase employee commitment, work quality and performance.

THEORETICAL BACKGROUND

The Attraction-Selection-Attrition theory is partially applicable to the research study. Benjamin Schneider introduced the ASA model. It is a person-based (psychological) theory that describes why organizations look and feel the way they do (Schneider, 1987). Ramki, S. (2015) emphasizes that ASA theory determines the type of people, the nature of the organization, culture, processes and structures, etc. According to this framework, Candidates who are similar in terms of personality, interests, values, and other attributes, to the existing employees in an organization are attracted;

Organizations select those candidates possessing KSAs similar to the existing employees; and Over the time, employees that are not culturally fit, leave the organization.

As per these factors, characteristics of these employees become similar over the time (Oxford Dictionary, 2016). This shows that recruiting right people is an important aspect for employees to stay in the organization; and recruitment has a direct impact on employee retention.

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RESEARCH METHODOLOGY

The research uses Quantitative approach. The research type is correlational research.

The method used for research is survey as the primary data collection technique. Online questionnaire was sent to the sample population, in which open as well as close ended questions were asked regarding recruitment and retention. Two different sets of questionnaires were made, one for recruiters and other for general employees working or having previous working experience in IT and IT services companies like Quantazone, L&T Infotech, Mobicule Technologies Pvt Ltd, Midbrains Technologies, TCS, Emtec Technologies, Wipro Technologies, Venito IT Solutions, T-Systems ICT India Pvt Ltd, Techolution, Pinakulo, etc. The questionnaire for recruiters included 23 questions and the questionnaire for employees included 13 questions in total. The population included the set of all groups of age to understand the difference in the impact of recruitment strategies in different decades. The industry has a total workforce of approx. 4 million employees.

However, this study adopted the method of random sampling/convenience sampling method to conduct the study. The size of the sample from the total population was 60. 59 respondents out of 60 responded and the study was conducted on the basis of this sample.

RESULTS & DISCUSSIONS

There is no gender dominance in the industry and that majority of respondents lie between 18 – 25 ages. Major sample hold post-graduation degree and recruiters require high qualification. The employees as well as recruiters have approx. 0 – 5 years of working experience. Recruitment practices have changed a lot from the period of GenX to GenZ. As shown in Fig. 1, 81.3% recruiters believe that "Recruiting can be one of the ways to improve retention". This means recruitment can affect retention and improvement in retention can bring a positive change in the employee retention.

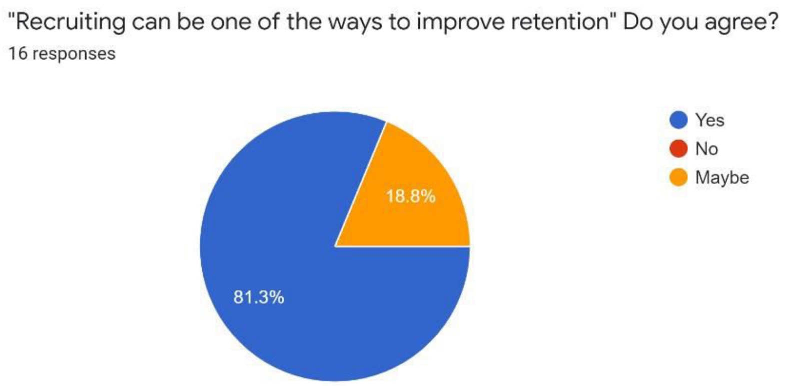

Fig. 1 – Can recruitment improve retention?

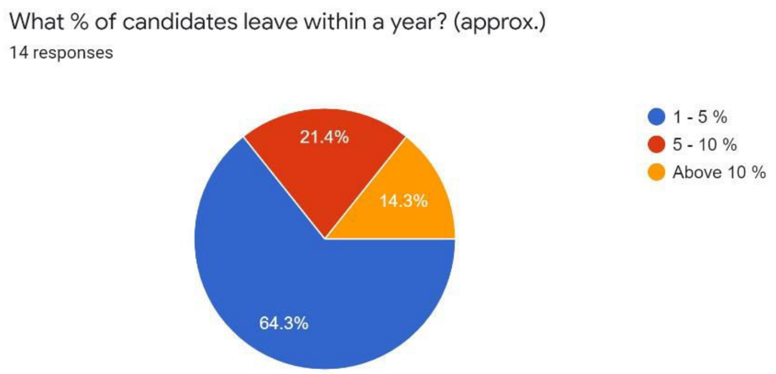

Fig. 2 – Attrition Rate

Fig. 2 shows if the recruitment process is time consuming, candidates tend to leave the company. It is also seen that majority of the candidates reject the offer or leave the job within a year. Major recruiters use job portals and social media for recruitment, however some of them lack in using ATS. As per Fig. 3,4 and 5, Time-consuming process, poor onboarding, unclear job role and job description, etc. can be some of the major reasons for this turnover.

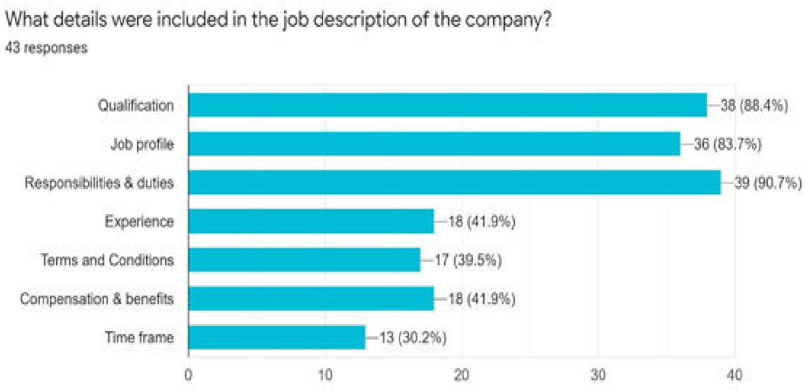

Fig. 3 – Job Description

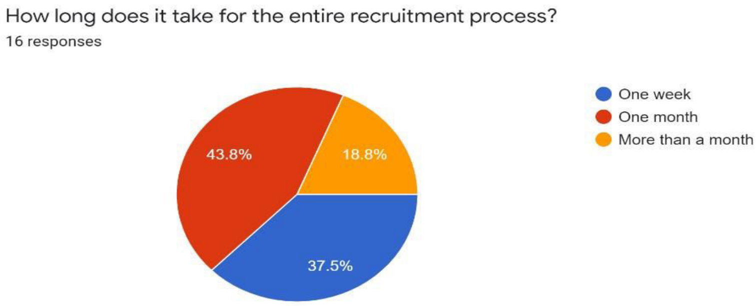

Fig. 4 – Time taken for recruitment process

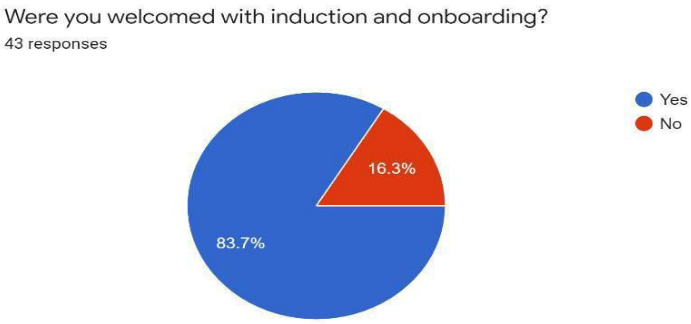

Fig. 5 – Induction & Onboarding

Some major challenges faced by the recruiters during the entire process are availability and support of candidates, communication barrier, applicants with fake or poor resume, uncertain confirmation of joining by candidates, finding the right candidate, clearing doubts of candidates regarding the JD, etc. Responses from employees showed that they faced challenges when the recruiter was not quick in replying calls/emails, the recruiter did not explain the process clearly and their doubts were not addressed properly, they were not welcomed properly or onboarding, etc. Apparently, this demotivates the employees and they tend to leave in short span of time.

CONCLUSION & EMERGING TRENDS

The findings conclude that recruitment has a direct impact on retention. If the recruitment is poor, it can lead to lower retention rate, whereas improved and latest recruitment strategies can help increase retention. A great recruitment strategy has other benefits like improved quality of hires, improved retention rate, cost reduction and enhanced job satisfaction. Some organizations are using AI-powered screening tools. The research findings say that majority recruiters are using updated and improved recruitment practices than used previously. This has helped them to retain employees. Thus, the research objectives are met. On the adoption of certain changes in recruitment processes, it will be easy for recruiters to hire and retain the right people and for employees to hunt their desired job profile easily.

ISSN 2394 - 7780

The best way to optimize the recruitment process is to use an Applicant Tracking System. An ATS with dashboards and analytics reporting will organize and simplify the application and recruitment process and also improve the employee experience. A personalized onboard plan for each new hire will make him feel welcomed. A digital HRMS can play a major role in improving the onboarding process as it has a dedicated onboarding module that defines a systematic approach in creating a remote onboarding experience.

Employees should be properly communicated and updated with their selection status. Answering the doubts of employees is also a necessary step. Software and extensions like Gorgias Templates or Mixmax can be used that helps to create personalized email templates, snippets and keyboard shortcuts. Job Description should be clear and specific and should include all the necessary details. Recruiters can also start using Video Job Descriptions and Video Resume to make the recruitment process easy to understand. Recruiting metrics can be used to understand how the process is working and identifies areas where improvement is required. Recruiters should try to complete the entire process as soon as possible and provide regular selection status updates to the applicants. Recruiters can use different process and practices for different job roles to select right candidates. Along with job portals, recruiters should also use social media to source candidates. Recruiters should also include behavioural and psychometric tests to see whether the candidate is culturally fit or not.

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EXPLORING THE METEORIC RISE OF M-PAYMENT APPS FROM THE PERSPECTIVE OF STIMULUS-ORGANISM-RESPONSE (S-O-R) FRAMEWORK: MEDIATING & MODERATING ROLE OF OPENNESS TO CHANGE AND USER INVOLVEMENT

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ABSTRACT

The purpose of this study was to determine how the Stimulus-Organism-Response (S-O-R) model examined the relationship between personal safety, digital literacy, and social influence on m-payment adoption during COVID-19. The S-O-R model is combined with mediator, moderator, and control variables to create a model that is tested with data from 1320 consumers using structural equation modelling. Personal safety, social influence, and digital literacy were found to have a significant and positive impact on openness to change and M-payment adoption intentions. The association of Personal Safety, Social Influence, and Digital Literacy with M-payment adoption was partially mediated by openness to change, whereas User Involvement moderated the relationships between all the relationships. One of the study's main contributions is the use of Openness to Change and User Involvement for examining the mediating and moderating influence using the S-O-R model. It explains the factors that contribute directly and indirectly to the adoption of M-payments. According to the findings, digital literacy is an important factor in the adoption of m-payment modes. Switching to m-payment would not only prevent the spread of disease, but it would also reduce market overcrowding and traffic on roads, reducing the number of events that resulted in property and life damage.

Keywords: M-payment adoption; S-O-R Model; User Involvement; Openness to Change; Pandemic; COVID-19

1. INTRODUCTION

COVID 19 first reported in December 2019 in Wuhan city of Hubei province of China (Y. Li et al., 2020) has hit the world in two devastating waves with the fear of third wave looming large. In order to minimize the impact of virus on humans and to control its spread, many countries across the globe imposed strict lockdowns – shutting down markets and imposing restrictive conditions on the movement of people (Yu & Yang, 2020). The fallout of these two waves and imposition of lockdowns has led to flourishing of contactless digital trade and transactions – with Governments relying on these services to cater to the essential needs of the citizens (Dannenberg et al., 2020).

The Government of India has undertaken numerous initiatives to encourage the use of digital payment system in India like the creation of India Stack (an amalgam of application program interfaces – APIs that leverage the biometrically verified identification programme through Aadhar to enable cheaper and efficient digital transactions), promotion of digital literacy through 'UPI Chalega' campaign (NPCI, 2020). It is projected that mobile payment segment in India will grow by around 58% during the period 2020-2025 from its current value of Rupees 25 lakh crores to Rupees 245 lakh crores (Soni, 2021). In spite of the short and medium term impact of COVID 19 on business and digital transactions it expected that volumes will continue to grow post-COVID 19, reports indicate that COVID 19 is likely to fuel the surge in contactless payments (KPMG, 2020). Reports also indicate that usage of digital payments among Indian consumers was highest at 75 percent followed by China at 63 percent and Italy at 49 percent, while global average during the same period (COVID 19 induced lockdown during 2020) was 45 percent (Capgemini Research Institute, 2020).

Owing to their inherent convenience and contact-free feature, payment through mobile phones (M-payment) reduces direct and indirect contact during transactions, permitting social distancing to be maintained, reducing the risk of spread of virus, concomitantly facilitating the stabilization of the social economy (Zhao & Bacao, 2021). Studies conducted earlier have primarily focussed on M-payment adoption under different contexts (Cao & Niu, 2019; Di Pietro et al., 2015; Liébana-Cabanillas et al., 2018; Wong et al., 2021; van Klyton et al., 2021; Liao & Yang, 2020; Moghavvemi et al., 2021), adopting to m-payment during emergency situations however, is an under-researched area (Dahlberg et al., 2015).

The key issues, therefore relating to m-payment adoption can be listed out as:

1. The volume of digital transactions (including m-payment) transactions declined during COVID 19. Although, reports project that this will subsequently increase.
2. Adopting to m-payment during emergency situations is an under-researched area.

The present study intends to investigate the impact of m-payment adoption driven by COVID 19 pandemic in the Indian context. The study adopts Stimulus-Organism-Response (S-O-R model) model from environmental psychology to investigate the relationship between exogenous constructs personal safety, digital literacy and social influence on endogenous construct m-payment adoption. SOR model is better able to explain an individual's internal evaluations of a stimulus and the subsequent behaviour (Mehrabian & Russel, 1974). The model proposes that an external environment factor (stimulus) triggers an organism's internal state which consequently leads to approach or avoidance behaviour (response). In the context of the present study, concerns regarding personal safety, digital literacy and social pressure are conceptualised as stimuli that impact an individual's openness to change that further manifests itself in the form of an individual's willingness to adopt m-payment system. It is thus hypothesised that relationship between all the exogenous constructs and endogenous construct will be mediated by openness to change and moderated by user involvement. The uniqueness of the study lies in the fact that besides focussing on technical competency of the user (digital literacy) it also investigates the psychological (personal safety) and social components that may impact the adoption of m-payment.

The remaining of the paper is organised into understanding of theoretical background, review of literature and building up of hypotheses, discussion on research methodology used followed by discussion about results, practical and theoretical contributions of the study and finally conclusion and limitations.

2. BACKGROUND LITERATURE

2.1 The S-O-R model

The S-O-R model suggests that an individual reacts to certain environmental stimuli that trigger an internal reaction in the individual which in turn leads to behaviour (Mehrabian & Russel, 1974). The organism stage of the model is characterised by internal evaluations of the stimuli by an individual and these internal evaluations comprise of affective and cognitive evaluations (Proshansky et al., 1983). Affective evaluations refer to an individual's emotional response to stimuli, whereas cognitive evaluations are based on beliefs and understanding (Forgas & George, 2001).

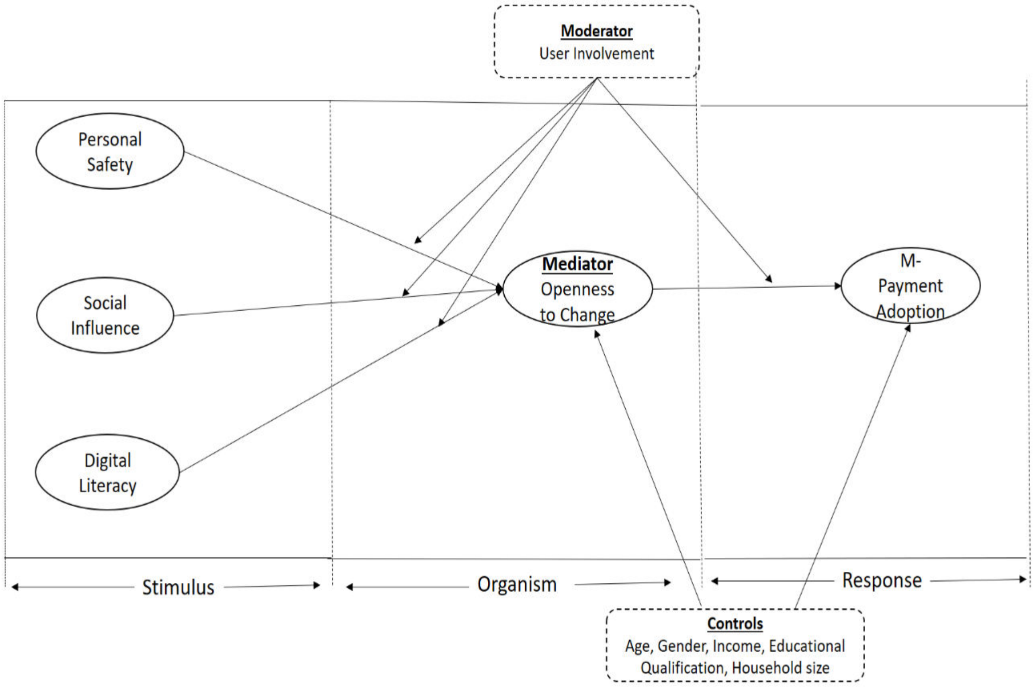
S-O-R model has been used extensively to understand and explain mobile consumer behaviour. A review of literature points towards the role of emotions (M. Li et al., 2012), and design factors on mobile consumption behaviour (Bhandari et al., 2017), impact of instant messaging on consumers' e-word of mouth (Vazquez et al., 2017), impulsive mobile buying behaviour (Rodríguez-Torrico et al., 2017) and the role of certain situational stimuli – visual appeal, portability and interpersonal influence – on hedonic as well as utilitarian mobile browsing behaviour (Zheng et al., 2019). A thorough review of literature indicates numerous studies that have deployed S-O-R model to examine mobile consumer behaviour, however the researchers did not come across any study that specifically focuses on m-payment adoption. It is important to understand that m-payment differs significantly from other online payment channels and hence comprise a separate area of study.

2.2 M-payment Apps

M- payment application is specially created software that works on a wide range of internet-enabled devices (Leng, Talib, & Gunardi, 2018; Singh & Sinha, 2020). M-payment apps are a gadget that may be used to make payments for a range of services using any mobile or desktop device (Karjaluoto et al., 2019). Consumers can use M-payment apps to make payments from a far and even send money internationally (Au & Kauffman, 2008). These M-payment apps are largely made up of e-commerce transactions and purchase transactions with retailers (Taylor, 2016). Through a technology interface, M-payment apps give various benefits to its users and are quickly becoming a convenient means of payment for economies, especially emerging countries (Mouakket, 2020; Humbani and Wiese, 2019). As a result, numerous banks have begun to use the M-payment apps as a service delivery route for their customers (Webb et al., 2019). Due to lower infrastructural requirements in terms of ATMs and service branch networks, higher M-payment apps usage has resulted in lower costs for financial institutions (Cruz et al., 2010). The M-payment apps popularity has steadily increased in terms of customer additions, although consumers have expressed worries over perceived value (Khanra et al., 2021).

By adopting S–O–R theory to the adoption of m-payment apps, the current study has conceived the conceptual model (Fig. 1).

Figure 1: Conceptual Model



3 Research Model & Hypothesis Development

3.1 Personal Safety

In order to ensure the safety of its citizens from COVID 19, Governments all across the world imposed harsh restrictions on people's movement in the form of strict lockdowns (Yu & Yang, 2020). In addition, authorities sensitised the citizens to observe safe social distancing and practice personal hygiene to ensure not only their own safety but also of the safety of the others. In the context of the present study personal safety has been conceptualised by broadening the scope of definition of psychosocial safety "freedom from psychological and social risk or harm" (Dollard & Bakker, 2010, p. 580) and including – besides psychological and social risk – freedom from environmental risk (Jansson et al., 2013). A review of literature indicated only one study (Lichtenstein & Williamson, 2006) that mentioned personal safety as one of the factors that influences home internet banking, while researchers did not come across any study that dealt with relationship between personal safety and m-payment adoption.

In view of the prevailing circumstances, it is believed that personal safety – including the safety of the near and dear ones, as this also has a bearing on the safety of the individual – will play a significant role in m-payment adoption. It is therefore hypothesised:

H1a: Personal safety will have a direct & positive impact upon openness to change

H1b: Personal safety will have a direct & positive impact upon m-payment adoption

3.2 Social influence

Social influence refers to the extent to which other people who are important to an individual influence his/her decision making and behaviour (Ajzen & Fishbein, 1975; Viswanath Venkatesh & Davis, 2000). A review of literature indicates that social influence has a significant impact upon behavioural intentions (Huda Qasim & Abu-Shanab, 2016; E. Slade et al., 2015; E. L. Slade et al., 2015; Yang et al., 2012), while some of the other studies have specifically linked social influence with mobile payment (Liébana-Cabanillas et al., 2014a, 2014b).

In the context of the present study, it is believed that concern for personal safety coupled with the concern of the family and friends towards the safety of the individual will exert considerable social influence in altering the behaviour of the individual and lead to m-payment adoption. Also, it is pertinent to mention that many of the online channels of marketing constantly remind the customer to switch to paperless payment in order to avoid un-necessary contact with delivery person. Further, an individual's behaviour may also be influenced by seeing and observing people around him indulging in paperless transactions. It is therefore proposed that:

H2a: Social influence will have a direct & positive impact upon openness to change

H2b: Social influence will have a direct & positive impact upon m-payment adoption

ISSN 2394 - 7780

3.3 Digital literacy
Digital literacy has been defined as "awareness, attitude and ability of individuals to appropriately use digital tools and facilities to identify, access, manage, integrate, evaluate, analyse and synthesize, digital resources, construct new knowledge, create media expressions and communicate with others, in the context of specific life situations, in order to enable constructive social action; and to reflect upon this process" (Rodríguez-De-dios et al., 2016, p 1067). Online search on Google Scholar with key words as 'digital literacy and m-payment' or digital awareness and m-payment' did not yield any result. In the context of the present study, it is believed that digital literacy will influence m-payment adoption in a positive manner.

H3a: Digital literacy will have a direct & positive impact upon openness to change

H3b: Digital literacy will have a direct & positive impact upon m-payment adoption

3.4 Openness to change
Openness to change is defined as the stimulation of self-directed willingness to engage in independent thoughts, behaviours, and feelings in order to absorb an experience (Mainardes et al., 2017). Accordingly, openness to change can be conceptualised in terms of realisation of the need to change or in the form of a gap between the present state and the desired state (Katz & Kahn, 1978). It is thus aided by the creation of conditions that encourage people to accept new processes, technologies, or approaches (Cummings & Worley, 2008; Peterson, 2013). While earlier studies have investigated openness to change with regards to adoption of online teaching (Mehta, 2021a) and consumer's buying behaviour for organic food (Mainardes et al., 2017; Talwar et al., 2021). Researchers did no come across any study that involved openness to change in the context of m-payments.

An individual's concern for personal safety and as well as the influence of family and friends towards individual's safety on account of circumstances prevailing due to COVID 19 are conceptualised as factors that may influence m-payment adoption. Further, an inclination of an individual to adopt to m-payment will depend upon his/her adeptness and comfort in handling online transactions. One of the components of future resilience, according to one of the most recent research, is technical empowerment (Visser, 2020). Accordingly, following hypotheses are proposed:

H4: Openness to change will have a direct & positive impact upon m-payment adoption

H5a: Openness to change mediates the relationship between personal safety and m-payment adoption.

H5b: Openness to change mediates the relationship between social influence and m-payment adoption.

H5c: Openness to change mediates the relationship between digital literacy and m-payment adoption.

3.5 User involvement
User involvement can be defined as an individual's internal state that depicts the level of arousal and interest generated by an object from a motivational standpoint (Dholakia, 2001). Because of its durability and ability to endure external forces, user involvement is regarded as one of the most important factors of consumer behaviour (Thomsen et al., 1995). Research has established that motivated individuals are more likely to invest time in systematic collection and processing of information and therefore more likely to form stable attitudes that can have an enduring impact upon subsequent behaviour (Trumbo, 1999). In line with the above, in this study it is conceptualised that as compared to less involved individuals more involved individuals are more likely to be open to change and exert more effort towards m-payment adoption.

H6a: User involvement moderates the relationship between personal safety and openness to change.

H6b: User involvement moderates the relationship between social influence and openness to change.

H6c: User involvement moderates the relationship between digital literacy and openness to change.

H6d: User involvement moderates the relationship between personal safety and m-payment adoption.

H6e: User involvement moderates the relationship between social influence and m-payment adoption.

H6f: User involvement moderates the relationship between digital literacy and m-payment adoption.

H6g: User involvement moderates the relationship between openness to change and m-payment adoption.

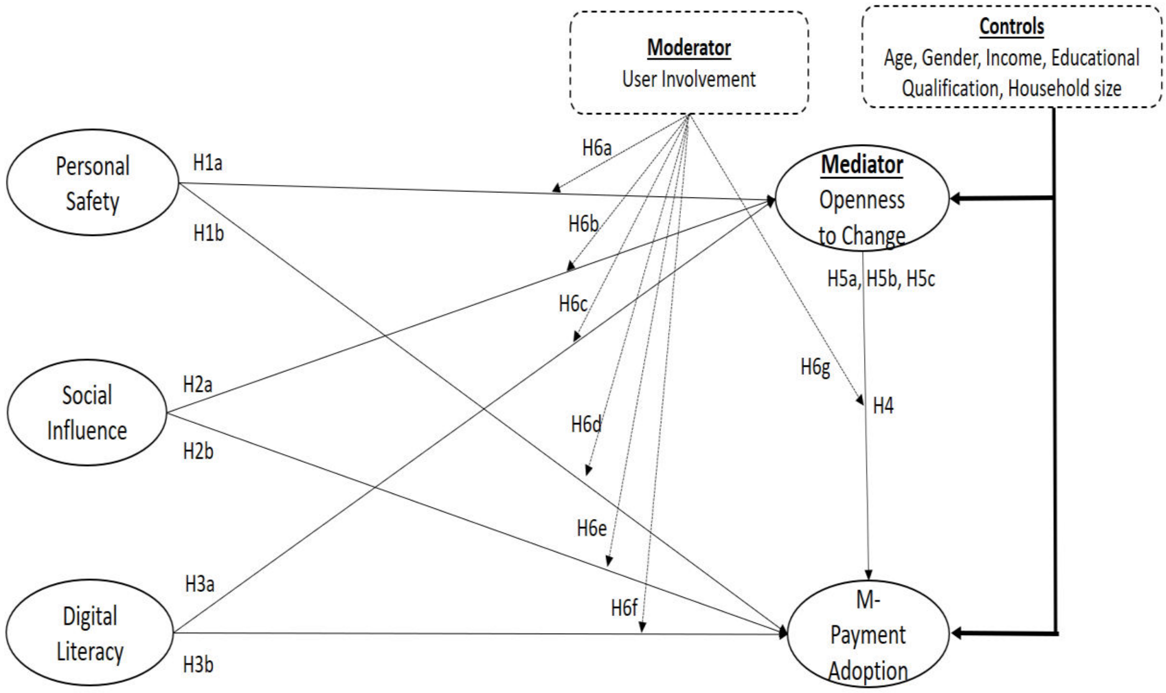
3.6 Control Variables
In this study, we employ demographic parameters such as age, educational attainment, gender, household size, and income as a control variable. Consumer payment behaviour and demographic variables have been proven to have a substantial link in studies (Connolly and Stavins, 2015; Kalinić et al., 2020). When demographics are

 ISSN 2394 - 7780

utilised as control variables in the context of payment instruments, it has been demonstrated that they play a substantial role (Qasim et al., 2019; Rouibah, Lowry and Hwang, 2016). Cognitive and biological variety have been demonstrated to have a substantial impact on the inclination to use mobile payments (Yin et al., 2018). In light of previous research, we propose to investigate adoption intention using demographic characteristics such as age, educational attainment, gender, family size, and income.

The study has proposed the hypothesized research model (Fig. 2) in the context of M-payment adoption

Figure 2: Hypothesised research model



4. METHODS

4.1 Data Collection & Respondent's Profile

To collect replies by email, an online survey with a structured questionnaire was conducted. The questionnaire contained 21 items that were derived from previously validated measures in the existing literature on adoption of m-payment apps (Table 3). To acquire data from respondents, this study used a structured questionnaire approach. The questionnaire included research items for the constructs studied, in addition to demographic information. These came from a variety of sources, which is mentioned in Table 3. The responses were collected using a five-point Likert scale with 5 being strongly agree and 1 being strongly disagree. The questionnaire was first tested by distributing it to the users who uses the m-payment apps frequently. The instrument was then put through a pilot test with 46 people who are familiar with mobile payment apps in general. These processes aided in the correction of questionnaire inaccuracies and, as a result, in the refinement and development of the questionnaire. The survey was sent out to 2187 people in the months of January to March of 2021. Initially, a total of 1334 responses were received, with 1320 admitting to having no partial or missing data in their submissions.

The respondents were 25 to 30 years old, with 30% of the responses whereas male respondents made up 58 percent (n = 1320) of the total, while female respondents made up the balance. Around 73% of respondents earned more than 30,000 INR each month, with 51% holding a bachelor's degree and 77% are having two members or more in the family (Table 1).

Table 1: Demographic Profile

Demographic Measures	Category	Frequency	Percentage
Age	25-30 years	395	30%
	31 - 35 years	318	24%
	36 - 40 years	228	17%
	41-45 years	136	10%
	46 - 50 years	88	7%

	51-60 years	155	12%
Household size	only one member	304	23%
	two members	387	29%
	three members	302	23%
	four members	198	15%
	five members	104	8%
	six members	10	1%
	seven members	12	1%
	eight members and more	3	0%
Gender	Male	762	58%
	Female	558	42%
Qualification	Completed high school	276	21%
	pursuing/ completed professional degree/ vocational school	101	8%
	pursuing/completed bachelors degree	670	51%
	pursuing/completed masters degree	231	18%
	pursuing/completed doctorate (PhD or equivalent)	42	3%
Monthly income	Less than 30000 INR	489	37%
	30,001 - 40,000 INR	283	21%
	40,001 - 50,000 INR	185	14%
	50,001 - 60,000 INR	121	9%
	60,001 - 70,000 INR	64	5%
	70,001 and more INR	178	13%

4.2 Data Analysis & Results of the study

Exploratory Factor Analysis & Confirmatory factor analysis was performed to analyse the measurement model and establish the measures' reliability and validity. The structural routes of the conceptual model were then evaluated using SEM, followed by a mediation and moderation analysis. The analysis of the data has been done with help of SPSS v26, AMOS v26 & Process Macro v3.5.

4.2.1 Data Normalcy

The normalcy of the data has to be proved first. In this case, there were no missing or unengaged replies in the dataset. The skewness and kurtosis were also analysed, and all values were found to be within the acceptable range of +3 to -3 (Ursavaş & Reisoglu, 2017). The descriptive statistics for the study constructs are presented in Table 2. Finally, a multicollinearity test was run, with all of the results falling below the threshold of three. Overall, no issues with non-response were discovered, and the data was deemed suitable for future study. The 1320 respondents who completed the survey were used to test the research model that had been proposed.

Table 2: Mean, SD & Correlation of demographics & study variables

Variables	Mean	SD	Age	Housize	Gender	EduQual	Housinc	OTC	PES	SOI	DIL	MPA
Age	2.74924	1.67441	**1**									
Housize	2.62424	1.34543	-0.027	**1**								
Gender	1.42273	0.49418	0.010	-0.047	**1**							
EduQual	2.74394	1.07259	-0.049	-.168**	0.044	**1**						
Housinc	2.63788	1.75118	-0.034	.178**	-0.003	.162**	**1**					
OTC	3.2803	1.27344	0.0414	0.01034	-0.025	0.0311255	-0.0042	**1**				
PES	3.1795	1.21560	.087**	-0.0124	-0.0141	-0.036815	-0.0536	.486**	**1**			

 ISSN 2394 - 7780

SOI	3.0629	1.05609	0.0245	0.03247	0.02554	-0.03218	-0.0165	.360**	.195**	**1**		
DIL	3.1318	1.05540	0.04349	-0.0078	-0.0081	0.019124	-0.0401	.451**	.455**	.187**	**1**	
MPA	3.2227	1.04117	0.04047	-0.0176	-0.0102	-0.022665	-0.0514	.457**	.334**	.306**	.395**	**1**

* p < 0.050

** p < 0.010

*** p < 0.001

Notes: OTC- Openness to change; PES- Personal safety; SOI: Social influence; DIL- Digital literacy; MPA- M-payment Adoption

Table 3: Constructs, Items & Sources

Constructs with References	Items with No.	Items	EFA	CFA	SEM	Cronbach's Alpha
Openness to change (OTC) (Claudy et al., 2015)	OTC3	I am always looking for new and surprising things to do	0.869	0.91	0.91	0.944
	OTC2	I look for adventure and like to take risk	0.821	0.936	0.936	
	OTC1	I am open to new experiences	0.770	0.916	0.916	
Personal safety (PES) (Mehta, 2021b; Pejtersen et al., 2010)	PES3	m-Payment makes me feel safe about myself	0.854	0.893	0.893	0.918
	PES2	m-Payment makes me feel safe about my family	0.830	0.875	0.875	
	PES1	m-Payment makes my family feel safe about me	0.794	0.843	0.843	
	PES4	m-payments reduces the risk of unnecessary exposure to strangers	0.752	0.826	0.826	
Social Influence (SOI) (V Venkatesh et al., 2012)	SOI1	People who are important to me think that I should use m-payments	0.892	0.895	0.895	0.886
	SOI2	People who influence my behaviour think that I should use m-payments	0.844	0.878	0.878	
	SOI3	People whose opinions I value prefer that I use m-payments	0.746	0.777	0.777	
Digital Literacy (DIL) (Rodríguez-De-dios et al., 2016)	DIL1	I can always connect to a Wi-Fi network from smartphone, no matter the device or where I am	0.888	0.934	0.934	0.954
	DIL3	Compare different apps in order to choose which one is more reliable and secure	0.864	0.908	0.908	
	DIL2	If something doesn't work while I am using the device, I usually know what it is and how to fix it	0.861	0.922	0.922	
	DIL4	I know how to detect virus in my device	0.845	0.899	0.899	
M-payment adoption (MPA) (Bouckenooghe et al., 2009)	MPA1	I want to commit myself to adopt m-payment	0.816	0.928	0.928	0.856
	MPA3	I am willing to make significant contribution towards adopting m-payment	0.739	0.777	0.777	

ISSN 2394 - 7780

	MPA2	I have a good feeling about adopting to m-payment	0.723	0.734	0.734	

4.2.2 Common Method Bias

The appropriate constructs of the study were tested for preliminary checks in SPSS using Harman's single factor test for common method bias. According to the results of the test, a single factor explained 42.446 percent of the total variance. The threshold value being 50%, the test results shows that the resulted value is very much within the threshold value, hence it can be concluded that the data does not possess any problem related to common method bias (Podsakoff et al., 2012).

4.2.3 Validity and Reliability Analysis

The validity and reliability of the constructs were assessed using a confirmatory factor analysis. The Cronbach's alpha values were higher than the cut-off value of 0.7, as were the composite reliability values (Fornell & Larcker, 1981). Table 3 shows factor loadings above 0.7, indicating that the items used are good measures of the underlying construct with a recommended cut-off value of 0.40 (Hair et al., 2010). The measurement model also returned the following model fit indices: $\chi 2$/degrees of freedom= 2.287; TLI= 0.966, CFI= 0.972, and RMSEA= 0.05. These numbers determined the measurement model fit that was acceptable (Hair et al., 2010).

The composite reliability (CR) values for the research constructs were over 0.70, as shown in Table 4. Internal reliability and convergent validity were both validated as a result of this. Furthermore, because the average variance explained for the research measures was more than 0.50, convergent validity was validated. The maximum shared variance was likewise found to be lower than the AVE values of the construct, indicating discriminant validity. Furthermore, the square root of the AVE values for each of the constructs was shown to be greater than the inter-correlations between them. Table 4 contains all of the specifics pertaining to the reliability and validity. The item loadings specified values were higher than the cut-off value of 0.5 (Table 4). Finally, in accordance with recent recommendations, the heterotrait-monotrait (HTMT) technique was utilised to test discriminant validity (Henseler et al., 2015). The discriminant validity was reaffirmed because the HTMT values were below the threshold value of 0.85. (Table 5).

Table 4: Validity & Reliability Analysis

	CR	AVE	MSV	MaxR(H)	OTC	PES	SOI	DIL	MPA
OTC	0.943	0.848	0.274	0.945	**0.921**				
PES	0.919	0.739	0.234	0.922	0.483***	**0.860**			
SOI	0.888	0.726	0.144	0.899	0.380***	0.204***	**0.852**		
DIL	0.954	0.839	0.263	0.955	0.513***	0.483***	0.209***	**0.916**	
MPA	0.856	0.667	0.274	0.899	0.524***	0.465***	0.353***	0.378***	**0.817**

*p<0.050
**p<0.010
*** p < 0.001

Table 5: HTMT Analysis

	OTC	PES	SOI	DIL	MPA
OTC					
PES	0.485				
SOI	0.394	0.207			
DIL	0.512	0.486	0.212		
MPA	0.508	0.445	0.351	0.369	

ISSN 2394 - 7780

4.2.4 Hypothesis Testing

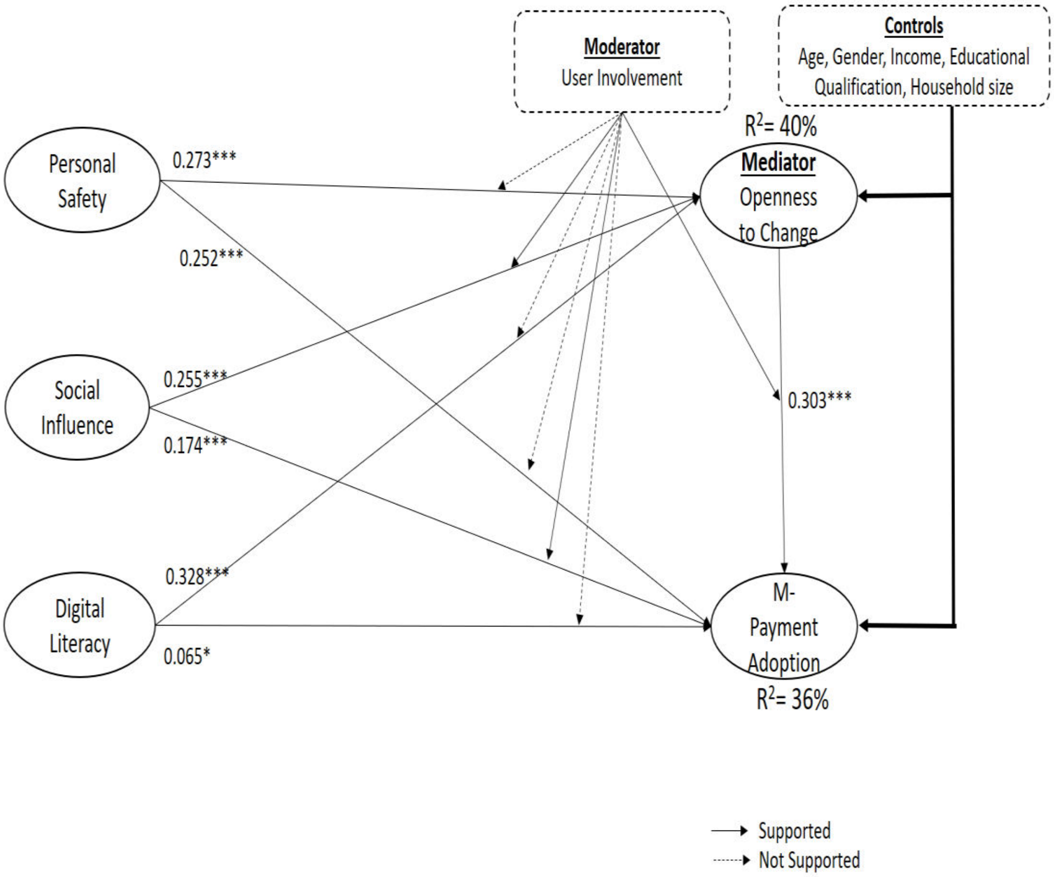
The structural model was then examined to assess the research hypotheses and found to have satisfactory model fit indices ($\chi 2$/df = 2.287, CFI = 0.972, TLI = 0.966, RMSEA = 0.05). Personal safety (H1a: ß = 0.273, p <0.001), Social influence (H2a: ß = 0.255, p <0.001) and Digital literacy (H3a: ß = 0.328, p <0.001) all had a significant and positive impact on openness to change (Table 6).

With regards to m-payment app adoption, Personal safety (H1b: ß = 0.252, p < 0.001), Social influence (H2b: ß = 0.174, p < 0.001) and Digital literacy (H3b: ß = 0.065, p < .05) were significant & positive with it. Likewise, openness to change (H4: ß = 0.303, p < 0.001) was positively associated with mobile payment app adoption. Thus the hypotheses H1a, H2a, H3a, H1b, H2b, H3b and H4 were supported. The model explained 40% variance in openness to change and 36% variance in mobile payment app adoption (Table 6 and Fig. 2).

Table 6: Hypothesis results

Hypothesis	Path			Estimate	P	Support
H1a	OTC	<---	PES	0.273	<0.001	Yes
H2a	OTC	<---	SOI	0.255	<0.001	Yes
H3a	OTC	<---	DIL	0.328	<0.001	Yes
H1b	MPA	<---	PES	0.252	<0.001	Yes
H2b	MPA	<---	SOI	0.174	<0.001	Yes
H3b	MPA	<---	DIL	0.065	<0.050	Yes
H4	MPA	<---	OTC	0.303	<0.001	Yes
* p < 0.050						
** p < 0.010						
*** p < 0.001						

Figure 3: Results of Hypothesis Testing



4.2.5 Mediation Analysis

Mediation analysis was carried out in SPSS using Model 4 in the Process macro. The findings revealed that the mediator, openness to change, partially mediated the association between personal safety, social influence, digital literacy and adoption of m-payment apps. Tables 7 and 8 showed the total, direct, and indirect relationship between the study's constructs, indicating that hypotheses H5a, H5b and H5c were supported.

Table 7: Results of Mediation Analysis

PES → OTC → MPA						
	β	se	t	p	LLCI	ULCI
PES → OTC	.5091	.0252	20.1884	.0000	.4597	.5586
OTC → MPA	.3157	.0227	13.9159	.0000	.2712	.3602
PES → MPA (Direct Effect)	.1257	.0238	5.2890	.0000	.0791	.1723
PES → MPA (Total Effect)	.2864	.0222	12.8809	.0000	.2428	.3300
SOI → OTC → MPA						
SOI → OTC	.4342	.0310	14.0123	.0000	.3734	.4950
OTC → MPA	.3262	.0212	15.4138	.0000	.2847	.3677
SOI → MPA (Direct Effect)	.1601	.0255	6.2740	.0000	.1100	.2101
SOI → MPA (Total Effect)	.3017	.0259	11.6701	.0000	.2510	.3524
DIL → OTC → MPA						
DIL → OTC	.5447	.0297	18.3659	.0000	.4865	.6029
OTC → MPA	.2867	.0218	13.1439	.0000	.2439	.3295
DIL → MPA (Direct Effect)	.2334	.0263	8.8671	.0000	.1817	.2850
DIL → MPA (Total Effect)	.3895	.0250	15.6011	.0000	.3405	.4385

Table 8: Indirect effects between dependent and independent variable

Indirect Effects	**Hypothesis**	**β**	**Se**	**LLCI**	**ULCI**	**Mediation?**
PES → OTC → MPA	H5a	.1607	.0144	.1329	.1898	Partial
SOI → OTC → MPA	H5b	.1416	.0134	.1177	.1697	Partial
DIL → OTC → MPA	H5c	.1561	.0140	.1297	.1843	Partial

4.2.6 Moderation Analysis

The moderating influence of user involvement on the relationship between personal safety, social influence, digital literacy and adoption of m-payment apps was investigated using Model 1 in the Process macro in SPSS.

User involvement significantly moderated the association between social influence and openness to change with mobile payment app adoption, according to the findings. The results of the moderation also revealed that user involvement significantly moderated the association between social influence and openness to change (Table 9). Hence, out of 7 hypotheses 3 hypotheses are supported (H6b, H6e & H6g). Figure 4, 5 & 6 shown the moderating effect of User involvement.

Table 9: Results of Moderation Analysis

Moderator is User Involvement (USI)										
Path			β	se	t	p	LLCI	ULCI	Moderation?	Hypothesis
PES	→	OTC	-.0033	.0214	-.1516	.8796	-.0453	.0388	No	H6a
SOI	→	OTC	-.0541	.0265	-2.0400	.0415	-.1061	-.0021	Yes	H6b
DIL	→	OTC	.0182	.0241	.7537	.4512	-.0291	.0654	No	H6c
PES	→	MPA	.0310	.0196	1.5767	.1151	-.0076	.0695	No	H6d
SOI	→	MPA	-.0728	.0231	-3.1556	.0016	-.1180	-.0275	Yes	H6e
DIL	→	MPA	-.0133	.0213	-.6240	.5327	-.0551	.0287	No	H6f
OTC	→	MPA	.0595	.0212	2.8135	.0050	.0180	.1010	Yes	H6g

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Figure 4: Moderating influence of user involvement on the association between Social Influence and Openness to Change

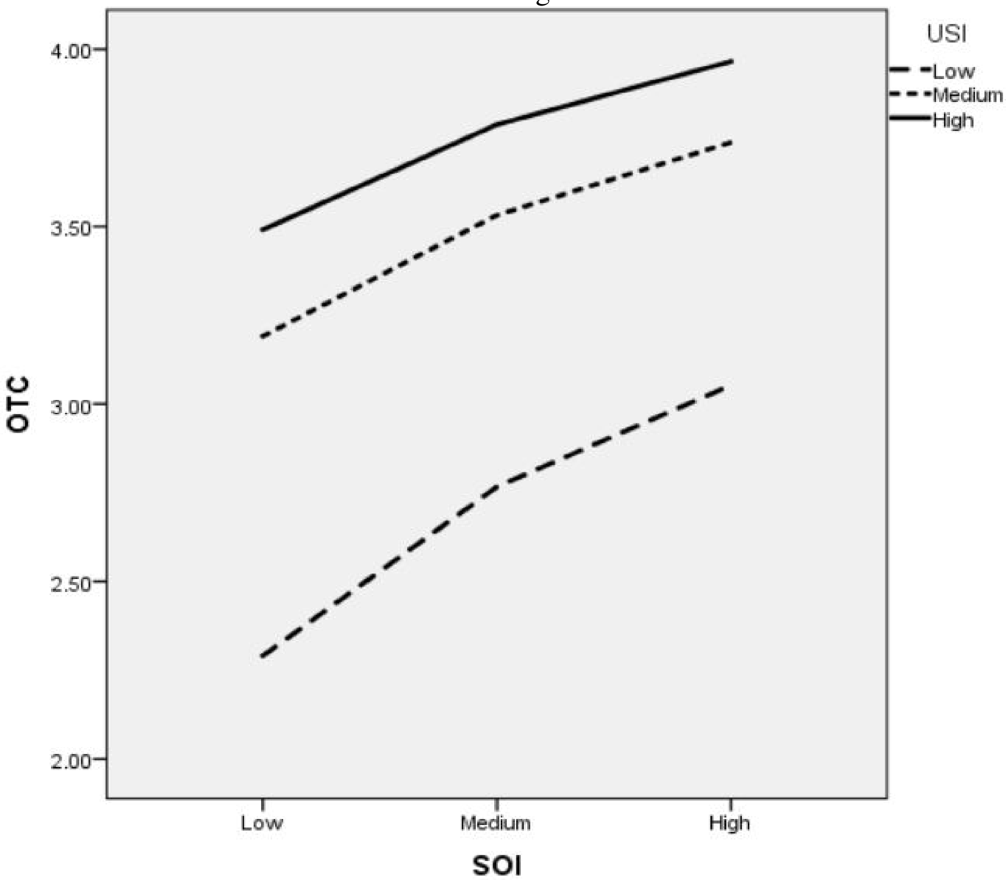
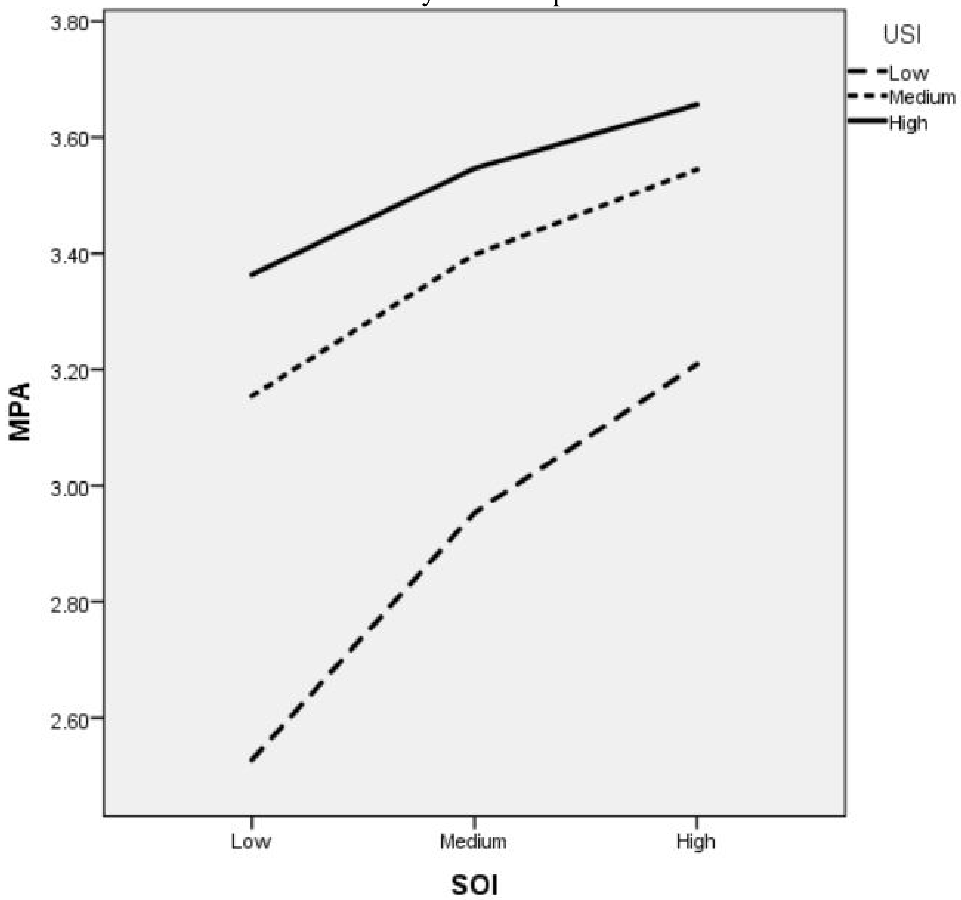
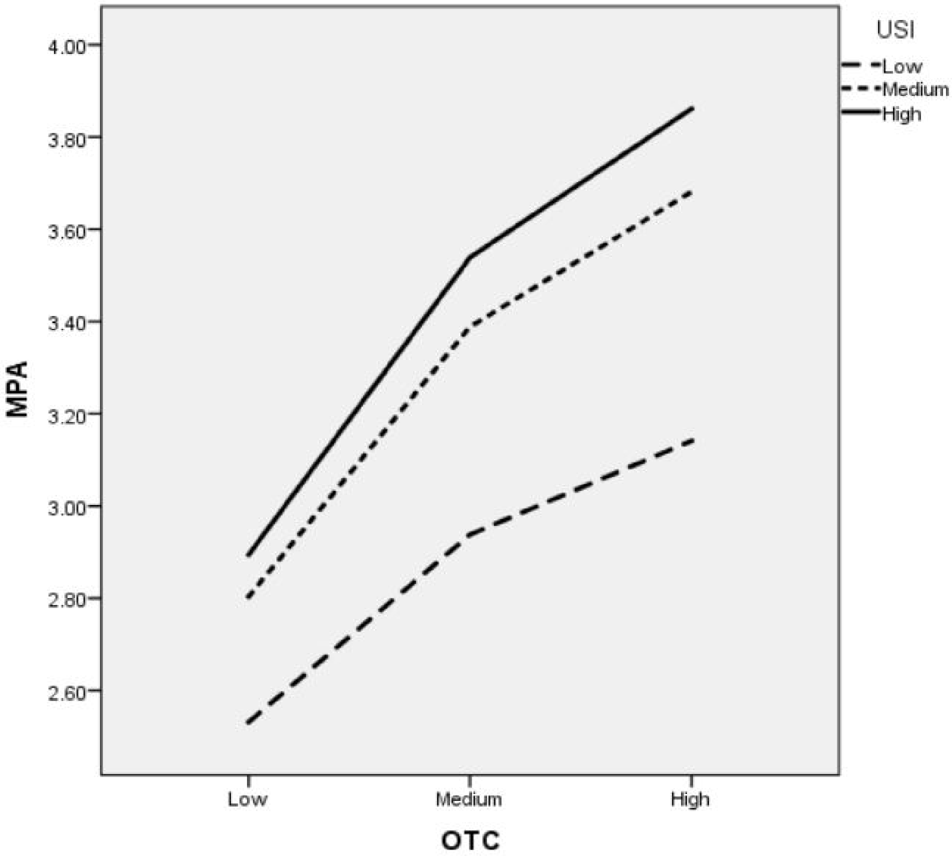


Figure 5: Moderating influence of user involvement on the association between Social Influence and M-Payment Adoption



ISSN 2394 - 7780

Figure 6: Moderating influence of user involvement on the association between Openness to Change and M-Payment Adoption



4.2.7 Control Variables

The findings demonstrated that none of the socio-demographic variables studied, such as age, gender, educational qualification, household size and household income, had a statistically significant confounding effect on the dependent variable of m-Payment Adoption. It also suggests that educational qualification had confounding effect on openness to change ($ß=0.046$ $p < .050$) but other variables like age, gender, household size and household income had no confounding effect towards openness to change.

5. DISCUSSION

The study was aimed at investigating the m-payment adoption using S-O-R paradigm. Path analysis indicated support for some of the hypothesised relationships while some others were partially supported and some were not at all supported.

Hypothesis H1b exploring the relationship between personal safety and m-payment adoption was supported in consonance with the reports emanating in the media (Capgemini Research Institute, 2020; KPMG, 2020) which suggest that personal safety concerns arising out of pandemic situation are likely to push up the m-payment adoption. As Severe Acute Respiratory Syndrome Corona Virus (SARS-CoV-2) has very high rate of transmission as well as high virulence, an individual's personal safety is not only dependent upon the precautions that he/she undertakes but also safety measures adopted by his/her family and friends. As such the concept of personal safety envisaged in this study incorporates not only an individual's concern for safety himself but also the safety of his/her family and the concern of the family for individual's safety. Thus, as argued in one of the earlier studies signifying the importance of personal safety towards the adoption of internet banking (Lichtenstein & Williamson, 2006) it is anticipated that concern for personal safety is likely to prime up an individual towards openness to change (H1a) and act as a major driver towards m-payment adoption as well.

Hypothesis H2a and H2b, proposing social influence as stimulus to openness to change and subsequent m-payment adoption respectively were supported. Social influence with reference to present study does not only include an individual's desire to be accepted by the society to which he/she belongs, but it is also believed that social influence exerts pressure on the individual to confirm to safety measures and thus forcing him/her to change and adopt m-payment. These findings resonate with earlier findings that have found social influence to be an important factor affecting an individual's behaviour (Huda Qasim & Abu-Shanab, 2016; E. Slade et al.,

ISSN 2394 - 7780

2015; E. L. Slade et al., 2015; Yang et al., 2012) and specifically to m-payment adoption (Liébana-Cabanillas et al., 2014a, 2014b, 2018).

H3a & H3b proposing relationship between digital literacy and openness to change as well as m-payment adoption were respectively partially and fully supported. These findings are in line with and support the effort the Government in India is making to promote digital banking through 'UPI Chalega' campaign (NPCI, 2020). The positive relationship between digital literacy and openness to change and m-payment adoption implies that individuals; that are conversant and comfortable with mobile phone features and have adequate knowledge about precautions to be taken while performing monetary transactions through mobile phones are more likely to switch to m-payment mode.

We investigated the role of willingness to change in mediating the association between variables representing organisms and m-payment app adoption. First, we examined and validated a positive relationship openness to change and adoption of m-payment apps (H4). This result is feasible since openness to change are closely linked to adoption of newer technologies or apps, which might elicit good emotions about m-payment apps and lead to an increase in adoption of m-payment apps.

Furthermore, user involvement acted as a moderator between social influence and willingness to change, as well as m-payment adoption, according to the findings. It was also discovered to mediate the relationship between openness to change and m-payment adoption, as well as the relationship between social influence and mobile payment app adoption & relationship between social influence and openness to change. While the moderation effect for other relationships were found to be non-significant. As users move from low to high social influence, their openness to change towards adopting m-payment apps increases as user involvement grows up. The findings also show that user involvement moderates the relationship between m-payment adoption and social influence, meaning that as user involvement rises, so does social influence and a preference for m-payment adoption, both of which benefit consumers. Finally, the moderation study demonstrated that the relationship between openness to change and m-payment adoption is moderated by user involvement. This shows that as user involvement grows, consumers will prefer to use mobile payment services, resulting in a stronger emotional bond with the business. These findings are slightly unexpected as it is believed that changes in the external environment on account of SARS-CoV-2 would have led to increased motivation and hence increased user involvement to switch to m-payment mode. This might be due to the fact that suddenness and severity of COVID 19 has given little time to people to focus on and delve into information seeking and systematic behaviour – characteristic of user involvement. It is highly likely that instead of motivation and involvement, in the present scenario openness to change and m-payment adoption is driven by fear rather than positive reinforcement or motivation.

6. THEORETICAL IMPLICATIONS

One of the primary theoretical contributions of the study stems from empirical testing and validation of S-O-R model in the context of m-payments. None of the existing studies have employed S-O-R model for understanding and investigation of digital payments in general and m-payments in specific. In the context of prevailing circumstances due to COVID 19 pandemic it is reasonable to consider that suddenness and severity of changes in the external environment have led to emergence of some extra-ordinary factors such as, concern for personal safety. S-O-R model which is based upon the premise that, in a consumer an internal reaction is triggered in response to external stimuli and this internal reaction in turn leads to a specific behaviour (Mehrabian & Russel, 1974).

A review of literature indicates that very few studies have been conducted to understand the impact of factors like personal safety and digital literacy on m-payment adoption. In fact researchers came across only one study that links personal safety with adoption of internet banking (Lichtenstein & Williamson, 2006). While no study has investigated the relationship between digital literacy and m-payment adoption. This study therefore extends our understanding of m-payment adoption by empirically testing and validating these factors in the context of prevailing circumstances.

The study tested the moderating effect of user involvement on m-payment adoption. Analysis of results indicate that user involvement moderates only the relationship between social influence and openness to change and m-payment adoption and openness to change and m-payment adoption. This absence of the role of positive reinforcement in influencing the relationship between exogenous constructs – personal safety, digital literacy and endogenous constructs - openness to change as well as m-payment adoption – suggests that maybe fear is the driver of the strength of these relationships. This however, will need further investigation.

 ISSN 2394 - 7780

Finally, this study contributes to growing body of literature focussing on m-payment adoption in Indian context (Patil et al., 2020)– having second largest mobile phone subscribers in the world (Hatt & Jarich, 2020).

7. Practical Implications

The study has some significant practical implications, first it extends empirical support to digital literacy campaign 'UPI Chalega' (NPCI, 2020) campaign initiated by the Government of India. The study finds that digital literacy plays a significant role in the adoption of m-payment mode. Financial institutions can leverage m-payment adoption through such campaigns or by initiating digital literacy efforts within their offices or making digital literacy efforts a part of the working of employees (Viswanath Venkatesh & Bala, 2008). There is no doubt that m-payment is the future and digital literacy will play an important role in its adoption.

The second practical implication is important and significant from the point of view of public health and safety. Switching to m-payment will not only prevent the spread and transmission of disease it will also avoid overcrowding in the markets and lesser traffic on roads thereby preventing or reducing the incidents leading to loss of property and life. The public health department and traffic police can initiate a campaign on their own as well, to encourage the public to adopt m-payment and not to venture out of their homes unnecessarily.

Finally, the finding that social influence plays a significant role suggests that by involving prominent personalities in the campaigns to encourage m-payment adoption may yield positive results. Further, if concern for personal safety and social influence are considered in tandem with each other indicates that concern for personal safety and concern for the safety of one's family and friend and concern of family and friends towards the safety of an individual may complement each other, in the sense that an individual may exert pressure on family and friends and family and friends can exert influence on the individual to switch to m-payment.

8. Limitations and Future Research Directions

Similar to other researchers this research too has some limitations, first this study uses cross-sectional research design and represents and relates to findings at that particular instance. A longitudinal study would have provided a deeper insight into the minds of the consumers. Second, it is perceived that fear instead of user involvement would have been a more appropriate moderator between the exogenous and endogenous constructs. A study focusing on the same may provide some interesting and different interpretation of the findings.

9. CONCLUSIONS

This research used S-O-R model (Mehrabian & Russel, 1974) as theoretical basis for understanding the consumer m-payment adoption. Second, the study focusses on the second largest mobile market in the world – India with more than 600 million subscribers (Hatt & Jarich, 2020). Finally, empirically tested the model to identify various factors that may have a bearing on m-payment adoption in India under prevailing COVID 19 circumstances. The results from the study indicate point towards some of the new factors like – concern for personal safety, digital literacy and social influence - as major determinants of m-payment adoption. The findings from the study also indicated that openness to change acted as a mediator between the exogenous and endogenous constructs. While user involvement acted as moderator only between social influence and openness to change as well as m-payment adoption.

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SUPPLY CHAIN MANAGEMENT DYNAMICS IN AGRICULTURAL PRODUCTS

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ABSTRACT
A supply chain is a network of facilities and distribution options that performs the functions of procurement of materials, transformation of these materials into intermediate and finished products and the distribution of these finished products to customers. Supply chains exist in both service and manufacturing organizations, although the complexity of the chain may vary greatly from industry and firm to firm. Agriculture plays a vital role in the world economy. However, the production of most agricultural products is affected by a lot of external factors, such as the weather changes, seeds quality, and culture methods, which are not in full control by the supply chain members. The situation is further complicated by the fact that there is a long lead time in the production of agricultural product. It means that it is impossible to adjust the production plan when the environment changes. For the agricultural product producers, they lack the market information and are not certain of the final output when going into production. They are more blindfold to choose what to produce and how much to produce, especially in the uncertain environment. Then oversupply and shortage of the agricultural product are quite popular in the agricultural product market, which reduce the profit of the supply chain and hurt the enthusiasms of the supply chain members.

This paper throws light on how the supply chain management dynamics works on agricultural product chain that experiences supply disruptions during the planning horizon.

Keywords: Supply chain, Agriculture, Customers, Producers, Products

1. INTRODUCTION

India has got the potential to become food supplier of the world. It has huge cultivable land resources. The weather conditions, implying various seasons, are suitable for production of all varieties of fruits and vegetables. It has an agribusiness system that works, although it needs to be vastly improved. The single most important problem facing the Indian agricultural industry is the highly inefficient supply chain. Due to lack of cold chain infrastructure and also a food processing industry, about 20 per cent of all foods produced in India (Rs. 500 b) are wasted. By building efficient and effective supply chain using state of the art techniques, it is possible to serve the population with value added food, while simultaneously ensuring remunerative prices to the farmers (Brithal, Jha and Singh 2007).

Agriculture commodities produced in the farmer‘s field reaches the end consumer through a chain of intermediaries. These intermediaries carry out various functions, such as transfer of ownership of commodities, its movement, maintenance and preservation of quantity & quality, payment to the seller and commodity delivery to the buyer. All the links from farmers to end user of the commodity constitute supply chain of the agricultural commodities.

In India, buying and selling of agricultural commodities is regulated under APMC Act of respective State Government. APMC performs a crucial function of organizing agriculture trade, providing a meeting point for buyers and sellers. Thus, APMC market yard is the first layer of supply chain for Agricultural commodities in India. The integral value of the SCM philosophy can be summarized as ―total performance of the entire supply chain is enhanced when we simultaneously optimize all the links in the chain as compared to the resulting total performance when each individual link is separately optimized (Burke and Vakkaria 2002).

This study is also aimed at identifying the benefits of such exchange to agribusiness industry in supply chain management, commodity stakeholders and price benefit to the farmers by bringing efficiency in the marketing process. In particular, objectives of this study are:

1. To present an academic review of supply chain management and to explore its implication with respect to Agri business
2. To provide an overview of Agricultural marketing in India, E-Spot Trading and the concept of National Electronic spot market.

 ISSN 2394 - 7780

1.2 Defining Supply Chain Management.

Supply chain management has been defined in various ways by various authors in the context of particular activities of the industry. According to the Council of Supply Chain Management Professionals (CSCMP), Supply chain management encompasses the planning and management of all activities involved in sourcing, procurement, conversion and logistics management. It also includes the crucial components of coordination and collaboration with channel partners, which can be suppliers, intermediaries, third-party service providers and customers. In essence, supply chain management integrates supply and demand management within and across companies

Supply chain management is an important topic related to improving efficiency, vertical coordination, overall performance and competitiveness in food industry. Supply chain management is also crucial from agricultural commodities industry perspective, with substantial opportunity for improved efficiency and performance. The goal of a commodity industry is to find ways to enhance their responsiveness to customers and to enhance their competitiveness. An effective supply chain management can enhance an industry‘s competitiveness compared to competing regional and international industries and is especially important today because of the increased globalization of agricultural markets.

1.3 Agricultural Marketing in India.

India is predominantly an agricultural country. Owing to its diverse agro climatic condition various crops are produced across the year. These produce in the process of marketing change hands from producer to consumer. The process of marketing also involves services such as grading, standardization, packing, transport and storage.

In the constitution of India, Agriculture marketing is a state subject thus each state has separate laws under APMC act for regulated market yard called mandi or APMC market. Entire Geographical area is divided into ―Market Area‖ wherein Markets are managed by Mandi committee and governed by APMC Act. Out of the total 7310 wholesale markets in the country, 7161 are covered under APMC Regulation. Organized agricultural marketing is promoted through such network of Regulated Markets through APMC Act. Farmers are required to bring their produce to APMC market yard for sale. Under the APMC systems, markets are designed to be regionalized and fragmented, which is against the basics of a structured market place.

These market yards are required to have adequate infrastructure to enable farmers traders to store, grade and test the goods on quality parameters. But these infrastructures are missing in most of the markets and farmers rarely get any services. As per rule in APMC market, commodity brought by farmers for sale should be kept open on auction floor where buyers in presence of APMC officials and commission agents bid price and highest bidder are entitled to purchase. But, in reality whatever price offered by buyers has to be agreed by the farmers as he cannot afford to take back the commodity in absence of storage facilities, as it involves cost and time. Regulated markets do not provide any other option to the producer to sell produce. Current mandi system has multiple intermediaries and high value loss. Till few years back, private players were not authorized to set up a ―Market‖. APMC regulation prevented companies from directly sourcing from farmers.

APMC laws were created to ensure good prices for the farmers through open auction system, but on the contrary, it has created monopolistic scenario, as described below:

- Only Government can create APMCs, private mandis were not allowed.
- Only APMC licensed Traders can buy from farmers, other traders or corporate houses can not buy from the farmers directly.

There is need to create a national level electronic transparent spot market, which can lead to development of structured mechanism for marketing of agriculture produce.

Efficient marketing and fair price to farmers has always been concern of government. In an effort to improve the marketing services and leverage the technology, Government recommended model APMC Act to all the states and suggested amendments in the existing Acts. Model APMC Act has provision of electronic market place and private market yards that was not available in absence of the provision. Some states have amended the Act and have made the provision of electronic spot exchange and private market in addition to existing APMC market.

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2. Supply Chains.

2.1 Food supply chain Networks

A processing-based and organized agri-supply chain functions as a part of a very complex network. Figure 1 depicts a generic supply chain at the organization level within the context of a complete supply-chain network. Each firm is positioned in a network layer and belongs to at least one supply chain, i.e. it usually has multiple (varying) suppliers and customers at the same time and over time.

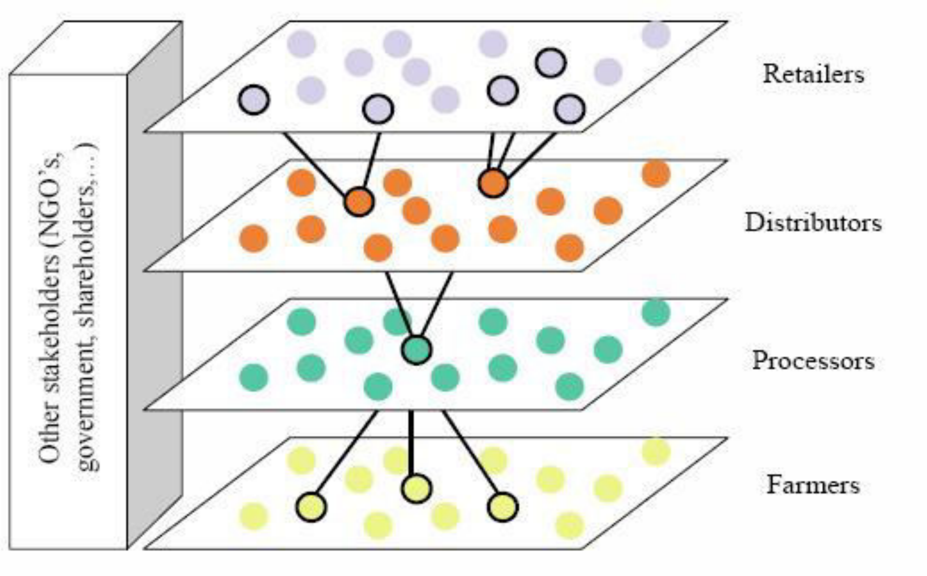

Figure 1: Schematic Diagram of Supply Chain

2.2 Components of an Agri Supply Chain

Agribusiness, supply chain management (SCM) implies managing the relationships between the businesses responsible for the efficient production and supply of products from the farm level to the consumers to meet consumers' requirements reliably in terms of quantity, quality and price. In practice, this often includes the management of both horizontal and vertical alliances and the relationships and processes between firms. Agri-supply chains are economic systems which distribute benefits and apportion risks among participants. Thus, supply chains enforce internal mechanisms and develop chain wide incentives for assuring the timely performance of production and delivery commitments. They are linked and interconnected by virtue of shared information and reciprocal scheduling, product quality assurances and transaction volume commitments.

Process linkages add value to agricultural products and require individual participants to coordinate their activities as a continuous improvement process. Costs incurred in one link in the chain are determined in significant measure by actions taken or not taken at other links in the chain. Extensive pre-planning and co-ordination are required up and down the entire chain to affect key control processes such as forecasting, purchase scheduling, production and processing programming, sales promotion, and new market and product launches etc.

Following are the components of an organised agri- supply chain:

1. **Procurement or Sourcing**
2. **Logistic Management**

- Transportation
- Material management
- On the premise of supplying mostly from production not stock
- Warehousing
- Logistics Network modeling

3. **Organizational Management**

- Contracting
- Strategic alliances and partnerships

- Vertical integration
- Long term storage
- Packaging technology
- Cold chain management
- Energy efficient transport
- Quality and safety

4. Application of Efficient Consumer Response (ECR) System

- Electronic scanning of price and product at the point of sale
- Streamline the entire distribution chain

2.2 Agri Marketing and Emergence of Coordinated Supply Chains in India.

The agri supply chains in India and their management are now evolving to respond to the new marketing realities thrown by the wave of globalization and other internal changes like rise in the level of disposable income of consumers, change in the food basket of the consumers towards high value products like fruits, vegetables and animal protein. The new challenges of the agricultural economy of the country have now spurred the government agencies to go in for different legal reforms for enabling and inviting private investment in agricultural marketing infrastructure, removing different entry barriers to promote coordinated supply chain and traceability.

The amended APMR Act, the major agricultural Marketing Act of the country, being implemented by the different states of India, now contains enabling provisions to promote contract farming, direct marketing and setting up of private markets (hitherto banned). These measures will go a long way towards providing economies of scale to the small firms in establishing direct linkage between farmers, and processors/ exporters/ retailers, etc. Thus, the measure will provide both backward and forward linkages to evolve integrated supply chains for different agri produce in the country.

2.3 The Advantages for Supply Chain Members.

Individual suppliers, producers and marketers who are associated through a supply chain coordinate their value creating activities with one another and, in the process, create greater value than they can, when they operate independently. Supply chains create synergies in one of three ways:

1. They expand traditional markets beyond their original boundaries and thus increase sales volume for members
2. They reduce the delivered cost of products below the cost of competing chains and thus increase the gross margin for the working capital committed by members of the chain ; and
3. They target specific market segments with specific products and they differentiate the service, product quality or brand reputation of the products they deliver to these market segments and thus increase consumer perception of delivered value.

In this way, they allow chain members to charge higher prices.

Generally, supply chains increase market contestability both at the producer end and at the consumer ends of the chain. At the consumer end, chains compete primarily through price, differentiated products and services and differentiated terms of sale. At the producer end of the chain, supply chains compete with one another primarily for "producer affiliation" and core vendor commitments.

3. Marketing Channels

While studying the supply chain-management issues of the agriculture sector, it is discussion to perspective. Marketing channels for fruits and vegetables in India vary considerably by commodity and state, but they are generally very long and fragmented. Figure 2 and Figure 3 presents typical marketing channels for mangoes and onions in Tamil Nadu. The majority of domestic fruit and vegetable production is transacted through wholesale markets although depending on the state and commodity; farmers may sell to traders directly at the farm gate, to traders at village markets, or directly to processors, co-ops and others. Some of the the common problems in agri supply chains in India are presented in Table-1, Figure-2 and Figure-3 describes marketing channels of mango and onion, prevalent in Tamil Nadu.

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Table 1: Broken Links in Agri Supply Chain in India

Production	Supply Chain	Processing	Marketing
□□Poor extension □□Quality inputs □□Low productivity □□Deficient and inefficient production management □□Non demand linked production □□Improper post-harvest management resulting in poor quality	□□Lack of storage □□Poor transportation □□High wastages □□Multiple intermediaries □□Fresh produce transported to mandis in open baskets or gunny bags stacked one on top of the other □□Cold chain absent or broken, produce deteriorates rapidly □□Food safety is major concern: Hygiene and pesticide MRL not monitored	□□Low processing □□Lack of quality □□Poor returns □□Low capacity utilization	□□Poor infrastructure □□Lack of grading □□No linkages □□Non transparency in prices □□Long delays from producer to retailer

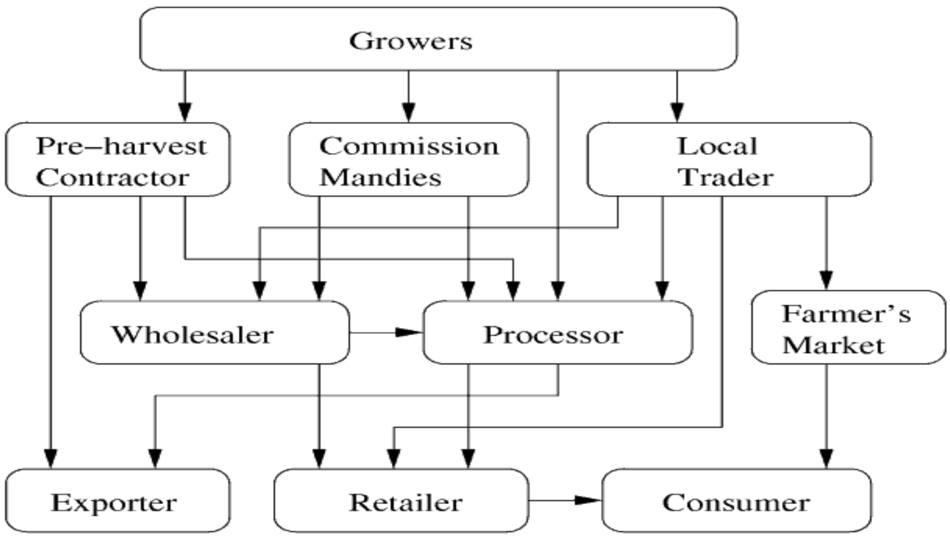

Figure 2: Marketing Channels for Mango in Tamil Nadu

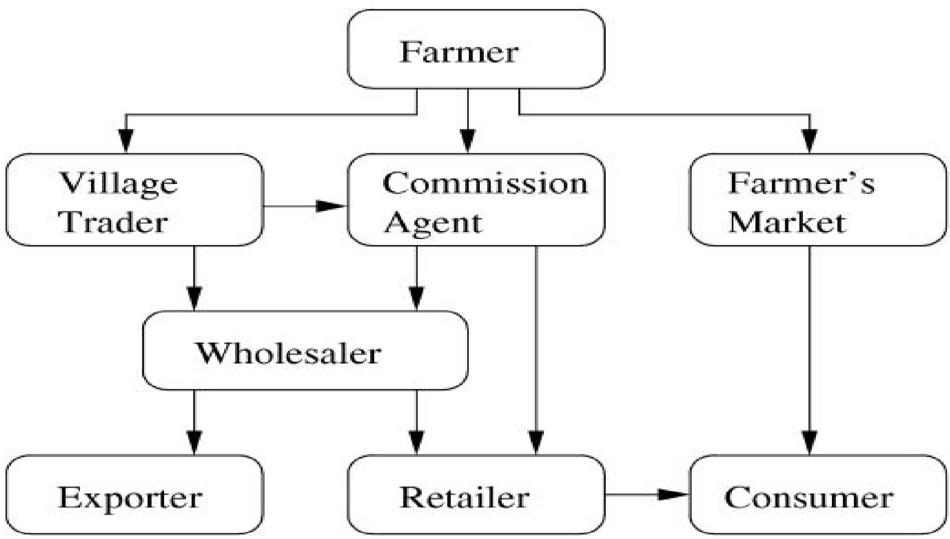

Figure 3: Marketing Channels for Onions in Tamil Nadu

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3.1 Coordinated Supply Chains

In the last few years there has been an emergence of more coordinated supply chains for fruits and vegetables in India catering to the export market and to the high end domestic market. On the domestic front this trend has primarily been led by the growth of large hypermarkets, supermarkets and other organized retailers in metropolitan centers. For exports, the emergence of dedicated export chains has been prompted by stricter quality and safety standards in certain export markets.

Coordinated supply chains involve structured relationships among producers, traders, processors, and buyers whereby detailed specifications are provided as to what and how much to produce, the time of delivery, quality and safety conditions, and price. These relationships often involve exchanges of information and sometimes assistance with technology and finance. Coordinated supply chains fit well with the logistical requirements of modern food markets, especially those for fresh and processed perishable foods. These chains can be used for process control of safety and quality and are more effective and efficient than control only at the end of the supply chain.

Several companies in India are beginning to invest in integrated supply chain management systems and infrastructure with emphasis on quality and, to a lesser extent, on safety. Different models are emerging including fruit and vegetable retail outlets that directly procure produce from farmers or grower associations through various formal/informal contractual arrangements. Collection-cum-grading centers have been established in rural areas with all produce moving through a central distribution facility having modern infrastructure including cold storage, ripening rooms and controlled atmosphere chambers. Growers are required to follow certain specifications and are often provided with some inputs and technical advice about agronomic and post-harvest practices.

Contract farming for fruits and vegetables is already being practiced in several states and is likely to expand considerably due to legal reforms initiated in India, i.e., implementation of Model APMC Act. Until recently, contract farming was not legally recognized in most states and a legal framework for governing contracting arrangements was missing. Under the APMC Model Act a new chapter on ‘contract farming’ was added which provides for the registration of contract buyers, the recording of contract farming agreements, and time-bound dispute resolution mechanisms. It also provides an exemption from the levy of market fees for produce covered by contract farming agreements and provides indemnity to farmers’ land to safeguard against the loss of land in the event of a dispute. Contract buyers will now be able to legally purchase commodities through individual purchase contracts or from farmers markets. Provision has also been made in the legislation for direct sale of farm produce to contract buyers from farmers’ fields without it being routed through notified markets.

A terminal market for fruits and vegetables has been set up in Bangalore. The market (known as SAFAL) can physically handle up to 1600 metric tons of produce a day. It is linked to some 250 Farmers Associations and 40 Collection Centers that have been established in selected producing areas. The market receives sorted, graded and packaged produce from these associations and centers and this is then auctioned at the market. SAFAL also has forward linkages to a number of retail outlets (Cash and Carry Stores). The market has modern infrastructure, including temperature and humidity controlled storage facilities, and ripening chambers. This calls for the collective action in supply chains.

Initiatives are taken to establish more terminal markets based on modern infrastructure. MTMs would endeavor to integrate farm production with buyers by offering multiple choices to farmers for sale of produce such as electronic auctioning and facility for direct sale to exporter, processor and retail chain network under a single roof. In addition, the market would provide storage infrastructure thus offering the choice to trade at a future date to the participants. It is envisaged to offer a one-stop-solution that provides Logistics support including transport services & cool chain support and facility for storage (including warehouse, cold storage, ripening chamber, storage shed), facility for cleaning, grading, sorting, packaging and palletization of produce and extension support and advisory to farmers.

The model presents integration of agri supply chains for perishables through MTMs.

Presently in the regime of fragmented and inefficient agri supply chains there is no control and command of chain partners on the other following that they are not able to maintain quality of produce in their chain. In order to bring integrated command, source quality produce by way of organizing farmers in groups and providing them the right technical advice and link farmers to the market, modern terminal market complexes will prove a dent.

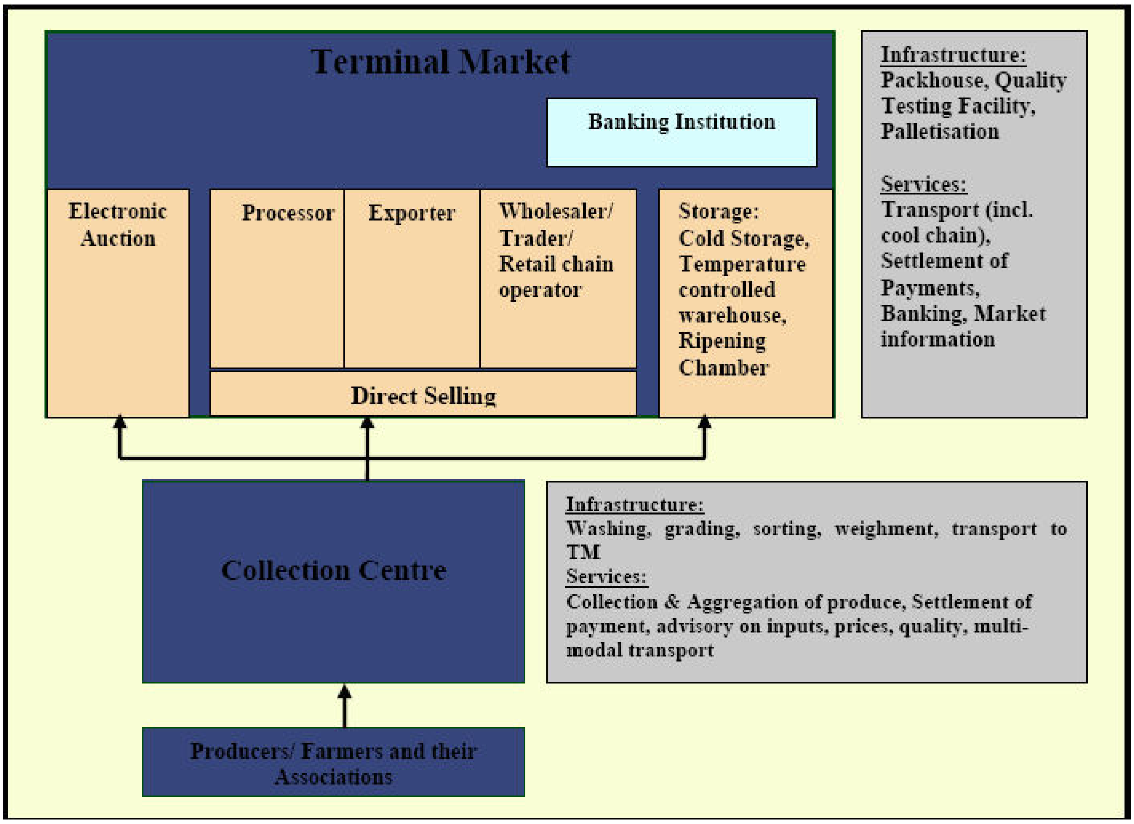

Figure 4: Schematic Diagram of Terminal Market Concept

The role of Collective Action (CA) in agri supply chain arises wherever there are economies of scale in production or in marketing. This includes the role of farmer groups in being better able to ensure traceability. In these chains, the costs for the establishment of traceability are lower for firms and farms with collective action than without it. Similarly, collective action has a rationale if agents in the supply chain have different comparative advantages. Thus, a producer group (with comparative advantage in production) could benefit

With increasing private investment in the food retail sector and impending changes in contract and marketing laws, shorter and more direct supply chains with traceability are expected to become more common. The incidence and spread of coordinated supply chains will be closely connected with the pace and direction of food retail sector modernization within India. Thus far, changes in food retail have been gradual, and considerably slower than observed in many other developing countries. Supermarket procurement regimes for sourcing of fruits, vegetables, dairy and meat strongly influence the organization of the supply chains. The rising scale of organized retail in the Asian countries (like Metro Cash & Carry, Tata Chemicals and Field Fresh Foods, Bharti Enterprises, Reliance Fresh in India) is now playing a vital role in organizing farmer production bases and integrating these into the retailers' fresh produce supply chain, thus procurement systems in this segment is changing fast responding to the consumer demand and competition.

Besides the presence of retailers in the countryside for farm produce sourcing, now there are also some players who are helping various retail chains for their sourcing requirements. For instance, DCM Shriram Consolidated Ltd (DSCL) is in the process of tying up with them to source fruits and vegetables from farmers and supply to the retail chains. DSCL is already doing this for Future Group's Food Bazaar, south based Subhiksha and RPG's Spencer. The new tie-ups would help the company to operate on economies of scale, and to operate all over the country.

4. CONCLUSION

As the Supply Chain involves a number of players, the extent of integration of services depends on the degree of trust and information sharing amongst the players. It is often observed that the big players in their efforts to make vertical/horizontal integration of different activities end up gobbling up the weak ones. What in fact is called for is strengthening of the system and process, so that requisite synergies evolve to give benefits to all the partners.

In order to shore up the emergence of professionally managed agri-supply management of different agricultural produce, the Government should play its facilitating role to its hilt.

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Some of the major issues that need to be focused in the public domain are:

1. Focus should be laid on free play of demand and supply forces in the market. This has to be enabled by removing different entry barriers, having a proper market information system, promoting grading and standardization, taking care of quality and safety issues, putting up a strong system of risk management and price formation mechanism.
2. Different legal restrictions inhibiting growth of competitive environment should be dismantled and replaced by a facilitating legal environment.
3. Infrastructure constraint is Achilles heel of marketing system in India. Since it is difficult to arrange sufficient funds from the public exchequer for the development of infrastructure facilities, the need of the hour is to explore different Public Private Partnership models.
4. The extension mechanism of the country is production oriented relegating the marketing aspects to the backburners. It is time a proper marketing system is in place for disseminating information on what to produce, when to sale and where to sell etc and on packaging, transportation, grading, and standardization.

Within broad framework of a conducive environment provided by Government side, the private sector should come up in a pro-active manner to invest in agriculture sector. In no way, they should be discouraged by the teething troubles as entrepreneurs in this virgin sector in India. The managerial efficiencies brought about by the private sector to the agricultural economy of the country will go a long way towards ensuring optimum utilization of resources, thereby ensuring sustainable growth for the sector.

ACKNOWLEDGEMENT

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SURVIVE, REVIVE AND THRIVE OF INDIAN TRAVEL AND TOURISM INDUSTRY RECOVERY PHASE OF THE COVID-19 & ADAPTING TO "NEW NORMAL"

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ABSTRACT

This paper concentrates on survival, revival and thriving of the Indian Travel and Tourism Industry in the "new normal". India is a land of multicultural and it is known for its rich heritage. Each state has their unique culture, heritage and language. This land welcomes travellers and tourists from around the global. Indian Travel and Tourism and the other allied industries contribute to the great extend to the economy and the GDP of the country. India attracts tourists from all over the globe for the various tourism classification like Adventure tourism, Medical tourism, Luxury tourism, Eco-tourism, Pilgrimage tourism, Rural tourism. Apart from the Travel and Tourism Industries, other industries like the Hospitality, Aviation, Gastronomy and small scales businesses to grow along. This paper explains about present situation of the biological crisis that has affected various business and industries due to which many have lost the jobs and their livelihood is affected to a very great extent. World Health Organisation has announced this crisis to be pandemic as the spread of the virus was global. Since, the announcement of the pandemic the Indian Government announced nation-wide lockdown and travel ban has affected the country economy. The Government of India along with the Ministry of Travel and Tourism and other autonomous institution who support to this industry have surveyed and examined the situation to suggest and recommend measure to recover from this downfall. Various industries are ready to adapt to the "new normal". The "new normal" is a phase until the cure or vaccination is found for the Corona Virus. The main objectives of this paper are the survival, revival of thriving of this industry. Travel and Tourism industry should promote the industry by the help of the social medias. Finally, the paper gives suggestions and recommendations for the development and betterment of the Indian Travel and Tourism Industry with the intervention from the Government of India. Currently, After the unlocking phase of the lockdown, the Travel and Tourism Industry is getting back to its "new normal".

Keywords: Tourism Industry, Tourism Marketing, Pandemic, Indian Economy.

1. INTRODUCTION

India is known for its bounteous heritage which not only includes the breath-taking beautiful architecture, rich traditions and diverse cultures but also mesmerising and scenic landscapes. Therefore, with its geographically and culturally vast landscape, attracts travellers for a multitude of reasons - from business to leisure. India is home to 38 UNESCO World Heritage sites. India is the land of myriad experiences and exotic locales. From the challenging snow-clad peaks of the Himalayas and the cool hill stations of the north, to the alluring beaches on the western and eastern coasts and the ornate temples of the south, The Country's ancient cultural heritage is inextricably linked to its technology driven present existence. The coexistence of a number of religions and cultures, together with an awe-inspiring topography makes it the perfect place for a complete holiday experience. India is one of the key Asian markets driving growth in this "Asian Century". India was ranked eleventh in the Asia pacific region with respect to international tourist arrivals and 40th overall in the year 2010 (WTO, 2010). It is expected to be the second largest employer in the world by 2019 (WTTC, 2009). It is a world of resplendent colours and rich cultural locales, be it magnificent monuments, heritage temples or tombs. India invites tourists from all over the globe for the various tourism classification like Adventure tourism, Medical tourism, Luxury tourism, Eco-tourism, Pilgrimage tourism, Rural tourism.

Tourism is a vital socio-economic activity. It provides enormous scope for economic development of a particular area. India is still a developing country, so tourism is one of the major sectors of the economy, contributing to a large proportion to GDP and employment opportunities. There are many other industries associated with the tourism and also significantly creates huge employment opportunities. This paper explains the about the Tourism Industry in India, concentrates on the various scenarios and crisis that India tourism industry faced during all these years and how it recovered back.

The booming industry discussions and studies on tourism and COVID-19 call for a consensus response to the pandemic as an opportunity for change (Siagalla M., 2020). The next normal and economic order should not only be recovered, but also replenished and reformed by industry (McKinsey, 2020), while COVID-19 should not only be used by researchers as another context to replicate current information on tourism measurements and tourism forecasting (Gössling et al., 2020, Hall et al., 2020).

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1.1 STATEMENT OF THE PROBLEM

Globally, Tourism Industry is affected because of the pandemic called COVID-19 in turn it has affected the country's economy and the GDP. The announcement of the country wide lockdown has impacted the overall economy and tourism activity which resulted loss to many related industries to tourism and loss of employment opportunities of the local people. The livelihood of many related industries and small industries are affected to a large extend, which needs immediate and necessary remedies for the revival or recovery.

1.2 OBJECTIVES OF THE STUDY

- To understand the opportunities and prospective growth of the Indian Tourism Industry
- To understand some of the notable trends in the Tourism Industry in India
- To know the various disaster/crisis that has affected the Indian Tourism Industry
- To understand the impact of COVID-19 and the various related industries to Tourism Industry
- To be aware of the various relief measures suggested by the Government of India towards the recovery of the Tourism Industry
- To recommend the survival and revival of the Tourism industry

2. MATERIALS AND METHODS

This study is descriptive research and is supported by the secondary data. It includes the compilation of research, articles of the experts and published articles in magazines, periodicals, websites, published books, newspapers, reports, dissertations and thesis. This paper used a mixed approach of review of literature and secondary data related tourism and hospitality sectors of India. The research included documentary analysis of numerous government and global sites and ministry of tourism websites. WTO, WHO and Worldometer global pages offered details about how the worst pandemic outbreak scenario could be. The study focused on understanding the worst of India's pandemic situation, and how it affects the country's tourism and hospitality industry. The purpose of the study is of two folds, identifying the impact of the pandemic on the country's tourism and hospitality industry and analysing the state of Bangalore's food related business. In addition to presenting recommendations to surmount the effect.

2.1 TOURISM AND EMPLOYMENT OPPORTUNITES

Globally and domestically, Tourism is a steadily growing and economically important industry. It is known for its way of creating job opportunities and generate income in formal sectors and informal sectors (Khalil, 2007). The tourism industry which is considered to be the world's largest industry to directly contributes to the GDP of the country by generating foreign exchange, creating employment opportunities and also supporting various businesses and thereby development of a region every year (Gupta and Gupta, 2007).

According to World Travel & Tourism Council (WTTC), India stands third among the 185 countries towards the total contribution to GDP in 2018. In India, the sector's direct contribution to GDP is expected to grow by 7.1 per cent per annum during 2018-28.

Tourism Satellite Account for India (TSAI) prepared and reported in 2018, the estimation of contribution of tourism to GDP is as given in the below table 1:

Table 1

Year/%	2013 – 14	2014 – 15	2015 – 16	2016 - 17
Share in GDP (in %)	5.68	5.81	5.10	5.06
Direct (in %)	3.06	3.14	2.65	2.63
Indirect (in %)	2.62	2.67	2.45	2.43

Source: Tourism Satellite Account for India (TSAI) report (2018)

Travel and Tourism Industry is governed by the Ministry of Tourism, India. The main objective of the Ministry of Tourism in India is to strengthen and facilitate best tourism in India and attract tourist from all over the world, so that it will improve quality of lives and create a large-scale employment opportunity domestically.

As of 2019, 4.2 crore jobs were created in the tourism sector in India, which was 8.1 per cent of the total employment in the country. Tourism is a demand-based concept defined by its consumption and not by its output. Industries defined in National Accounts, such as Air transport, Hotel & Restaurants, etc. produce the same output irrespective of whether it is consumed by tourist or non- tourist. It is consumption by tourists that defines the tourism economy, which is not available in the National Accounts. Therefore, there is need for preparing Tourism Satellite Account for assessing the contribution of tourism in GDP.

TSA also provides the direct and indirect contribution of tourism in the employment of the country. According to the TSA, the estimates of employment generated in the economy due to tourism is provided in the following table 2:

Table 2

Year	2013 – 14	2014 – 15	2015 – 16	2016 - 17	2017 – 18	2018 – 19
Share in Employment (in %)	11.37	12.25	12.38	12.2	12.13	12.75
Direct (in %)	4.96	5.34	5.4	5.32	5.29	5.56
Indirect (in %)	6.41	6.91	6.98	6.88	6.84	7.19
Employment (million)	67.21	69.75	72.26	75.34	80.63	87.50

Source: Tourism Satellite Account for India (TSAI) report (2018)

2.2 Some Major Companies across Travel and Tourism Segments

Presently, in India there are Online travel operators through which over 70 percent of the tourists and travellers book their air tickets online. Some of the major players in online ticket booking companies are makemytrip.com, yatra.com, cleartrip.com, travelocity.com, travelchacha.com and ixigo.com. These online travel operators provide customisation and flexible options while booking tickets and planning the tour-based customers choice and interests. The online travel services market in India is segmented by category into railway tickets, hotel bookings and others (air, tour packages). Air tour package segment is expected to be the largest growing segment due to the availability of greater number of deals, offers and many more. In case of air travel, the flight tickets are more expensive, and hence revenue generation is more from air tickets. The revenue generated from these online booking companies for the FY – 2017 was US$ 448 million, FY – 2018 was US$ 675 million and FY – 2019 was US$ 486 million. (Source: Respective company websites)

The major hotel players in the tourism industry are Taj, ITC, Oberoi and Marriot. Hotels are definitely one of the fastest-growing sectors in the tourism sector and it is truly justified as accommodation is the key part in the development of any country or region’s tourism. Tourism and Hotel Industry always go hand in hand and the presence of enough hotels also adds value and quite a lot of factors and punches it within the region’s economy. The Existence of a Hotel isn’t enough to single-handedly boost a region’s tourism but they also give out a symptom of health tourism. In the long term, the demand-and-supply gap between the Hotelier and Tourism industry in India and there is an urgent need for more hotels as time goes by. The tourists are naturally falling shortage of available hotels and the need for standard budget hotels are a must. There is now an urgent need for budget and mid-market hotels in India that adds more budget stay options for all kinds of tourists and also add value to the countries Tourism sector. The revenue generated from these Hotel Industry for the FY – 2017 was US$ 382 million, FY – 2018 was US$ 410 million and FY – 2019 was US$ 658 million. (Source: Respective company websites)

Some of the major tour operators in India are SOTC, Raj Travels and Cox and Kings. The main goal of a tour operator is to organize the services being provided to the customer, such as transportation and accommodations. The tour operators create tour packages, prepare travel arrangements, Budgeting the Tour Operations and Providing a safe and enjoyable tours. The tour operator is the brains behind the beauty of vacation and they leverage their expertise and resources. The revenue generated from tour operators for the FY – 2017 was US$ 1,121 million, FY – 2018 was US$ 1,009 million and FY – 2019 was US$ 828 million. (Source: Respective company websites)

2.3 Some of the Notable Trends in the Tourism Industry in India

Preparing Tourism Businesses for the Digital Future

Travel and Tourism Industry is getting transformed and reshaping the future of this industry by digitalisation. There are many small digital platformed have been coming into the travel and tourism industry thus the small and the traditional businesses are facing a difficulty to cope up with the current scenarios. Travel and Tourism Industry are targeting the Millennials and Gen Z, in order to achieve a bulk Tourist by 2040. Travel and Tourism Industry is concentrating and building the industry with help of the Social Media like Facebook, Instagram and Snapchat. Social Media Influencers are paid sponsors to post pictures, videos and blog about the hotel or the tour operator. Social Media Influencers whether they are celebrities or vloggers, they endorse the product and services while they are travelling. Though digitalisation has taken place in every industry in the market, still some elder generation fail to adapt to the digitalisation and prefer the traditional methods, so for their sake still some traditional businesses are allowed to make business in their traditional methods and ways like selling air, train and bus tickets over the counter. Travellers have started opting for numerous shorter holidays throughout the year which in turn is driving the sales of various travel products and services. The digitalization has helped the tourists and travellers to book tickets and make a hotel reservation, on the go. Some of the mobile applications like Swiggy and Zomato are so updated that the passengers in the train or bus can order food online from their favourite restaurant and get it delivered to their seat while they are travelling. The only way the Travel and Tourism Industry can survive and thrive it way to future is through digitalisation. There are many different issues and challenges faced by the traditional travels and tour operates and digital native firm, government is taking initiative to save the businesses and also benefit the consumers through digitalization. Government has come up with the initiatives to develop Travel and Tourism Industry by encouraging the SMEs and other local business around the tourist by fostering them to the digital technologies. The steps taken are: -

Ensure the appropriate infrastructure is in place, whether it is high-speed broadband access, or taking innovative approaches to city and regional planning.

Actively champion the digital transformation of tourism, by modernising regulatory frameworks and strengthening capacity of SMEs to participate in the digital economy.

Encourage uptake and investment in new technologies, skills and innovation and support existing tourism SMEs to take advantage of the benefits of the digital transformation, and promote the development of smart tourism destinations.

Develop capacity-building initiatives such as travel-tech incubators, accelerators, mentoring opportunities and other non-tech initiatives (e.g. tourism networks).

Skyscanner, Expedia, Booking.com and Airbnb are some of the tech-driven native companies that are the largest and fastest growing in the tourism sector. When digitalisation goes beyond individual businesses, this can lead to the creation of smart tourism destinations which embrace new technologies to encourage innovation, improve the visitor experience, and manage tourism more effectively.

Another emerging trend under the Tourism Industry as Indian Vedas, widespread practice of Ayurveda, yoga, siddha and naturopathy complemented with nation’s spiritual philosophy makes India a famous for its wellness destination. The tourist from various part of the world come to India to study and experience this kind of wellness and take back this valuable practices and philosophies back to their country and preach.

Next emerging trend under the Tourism industry is the Identification, diversification, development, and promotion of niche tourism products. Ministry has taken the initiative to overcome the aspect of ‘seasonality’ and to promote Indian Tourism Industry all around the years’ destination, to attract tourists with specific interest, and to ensure repeat visits for the unique products in which India has a comparative advantage. Ministry of Tourism along with autonomous institutions that help to identifies the various niche tourism products in the particular area or region. Thus, new products will be added in due course based on the research and development teams. The Ministry of Tourism has constituted Task Forces/Committees for the promotion of Golf, Medical/Wellness, Cruise and Adventure Tourism in the country. Guidelines have also been formulated by the Ministry to support Golf, Polo, Medical and Wellness Tourism. Some of the Niche Products that have been identified by the Ministry of Tourism for development and promotion are i. Cruise ii. Adventure iii. Medical iv. Wellness v. Golf vi. Polo vii. Meetings Incentives Conferences & Exhibitions (MICE) viii. Eco-tourism ix. Film Tourism x. Sustainable Tourism. Thus, by developing the Niche tourism product the tourism industry and various other allied industries are benefited.

2.4 Tourism Crisis

India has faced crisis in the Travel and tourism industry in the past and it has bounced back. Various downfall the Travel and Tourism Industry faced in the previous years.

Crisis with respect to the Travel and Tourism Industry is defined as “any unexpected event that affects the traveller (tourist) confidence in a destination and interferes with the ability to continue operating normally” – the WTO (2003). Some of the notable crisis, natural disasters and biological disasters like terrorist attacks of September 2001 and outbreak of SARS (Sudden Acute Respiratory Syndrome) confirm that the entire tourism industry is sensitive to the turbulence and instability of crisis, some tourist destinations and host communities remain more disposed to experience adversity. Although it is impossible to eliminate every risk, it is apparent that to minimise susceptibility to such crises, such destination stakeholders need to implement greater initiatives towards vulnerability reduction, consistent with effective crisis management.

Presently, the coronavirus pandemic will deeply affect the Travel and Tourism Industry. These kind of crisis and natural disasters are unpredictable, now it is clear that COVID-19 caused by the corona virus will have an economic impact which is more severe than Severe Acute Respiratory Syndrome (SARS) in 2002 – 2003.

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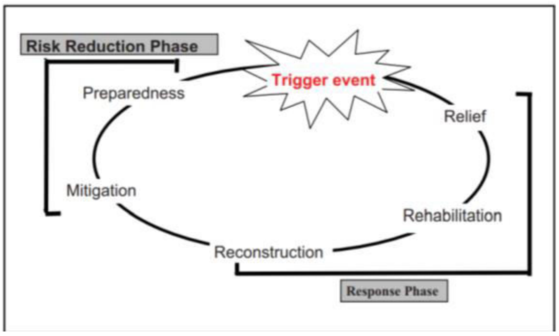
2.5 Developing Tourism Crisis Management Strategies

The relative frequency and high profile of such recent international events has resulted in increasing industry and academic attention towards the promotion of tangible tourism-based crisis management strategies on an amalgam of disaster and business management principles such initiatives are intended to minimise any negative destination impacts and help retain the confidence of both travellers and the travel industry (WTO, 2003; Bierman, 2003; PATA, 2003).

Travel and Tourism crisis management framework is generally premised on the continuum of risk reduction and response (refer to Figure 1) with an integrated disaster management approach. The proactive phases before the ‘crisis trigger’ include assessment, prevention/reduction, mitigation and readiness/preparedness. Post-event stages include response/relief, rehabilitation, and recovery/reconstruction. Ideally, the experiences and lessons learnt from any preceding crisis will be used in mitigating future contingencies and crisis situations.



The crisis management continuum

Source: Adapted from WHO/EHA, 2002

The International Committee on Taxonomy of Viruses (ICTV) announced “severe acute respiratory syndrome coronavirus 2 (SARS-CoV-2)” as the name of the new virus on 11 February 2020. This name was chosen because the virus is genetically related to the coronavirus responsible for the SARS outbreak of 2003. While related, the two viruses are different. Corona virus, the name is derived from Latin corona meaning “Crown” or “Wreath”, itself a borrowing from Greek κορώνη korṓnē, "garland, wreath". COVID-19 is mainly transmitted through droplets generated when an infected person coughs, sneezes, or exhales. These droplets are too heavy to hang in the air, and quickly fall on floors or surfaces. The person can by infected by breathing in the virus when are in the close proximity of someone who has COVID-19. This also spread by touching a contaminated surface and then touching eyes, nose or mouth. Corona Virus infection which has a longer incubation period and it has been found that there is 85% of chance that it is asymptomatic which makes it very difficult to track and to contain. This was first detected in Wuhan, China and later the outbreak was pandemic and World Health Organisation (WHO) on 30th January 2020 announced it as Public Health Emergency of International Concern. Lock-down and Self-isolation were the measures taken to control the spread of the disease. The virus is contagious but the recovery rate was high and the temporary natural vaccine was to inject the antibodies from the recovered individuals to the infected individuals. This treatment was considered as the post-virus recovery strategies in the Travel and Tourism Industry. Individual with good immunity and have acquired immunity to the virus were allowed to travel. Travel and Tourism Industry, Airlines Industry, Hotel Industry and Gastronomy Industry should provide special offers and flexible travel plan with good cancellation terms. India Government develop the mobile application called Aarogya Setu to connect essential health services with the people of India in our combined fight against COVID-19. The App is aimed at augmenting the initiatives of the Government of India, particularly the Department of Health, in proactively reaching out to and informing the users of the app regarding risks, best practices and relevant advisories pertaining to the containment of COVID-19.

2.6 Entry of COVID-19 in India

Indian Travel and Tourism Industry, was in the pace towards the development of this industry in the beginning of 2020 and was not prepared for this biological disaster Corona Virus Disease (COVID-19), just like any other country would go under shock, Indian Travel and Tourism Industry went under shock. The first case was confirmed on 30th January 2020 in Kerala and it was reported for COVID-19 positive. There were approximately 1000 COVID-19 cases confirmed in all the states and Union territory of India and the cases was growing day by day. The Prime Minister of India announced nationwide lockdown for 21 days and banned all domestic and international arrival and departure through all means of transportations. As on 26th November

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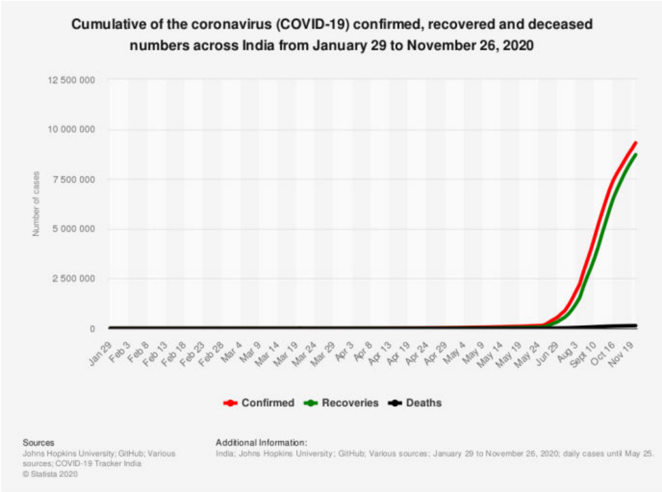
2020, the total number of cases was 9,30,971, recovered cases was 8,717,709. (ref. Figure 1). This makes India gradually climb up the ladder to position 4 in the global table of Covid-19 affected countries.

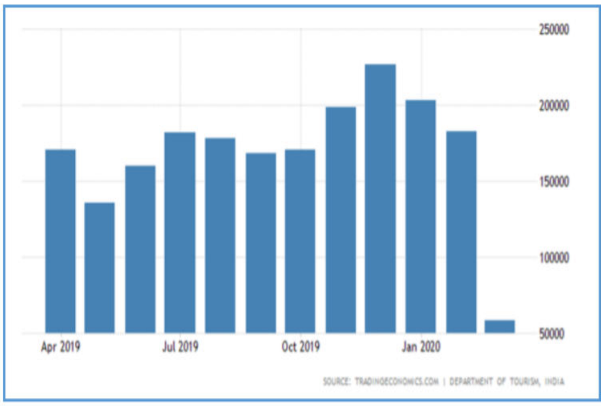


The lockdown to handle and control the spread of the COVID-19 affected various Industries in India and the Indian Travel and Tourism Industry is source of employment, livelihood for many people who are directly and indirectly linked to tourism industry was affected adversely, recurring heavy loss in perspective of revenue generation. The lockdown, in turn, had a drastic impact on the country's economy, as it stopped money circulation.

2.7 COVID 19 and Impact on Tourism Industry

Effect of Covid-19 on Tourism Revenue of India

Travel and Tourism Industry are perishable product and service, that is the products or the services cannot be stored for future use and sold in the later period of time. Tourism industry is in threat globally and will also affect employment adversely. Indian tourism industry is source of employment, livelihood for many people who are directly and indirectly linked to tourism industry. The Hotel Industry and the other allied industries were not entertained to take any new booking and check-in in the hotels. Due to the present situation where tourism industry contributes to the country's GDP has declined due to the pandemic. The lockdown was a measure to handle and control the spread of the Corona Virus, it had a drastic impact on the country's economy, as it stopped the money circulation. The current COVID-19 crisis is considered to be the worst crisis to ever hit the Indian Travel and Tourism Industry. This study is undertaken to examine the crisis situation, and understand its effects on the Travel and Tourism, Hospitality and Food Industry and to suggest the suitable preventive measure to revive the thriving industry and overcome the pandemic related economic crisis. The value of risk in this industry will be in multiples of Tens thousands of crores WTTC (2020), the statistical reports show the stark impact on the Travel and Tourism Industry due to the current pandemic outbreak and also from the analysis it is come to notice that up to 50 million jobs are at risk in the industry around the global. This worst phase of the Travel and Tourism Industry can be overcome with the help of the Government intervention. The figure shows the tourism revenue has dropped down lesser than 50000 INR million, after January 2020.



After the unlocking phase of the COVID-19, now as of November, the industry is started to picking up as the percentage of cancellation have gone down when compared to the March month where it was reaching to a peak of cancellation in many Indian Locations.

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2.8 Impact on Indian Hospitality and Food Industry

Hospitality Industry backs the Tourism Industry by providing stay, food and other basic necessities for the tourists as part of the travel. This industry basically includes the hotels, restaurants, tour agencies, food and beverages outlets and transportation. Choudhury D (2020) Apart from these, the stand-alone restaurants, local eateries and online deliveries faced a bad hit in their business. The highest damage from COVID-19 outbreak was seen in the India's aviation, Tourism, Hospitality Industry. Dev SM, Sengupta R (2020).

Zomato states that more percentage of people preferred delivery and later comes the dine out, reason was due to the effect of lockdown on people. Though as of November, India is the unlocking phase of the lockdown, still there is fear for the virus and there is also the financial crunch that has set back the business of the tourism and hospitality. This emphasizes that there need to be suggestion given to the tourism, hospitality and the food service to preventive the many business recurring into heavy loss.

Social distancing will be a norm post Covid-19 which insists the food service sectors to reinvent itself. When compared a street food vendor with restaurant business, the later has to import many considerations as the earlier has transparency. Live kitchens or an open kitchen in the restaurants would help in building trust among the consumers. Fumigation is something that is done in all the restaurants periodically, likewise, proper sanitization has to be invested. Jain S. (2020). The sanitization to involve using hospital grade disinfectants to achieve higher level of sanitization standards. The food industry has to setup new standard operating procedures (SOP) from social distancing to cashless transactions. The SOPs would include, providing masks, gloves and other protective gears for the food handlers, usage of menu cards has to replace by placing orders over apps and even the bills generated in the apps which would result in cashless transaction. Wadhvinde NR (2020). In regards to take away services, extensive hand washing and higher level of sanitization has to be followed as it would help in reducing the risk of spread of virus by touching the food. Natalie Seymour MY (2020)

2.9 Impact on Travel and Airline Business

Airline players stressed that the new travel ban and worldwide declining demand have put the carrier at risk of bankruptcy. Aviation Industry which accounts for 2.4% of Indian GDP, is the worst affected due the COVID-19. The effect and lockdown of the coronavirus pandemic is clearly evident on financial markets and seem to be an impact across companies and other market sectors as well. In the decline in flight numbers since March, data showed the international effect was higher than domestic markets. The market for air travel dries up in ways that are unparalleled without any clear horizon normalcy. Covid-19 has accelerated the bankruptcy filing process by many firms (like Virgin Australia and Air Mauritius) for an industry already strained. Airline firms still in operation have experienced misfortunes as coronavirus-forced lockdowns held their fleets grounded. Some airline firms (Indigo, Go Airlines) have also taken other cost-cutting steps, including furloughs, through industry reports.

The most important issue for Covid-19 today is the length of the crisis with regard to the responses of government and the growth of the virus. In addition to lifting the current lockout, relaxation on the prohibition of air travel both within and outside India should also be considered for the aviation industry. Nonetheless, the length of the Covid-19 crisis can vary by area and nation. The International Air Transport Association (IATA) has named India as one of the priority countries to take steps to mitigate the pandemic stress caused to already struggling airline companies. Several industries, including travel and tourism, have a strong dependence on the aviation industry and would impact employment in many sectors if the Covid-19 crisis does not end. As Covid-19 continues to spread across the world, it poses numerous and unparalleled challenges. A carefully developed and concise flight plan is critical for the efficient navigation in this demanding and unpredictable environment. The drastic drop in passenger numbers challenges airline carriers' solvency. Therefore, Government of India could have to provide a relief package for the aviation industry to support the economic recovery and prevent a collapse of the aviation industry after the pandemic has been contained. The outbreak of COVID-19 seriously affects the Indian tourism and hospitality industries. When the crisis in COVID-19 is contained, among other things, the GoI should consider developing a suitable communication strategy (similar to the tourism strategy 'Incredible India') in order to provide an impetus required for the rehabilitation of the aviation sector post COVID-19. For Airlines, it has now become a battle of survival.

2.10 Some Ground Key Suggestions to Recover Tourism Industry

(Source:FICCI report ,2020)

Several relief measures have been recognised and recommended by the Government of India (FICCI). The corona virus has impacted the Indian Economy to a great level, it has created a situation of crisis where 50 million peoples' job is at risk. There has been recommendation for the prevention of the virus from spreading further and also for the industry to rise back to New Normal.

- Six-month moratorium to be extended to a minimum 12-month moratorium period on all working capital, principal, interest payments, loans and overdrafts
- Permit one-time rescheduling of principal/interest dues in line with the estimated cash flows of each project post recovery from COVID-19 without treating it as restructuring, re-classification/downgrading in asset qualification and requirement of additional provisioning.
- 12-month waiver of all statutory dues including customs, excise and license charges & fees and increase in insurance premiums
- Stimulus package and plans to provide salary support to businesses
- ESI contribution to be deferred for 12 months. Insurance corpus of ESI should to be used to provide wages to all covered workers
- Waiver and/or reduction of GST on products offered by the sector for a 12-month period
- Direct cash aid for the aviation sector (airlines, ground handling and airports)
- Waiver and Exemption from parking and landing charges and fees
- Quick, Short-term, interest-free or low-interest loans in the form of term loans and working capital loans for rebuilding businesses which have incurred losses from the crisis
- Create a unique tourism fund with a Ministry of Tourism to aid the firms and companies to stabilize and recover from the crisis. These are collateral free, a 10 years loan, interest free for the initial two years and less interest rate for the rest for the period.
- Direct Support to Taxi Drivers, waiver of taxes.
- Offer hotels infrastructure status in order to give them access to greater sums of funds for increased infrastructure loan rates as foreign trade borrowings. It will also allow them to borrow from India Financing Company Limited (IIFCL).
- Aviation assist initiatives, travel agencies, tour operators, hotels, theme parks, the area of transport.
- Promote niche products for Incredible India campaigns, beach tourism, increased marketing campaign investments.
- Encourage business travel, increase the number of trains, develop digital content, invest in emerging technologies and develop local skills.

3. RECOMMENDATIONS.

The present scenario has to move and the damages are overwhelming, still it needs to be recovered. Some recommendation for destinations should do are as follows: -

1 - Avoid competing over price Avoid price competition.

2 - Redesign and redefine your tourism offer

3 - Broaden your scope of influence and data

4 – Adapt your current structure as per the government plans and measures.

4. CONCLUSION

Corona virus was a threat to India and its economy. Many sectors of business faced a financial crunch which has led to unemployment, cost-cutting techniques and so on. Since the nation-wide lockdown was imposed by the Government of India Tourism, Hospitality and other Industry faced a loss due to no foreign arrivals, no air travel, less demand for booking of hotel rooms. The meetings, weddings, conferences and other events were cancelled and added up to the loss of revenue.

Amidst Covid-19, the tourism and hospitality industry have been facing immense loss due to no foreign arrivals, no air travel, less demand and booking of hotel rooms. The meetings, weddings, conferences and other events were cancelled and added up to the loss of revenue. During lockdown hotels in Bengaluru have namely, Hilton, Accor and Sheraton delivered food from their restaurants through Swiggy and Zomato in a way to balance the

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loss of revenue. Meanwhile laundry services were provided by hotels like Novotel and Sheraton Grand in Bengaluru. Though the corona cases kept rising, the ease on lockdown was enabled in order to save the economy keeping in mind the safety of the citizens. The lockdown ease was done gradually and it also focused on tourism and hospitality services and food service sectors. The study recommends live kitchens, frequent sanitization, standard operating procedures from social distancing to cashless transactions, protective gears for food handlers, etc. in food service sectors. Likewise, to focus on sustainable tourism especially in religious, MICE and adventure tourism. Despite all this, it would take a little longer time for travel to get back to normal pattern. It the intervention from the Government that would help the tourism and hospitality industry upliftment. The crisis has proved the weakness of the industry which emphasis future research to create frameworks which would help to overcome the economic situation during a pandemic.

This article provides a brief background on the communicable disease outbreak, named COVID-19, and looks at the impact of the disease in India's tourism industry. Our research found that the COVID-19 outbreak has affected Indian's tourism industry tremendously and adversely because visitors around the world cancel reservations and postpone their travel plans to India because of the virus concerns. The number of tourists decreased as travel restrictions and bans were imposed by the Indian government. Tourism is a major part of the many national economies and the broader economy is affected by the immediate and enormous shock to the tourism sector resulting from the pandemic of coronavirus. With governments around the world adopting drastic measures to combat the virus, travel restrictions, business transactions, and interactions between people have halted the tourism economy. Many countries are now entering a new phase in fighting the virus and trying to re-open the tourism industry simultaneously. This is a dynamic and daunting activity and it is difficult to measure the effect on the tourism economy. Recovery is currently expected to begin later and to be slower than previously predicted. It is likely that travel restrictions and containment measures are in effect for longer and are only supposed to be slowly removed, as new waves can reverse. Even when tourism supply chains start running again, new safety guidelines mean that companies must work at restricted capacity. The recovery on the demand side will also take some time, given the combined effects of the economic and health crises, and the gradual easing of travel restrictions, although the longer the pandemic lasts, the more profound the consumer trust and travel behaviour will be affected. It would have an effect on many national economies.

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A STUDY OF THE AWARENESS AND IMPACT OF ORGANIC FOOD WITHIN GENERATIONS (X & Y)

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ABSTRACT
The goal of this study is to discover the differences in organic food awareness and attitudes between the X and Y generations. Questionnaires were utilized to collect data, which were assessed using closed-ended questions and a 5-point Likert scale. According to the findings of this study, there is no substantial difference between the X and Y generations in terms of organic food awareness and the factors that influence organic food purchasing decisions, but there are variances in attitudes about organic food. There are also some disparities in the elements that respondents evaluate while purchasing organic food.

Keywords: Organic foods; attitudes toward organic foods; X generation; Y generation.

INTRODUCTION
Along with the times and technological developments that occurred, people began to experience changes in lifestyle. According to (Jain 2010), currently Indians prefer to eat fast food, are practical, and like foods that contain fat. Moreover, by rarely doing activities that can make the body healthier, such as exercise or walking, Indian people often get sick. Changes in people's lifestyles into unhealthy lifestyles, lack of physical activity and poor eating habits result in a shift from communicable diseases to non-communicable diseases such as obesity, lung cancer, heart disease, digestive disorders, stroke, and other internal harm that can lead to death. (Vardhini, Raja, and Kabirdoss 2016)

The role of Agriculture in the postmodern economy has changed considerably due to the industrialization process that took place between the middle and the end of the 20th century and which Kuznets called "the modern growth of the economy". Within this process of industrial transformation of the “Agriculture of the new economy” that takes into account the markets for differentiated products, where the demand for food increasingly depends on the socioeconomic characteristics of the population and a series of product quality attributes. These quality attributes are valued according to the subjective perception of the consumer, and are usually the nutritional content, confidence or safety in the mode of production and the impact that its cultivation generates on the environment. Recent studies on the perception of consumers about biotechnology and genetically modified foods conclude that some consumers buy a cheap product to the extent that they do not identify it as such or if they identify it, they do not care that it is genetically modified. But those who are willing to pay a higher price for a "healthy" product, it is because they perceive that they will have less health risk by its consumption.(Antle 1999)

Organic farming is a production method that is intended to be sustainable and harmonious with environment. This method prohibits the use of fertilizers and synthetic pesticides, manufactured products with gene modification, irradiation as a process preservation, sewage sludge as fertilizer, and chemical material. The main difference between organic farming and conventional is the absence of use of chemical fertilizers. Organically reared livestock must be given to eat with natural or organic food ingredients. Consumers feel organic food is healthier, have more quality and safety than conventional food because it is produced with organic farming (Blair, 2012).

LITERATURE REVIEW
Consumers' purchasing intentions toward organic food are influenced by environmental concerns, health reasons, and perceived value, according to the findings of the study. Surprisingly, organic food knowledge has little bearing on the intention to purchase organic food. The study's findings offer marketers and food manufacturer’s valuable insight into the elements that influence customers' desire to buy organic food. The findings of the study can help marketers communicate with their customers through nonverbal means like perception. (Hassan, Yee, and Ray 2015)

The impression of organic product worth and belief in the product's safety and health aspects have a significant impact on the desire to purchase organic foods. Organic buyers and non-buyers were separated among the respondents. Organic food, according to most organic shoppers, is healthier, tastier, and better for the environment than conventional food. (Ahmad, S. 2010).

According to previous study on organic food consumption, the most prominent reasons for not purchasing organic food are the goods' lack of availability and greater price as compared to conventionally produced food products, which are cheaper and easier to obtain. The findings show that willingness to pay is strongly and positively related to income and risk aversion, but not to education. (Boccaletti,S. & Nardella, M. 2000)

In this study, it was discovered that there is a link between respondents' occupation and their purchase of organic products, however there is no link between respondents' annual income and their purchase of organic products. When it comes to purchasing, the majority of respondents prioritize quality. (Vardhini et al. 2016)

The relationship between organic food qualities and abstract ideals like "security," "hedonism," "universalism," "benevolence," "stimulation," "self-direction," and "conformity" can help explain why people buy organic food. Using these ideals to persuade people to eat organic food can have a good impact. Aside from attitude, subjective and personal norms, as well as (perceived) behavioral control, all have an impact on organic food intake.(Aertsens et al. 2009)

Consumer preferences clearly show that cleanliness/freshness of food products is their top priority, followed by price, quality, variety, packaging, and non-seasonal availability. The convenience of purchasing at the marketplace, as well as the availability of additional services, children's attractions, basic comforts, and pricing, are all factors that influence consumer preference. The findings indicate that the majority of food and grocery goods are acquired in loose form from nearby stores. Due to their perishable nature, fruits and vegetables are purchased on a daily or twice-weekly basis, whereas grocery products are purchased less regularly.(Ali, Kapoor, and Moorthy 2010)

According to the findings, customer attitudes toward organic food in China are influenced by health consciousness, consumer knowledge, and personal norms. In other words, the more health-conscious consumers are, the more knowledge/experiences they have gained, or the more positive their particular ideas about the benefits of eating organic food, the more positive their attitude will be. Due to the rejection of their assumptions, two components of environmental concern and subjective standards, on the other hand, show no evident influence on consumer attitude.(Yang and Sattari 2014)

Organic food is increasingly preferred by health-conscious people over conventionally cultivated food. The increased frequency of lifestyle ailments such as heart disease and depression has had a significant impact on modern consumers' attitudes. The necessity to purchase organic food in order to improve one's quality of life will have significant ramifications for businesses' retail, distribution, and marketing responsibilities.(Rana and Paul 2017)

Among the explanatory variables in the expert survey, the importance put on health motivation has the highest average rating and one of the lowest standard deviations. Experts also place a high value on the three mentioned attitudes (conviction about the utility of organic food, store reputation, and certification process-related information), as well as organic food-specific consumer innovativeness, organic food-specific consumer opinion leadership, word of mouth activity, WOM (praise), and affective commitment to the store.(Chakrabarti 2010)

OBJECTIVES

1. To study the awareness of organic food among X, and Y generations.
2. To analyze the factors which influence the purchase decision for organic food among X and Y generations.
3. To find out the availability & accessibility of the organic foods.

RESEARCH METHODOLOGY

The type of research used is quantitative research with a comparative approach. The population used in this study are the people who live in Pune City who have consumed organic food. The sampling technique used is a non-probability sampling technique, namely quota sampling. The sample in this study is the people of Pune and have consumed organic food, have age criteria that are in accordance with the age of the generation X (1965-1980) and generation Y(1981 – 1999). In 2021 the Generation X is 41 years– 56 years, and the age of generation Y is 22 years – 40 years.

The primary data collection methods and procedures in this study were carried out by distributing online questionnaires during November 2021. The questionnaire distributed was a questionnaire with closed ended questions where alternative answers had been provided by the author. Respondents will be asked to give their opinion on a series of statements related to the variables being studied. The measurement scale that will be used

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is the 5-point Likert Scale. From the questionnaires conducted, a total of 148 samples were obtained with 18 samples of generation X, and 130 samples of generation Y.

In this study, data processing used descriptive statistical analysis techniques. In descriptive statistical analysis technique, the authors compare the attitudes towards organic food to provide an overview or description of the differences between generations.

RESULTS AND DISCUSSION

Table 1: Respondent Description Profile:

	Generation X	%	Generation Y	%	Total	%
Gender						
Male	10	55.55	90	69.23	100	67.56
Female	8	44.45	40	30.77	48	32.44
Others	0	0	0	0	0	0
Total	**18**	**100**	**130**	**100**	**148**	**100**
Occupation						
Student	2	11.11	81	62.30	83	56.08
Entrepreneur	1	5.56	6	4.61	7	4.8
Housewife	0	0	2	1.54	2	1.30
Privateemployee	7	38.88	27	20.76	34	22.97
Government employee	1	5.56	0	0	1	0.67
Professional	6	33.33	14	10.7	20	13.51
Retired	1	5.56	0	0	1	0.67
Total	**18**	**100**	**130**	**100**	**148**	**100**

Table 1 shows the identity of the respondents in terms of age, gender and occupation. Overall the majority of respondents obtained in this study were male respondents with a total of 100 respondents. The majority of respondents' with a percentage of 56.08 % are students followed by private employees at 23 %.

Table 2: Awareness of Organic Food:

	Generation X	%	Generation Y	%	Total	%
Awareness						
Yes	18	100	130	100	148	100
No	0	0	0	0	0	0
Total	**18**	**100**	**130**	**100**	**148**	**100**
Purchased/Consumed						
Yes	18	100	123	94.61	141	95.27
No	0	0	7	5.39	7	4.73
Total	**18**	**100**	**130**	**100**	**148**	**100**

According to table 2 data, 100% respondents are aware about the organic food. All the respondents from generation X have purchased or consumed organic foods at least once whereas around 5 % of respondents from generation Y have never purchased/consumed organic food.

Table 3: Types of Organic Food Ever Purchases/Consumed by Respondents:

	Generation X	%	Generation Y	%	Total	%
Type of Organic Food						
Vegetables	16	29.09	113	24.40	129	24.90
Fruit	12	21.81	102	22.03	114	22
Grains	12	21.81	56	12.09	68	13.12
Rice	6	10.90	48	10.36	54	10.42
Milk	4	7.27	58	12.52	62	11.96
Meat	1	1.81	23	4.96	24	4.63
Egg	3	5.45	41	8.85	44	8.49
Fish	1	1.81	22	4.75	23	4.44
Total	**55**	**100**	**463**	**100**	**518**	**100**

According to table 3 data, the 2 types of organic food majorly consumed by the generation X and generation Y are vegetables and fruits. Generation X also seemed to have affinity towards organic grains and generation Y towards organic milk to a certain extent.

Table 4: Reasons for trying/ consuming organic food by the respondents:

	Generation X	%	Generation Y	%	Total	%
Reasons for trying/consuming Organic Food						
Health Benefits	16	55.17	121	58.45	137	58.05
Recommendation from family and friends	7	24.13	44	21.25	51	21.61
Status	1	3.44	0	0	1	0.42
Social Cause :Support Organic Farming	5	17.24	39	18.84	44	18.64
Other	0	0	3	1.44	3	1.27
Total	**29**	**100**	**207**	**100**	**236**	**100**

The majority of respondents from the X generation as much as 55%, generation Y as much as 58 % stated that the reason for trying/consuming organic food is because of its health benefits. Also both groups followed the recommendation on organic foods from their family and friends. Both the group also agreed on supporting organic farming on a social cause. So it can be concluded that the interest in buying organic food from each generation is very high.

Table 5: Attitude towards organic food of the respondents:

	Generation X			Generation Y		
Variable	**Mean**	**SD**	**n**	**Mean**	**SD**	**n**
Organic Foods are healthier than the ordinary foods.	**4.56**	**0.7**	**18**	**4.55**	**0.76**	**130**
Organic foods have no harmful effects on the human body.	**4.61**	**0.5**	**18**	**4.27**	**0.86**	**130**
Organic food is more delicious than ordinary food.	**4.11**	**0.83**	**18**	**3.92**	**0.89**	**130**
Organic food is more attractive than ordinary food.	**3.44**	**0.86**	**18**	**3.67**	**0.96**	**130**
Organic food is better than conventional food.	**4.22**	**0.88**	**18**	**4.23**	**0.90**	**130**
Organic food is expensive than conventional food.	**4.44**	**0.61**	**18**	**4.35**	**0.89**	**130**

Results in table 5 show that many of the respondents from both generations agreed that organic foods are healthier than the ordinary foods and organic foods have no harmful effects on the human body.

Both the generations feel that organic food is expensive than conventional food (Gen X, M=4.44, Gen Y, M=4.35)

Looking at the mean score results, majority of Generation X (M=4.22) and Generation Y (M=4.23) also feel that organic food is better than conventional food.

More of Generation X (M= 4.11) feel that organic foods are delicious than ordinary food compare to Generation Y (M=3.92), whereas more of Generation Y (M=3.67) feel that organic foods are attractive than ordinary food compared to Generation X (M=3.44).

Table 6: Factors considered while buying organic food by the respondents:

	Generation X	%	Generation Y	%	Total	%
Factors considered while buying organic food						
Fresh Produce	14	18.18	101	18.87	115	18.79
Cost	12	15.58	50	9.35	62	10.13

ISSN 2394 - 7780

Availability	9	11.68	53	9.90	62	10.13
Nutrition	10	12.98	94	17.57	104	16.99
Care for environment/ Preserve our ecosystem	7	9.09	48	8.97	55	8.98
Avoiding chemicals & pesticides	10	12.98	94	17.57	104	16.99
Avoid hormones, antibiotics and drugs in animal products	8	10.38	48	8.97	56	9.15
Support farming directly	7	9.09	47	8.78	54	8.82
Total	**77**	**100**	**535**	**100**	**612**	**100**

Based on table 6, it is known that the X and Y generations in the variables of Cost, Availability, Nutrition, Avoiding chemicals & pesticides, Avoid hormones, antibiotics and drugs in animal productsindicators have significant differences, but the Fresh Produce,Care for environment and Support farmingindicators have no significant differences. So, it can be concluded that indicators that have significant differences are indicators of Cost, Availability, Nutrition, Avoiding chemicals & pesticides, Avoid hormones, antibiotics and drugs in animal products.

Table 7: Preference of buying organic food online or by visiting organic food store by the respondents:

	Generation X	**%**	**Generation Y**	**%**	**Total**	**%**
Preference						
Online	02	11.11	23	17.69	25	16.89
Store	16	88.88	107	82.31	123	83.11
Total	**18**	**100**	**130**	**100**	**148**	**100**

Based on table 7 , it is known that majority of X and Y generations i.e. 89% and 82% like to purchase the organic by visiting an organic food store, whereas few generation Y i.e. 18 % respondents prefer to buy online.

Table 8: Average spend on organic food monthly.by the respondents:

	Generation X	**%**	**Generation Y**	**%**	**Total**	**%**
Average Spend						
Less than 1000	02	11.11	63	48.46	65	43.92
1000-3000	16	88.88	63	48.46	79	53.37
Above 5000	0	0	4	3.08	04	2.71
Total	**18**	**100**	**130**	**100**	**148**	**100**

Results in table 8 show that many of the respondents from generations X i.e. 89% spend roughly Rs. 1000-3000 Monthly on organic food. Whereas equal respondents from generation Y i.e. 48 % each spend Less than Rs. 1000 and Rs. 1000-3000 respectively on purchase of organic food.

Table 9. Accessibility of organic food store to the respondents:

	Generation X	**%**	**Generation Y**	**%**	**Total**	**%**
Easy accessibility						
Yes	11	61.11	68	52.30	79	53.38
No	07	38.89	62	47.70	69	46.62
Total	**18**	**100**	**130**	**100**	**148**	**100**

Results in table 9 show that the majority of respondents from the X generation as much as 61%, generation Y as much as 52 % stated that the organic food store is accessible to them

Table 10: Organic food stores opening and accessibility will have a positive impact on your buying decision of the respondents:

	Generation X	**%**	**Generation Y**	**%**	**Total**	**%**
Yes	11	61.11	68	52.30	79	53.38
No	07	38.89	62	47.70	69	46.62
Total	**18**	**100**	**130**	**100**	**148**	**100**

The majority of respondents from the X generation as much as 61% and generation Y as many as 52 % stated that better availability and accessibility of organic food stores will have an positive impact on their buying decision.

FINDINGS

1. Among generation X 55.5% of the respondents are male whereas 45.5 % of the respondents are female, majority of respondents being private employees and professionals. Among generation Y about 69 % of population is male whereas 31 % of the respondents are female, majority of respondents being students and private employees.
2. All the respondents are aware about the organic food. Entire respondents from generation X have purchased or consumed organic foods at least once whereas around 5 % of respondents from generation Y have never purchased/consumed organic food.
3. 2 types of organic food majorly consumed by the generation X and generation Y are vegetables and fruits. Generation X also seemed to have affinity towards organic grains and generation Y towards organic milk to a certain extent.
4. The majority of respondents from the X generation & generation Y stated that the reason for trying/consuming organic food is because of its health benefits. Also both groups followed the recommendation on organic foods from their family and friends. Both the group also agreed on supporting organic farming on a social cause. So it can be concluded that the interest in buying organic food from each generation is very high.
5. Many of the respondents from both generations agreed that organic foods are healthier than the ordinary foods and organic foods have no harmful effects on the human body. Both the generations feel that organic food is expensive than conventional food.
6. Majority of Generation X and Generation Y also feel that organic food is better than conventional food.
7. More of Generation X feel that organic foods are delicious than ordinary food compare to Generation Y, whereas more of Generation Y feel that organic foods are attractive than ordinary food compared to Generation X.
8. X and Y generations in the variables of Cost, Availability, Nutrition, Avoiding chemicals & pesticides, Avoid hormones, antibiotics and drugs in animal products indicators have significant differences, but the Fresh Produce, Care for environment and Support farming indicators have no significant differences. So, it can be concluded that indicators that have significant differences are indicators of Cost, Availability, Nutrition, Avoiding chemicals & pesticides, Avoid hormones, antibiotics and drugs in animal products.
9. It is known that majority of X and Y generations like to purchase the organic by visiting an organic food store, whereas few generation Y respondents prefer to buy online.
10. Many of the respondents from generations X spend roughly Rs. 1000-3000 monthly on organic food. Whereas equal respondents from generation Y spend less than Rs. 1000 and Rs. 1000-3000 respectively on purchase of organic food.
11. Majority of respondents from the X generation & generation Y stated that the organic food store is accessible to them and agreed that better availability and accessibility of organic food stores will have an positive impact on their buying decision.

CONCLUSION

This study aimed at discovering the differences in organic food awareness and attitudes between the ‘X’ and ‘Y’ generations Organic foods are growing increasingly popular among consumers. As a result of our current research investigation, both generations are aware of organic products.

The study clearly reflects the factors while buying organic food among ‘X’ and ‘Y’ generations in the variables of Cost, Availability, Nutrition, Avoiding chemicals & pesticides, Avoid hormones, antibiotics and drugs in animal products. Both the generations are highly aware of the importance of health and safety. Recommendations from families and friends are the driving forces behind customers' decisions to buy organic food products. Increased availability and accessibility of organic food stores will have a favorable impact the purchasing decisions of consumers.

SUGGESTIONS

1. Organic food-related businesses can be more aggressive in presenting various sorts of organic food to the community than fruits and vegetables, so that people are aware that organic food is not restricted to fruits and vegetables.

 ISSN 2394 - 7780

2. In both the generations the attitude toward organic food is found fairly high, indicating that the majority of respondents who have consumed organic food have a good view. As a result, marketers should not be scared to promote organic food to individuals who have never had it by using salad packing and mixing salad with various types of dressing.
3. Further research could be expanded by looking into other cities or generations outside the Generation X, and Generation Y.

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DO SOCIO-DEMOGRAPHICS AFFECT SUSTAINABLE BEHAVIORS? A PEEK IN MANUFACTURING INDUSTRY IN INDIA

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ABSTRACT
We examine the role of socio-demographic factors on sustainable behaviors a subset of ethical behaviors of employees in emerging economyand study its implications for policies and procedures with a sample from manufacturing organizations in India. Results showed that female employees exhibit higher Environmntal Responsible Behavior, altruistic behaviour and frugal behavior compared to male employees. And frugality behaviour was higher in older age group employees whereas Environmntal Responsible Behavior was found to be higher in younger age group males and females. As far as equity behaviour was concerned it was higher in younger females compared to older age groups and males were indifferent on this behaviour. The uniqueness of this study lies in the fact that it uses socio-demographic variables to study sustainable behaviors of employees. This study aids the organizations in achieving desirable outcomes such as corporate social performance, and organizational effectiveness. Step wise regression analysis showed that age and income were the most important predictors of sustainable behaviors of employees in workplaces. Overall socio-demographic variables have minimal effect on sustainable behaviour of employees in manufacturing in India and research involving studying other predictors of sustainable behaviour needs to be done.

Keywords: Environmental responsible behaviour, frugality behaviour, altruistic behaviour, equity behaviour, Socio-demographics-India.

1 INTRODUCTION
Interest is growing in the organizations over the past few decades ,to study the human behaviour responsible for causing environmental problems leading to increased ecological footprints and the deterioration of the biosphere. Although procedures and processes are in place however change in working behaviour of employees is considered as pertinent to prevent pollution and environmental problems(Remmen and Lorentzen,2000;Hanna et al,2000). Organizations sustainability is defined as organizations operating in a way such that present needs of employees, and other stakeholders are being met without compromising on the ability of future generations to meet their needs (Mesmer-Magnus et al, 2012). Almost 85 % of fortune 500 companies reported environmental sustainability efforts and are actively pledging their support for sustainable goals (D'Mello et al, 2011;Neilson,2015).

Previous studies have shown how human behaviors and business activities are a major cause of environmental problems like water shortages, air pollution and environmental noise(Gardner and Stern,2002) and that involvement and engagement from employees is necessary for most sustainability initiatives (Mesmer- Magnus et al, 2012). Thus a shift in people's behaviors is the need of the hour to counter environmental problems and attempt to improve environmental quality.

Verdugo and Pinheiro (2004:10) defined the term sustainable behaviors as a set of deliberate and effective actions that result in the conservation of socio physical environment for present and future generations (Bonnes and Bonnaiuto,2002). Sustainable behaviors encompasses behaviors to conserve environment(Kaiser,1998; Paco and Laurette,2018), helping others which means they are altruistically motivated (Pol, 2002), create conditions that lead to equitable use of resources(Ehrlich and Ehrlich,2004) and indulge in moderate consumption of resources(Iwata,2002). Studies on Sustainable behaviors with its four instances have mainly focused on children, and adolescents in private spheres (Hernandez et al, 2020; Verdugo et al, 2011) consumers sustainable behaviors in marketing of products (White et al, 2019) and understanding the antecedents and consequences of sustainable behaviors (Verdugo et al,2011). Sustainable behaviors is an emerging and developing field of research with broader implications for various interventions.

Moreover, industrial and business activities cause massive greenhouse gas emissions and environmental pollution and are the largest users of world's energy resources(Oskamp 2000;Stern 2000). Individuals spend more than half of their waking hours in workplace and the rapid shift towards green economy requires employees to display responsible behaviors to achieve sustained business advantage (Anderson and White,2011; Aguinis and Glavas,2013). Employees are major actors in workplace and their sustainable behaviour is an under-researched area that needs more attention(Ruepert et al, 2016). Although organizations have started engaging in pro-environmental behaviors due to industry regulations, governmental and societal concerns and expectations , employee engagement in sustainable behaviors is mainly voluntary. There have been studies in

ISSN 2394 - 7780

developed countries to understand the psychological variables that motivate pro environmental behaviors at workplace like perceived organization support, environmental concern, organizational commitment(Daily et al, 2009, Ramus and Killmer,2007; Temminck et al, 2013). There have been studies to test socio-demographic factors and household behaviors of working people()but no studies so far have examined socio-demographic factors and workplace sustainable behvaiors of employees.

Demographic trends in South Asian nations have witnessed expansion of girls education, development of financial markets ,more women into workforce and advent of family planning programs(Bloom, Canning and Rosenberg,2011)in line with sustainable development goals. South Asian nations are projected to add 18 million people to its working age population in next two decades. India is one such South Asian nation whose middle class is on the rise and projections show that by 2025 ,Indian middle class will number 583 million people. India also has the largest youth population in the world and almost 8 million people per annum are expected to enter the labor market (www.ILO.org). These well documented socio-demographic trends have made questions regarding sustainable behaviors increasingly salient.

Stereotype exist that concerns about environmental problems are luxury problems and environmental issues are negatively associated with low income(Power. A , Elster.J,2005), that females display higher pro-environmental behaviors compared to males, people with higher education levels are more concerned with social welfare and exhibit more sustainable behaviors (Meyer,2015). Also some authors have suggested that older workers health issues (e.g., Taking stairs; Afacan ,2015) prevent them from indulging in sustainable behaviors. Because negative socio-demographic stereotypes for sustainable behaviors are prevalent and affect human resource management practices, it is pertinent to determine whether these beliefs have any empirical support. The purpose of this study is to systematically examine socio demographic factors and four instances of sustainable behaviors of employees in manufacturing organizations in India.

2 THE PRESENT STUDY

This study is a systematic investigation of relationship between socio-demographic groups and employees sustainable behaviors. Research establishing if and how socio-demographic groups differ in their sustainable behaviors is crucial in guiding organizations to create and implement initiatives which are effective in bringing about positive environmental change. In case employees do differ based on their socio-demographic factors in their display of sustainable behaviors at workplace , there may be implications for organizations on how to adapt such initiatives ,whether through education, training, induction and socialization—so as to meet the needs of diverse workforce.

Workplace is significant as a suitable place for people to learn to change their environmental responsible behaviors (ERB) so it is imperative to study human behaviors which are a major cause of climate change and environmental issues(Steg and Vlek,2009) . Moreover, Developing economies like India, have their own challenges of increasing population, skewed gender ratio, poor enforcement and implementation of law, social insecurity, hence environmental consciousness may have different connotations in developing countries (Jamali and Mirshak, 2007). There is fast depletion of ecological assets in support of economic boom and increasing population ,hence business intervention is required to avert this risky trend. Of late there has been interest on studying organizations commitment to ethical and sustainable behaviors in developing economies (Sridhar and Jones,2013) as well. But the research on employees workplace sustainable behaviors in organizations is still an unresearched area. The research in this domain area is essential to these emerging economies(e.g., India) to gain an insight into the environmental psychology of individuals in organizations. Second the manufacturing industry area lacks studies on how demographics play a role in employees sustainable behaviors. This study aims to achieve that by utilizing role theory.

Role theory postulates how roles played by an individual influences psychological outcomes like behaviors, attitudes , cognitions and social interaction.

The manufacturing industry is well-known for its labor-intensiveness and is projected to contribute to nearly forty million well-paid jobs by 2025. However, manufacturing industry is facing serious environmental problems and is seeking to reduce carbon footprints(www.niti.gov.in).

In South east Asia, there is a dearth of research in this area and almost negligible work in sustainable behaviors of employees at workplace. Hence there is a need to systematically and comprehensively examine correlates of sustainable behaviors of employees in organizations. Thus, we undertook this comprehensive study on employees working in various manufacturing organizations in Delhi, NCR to examine the socio-demographic determinants of sustainable behaviors. Past studies on relationship between consumer sustainable behaviour and socio-demographic factors have been inconclusive (Park et al,2012). It was highlighted by Jackson(2006) in his

ISSN 2394 - 7780

study on sustainable consumption that employees and consumers are same and behaviors and roles of the two, are interrelated. Economists suggested external rewards like discounts, gifts and penalty viz, tax or fine (White,2019) as solutions for encouraging sustainable behaviors in consumers . On the other hand psychologists suggest tools such as awareness, concern and behavioural change(Clark et al,2003). However few researchers pointed out an interdisciplinary approach and use both cognitive and demographic variables to study such behaviors (Blankenberg,2018).

Hence, in the present paper the various socio-demographic factors were studied to understand the sustainable behaviors of employees at workplace in India from the data collated from an ongoing study. Psychological Factors of belief, risk perception, attitude and trust that motivate sustainable behaviors have been under investigation (Harvey, Heidrich and Cairns. K,2014) in a study on adoption of urban plans. As we are trying to actively seek solutions to sustainability problems, it is essential for policy makers and researchers to understand the reason why individuals would undertake sustainable behaviors.

3 DEMOGRAPHIC VARIABLES

There have been few studies on sustainable behaviors (Corral Verdugo,2011), interactive effect of socio-demographic variables of pro-environmental behaviour(Jayesh, Ashwin, Justin,2017) which shed light on the various factors responsible for such behaviors. Socio-demographic stream implies who is more indulgent in sustainable behaviors, low/high income people, younger generation or older people, male/female or based on marital status. Education and age have been shown to correlate with environmental concern, beliefs and behaviour, although gender was seen as positively correlated with environmental concern and behaviour(Arnocky,2014).

Researchers have shown that studying sustainable behaviour is a complex structure of attitudes, and values and females with altruistic values predict greater environmental concern than men(Arnocky 2014, C.Verdugo,2011). Thus, it is essential to understand the socio-demographic factors to predict sustainable behaviors .

Age has been shown to relate negatively with ERB as is the case in a study by Wright et al (2003) where concerns about environmental behaviors are found to be less in older people.

Education has been found to increase ERB (Johnson et al,2004) and educated people are found more concerned about social welfare as well (Johnson et al,2004; Torgler and Garcia-Valinas,2007; Meyer,2015). Previous studies (DeSilva and Pownall,2014) have found no effect of income on ERB.

Gender has been shown to be a significant predictor of ERB with women showing considerable concern towards ERB compared to men (Lynn and Longhii,2011;Longhii 2013). This has been confirmed across nations(Hunter et al,2004).

4 SUSTAINABLE BEHAVIORS

Sustainable behaviours are important for the conservation of natural environment and for protecting the integrity of society thus maintaining quality of life (Fonllem et al, 2017). It has been defined as preservation of natural environment as well as individual and social well-being considering present and future generations (Corral, 2011). Although the terms sustainable behaviour and pro-environmental behaviors are used synonymously ,PEB is more to do with conservation of natural environment whereas sustainable behaviour is concerned with human and natural environments(Fonllem,Verdugo, Sing and Ramos,2013). Sustainable behaviors are future oriented as it considers needs of future generation while satisfying present needs (Bonnes and Bonnaiuto,2002).Study conducted on a sample of children exhibited that children who are connected to nature indulge more in sustainable behaviors and are more happy individuals (Hernandez et al,2020). Frugality in a positive sense is to do with prudence and carefulness. It has been praised as desirable mode of life in the field of religion (Nellis and Nellis,2010).

Blok et al(2015) study was the first one to find factors affecting PEB at workplace and conclude that leadership can influence employee's PEB at workplace. The frugal behaviour of employees and cost structure and disciplined spending leads to sustainable competitive advantage (Wheat 2001;Brooker 2000). Altruism consists of those voluntary actions that help another person with a work (related) problem(Organ,1990).

5 STUDY LOCATION

Employees in manufacturing industry were target population in this study. India is the second most populous nation in the world and according to India's ministry of commerce manufacturing contributes 17% of GDP and creates large number of jobs annually. The study location was Delhi NCR a major economic hub and centre of many local and MNCs in manufacturing industry.

ISSN 2394 - 7780

6 METHODOLOGY

Data was collected through online questionnaire ,which was sent randomly to HR of 20 manufacturing organizations (Fundoodata.com) in Delhi NCR seeking permission to conduct this survey in their organizations. Manufacturing organizations contributed maximally to environmental degradation through emissions higher than prescribed norms(niti.gov.in), thus surveying it should provide valuable insights. The online questionnaire was shared with 400 employees working in these organizations after permission was sought to conduct this study. Sample size was computed assuming significance level of 5% and tolerance error of 6.5% resulting in minimum acceptable sample size of 252. The purpose of the study was explained to the participants and they were apprised of the complete confidentiality of their data. The questionnaire was sent online through a link created for the purpose.

7 TOOLS FOR STUDY

There were questions on socio-demographic details (Age, gender, education, income, marital status) and sustainable behaviors of individuals(ERB, Altruistic behaviors, frugality behaviors and equity).The instrument used for assessing sustainable behaviors was Podsakoff and MacKenzie scale for altruistic behaviors (1994) with 5 items which uses a four point Likert scale (0=never to 3 =Always indulge in such actions), Environmental responsible behaviour was measured using an instrument “General ecological behaviour” developed by Kaiser(1998) which uses items like reuse, recycling assessed on a scale (0= never to 3=always , scale). Frugality was measured through an instrument developed by Anderson and Lillies () on a 5 point Likert scale (0=totally agree to 4=totally disagree). Equity was measured with items developed by Corral-Verdugo et al (2010) on a 5 point Likert scale (0=totally disagree to 4=totally agree). The scales were tested for reliability and validity by the authors in Mexican context. We tested the reliability and validity of the scales and Cronbach alpha value were 0.98.

Due to a confluence of factors including environmental degradation, fast depletion of resources , climate change ,social inequity and poverty, a new and innovative way of doing business is the need of the hour (Menon and Menon,1997).

8 SCALE RELIABILITY

Reliability of the scale is to be observed to test the strength of the scale. It is assessed through internal consistency which is computed by measuring Cronbach’s alpha value (Cronbach ,1951). The overall alpha coefficient value was found to be 0.983 well above the threshold value of 0.6 (Nunnally, 1978).

9RESULTS

Basic socio demographic details

A total of 400 questionnaires were sent out of which 252 completely filled were received, leading to a response rate of 63 percent.

The age of the employees ranged from 20-60 years.

Almost half of the participants were in the range of 41-50 years. Both the genders were represented and most of the participants were married. A majority of participants were having education beyond graduation level and few of them had doctorate as their qualifications. The income of the participants ranged from INR 4,00,000 to above INR 10,00,000 annually.

Table 1 Description of socio-demographic variables		
Variable (n =252)		N (valid)
Age categories (years)		
	20-30	59(23.4)
	31-40	60(23.8)
	41-50	103(40.9)
	51-60	30(11.9)
Gender		
	Men	209(82.9)
	Women	43(17.1)
Marital Status		
	Single	51(20.2)
	Married	201(79.8)
Education		
	Graduate	148(58.7)

	Post-graduation	65(25.8)
	Doctorate	39(15.5)
Income		
	4-5 lacs (INR)	9(3.6)
	5-10 Lacs	51(20.2)
	Above 10 lacs	192(76.2)

9.1 Gender and Sustainable Behaviors

Women are found to show more of pro-environmental behaviors than men(Lynn and Longhi,2011; Longhi 2013) and this difference has been confirmed across nations(Hunter et al,2014).

9.2 Age and Sustainable Behaviors

There was significant difference in ERB with respect to age of employees. The mean ERB score was significantly different between different age groups. Both males and females in the age group of 20-30 years showed higher ERB compared to those in 31-40 years group who in turn had higher ERB than those in higher age groups from 41-50 and 51-60 years. Females in the age group of 20-30 years had significantly higher ERB compared to males in the same age group. Men and women in the age group of 41-50, 51-60 years did not differ significantly in ERB. For frugal behaviour and age ,it was significantly different for higher age groups 41-50 years and 51-60 years, males and for females those above 31-40 years was significantly different from those in the age group of 20-30 years. However 41-50 years and 51-60 years groups did not differ significantly for females. Females in the higher age groups of 31-40 years and above were found to have significantly higher frugality behaviour compared to males in the same age group.

For altruistic behaviors also for higher age groups 41-50 years asignificantly higher than 20-30 years and 31-40 years of age groups for both males and females. For females there was significant difference on altruistic behaviour in different age groups compared to males. Females equity behaviour was significantly different for younger age group pf 20-30 years compared to all other age groups. Males did not differ significantly on this behaviour in diffetent age groups.

9.3 Education and Sustainable Behaviors

For environmental responsible behaviour and education ,mean behaviour scores were not significantly different for different education groups (p=.276). There was no significant difference on ERB, altruistic behaviors and frugality behaviors and equity behaviors with respect to education for both males and females. Although, in private spheres education has been linked to increased ERB, (Johnson et al,2004) more environmental concern and social welfare (Meyer,2015). Education is found to enhance environmental concerns by increasing knowledge about environmental issues (Franzen and Meyer,2010).

9.4 Marital Status and Sustainable Behaviors

Marital status was significantly associated with frugality behaviors and environmental responsible behaviour but not with altruistic and equity behaviors. Married males and females displayed higher frugality behaviour and their mean behaviour scores were significantly higher (p=0.007) compared to their unmarried counterparts. For married males and females altruistic behaviour was also significantly higher (p=0.005) than singles. Marital status was not significantly associated with equity behaviors in both males and females.

9.5 Income and Sustainable Behaviors

Those with income level less than INR 4,00,000 showed less of altruistic behaviors compared to higher income groups. This is in line with previous researches (Van Scotter,2000) which shows that income has positive relationship with altruistic behaviors.

For income and ERB , individuals with income higher than INR 5,00,000 had significantly higher ERB than those with an annual income of less than INR 4,00,000, indicating a positive relationship between income and ERB. Among both genders higher annual income was significantly related with frugality behaviors .For females equity behaviour and income were positively associated.

This is in contrast to previous studies which show that income had no effect on ERB in general (Whitmarsh and O'Neill, 2010). Studies in private sphere show that poorer people exhibit more of pro-environmental behaviors like using public transportation (Longhi, 2013)but few studies also reveal that higher income is associated with increasing ERB(Stern et al., 1999) and people with higher income tend to indulge in more water conservation and other environment friendly practices (Berk et al., 1993).

Table 2 Sustainable Behaviours and Socio- Demographic Correlates: Bonferroni post hoc test after ANOVA for multiple comparisns

Women (W),Men (M)		ERB (Mean±S.D)			AL (Mean ± S.D)			FL (Mean±S.D)			Equity (Mean±S.D)		
		Total	W	M	Total	W	M	Total	W	M	Total	W	M
Age groups.	20-30 (W= 7,M=20	10.3±8.1	10.9± 8.6	9.6± 7,6	16±9.1	16. 7±9.2	15.4± 9.0	17.4±7.9	17.8± 7.6	16.9± 8.1	13.5±5.6	14.7± 5.7	12.3± 5.4
	31-40 (W=11,M= 95)	10.1±7.6	10.7+ 7.8	9.4+ 7.4	18.9±8.7	18.7± 8.2	19.2± 9.2	17.9±7.7	18.4± 7.8	17.5± 7.5	13.9±5.3	14.1± 5.6	13.6± 4.9
	41-50 (W= 19, M= 76)	9.6±F68	9.9± 8.8	9.3± 7.3	19.8±8.8	19.4± 9.1	20.2±8.6	18.8±7.7	19.8± 8.1	17.7±7.2	13.1±5.2	13.7 ± 5.5	12.4± 4.8
	51-60 (W=6 ,M=18)	9.5±7.9	9.8+_ 8.7	9.2 +_ 7.1	19.7±9.1	19.3± 9.2	20.1± 8.9	19.1±8.2	20.2± 8.2	18.1± 8.1	12.5±4.8	13.4± 5.4	11.6± 4.2
	F value	-7.90*	-5.40*	-2.30*	7.50*	6.20*	4.40*	5.80*	4.40*	0.40*	5.70*	4.50*	3.5
Income	INR4-5 Lacs (W=,10M=20)	10.1±7.9	10.8± 8.5	9.3± 7.4	17.2±9.4	17.8± 9.5	16.5+_ 9.2	13.3±8.7	13.8±8.4	12.8± 8.9	13.4±5.8	14.4±5.4	12.6± 6.2
	INR 5-10 Lacs (W=23,M=100)	9.9±7.4	10.5± 7.5	9.2± 7.2	17.9±9.3	18.4+_9.6	17.4± 9.1	14.3±8.4	15.9± 8.1	12.8± 8.7	13.1±6.6	12.7± 7.1	13.5± 6.1
	INR>10 Lacs (W=10,M=89)	9.4±7.7	9.6+_ 8.5	9.1± 6.9	19.1±9.3	19.7 +_ 9.8	18.4± 8.9	16±8.3	17.5± 8.2	14.5± 8.4	14.3±5.5	14.6±5.5	13.9± 5.4
	F value	6.1*	2.2*	4.6*	3.3*	0.3	4.3*	5.7*	4.3*	2.1*	3.1*	3.0*	0.2
Education	Graduate (W= 24,M=154)	9.6±8.1	9.6± 8.6	9.7± 7.5	17.1±9.1	17.6± 9.4	16.7±8.8	13.9±8.6	14.4± 8.3	13.4+_8.8	12.9±5.7	13.4± 5.3	12.3± 6.1
	Post-graduate (W=17,M=49)	9.7±7.9	9.5± 8.5	9.8±7.4	18.2±8.9	18.8± 9.2	17.6±8.6	13.8±8.4	14.9± 8.2	12.7+_8.5	12.9±6.1	12.6± 6.2	13.2±5.9
	Doctorate (W=2,M=6)	9.3±7.9	9.2± 8.4	9.3± 7.3	18.2±8.6	17.8± 8.7	18.7+_8.5	15.4±8.0	16.9± 7.9	13.9± 8.1	13.7±5.3	13.7± 5.4	13.6±5.2
	F value	0.5	2.1	0.8	0.9	2.3	0.7	0.6	2.2	0.7	7.8	6.4	3.5
Marital Status	Married (W=,40 M=200)	9.5±7.5	9.4± 7.5	9.6+_ 7.4	15.3±9.0	15.7± 9.3	14.9+_ 8.7	13.6±8.3	14.3±7.8	12.9±8.7	12.1±5.6	12.5± 5.2	11.7± 5.9
	Single (W=3, M=9)	9.4±7.3	9.3± 7.3	9.5± 7.2	14.3±8.6	14.8± 8.9	13.8+_ 8.3	13.1±7.9	13.5± 7.6	12.6± 8.3	12.2±5.9	12.3± 6.1	12.1± 5.8
	t value	0.86	0.2	1	0.98	0.3	1.1	3.1*	2.3*	1.1	2.4*	1.7*	1.3

**Significant at p=.01. *Significant at p=.05 level

10 Step-Wise Regression Analysis

In the step-wise regression analysis for ERB, Altruistic behaviors, frugality behaviors and equity behaviors (Table 3), the variables entered were: age, gender, marital status, education, and income. For ERB, only Age, gender and income were significant and explained 5.2% of the variance. For altruistic behaviors, age, income and gender were significant and they explained 11.5% of the variance. For frugal behaviour, age and income were significant and explained around 5.7% of the variance. For equity behaviors also age and income was significant and explained 5.4% of the variance.

Since there were differences noted with respect to various socio-demographic variables on sustainable behaviors of men and women, the step wise regression was also done separately for men and women (Table 5), instead of just controlling the effect of gender (Table 4).

Table 3: Step wise regression analysis

Dependent variables.	Significant Predictors	Beta	t value.	Significance.	R^2	Adjusted R^2	F
ERB	Age	-.73	-9.68	.000	.053	.052	9.387^{**}
Income	.035	3.35	.001	.059			
Gender	.014	2.05	.044	.061			
Frugality	Age	.052	10.99	.000	.059	.058	12.083^{**}

 ISSN 2394 - 7780

	Income	.033	3.47	.001	.065		
Equity	Age	.078	2.03	.043	.016	.015	7.067**
	Gender	.078	2.01	.042			
Altruistic	Age	.076	1.56	.000	.058	.057	11.116**
	Income	.025	2.84	.006	.061		
	Gender	.014	2.07	.041	.062		

** Significant at <.001 level

Table 4 **S**tep wise regression analysis-controlling for gender

Dependent variables	Significant Predictors	Beta	t value	Significance	R^2	Adjusted R^2	F
ERB	Age	-.551	4.79	.000	.062	.060	28.06**
	Income	.228	2.54	.013			
Frugality	Age	.774	10.74	.000	.067	.065	35.71**
	MS	.231	3.06	.003			
	Education	.238	3.85	.000			
	Income	.269	8.91	.000			
Altruistic	Age	.358	5.67	.000	.064	.062	28.26**
	Income	.224	2.24	.028			
Equity	Age	.213	2.01	.001	.041	.039	14.979**
	Income	.209	3.65.	.007	.054	.051	

** Significant at <.001 level

Table 5 **S**tep wise regression analysis (separately for men and women)

Dependent variables.	Gender	Significant Predictors	Beta	t value.	Significance.	R^2	Adjusted R^2	F
ERB.	Men	Age	-.157	3.043	.001	.041	.0367	9.986**
		Income	-.152	2.978	.002			
	Women	Age	-.230	-4.276	.001			
Frugality	Men	Age	.220	3.667	.000	.084	.0791	12.668**
		Income	.131	1.546	.001			
	Women	Age	.224	4.932	.000			
		Marital status	.102	2.093	.001			
Altruistic	Men	Age	.179	2.987	.001	.074	.0712	11.245**
		Income	.089	2.154	.002			
	Women	Age	.188	2.356	.000			
		Education	.101	2.208	.001			
Equity	Women	Age	.148	3.354	.001	.050	.0484	8.996**
		Income	.145	3.187	.000			

 ISSN 2394 - 7780

** Significant at <.001 level

In the step wise regression analysis the entered variables explained equity only for female employees, once age was entered, income was automatically removed from the model (Table 6).

ANCOVA was applied to control the effect of income on the relationship between age and sustainable behaviors. Results were similar in nature. Increasing age was significantly associated with ERB (p=.05 level). Even after controlling for any simultaneous effect of increase in income as age increased altruistic behaviour, frugality behaviour increased (p=.05 level).

DISCUSSION

The present study is perhaps a comprehensive work to understand sustainable behaviors of employees at workplace in manufacturing industry in India. As more and more organizations are adopting sustainability ,it is becoming a social norm. Sustainable behaviors of employees at workplace can lead to significant environmental impact and competitive advantage(Lasrado. F, Zakaria.N; 2020) for the firms. Besides financial benefits , these practices can lead to employee attraction, employee retention, productivity and overall engagement. The study included large sample of both managerial and non-managerial employees in different age groups from both the genders and is fairly representative of employees from manufacturing organizations in North India. The outcomes of this study are expected to have positive impact on organizations that formulate procedures and policies to engage sustainable behaviors of employees. The study depicts various sustainable behaviors of employees which are shaped differently among male and female employees due to different expectations from them within the context.

Few studies have reported different levels of sustainable behaviors (Environmental behaviour, frugal behaviour, altruistic behaviour and equity) subsets across nations and cultures (Verdugo,2011). That culture has a major influence on sustainable behaviors is a known fact(Miska, Szocs and Schiffinger,2017) and also its role in sustainable built environment is growing due to the increased impact of the environment on achieving sustainable development(Opoku.A,2015). In our study the responses on sustainable behaviors revealed that overall the group exhibited sustainable behaviors to some extent. It was revealed that female employees are more sensitive towards ERB than men and more concerned to take part in jobs that have an impact on social and environmental causes. Though more males than females have a take on sustainability at work, more women took active steps as revealed in the survey. This can be attributed to females capability to nurture and connect emotionally.

In the current study with progressive age ,altruistic and frugality behaviors seem to improve even after taking into account improvement in income. There were also reports of more frugal behaviour (slight increase in women) and increasing altruistic behaviour(for both men and women) with increasing age. Increasing altruistic behaviour may be accounted to increased awareness of social role behaviors in both males and females (K.Skarin,1976).This is in stark contrast to studies which show that with health altruism decrease with age in an experimental study on American samples(Long and krauser,2017).Also Eckel and Grossman (as cited in Andreoni,2001) find that females on an average indulge more in altruistic behaviors.

Possible improvements in education , lifestyle, awareness and concern may be attributed to sustainable behaviors of employees working in manufacturing industry in India. In addition philosophical orientation of people towards controlling desires could have played decisive role.

We found environmental behaviors were more pronounced in younger employees(D’Souza et al,2007) and more so in women than in men. This is in contrast to previous studies which revealed that men are more environmentally conscious (Jayesh, Tiwari, Paul,2020)and indulge in more pro-environmental behaviors compared to women. In the present research, pro-environmental behaviour at the workplace is referred to as any activity, undertaken by an individual, directly or indirectly at their workplace which she/he thinks, will improve or help to improve the natural environment (Ture and Ganesh, 2014). It is an intent oriented definition. It focuses on act of individuals with an intention to benefit the natural environment.

Education was not significantly related to pro-environmental behaviors in line with other studies (Rowlands et al. 2003; Tilikidou 2007; Sánchez et al. 2015). This can be attributed to the fact that people working at different levels in this industry hold a particular degree of education and all are fairly educated.

ISSN 2394 - 7780

Marital status was also a significant predictor of pro-environmental behaviour as it was seen that married employees had higher propensity for pro-environmental behaviour(Patel, Jayesh; Modi, Ashwin; Paul, Justin (2017), more frugal behaviour than their unmarried counterparts.

Marital status had no significant impact on altruistic and equity behavior in both men and women.

The results are in line with roles theory which postulates that different groups of people with different roles display different behaviour (Eagly et al, 2000). The study depicts that sustainable behaviour is shaped differently among male and female employees due to varied expectations within the contexts.

Further in our study the respondents were more or less evenly distributed on altruistic and equity behaviors, though females exhibited slightly high altruistic behaviors compared to males (Garza, Caparo and Ramirez,2018) and it increased with age in both the genders. This can be accounted to the fact that women are considered more unselfish than men (Eagly,2009) and also contribute more to charity (Mesch et al,2011). Previous research shows that older workers engage more in prosocial behaviours compared to younger employees(Driscoll and Roche,2017). Altruistic behaviour in older employees can be a result of socially acceptable norm of benevolence that embraces prosocial moral orientation and a belief that helping others without looking for personal benefit is a moral imperative(Kanungo and Conger,1993 as cited in Wagner, Sharon, Rush,2000).

Education causes individuals to appreciate, be concerned with social welfare and behave in more environmentally friendly ways (Meyer.A,2015). Younger educated employees show higher propensity for sustainable behaviors may be because of the fact that environmental education has been a core paper at schools and colleges in India following the directive of honorable supreme court of India(Sonowal.cj,2009). Thus the level of awareness is higher in younger individuals compared to their more elderly cohorts. Environmental education involves teaching methods about high environmental concern and sensitivity towards environment(Otto.S, Kaiser.F,2014). It is also a fact that more of environmental concern instils a belief that changes in their behaviour can solve environmental problems(Ellen et al, 1991).

In step wise regression age, education and income emerged as a significant predictor of sustainable behaviors of both the genders of employees in organizations. While sustainable behaviors of employees may lead to competitive advantage for organizations , training may contribute to more indulgence in sustainable behaviors thus leading to their occupational status, income and better progress to attain their goals so as to adapt to the environs of changing business world.

Frugality has been regarded as the virtuous social value in India and the country provides fertile environment for acceptance of frugal behaviors (Tiwari.R,2017). Women exhibit more frugal behaviour even at workplace may be because they have less willingness to pay which can be attributed to gender-pay gap (White and Sintov , 2017). The conception of interdependent self in the Indian context is being increasingly recognised (Chadha & Misra, 2004; Dhawan, Rosenman, Naidu, & Rettek, 1995; Misra, 2001; Misra & Giri, 1995; Sinha, 1984; 1988).

Frugality has long been regarded as a virtuous social value in India and socio-cultural context provides a fertile ground for the same (Tiwari.R,2017). Frugality and responsibility tends to increase with age (Morris and Venkatesh,2000). Older workers may have more of characteristics of reducing waste, using company resources judiciously so though they may be having less of environment related behaviors, they may have more of tendencies to perform resource conservation behaviors (Wiernik, Dilchert and Ones,2016).

LIMITATIONS AND IMPLICATIONS OF THIS STUDY

This study was conducted in manufacturing organizations in North India so it cannot be generalised to employees working in other industries. Also, all the variables in study are measured on self-reported scales making it limited to generalise the findings. Only select socio-demographic factors were investigated in this study. On a comparative basis studies can also investigate the relative role of other psychographic factors like perceived organization support, personal values of employees which can provide better understanding of sustainable behaviors of employees. Of course the relationship between employees socio-demographic factors and sustainable behaviors need further validation in different geographical area. The findings not only make contribution to the field of sustainable management but also offer new insights to relevant HR managers who may consider employees sustainable behaviors to achieve sustainable goals as one of the criteria to select right employees.

Efforts to promote these sustainable behaviors in manufacturing industry could well target less educated employees, those in low ranks or unemployed and people in small cities at-least on these 4 sustainable behaviors. Also, our study excluded manufacturing industry in some rural regions in India due to lack of data so this study cannot be assumed to extend in those regions of India.

CONCLUSION

This research is a major step to understanding socio-demographic factors influence on sustainable behaviors of employees at workplace. Age and income are found as major predictors of sustainable behaviors of employees in manufacturing industry. There was no statistically significant difference found on grounds of education between males and female employees, may be due to the fact that a particular level of educational background was the cut off point to get recruited at a position in these organizations. There were statistically significant differences found in the sustainable behaviors of male and female employees working in these organizations leading to the conclusion that there should be gender parity in these organizations which are mainly male dominated.

Employees behaviors in organizations have the potential to impact social, ecological and economic performance (Elkington,1997). Following the Global reporting initiative, there is increasing pressure on organizations to reveal their sustainability status (Willis,2003).This could also facilitate the image in front of various stakeholders. There is an increased call for response to ecological and sustainability issues so organizations need to train their workforce to adopt and engage in sustainable behaviors (Jarventaus,2007). Hence the understanding of socio-demographic factors that aid in sustainable behaviors at workplace can help organizations to improve training effectiveness. For instance training and education programs can be tailored to facilitate imbibing sustainable behaviors at workplace.

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FACEBOOK AS A TOOL FOR FOSTERING DIGITAL ENTREPRENEURSHIP: A REVIEW

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ABSTRACT

People may freely engage with one another on social media, and marketers can reach out to customers in a variety of ways. Given the plethora of ways in which social media affects both individuals and corporations. Digital entrepreneurs who are young, urban, and well-educated are typically depicted as working for innovative start-ups that profit from extensive social networks and a combination of cutting-edge technical and business talents. Facebook is one of the most popular social media platforms for socializing, personal indulgence, and sharing information and products. It is critical to comprehend the function of Facebook in digital entrepreneurship based on this concept. The purpose of this study is to look at how Facebook may be used to promote digital entrepreneurship.

Keywords: Digital Entrepreneurship, Facebook, social media

INTRODUCTION

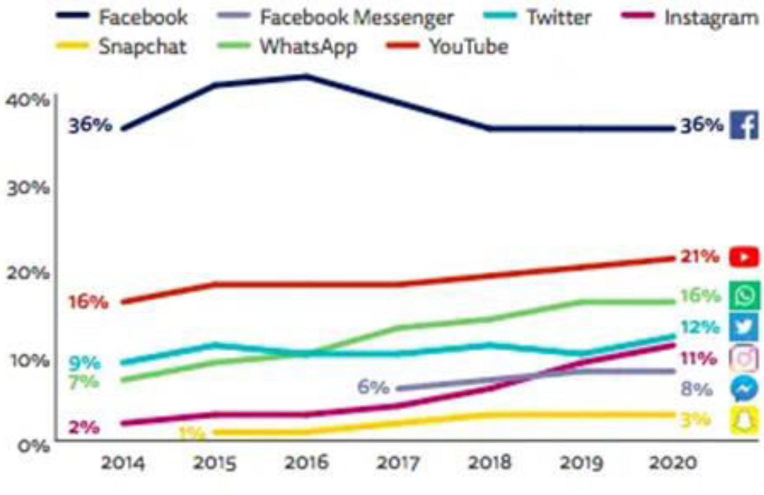
Digital entrepreneurship is the process of starting a business over the internet and selling services or products without having to invest in physical locations. Online courses, e-commerce, blogs, YouTube channels, and technology solutions in general are all instances of digital enterprises. In comparison to the offline market, the key advantage of this business strategy is that you don't need to invest a lot of money to get started. Furthermore, this structure allows businesses to work from anywhere and at any time, giving entrepreneurs more flexibility in their daily schedule. It covers a wide range of topics, including cost-cutting, cooperation opportunities, product designs, and so on. A digital entrepreneur who focuses solely on digital marketing. It provides the ideal marketing opportunity in the digital era. Many companies choose an offline model and optimize it for the internet realm by lowering expenses and implementing superior marketing tactics. The demand for social media marketing and the optimal social marketplace was discovered after an extensive analysis of literature from multiple industry specialists. Organizations must cultivate relationships with consumers through openness and a friendly approach without overselling, according to suggested tactics for community building and establishing a successful presence in these online platforms. (Al-Hadban, Nora & AL-Ghamdi, Hadeel & Al-Hassoun, Thekra & Hamdi, Prof., 2014).

Entrepreneurs have continuously advanced their digital applications to more sophisticated, efficient, and effective platforms to embrace the competitive environments (Adekunle 2018) and reshape traditional business strategies, structures, and processes as digital entrepreneurship takes centre stage in the global market.

In this digital age, understanding the features of digital entrepreneurship and digital transformation, as well as how they are related, is essential. Digital entrepreneurship is seen as an important pillar for economic growth, job creation, and innovation. As far as social media marketing and entrepreneurial marketing goes, social media, in particular, is a relatively new phenomenon when compared to other forms of communication. (Matthias Fink, Monika Koller, Johannes Gartner, Arne Floh, Rainer Harms, 2020) Social media platforms make it easier to contact the market and improve consumer relationships (Doris Ngozi Morah & Oladokun Omojola, 2018). Facebook and Twitter are the two most popular social networks used by entrepreneurs for business purposes among the many networks. Because the number of individuals using social media is always increasing, entrepreneurs may utilize it to sell their products and services to a wider audience. It may assist companies in lowering costs and increasing sales, as well as creating a brand image and connecting with their customers on a personal level. In our technologically advanced, fast-growing, and competitive world, the usage of social media networks for business reasons is unavoidable, and marketers should pay more attention to it (Azhar, Mohd & Akhtar, Mohd., 2020) The fundamental factor in the success of the digital business is innovation. (Manimekalai Jambulingam, Magiswary Dorasamy & Jesrina Ann Xavier, 2021). When a business uses a social media site, it expands the discourse by using buzzes to bring attention to the brand name. A corporation must be as committed to social media dialogue as its customers are. (Edosomwan, Simeon & Prakasan, S.K. & Kouame, D. & Watson, J. & Seymour, T., 2011).

It has been observed that the use of social media applications and tools has aided businesses in better branding their products, reaching out to more customers, and better satisfying their needs. Companies' brand awareness and image have improved as a result of their use of social media. (Radhakrishnan, Venkateswaran & Ugalde, Bernard & T., Rogelio., 2019). Organizations' use of social media has a beneficial impact on sustainability, and companies' use of social media should affect not only how they integrate it into their marketing strategy, but also how they give value to their consumers and conduct business. (Dwivedi, Y.K., Ismagilova, E., Rana, N.P., 2021)

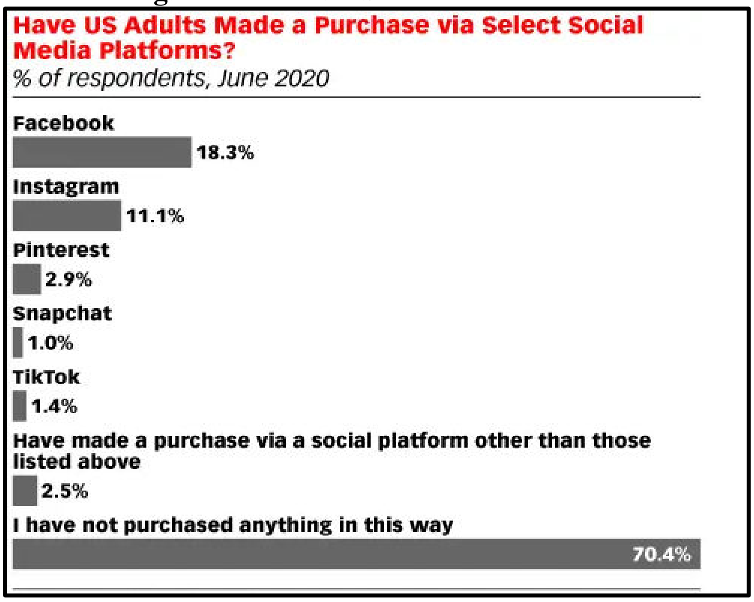
Fig. 1 Social network used for News



[*Source:* Reuters Institute Digital Report 2020]

Entrepreneurs utilize social media for a variety of reasons and for a variety of objectives that are critical to their business operations. The openness and connectivity of social media overcomes entrepreneurs' incompetence or difficulty in recognizing and reaching out for professional help. (Abdus-Samad Temitope Olanrewaju, Mohammad Alamgir Hossain∗, Naomi Whiteside, Paul Mercieca, 2020). According to Figure 1, the most popular method for adults to receive news is Facebook.

Fig. 2 Purchase via Social Media Platform



[*Source*: eMarketer]

According to an e marketer survey done in June 2020, Facebook is the most favoured media for purchasing which is shown in the fig.2. To develop communities around their firms, most entrepreneurs use social media marketing. These communities are then leveraged as owned media to start dialogues, raise awareness, boost followers, reward fans, and generally improve relationships with their online audience. These engaged and devoted groups are a natural fit for a company’s online and offline marketing and communication efforts. In India, Facebook is still the most popular social network, and advertisers adore it. (Lakshmi.V, Afraa Mahboob & Ankita Choudhary, 2017).

The future of social media in marketing is both exciting and unpredictable. A better grasp of social media is necessary because it has become a very socially significant mode of communication and expression. Enterprises employ a crucial kind of media for advertising and other forms of communication, and it has geopolitical consequences.(Appel, G., Grewal, L., Hadi, R., 2019)

Importance of Social Media in Digital Entrepreneurship and Marketing

Social media's expanding popularity and adaptability are attracting the attention of marketers and entrepreneurs, and defining new trends for both established businesses and those just getting started in developed countries like the United States and the United Kingdom (Salem & Mourtada, 2012). "Social networks connect individuals so that they create pathways for information flow for others," Emily et al. wrote in 2008. The majority of the people with whom we have strong links also have ties with others, which leads to increased interactions and resources" (Jabeen Zafar et al., 2012). Social media networks are proving to be quite beneficial to all types of businesses and entrepreneurs, and they have become increasingly popular in recent years (Shabbir et al., 2016).

Promotion, marketing, public relations, advertising, and a tech start-up are all common uses for social media platforms. It can be used in a variety of settings, including the workplace, collaborative learning, and entrepreneurial skills (Salem & Mourtada, 2012). Social media is creating new business opportunities and redefining company practices (Shabbir et al., 2016). Social media is seen to be very profitable and helpful for the progress of product marketing and promotion since it develops a direct interaction with clients and allows them to post comments at their leisure. These suggestions aid in the enhancement of a company's offerings (Mahwish Zafar, Wajahat Shafiq, 2017).

Marketers and businesses benefit greatly from the use of social media networks. Lower marketing expenses and improve revenues as they increase market exposure, raise company awareness and customer loyalty, and accelerate traffic growth (Surugiu & Surugiu, 2015) (Kothalia et al., 2017).

Social media tools can help to create a new ‘lean start-up’ model that builds no-frills apps and disrupts them quickly and cheaply.

Why Facebook for Digital Entrepreneurship

It's important to look at Facebook as a platform for digital entrepreneurship for a variety of reasons, one of which is that it's a popular platform that has fast grown over the world. Second, it has made significant progress in building its platform, adding a slew of user-friendly features while keeping its unadorned simplicity. Third, in order to attract a throng of entrepreneurs, Facebook has added a number of features.

Although initiated as a platform for socialization and personal indulgence through photo sharing (Silva, Melo, Almeida, Salles, and Loureiro 2013), Facebook has rapidly advanced into a platform for information and product sharing. Using comments/reviews, photos, and videos (Silva, Melo, Almeida, Salles, and Loureiro 2013) as its form of communication, Facebook has attracted the attention of many enthusiastic entrepreneurs surpassing Twitter in terms of average engagement rate.

As a result, it has evolved into a critical platform for commercial initiatives, marketing, and service delivery, as well as a communication tool. It connects users with service providers like as delivery, transportation, and online retailers. It has revolutionized marketing, advertising, and promotion tactics by increasing product awareness and audience involvement (Rohm and Crittenden 2011).

This platform has energized the digital economy by bringing non-traditional entrepreneurs to possibilities and lowering transaction costs. With the introduction of this new breed of social media, new markets with explosive potential have opened up. On this foundation, this paper investigates the role of Facebook in digital entrepreneurship, focusing on the platform's success as a tool for digital entrepreneurship.

The success of Facebook is determined on the quality of the content that is shared (de Veirman et al. 2017). As the world became more flooded with visual advertisements, Facebook rose to prominence as an advertising and marketing tool. With greater competition, the marketing industry has changed, with a push for advertisements that are more relevant and relatable. Influence marketing on Instagram and Facebook has turned the industry around since they appear more genuine. As these social media technologies have grown in prominence as a marketing tool, more youngsters and unconventional entrepreneurs have become interested (Singleton et al., 2016). Its importance has been demonstrated by its rapid global expansion in the digital entrepreneurship field, with a greater adoption rate in developed economies.

Despite its popularity, there is little information on the platform's usefulness and potential for digital entrepreneurship, with much of the literature focusing on industrialism economies. The goal of this review is to figure out how Facebook works in digital entrepreneurship and how valuable it is to stakeholders in both developed and developing economies.

Advantages of Facebook for Business

Facebook is one of the world's most popular social networking sites. A company's presence will help it gain visibility to potential clients. A Facebook business page can assist in connecting with and reaching out to current and potential customers. There are several advantages to using Facebook for business some of them are listed below.

- Boost website traffic: By giving connections to clients' websites, businesses can assist in increasing the amount of people who visit them online.
- Companies can target certain demographics based on their location, age, gender, and hobbies with Facebook advertising.
- Create business leads: When it comes to producing sales leads, a Facebook 'likes' audience could be a great place to start.
- Email addresses for marketing lists can be collected through competitions and rewards.
- Customer service and feedback: Businesses and their consumers can communicate in two ways through Facebook.
- Reviews and comments can be used to obtain customer feedback and identify areas for improvement.
- Psychographic targeting is further aided by Facebook. It's not only about demographics and interests when it comes to targeting. Customers can now be targeted based on a variety of lifestyle factors such as hobbies, life events, habits, and so on. This increases the likelihood of accurately targeting the right clients.
- Facebook's platform aids in keeping customers engaged, which in turn aids in the development of brand loyalty. The stronger the relationship, the more likely it is to convert. This platform facilitates speedy engagement, which improves consumer happiness and, as a result, increases brand loyalty.
- Provide customer support: Customers can ask follow-up questions on Facebook page, and your team can respond. This is typically more efficient than having someone answer the phone, and it allows other customers to read common queries and answers without having to approach you one-on-one.

CONCLUSION

Entrepreneurial activity have been altered by social media platforms. These social networks are used for communication and marketing, as well as connecting and engaging marketers with end consumers. Social media platforms such as Facebook, Twitter, Instagram, YouTube, and Messenger, all of which use texts, photos, and/or videos, have multiplied in the digital media. These have been employed as modern methods of communication, resource leveraging, and corporate management. As a communication and marketing tool, Facebook has thrived.

Despite widespread public enthusiasm for the use of social media tools for business promotion, there is little research on the use of Facebook as a platform for entrepreneurship. The majority of the literature has concentrated on Facebook, Twitter, and YouTube, with content focusing on the use of influence in marketing. With frantic rivalry defining digital entrepreneurship, more knowledge and comprehension of new technologies is required, as well as the ability to respond quickly. As a result, a greater knowledge of Facebook's competitive advantage and strategic position in the worldwide market is regarded important. This review outlined the global impact of Facebook's use in digital entrepreneurship.

Suggestions for Further Research

With unique applications of the platform for open-source communities where individuals identify, co-create, and realize opportunities through shared resources and knowledge, Facebook has had huge effects on the digital economy and hence people's lives.

Finally, investment in information and communication technology research, social media use in entrepreneurship, the intersection of artificial intelligence and entrepreneurship, and the development of legal frameworks appropriate for the new business space that is heavily reliant on technology should be increased. To avoid exacerbating the digital divide, developing countries should be given assistance to keep up with the fast-paced twenty-first century.

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TO IDENTIFY EMERGING TRENDS AND COMPETITIVE STRATEGIES ADOPTED BY THE HOSPITALITY AND TOURISM INDUSTRY DURING COVID-19 PANDEMIC

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ABSTRACT
The Industry of Hospitality and Tourism, unquestionably has been a powerful pillar as a trustworthy and consistent source of income and resources for many countries. Majority of the nations have been raised from poor to considerable financial standings as a consequence of the irreplaceable influences their sectors of tourism have flourished in addition to their complete growth of economy. Tourism is a chief contributor to the economy of India. The industry of tourism in India has a stake of 0.52% of global tourism as well as the earnings as 0.89% of the global earnings. There have been substantial developments in the sector of Indian tourism of aggregating capacity of air seats, trains as well as connectivity of railway to imperative destinations of tourism, with linking roads. Facilities of accommodation have been improved for the accessibility of the travelers. By means of the industry in viewpoint, there is relatively an immense array of key players such as businesses, modern technology as well as trends of hotel marketing etc., which are set to take source as well as impact the industry as a whole in 2022 as well as the years to arrive. This research primarily, aims as well as look for to recognize as well as inspect the paradigm shifts in the industry of tourism over the apparent years as well as how the trends have performed in India. It pursues to scrutinize the present trends in the sector of hospitality and tourism, carry to light the obstacles encountered by the sector of hospitality and tourism as well as finally analytically understand the forthcoming predictions of the Indian sectors of hospitality and tourism. The study carried out from the secondary data to discover the conclusions and discoveries. It was nevertheless discovered that worldwide of activities hospitality and tourism are aggregating by leaps as well as bounds therefore a comparable rise in spending equally not only for tourists but also service. The hospitality and tourism industry is very competitive, as well as businesses required to possess up with the most recent trends of hospitality and tourism to escape being missing behind. Furthermore, keeping leap with the industry of hospitality and tourism as a complete is a good approach to confirm your business supplies the kind of quality experience traveler want as well as expect. Nevertheless, the requirements as well as main concern of traveler have likewise transformed because of Covid-19 pandemic. In this research, done the exploration about *emerging trends and competitive strategies adopted by hospitality and tourism industry in Covid-19 pandemic.*

Keywords: Hospitality, Tourism, Covid-19 pandemic, trends, strategies

INTRODUCTION
The global economy was impacted badly because of COVID -19 pandemic. In the year of 2020, it has been foreseen that the worldwide GDP will be constricted by 5.2 %. One of the economic areas like the hospitality and tourism sector of developing countries like India was the affected the most. Due to policies to reduce the rate of infection, majority businesses of hospitality have been for the time being closed. Social distances, home orders, travel bans as well as travel restrictions have been enforced as a preventive measures during lockdowns. Furthermore, demand for hospitality and tourism businesses that are permitted to carry on has dropped substantially. In a nutshell, the hospitality and tourism sector has come into conditions of uncertainty and chaotic in the fear of COVID19. Like in other developing countries, the sector of hospitality and tourism is a crucial instrument for sustainable financial development in India. In 2019, it delivered 6.8 % of entire GDP as well as 8 % of the entire employment. The most profitable sum of capital is earned from the revenue from domestic trips in India. Nevertheless, with the expansion of COVID-19 at the commencement of 2020, there is a substantial collapse in the hospitality and tourism sector. On March 25, 2020, the lockdown started which carried out till May 31, 2020, because of postponement of the lockdown. The lockdown was lifted on June 8, 2020 and hotels, restaurants as well as tourist destinations were permitted to reinstate. Despite the fact, it is not imaginable to assess the range of the commercial influence of the COVID-19 eruption in the hospitality and tourism sector due to the course as well as period of the eruption are still ambivalent. As the health and lives of the individuals are quiet at stake, it is implausible that the optimistic indications in this hospitality and tourism sector will be reestablished instantly. With regard to, there is a requisite for comprehensive study as well as exploration of the consequence of COVID-19 in the Indian hospitality and tourism sector. So in this research we have tried to find out, emerging trends and competitive strategies adopted by the hospitality and tourism industry in Covid-19 pandemic. It goes with undoubtedly that the pandemic as well as resulting trade and industry downturn larger than the recession occurred in the year of 2008 as well as anarchy triggered by changeability in requirement have had a substantial influence on hospitality and tourism sector during the years

of 2020 and 2021 certainly with persistent consequences. So, some inventive responses to this unexpected circumstances like make an effort to attract clienteles back into outlets of food and beverage as well as reassure vacationers that it is certainly harmless to relish a stay in the hotels, have augmented prevailing industry of hospitality and tourism inclinations as well as initiated enduring transformation. For the moment, there has been a transference in the general public, comparatively because of changes in the needs afterward the severe period of the pandemic. Even though in the year of 2020 and 2021, the reputation of staycations, hygiene procedures as well as contactless automations, all nowadays resolutely entrenched in the regular activities of hospitality and tourism industries has increased suddenly, so because this some innovative trends and competitive strategies are emerging. An augmented awareness of hotel guests of all effects purposeful, sustainable as well as health with happiness has fixed innovative yardsticks for enterprises of hospitality and tourism. This research offers the emerging trends and competitive strategies adopted by the hospitality and tourism industry in Covid-19 pandemic in the year of 2022.

REVIEW OF LITERATURE

Baum et al., (2020) 96% of the travel destination around the world enforced partial as well as full lockdown limiting travel to avoid and hold the spread of the virus, by governments of because of the beginning of COVID-19 initial in the year of 2020. These limitations such as social distancing, lockdowns as well as quarantine measures endure to severely damage the sector of hospitality and tourism.

Goodwin, (2020) Service suppliers such as hotels, Airlines as well as event's organizers have grieved massive damages because of the decline in response of the business as majority vacationers withdraw their bookings as well as events get revoked. Pandemic of COVID-19 has significantly obstructed the DNA of the industry of hospitality and tourism at its central.

Haywood, (2020) The ambiguity in arrears to the pandemic has enforced the industry of hospitality and tourism to revive as well as gear up to endure sustainably in the forthcoming era. The business previously the pandemic was more unwilling to accept latest technology as well as partner with inventive startups, post pandemic nevertheless the inclinations propose a more cooperative methodology to stand in the upcoming era.

Baum and Hai, (2020) The industry of hospitality and tourism is the first to be suffer as well as the last to recuperate when damaged by disasters or crises. Even though seriously damaged by COVID-19, the sector of tourism and hospitality will progressively overcome itself, nonetheless, the rapidity of retrieval as well as to what range it will continue its previous magnificence is unidentified.

Dehler, (2020) The Pandemic of COVID-19 has individuals be anxious for fortification and security of not only their external physical healthiness but also for the internal safeguard of their immunity; accordingly, the industry of hospitality and tourism observance this characteristic in cognizance are gearing up for the forthcoming since even though the pandemic will diminish the clienteles of the industry of hospitality and tourism will imagine advanced criterions of hygiene as well as wellbeing.

PricewaterhouseCoopers, (2021) Customer perceptions, customers have progressed for the enhanced throughout the pandemic; they are nowadays additional than forever into digitalization, technology as well as enhancing more globally responsive. The report likewise piercing out that customers are fetching more sensible about expenses, healthiness and statistics.

OBJECTIVES

- To identify the impact on hospitality and tourism industry during Covid-19 pandemic
- To recognize Emerging trends and competitive strategies adopted by the hospitality and tourism industry during Covid-19 pandemic

RESEARCH METHODOLOGY

Secondary data was gathered through several sources such as references materials, newspapers, magazines, internet, books etc.

RESULTS AND DISCUSSIONS

Emerging trends and competitive strategies adopted by the hospitality and tourism industry in Covid-19 pandemic

- **Bleisure Travelers and Hotel Work Spaces**

Bleisure travel is a term used to define travel that blends features of both business as well as leisure. It characteristically takes the form of business travelers lengthening the period of their journey, so in order to relish activities of leisure, which may range from relaxation and sightseeing, through to visiting venues of entertainment, hiking, or attending events. For many employees, working remotely has today turn into very normal as well as is predicted to become more than just a transitory trend. A shift speeded by the international crisis of public health, an unparalleled number of prominent establishments with gigantic tech enterprises like Twitter, Facebook, as well as Amazon leading the way proclaimed that they will accept a not only hybrid approach or but also flexible approach to working remotely. In the year 2021 itself, the ratio of workforces all over the globe that are perpetually working remotely was estimated to increase a lot. This means that for bleisure travelers the sectors of hospitality are being used as make-shift offices as well as natives looking for a modification in environment of work. This is an immense opportunity for not only for the hotels but also for the venues of food and beverage to capitalize on the inclination and acclimate their contribution to encounter the needs and wants of this evolving segment; such as free high-speed WIFI, ample plug sockets and great tea or coffee are worthy beginning services.

- **Holistic Hospitality, Health and Well-being**

Wellness tourism can be described as ‘all travel linked with the quest of retaining or improving one’s individual wellbeing’. Due to the COVID pandemic, precautionary medicine as well as self-care are all together influencing right now. The industry of wellness is transmuting into a flourishing market of trillion dollar as well as sectors of hospitality are well capable to take a huge piece of the pie, particularly those with current facilities of spa. In addition to the common spa offering relaxation, there is speedily increasing request for health diagnostic expertise as well as personalized plans of treatment provided by specialists who organize personal or group assemblies to develop healing, vitality, emotional balance, stress management, mindfulness as well as improved sleep.

- **Digitalized Experiences of Guest**

Apps are progressively significant in the way hoteliers succeed to provide services to their guests as well as can now regulate many features of the guest cycle as well as experience. Inessential to say, the inclination headed for digital as well as contactless services has expanded new motion from the year of 2020. By tradition, hotel guest fronting services are being offered an overhaul acknowledgements to the further extensive use of technology driven benefits, such as mobile check-in, voice control with biometrics as well as contactless payments. Hotel guests who have become used to to unlocking their laptops as well as smartphones using recognition of facial and fingerprint will almost immediately come to anticipate the same expediency in gaining access to their rooms in the hotel. Inopportunely for the hotel companies eyeing to comfortable them, these advancements may be expensive to connect as well as uphold. If you wish to stay ahead of the moment of time, we recommend you make the investment in digitalization.

- **Personalization**

In present era, guests have matured enough to anticipate to be acknowledged as individuals. Hotel companies are going the long way to individually welcome their guests, while devices such as Mailchimp as well as Zoho have created personalized e-mail marketing easily reached to the masses, confirming greatly communications for target viewers. Far beyond simply adding the customer’s name to email greetings, data provides insight into past buying habits, enabling hotels to tailor their offers and promotions, and automatically provide similar services to previous stays. Platforms of technology such as CRM as well as CEM use big data to build one-to-one connections amongst the guest as well as the host at very good scale. AI-powered chatbots have confirmed to be a hotel guest service asset both throughout the process of booking as well as in replying to recurrent questions. Operations of hotel more commonly are progressively designed by the usage of management systems to monitor as well as maximize revenues, relationships with customer, channels, property as well as prominence. In addition to, the increasing significance of predictive analytics, integrated messaging, customer profiling as well as middleware, which strive for to associate any dissimilar systems.

- **Experience Economy and Essentialism**

Good quality personalization as well as distinctive experiences is a need of today’s hotel guest. The growth of the independent traveler, impact to the less involvement of the travel agency as well as. Travel guiltiness is absolute. “Less is more”, is somewhat dusty saying, because Minimalism has modernized. The hotel guests are now days very less looking for extravagant shows of wealth, desiring instead to expend wisely, decisively as well as make a constructive influence on the globe. Exceptional experiences that give back to native societies in significant conducts are in request, as are adventurous holidays, relaxation retreats as well as niche hotel properties.

- **Strategy of Asset Management**

The approach of asset-light has become predominant in the hospitality sector. The segregation among the operations management as well as assets of real-estate now agrees companies of hospitality to emphasis on their principal business, therefore cultivating competence. It nevertheless encourages surplus difficulty as well as prospective agency obstacles, enlightening the appearance of new varieties of work profiles, such as asset managers. Additionally, new work profiles have appeared succeeding the growing difficulty of the hospitality industry. Similarly, the requirement for competencies of quantitative analysis such as forecasting, budgeting, etc. has also heightened.

- **Reality of Virtual and Augmented**

Successively on from the positioning concerning content of visually appeal, it appears only expected that hospitality industry businesses should search for to take advantage of on technologies such as virtual tours, which will artifice up a digital atmosphere for hotel guests to portrait themselves in. Videos which offers 360-degree views of café terraces, ambiance of restaurant, enclosed in locations of hotel beachfront or greenery or, for occasion, are fair the mode to create a hotel company stand out in the competition. As consistently, creating the admittance threshold low is crucial factor to success as broad a viewers as conceivable with material of virtual reality, creating content reachable on a range of appliances, beyond the prerequisite for a VR headset. The hotel guests should be able to use their smartphone with merely point it at true-world artefacts to conjure up further information. Graphical or informational overlays are used by augmented reality usages to enrich in-situ atmospheres. Once the hotel guests have downloaded the relevant app, they can usage this device to entree on opening times of restaurants, analyses or even construct user-generated content or collaborating tourist information maps.

- **Take-away and Ghost Kitchens**

Because of the pandemic here to remain, so majority of the hotels and restaurants are revolving to take away as well as home delivery as an alternative to withstand amongst the lockdown restrictions as well as social distancing. The restaurants of the five-star hotels have all engaged up this alternative to withstand in the Business. Establishments such as Wal-Mart and Amazon and are investigating drone delivery also understood that it was a much economical as well as environmentally responsive alternate to delivery vans. The Industry of hospitality is even not far late with numerous food distributions being execute through drones. Majority startups that were associated to food distribution as well as virtual restaurants succeeded with the beginning of the pandemic. One of such invention for restaurants which is the conception of Ghost Kitchens, in this conception each restaurant compensations a assured fee as rent payment for the kitchen space as well as furthermore compensations commission for each food delivery. Startups such as Karma Kitchen and Doordash are exceptional examples of this conception. Therefore, Ghost Kitchens have a great chance to develop even later the pandemic as online distribution is a customer behavior which will stick from place to place much extended.

- **Traveling less and Staycations**

In 2020 and 2021, travel restrictions have enabled the growth of the staycation. As it may be with global travel is starting back up, among price hikes airlines, requirements of Covid testings as well as the very convoluted bureaucracy which is engaged in going abroad nowadays, various presumed foreign travel either too costly for a huge family holiday or not value the disturbance for the breaks of the weekend of the preceding. Therefore, deciding in preference of the trend of staycation rather, or merely travelling much fewer than levels in pre-pandemic. Actually, there is a numerus of motives vacationists may also be selecting to stay nearby to home, such as for reasons of budget or environment, because of this the current time having seen an increase in outings spent more in local places. It is very fortunate for the people who live in at present picturesque and tourism-rich nation with a pleasing conditions. New experiences are desires of the modern day travelers, because of the speedy advancements of global technology, change in climate as well as remaining dynamics, the industry of hospitality tourism is continuously revolutionize. According to the World Tourism Organization (UNWTO), in the year of 2018, recording the utmost arrival of international tourists, having experienced an extraordinary past in a decade, the hospitality and tourism sector is nowadays definitely faced with immense challenges as well as uncomfortable fluctuations in the aspect of the COVID-19 pandemic. Nevertheless, there are quiet expanding hospitality and tourism trends that can benefit Destination Marketing Organizations (DMOs), tour operators as well as other suppliers of industry to overhaul their businesses as well as witnessing attainment as industry develop into the new normal.

- **Sustainable Tourism**

Majority of the tourists consider that individuals make choice of sustainable travel in order to protect the planet as well as preserve it for forthcoming generations. New holidaymakers are accepting this attitude hereafter

ISSN 2394 - 7780

making their travel resolutions with the environment in consciousness. For instance, Carbon offsetting, is flattering more prevalent by the day particularly meanwhile holidaymakers want to benefit lessen the influence of the crises of environment. Tourism establishments be able to too back this mission by creating minor but noteworthy modifications. Holidaymakers can leave the use of single-use plastics or else choose to simply use solar for all there requirements of energy. Nevertheless, it's imperative to understand that sustainability is not only related to the environment, it's similarly about constructing a progressive influence on cultures and economies as well as the individuals at the destinations that clienteles like to visit. Sustainable tourism is furthermost expected going to develop, in the period of Covid-19 pandemic. If hospitality and tourism industry play major share in safeguarding sustainability, industry can build the trust as well as loyalty of the group of holidaymakers who are spearheading this movement.

- **Transformative Travel**

This is a new trend of tourism that's rapidly achieving a huge popularity. The concept of transformative travel is not just about traveling for leisure but also directing to create a modification in the lives of both others as well as individual. Volunteering expedition are an instance of the involvements which have expanded popularity from this movement. Holidaymakers vacation as well as furthermore fixed separately period to volunteer at their tourism destinations. While it originates to creating a transformation in their individual lives, customers can determine to drive for wellness long weekends where they relish as well as either relax at a nature-filled destination, join a yoga class otherwise join some classes of apprenticeship to acquire a different expertise. There is similarly a remarkable alteration in the holidaymakers' diet, because of this trend. As an alternative of satiate in unhealthy eatables, those who've merged the movement of organic food desire spaces that provides extremely nutritious as well as organic food products. One of the foremost purposes for transformative travel is to be elaborate in something which is noteworthy as well as enhances determination to the journey. Majority of worldwide holidaymakers would consider contributing in cultural interactions to acquire a new expertise, followed by a volunteering trip as well as worldwide job placements. Centered on this inclination, travel companies can emphasis on proposing purposeful and unique activities laterally with their usual or typical products and services.

- **Experience Tourism**

The trend of experience tourism is on the upswing now days. This trend is around having an experience of once-in-a-lifetime or acquisition of association of sensation with not only cultures but also nature. As holidaymakers get bored or tired of regular holidays in travel destination, they commence eyeing for an authentic services in their destination of travel. Holidaymakers can without difficulty go for a trademark that will permit them to intermingle with the natives as well as involvement the culture of the individuals. Holidaymakers favor spending extra currency on exceptional services relatively than on material things, thus, if hospitality and tourism sector provides these services, then you're well on your means to attaining this cumulative breed of clienteles. Food sampling is considered as one of the best popular experiences. Culinary or food tourism permits holidaymakers to delight in diverse local cuisines, maybe even acquire by what method to prepare some of the recipes as well as intermingle with the individual's customs and traditions in the manner. Rather than staying in hotels, holidaymakers need to experience their travel destinations is by residing with native people. This holidaymakers them an opportunity to intermingle even closer with the native people as well as perceive their approach of life.

- **Solo Travel**

Solo traveling is a is considered as delightful as well as self-rewarding that powers you to not only grow but also leaves you pleasure of fully recovered as well as more optimistic. But more individuals are going to travel solo for diverse priorities. Many holidaymakers may need the independence to do whatsoever they need, each time they need, comparatively than be ''tied down'' to a group of family or friends, or a companion. And holidaymakers may like to traveling alone for their specific individual progress, as well as exploring to some degree profounder from their solo exploration. Majority of solo travelers are moreover choosing for tours which professionally conducted, which is virtuous news for operators of tour and activities. Majority of travelers are dreaming to take full advantage of their ''me-time.'' The hospitality and tourism industry can gain benefit of this by having distinctive proposals to provide to these solo explorers. Maybe hospitality and tourism industry can deliver them a further individual service with one-on-one cooking classes or one-on-one tours. Solo Traveling every so often lonely, but can be eye-opening, uplifting, as well as entertaining. Industry can even think of provides for two individuals where you have the occasion to pair them with an unfamiliar person that may converted their new finest associate. These so travelers even delight in get-together with new folk as well as frequently make long-lasting bonds throughout their travels since impending someone who is alone is much at ease than impending a group of people. For solo travelers, safety is also a great worry for. The solo traveler

ISSN 2394 - 7780

should be sure to worry that offers provided by an industry are reliable as well as trustworthy. The notion of being Solo Travel even worse during the journey is not ever amusing for any kind of vacationer.

CONCLUSION AND RECOMMENDATIONS

The essentials of sector of hospitality such as courtesy to detail, personalization as well as offering a distinctive guest services have not transformed and remain to be the potentials accentuated in the business. The retrieval outline displays that individuals are quiet choosing to travel in spite of the constraints not only in domestic travel but also international travel. Travelers are eagerly waiting to spend their reserves on tourism as well as distinctive services at the similar period they have progressed as well as their worries are intensified with respects to healthiness, safety and security as well as environment-friendly choices. As a result, it is very essential to keep contemporary with the business trends, even if you are a traveler coming up to expend your gathered revenue on involvements or a business owner tiresome to remain on best of the cut throat competition. This research investigating over the modern scholarly articles as well as articles on applicable websites collected appreciated understanding as well as data concerning current expansions in the industry of hospitality and tourism during COVID-19 Pandemic, offering 360-degree view of the modern expansions to the readers. Even though research in this arena is comparatively different, upon investigative the progressing tendencies digitalization as well as technology was establish to be a controlling tendency to regulate the provisions of the worldwide industry of hospitality and tourism in the forthcoming. Numerous technologically ambitious startups are associating with organizations of hospitality and tourism as well as serving them prepare for the forthcoming post the pandemic. Every single segment of the business has seen progresses in relations of technology, such as contactless check-in or checkout and payment, contactless distribution of food and beverage to the customer's doorstep, housekeeping service with atomized sanitation, modified service blueprint, cleaning procedures as well as 5 Star Kitchens and Restaurants revolving to progressive techniques of rent out out ghosts kitchens to associating with third-party vendors. Establishments are captivating a more all-inclusive methodology as well as not only regarding into the safety plus hygiene requirements of the vacationers but are also considering into improving the confidence as well as healthiness of their workforces not only physical but also mental through different training assemblies, this would have been undeveloped in some circumstances if not for the forewarning from the pandemic. As the industry move advancing to the beginning of 2022, the accessibility of vaccines specifies an upgrading concerning towns lifting lockdowns as well as most of the establishments reopening, prohibition on travel being raised as well as social assembly once yet again recommence. Reevaluating the forthcoming of sectors of hospitality and tourism is not comprehensive beyond addressing the advancements of technology in all sectors of the hospitality and tourism industry as well as brand innovative concepts retain developing each single day around the world, this in amalgamation through previously prevailing technology creates to an innovative techniques of impending the disaster of COVID-19. Through quickening these concepts as well as relating them to transform the traditional methods of attending the worldwide nations, the hospitality and tourism industry is assertive itself further into the forthcoming period. Hospitality and tourism companies around the world are being enforced to familiarize otherwise they will have to witness elimination. The authors anticipates that the readers are prepared with the most recent inclinations around the world that are restructuring as well as altering the appearance of hospitality and tourism industry with this research work. In the COVID-19 period, the authors discovered that, traditional styles of welcome as well as standard operating procedure have been switched with precautionary procedures of scanning, sanitizing as well as social distancing. Even though the personal touch is repeatedly misplaced in these measures it is what is anticipated as new normal as well as suitable to not only forefront workforces but also customers.

Nevertheless, personalization continues one of the influential aspects for the sustenance of any service industry, the business has set up techniques to monitor the safety procedures as well as nonetheless quiet provide a distinctive personal service for the customers, industries point out in this research have used numerous procedures of familiarizing to the altering appearance of hospitality and tourism as well as are not only perpetuation but acquisition of modest improvement performance so. The authors even deliver a vision into the behavior of innovative customers this will assist in the estimate of forthcoming inclinations that will modify the appearance of the industry of hospitality and tourism in the coming forthcoming era.

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VOCAL FOR LOCAL: PERCEPTION AND CHALLENGES OF AN ENTREPRENEURS

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ABSTRACT

Vocal for local has become a new mantra during current pandemic. There was a spike in demand for local products during lockdown. The concept of making in India; boycott China all gained importance during this time. This paper tries explore the challenges faced by local entrepreneurs. While producing the products which meets the needs of local community he is faced with different challenges. This study is an attempt to find out the reason behind increased demand for local products by the local community. It also outlines the problems faced by the local entrepreneur while trying to be in tune with local needs. The Random sampling technique is used for data collection and for the analysis of data SPSS 24 has been used. Friedman test, Point biserial correlation test was used to analyze, compare and interpret the data. Problems encountered by local entrepreneurs are correlated with various demographic variables. The findings of the study proves that there is strong need to support and strengthen the local entrepreneurs.

Keywords: Entrepreneurship, local, community, sustainable, globalisation.

INTRODUCTION

Entrepreneurship is to think constantly as to how to take the business to the next level. It includes constantly learning and pushing oneself out of comfort zone. An entrepreneur develops and executes his ideas releasing and addressing problems using an opportunity. He consistently gives high performances, as they are the passionate and driven people in the world. Local entrepreneurship includes the social and entrepreneurial element. It is modification of traditional entrepreneurship, in which the term local sets the direction towards achievement of social goals while entrepreneurial element links to methods of market driven enterprises. It involves solving social problems with entrepreneurial skills. Local enterprises and local entrepreneurs can address the issues of various human needs which are left unfulfilled by developing strong social capital and mission. Using innovative method they try to pursue opportunity to create social value. More priority is on social value creation rather than wealth creation. The motive behind local entrepreneurship is to create value for society by generating employment opportunities and providing basic knowledge and skills to the people. They face less common problems and situations in the society therefore they have to be innovative.

Global giants flourished due to globalization. There was a tremendous growth in the economy of developing country. MNC got further boost and were in a position to intensify the competition. All this had a negative impact on small and medium-sized entrepreneurs. Now attempts are made to boost the home market product. Additionally Government of India ordered a ban on 59 Chinese apps though which Vocal for Local sentiment has witnessed a steady growth in the country. According to Neilsen's COVID-19 evolving consumer trend report, two in three consumers intend to buy more 'Local' brands are going forward. There is a surge in efforts to promote entrepreneurship in India by government of India. Recently Modiji addressed entrepreneurs as growth ambassadors of India, during Vikas Niti 2019. According to the Startup Outlook report 2019 (Feb), two factors make India attractive as a startup nation-First, is low cost of doing business due to Proximity between customers/vendors, Second is the Magnitude of the domestic market along with a huge base of internet users. Karnataka, Kerala, Odisha, and Rajasthan have been ranked as top performer according to report of Department for Promotion of Industry and Internal Trade, Ministry of Commerce and Industry, Government of India (2019).

Lot of opportunity is being provided for young and aspirant entrepreneurs to realize their dream. We are living in a knowledge base economy. On the one hand heart of the knowledge based economy is creativity, which is a big challenge and on the other hand there is rapid obsolesce of knowledge which requires constant and continuous up gradation, upskill the knowledge with time. Therefore every other person needs to adopt to this new challenge which rules out the accumulation of knowledge for 20 to 30 years. Entrepreneur who believes in the concept of creativity, look forward to the development of local community, focusses in an area which is unexplored. Thus play a major role in the local area development which benefits local people who are cut off from urban benefits and thereby contribute towards the local economy.

LITERATURE REVIEW

- Competition from foreign products has improved the quality and availability of local products in developing countries. Purchasing behavior toward local products depends on consumer attitudes. In developed countries,

ISSN 2394 - 7780

consumers prefer local products to other products. In developing countries, consumers buying behavior depend on brand and quality. (R Sulis et al, 2020)

- Entrepreneurs are assets to the nation who should be suitably motivated and Remunerated. Successful entrepreneurs contribute towards wealth creation and growing economy. New, innovative and improved products are made available by the entrepreneurs which develops the economy. (Shobith Seth 2021)
- Various campaigns are supporting India toward realizing the goal of Atmanirbhar Bharat and supporting indigenous businesses. Promoting local brand is not merely a need of the hour but a moral responsibility of Indian citizens. (Srivastava, S 2020)
- Rural entrepreneurship helps in creating job opportunities in rural area which helps to settle this imbalance. Rural entrepreneurship creates social regional and economic development. (Sunil Kumar 2018).
- Entrepreneurs possess inbuilt skills like confidence, ability to take timely and accurate decision, confidence on decision taken, risk accepting behaviour. Entrepreneur is a person who is able to explore opportunities and make it available for others and contributes for the overall development of nation and also economy. (Gupta and Anvesh, 2017).
- Companies must improve their innovation and develop project at local level in order to enter global markets. This requires appointing and retaining qualitative human resources who can uphold and meet the requirement through right technical and managerial skill. Emerging market is truly challenging for entrepreneurs. To overcome the challenges, entrepreneurs need to have talented manpower guide on customer behaviour and technological advancement (Mancini et.al, 2017).
- The major challenges faced by entrepreneurs in local area is logistic, payment collection, social and cultural challenges, pricing, lack of advancement in technology, no proper motivation and increasing number of malls and mall culture in rural area. Role of government in promoting and motivating local entrepreneurs is very important. Government must plan and design new rural entrepreneurial programs for the growth of economy (Selladurai and Priyadarshini, 2015).
- Main problems faced by entrepreneurs in today's market is financial issues, consultancy on various matters, lack of managerial skills, easy access to market and communication. Local entrepreneurs have explored many opportunities which are successful only for a period of time and it is also challenging to study the buyer behaviour (Dr Takaruza et.al, 2015).
- Globalization has opened up space for rural entrepreneurs. Technological advancement is also an added benefit for local entrepreneurs. local entrepreneurs should not only concentrate on globalising their product but also focus on generating employment (Imedashvili et.al, 2013).
- The government directly contributes towards entrepreneurial development in rural area. The government programmes and activities helps in promoting potential of rural entrepreneurs. (Anil Aggarwal 2013)
- The rural entrepreneurship is one of the way in which rural community can be developed. There are number of challenges to be faced while developing rural entrepreneurship but there are remedies to tackle them. (Prashpiscean 2010).
- International markets have become very competitive and it is very difficult to take decision on the marketing strategies to be applied. Companies also struggle to advertise and effectively communicate about product to large section of diversified targeted customers. All these factors create a need for Glocal marketing strategy. Strategy uses international market experiences and uses it as a weapon to coin the hearts of local market (Luigi D and Simona V).
- International marketing strategies give maximum importance to improve the standard, integration and merging of marketing strategy all over the economy. To be successful marketing strategy must be first applied and evaluated in local market (Kotler 2009)
- In stagnant and declining economy local entrepreneurship is one of the strategy for developing the economy among rural community. Due to the lack of infrastructure and lack of knowledge local entrepreneurship has declined. This problem could be dealt by having good educational programme which supports entrepreneurship development and thereby improve the local economy.(Peter F. Korsching and John c Allen 2009)

- Small innovation in rural area would attract rural population. Innovation is the tool to develop entrepreneurship among rural population. Even a Slight modification will attract the rural community. (Ramalingam and Gayathri R 2009)
- Rural entrepreneurship gives employment Opportunities. There is a negative opinion among the rural community that there are lower growth prospects in rural area which puts a hurdle in the development of rural entrepreneurship. The government can definitely bring about rural entrepreneurs confidence. (Natanya Meyer, Dhanashree Robert, Robert Magada 2009)
- Local products in close emotional quality. Consumers would prefer local products only because of two factors- quality and safety. Consumers always exhibit positive buying behavior toward local products.(Simona and Antonella 2008)
- The entrepreneurial activity in an economy depends on many environmental factors besides entrepreneurial capabilities, such as economic environment, industry and financial environment, political and administrative set-up, education, science and technology and the social and cultural values. (Cuervo 2005)
- Entrepreneurial community and entrepreneurial development which helps to grow new business. They point out the fact that why it is difficult to create entrepreneurial communities. Economic development is possible through systematic approach which develops local economy. (Gregg A.Licktenstein, Thomas s Lyons and Naliya 2004)
- One of the major problems which rural entrepreneur face is credit sales. The reason being demand depends on the varied income of rural population which largely depends on agriculture (Sarwade et.al. (2000)
- Small firms must concentrate on improving technological skill, managerial skill and information gathering skill which is utmost important for a business to be successful. Linking small firm with the large firm also helps the working and progress of both. Women entrepreneurs' number is also on rise. Government must focus on encouraging and promoting all women entrepreneurs through various beneficial schemes (OECD, 2000).

Reseach Gap

It is clear from the review of literature that enterpreneurship is an important area for research. Many research studies have been done on entrepreneurship,particularly rural and women entrepreneurship. The literature on the broad topic of enterpreneurship is abundant. Yet, there are only a handful of comprehensive studies on the topic of local enterpreneurship. The current study focuses on local entrepreneurs particularly in Mangalore city. This is a field where no significant study has been made so far and there exists a gap in the body of literature.

Research Questions

The study tries to answer the following research question.

1. What are the factors influencing purchase of local products in Mangalore city?
2. What are the problems faced by local entrepreneurs?

OBJECTIVE

The study is intended to analyze the factors influencing purchase of local products in Mangalore city. The study also analyses the problems faced by local entrepreneurs.

HYPOTHESES OF THE STUDY

Hypothesis is developed to analyze whether demographic variables have a significant difference in problems faced by local entrepreneurs. It is developed as follows;

H1: There is a significant difference between various factors affecting the purchase of local products

H2: The problems faced by local entrepreneurs are associated with various demographic variables

RESEARCH METHODOLOGY

This study is focused on analysing the factors influencing toward purchase of local products and problems faced by local entrepreneurs in Mangalore city. Both primary and secondary data are used. The primary data are collected using a structured questionnaire administered through convenient sampling. 155 respondents are selected for the study. The study is covered in Mangalore City. To measure the factors affecting the purchase of local products, a five-point Likert scale was used (1-fully disagree to 5-fully agree) and problems a five-point Likert scale was used (1-very low to 5-very high). To test the validity of the questionnaire Cronbach's coefficient alpha was applied. Cronbach's coefficient of 0.7 was found adequate for full scale collection of data. The measurement instruments were constructed and extracted a more comprehensive questionnaire based on the items of interest for this study.

DATA ANALYSIS AND INTERPRETATION:

Demographical Profile

Demographic were collected to know the background of the entrepreneurs, such as gender, area and age. This will help us understand the diversity of respondents in the research area. The details are given below

Table No 1: Demographic Variables

Variables	Category	Frequency	Percentage %
Gender	Female	75	48.4
	Male	80	51.6
	Total	155	100
Age	20-40	95	61.3
	40-60	60	38.7
	Total	155	100
Area	Urban	75	48.4
	Rural	80	51.6
	Total	155	100
Education qualification	Graduation	85	54.84
	PG	60	38.76
	Diploma	5	3.2
	Others	5	3.2
	Total	155	100
Type of business	Food	55	35.5
	Cosmetic	30	19.4
	Furniture and home decorative	15	9.7
	Toiletries	55	35.4

Gender: It was found that 48.4% of the respondents were female and 51.6% were male.

Age: It was found that 61.3% of the respondents were between the age group of 20-40 and 38.7% between the age group of 4.-60**.**

Area : It was found that 48.4% of the respondents were from urban area and 51.6% were from rural area.

Education Qualification: It was found that 54.84% of the respondents completed graduation ,38.76% PG, 3.2% diploma and 3.2% had other qualification.

Type of Business: It was found that 35.5% of the respondents were into food business, 19.4%cosmetic, 9.7% furniture and 35.4% into toiletries.

Hypotheses Testing

- **H1:** There is significance difference between various factors affecting purchase of local product.

Table 2: Friedman test for significant difference among mean Ranks for the factors affecting purchase of local products

Factors	Mean	S.D	Mean Rank	Rank	Chi-Square and Inference
Traditional product	1.8710	.66166	4.39	2	276.702 P<0.01** High Significance difference H1 is Accepted
Individual attention to customer	1.7742	.87199	4.34	3	
Sustainable product	1.7097	.58073	3.98	4	
Support local economy	1.4839	.75897	3.34	6	
Community reason	2.3548	1.09747	5.45	1	
Convenience	1.7419	.71930	3.95	5	
Cost effective	1.0968	.39104	2.55	7	

** Denotes significant at 1% level

The results showed that the mean ratings of the factor affecting purchase of local products were in the range of 2.55 to 5.45 with S.D 0.39104 to 1.097.

ISSN 2394 - 7780

The above table reveals that out of 7 factors considered to know the important factors in purchase of local product,

The highest mean value shows community reason (5.45) with first rank, followed by traditional product with 4.39 mean value with second rank and the lowest mean value shows in the cost effective factor with mean value of 2.55.

The calculated Chi-square value is 276.702. The significant value which is less than 0.01. Hence, it can be inferred that there is a significant difference in the mean ranking between the variables. From the above table, it is inferred that compared with all the factors, there is a significant difference in mean rank between factors as far as purchase of local product. The feel of locally made product have special feel and appeal when compared to foreign products.

- **H2:** There is no correlation between problem faced by local entrepreneur and demographic variables.

Table 3: Showing a point-biserial Correlation Coefficient between problem faced by local entrepreneur and demographic variables.

Demographic Variable	Cash Flow Mgt	Employee	Marketing	Capital	Customer	Govt Scheme	Raw Material	Infrastructure	Competition
Gender Pearson Correlation	.429**	.406**	.443**	.753**	.630**	.654**	.578**	.335**	.455**
Sig	.000	.000	.000	.000	.000	.000	.000	.000	.000
Age Pearson Correlation	-.510**	-.336**	-.347**	-.647**	-.464**	-.569**	-.230**	-.309**	-.428**
Sig	.000	.000	.000	.000	.000	.000	.004	.000	.000
Area Pearson Correlation	-.079	-.778**	-.574**	-.268**	-.063	-.333**	-.197*	-.137	-.394**
Sig	.328	.000	.000	.001	.438	.000	.014	.090	.000

A point-biserial correlation was run to determine the relationship between problem faced by local entrepreneur and demographic variables. There is a positive correlation between problem faced by local entrepreneur and gender, which was statistically significant cash flow managemnet, employee related problem, marketing, capital, finding customer, access to govt scheme, raw material, infrastructure and competition from branded products.

There is a negative correlation between problem faced by local entrepreneur and age, which was statistically significant cash flow managemnet, employee related problem, marketing, capital, finding customer, access to govt scheme, raw material, infrastructure and competition from branded products.

There is a negative correlation between problem faced by local entrepreneur and area, which was statistically significant cash flow managemnet, employee related problem, marketing, capital, finding customer, access to govt scheme, raw material, infrastructure and competition from branded products.

CONCLUSION

Globalization has helped in creating the link between National and international market in spite of this, there is a continuous search for regional and local products. Consumer will always look forward toward the purchase of locally manufactured or produced products that gives them the essence of region, culture and tradition. The term "Local" has become popular buying behavior as local products exhibit local culture. It could be noted from the study that entrepreneurs have taken the advantages of various government schemes and even women entrepreneurs have started their own units. However, they are facing issues regarding raw material, lack of adequate supply of labor. Proper market tie-ups will help them to deal with current crises. Local entrepreneurs should take part in entrepreneurship development program before starting their business, to upgrade their managerial skills. To nurture young talent of this region Entrepreneurship Awareness Programmes should be offered in various education sectors, as these programs will provide ample useful information. It is recommended that local entrepreneurs should make use digital media to promote their products without having to run an astronomically expensive advertising campaign. As consumers we need to patronize local firm and switch over to responsible products. Local entrepreneurs need to be supported and their achievements have to be recognised. The government and community must be able to understand the actual contribution of local

ISSN 2394 - 7780

entrepreneurship in terms of social value. Thus, government effort in developing entrepreneurship could be felt in this region as people are engaging themselves in producing and selling local output. Encouraging local entrepreneurs will Foster the economic revival.

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IMPACT OF COVID-19 ON BUSINESS RESULTED IN DIGITAL TRANSFORMATION.

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ABSTRACT
The global business impact of COVID-19 and its evolving variations is described in this research. Through digital transformation, the pandemic resulted in a beneficial shift in company outreach. Businesses have adopted technologies and digital mediums of business in the aftermath of the pandemic, which has aided brands in addressing unexplored markets and targeting new prospects. According to Harvard Business Review, 80% of US customers and 43% of US business owners have adopted technology and switched to ecommerce. The adoption of innovative technology, processes, and digital services such as performance marketing (Digital Marketing), the use of plastic money, UPI payments, and the rise of ecommerce platforms and marketplaces are also highlighted in this study.

Keywords: Digital Marketing, World economy, Pandemic, Business outreach, Ecommerce, Social media, Tourism, Sustainable development.

INTRODUCTION
Coronavirus disease (COVID-19) is a novel disease caused by the Severe Acute Respiratory Syndrome Coronavirus 2 (SARS-CoV-2) virus.It was originated from Wuhan,China in December of 2019.It then rapidly spread throughout the world and was declared pandemic by WHO on 11 March 2020. Covid-19 impacted very severely not only the economy but also loss of lives throughout the world. The availability of resources was very difficult during this period.The import and Export of goods was stopped by the government to control the rising cases of covid19.Transportation and manufacturing process slowed down and this created a sense of fear in minds of people. According to my research, looking at the customer point of view, they were worried about the future availability of products and therefore this made customers buy their needs even at high cost. Digital technology was highly used in this pandemic situation which helped to maintain social distance and crowd like situation in the market place. Pandemic situation proved as an opportunity to the businesses which dealt with digital products and services like home delivery of grocery,medicines,food etc.

Impact of Covid-19 on World Economy.
[2]S. Mahendra Dev and Rajeswari Sengupta(2020) After understanding the cause and impact of covid-19,government of India announced lockdown worldwide on 25 March 2020,which then was continued for about 2 months. Only the essential services and businesses were given permission to remain open, this resulted in heavy loss to the businesses who operated non- essential goods. Travel services, places or worship etc also remained closed in this period.

As per the official data released by the ministry of statistics and program implementation, the Indian economy contracted by 7.3% in the April-June 2021 quarter of this fiscal year. This is the worst decline ever observed since the ministry had started compiling GDP stats quarterly in 1996 Times of India (2021). Refer to Annexure I[Figure1]

According to the Time of India (2021) press release the second wave of Covid-19 has brutally exposed and worsened existing vulnerabilities in the Indian economy. India's $2.9 trillion economy remains shuttered during the lockdown period, except for some essential services and activities. As shops, eateries, factories, transport services, business establishments were shuttered, the lockdown had a devastating impact on slowing down the economy. The informal sectors of the economy have been worst hit by the global epidemic. India's GDP contraction during April-June 2021 could well be above 8% if the informal sectors are considered.

Impact on Employment.
[1] Stavros Kalogiannid (2020)The spread of covid 19 led to shut down of small business world wide.Even the business that tried to sustain during this time had to reduce its employees by an average of 40 percent since the outbreak. The COVID- 19 caused great damage to human lives and the economy all over the world. Businesses have faced huge losses due to temporary shutdowns and other measures.The decline of the supply chain was sharp at the beginning of the pandemic, this in the first few months of 2020 caused the exports to drop sharply .

[3]According to Robinson, (2020)it is evident in the graph(refer annexure I) - employment rate has decreased in 2020 by 20% as compared to 2019

ISSN 2394 - 7780

Due to covid the income of small businesses had seen a sudden fall and a huge rise in revenue, which led the companies to face losses. Refer Annexure II(Figure 2)

Impact on Air lines and tourism.
[5]Alberto Camarero(2021) Human resources' safeguard prevailing in Europe has triggered labor disputes and strikes, in addition to an increase in costs and laboral obligations for port services providers. (Diario del Puerto 2020), (Diario El Correo 2020), (Diario El Mercantil 2020),(Diario ABC 2020).Considering the need of adaptability to the post-COVID 19 scenarios, European legal framework can confront with an expected flexibility to the new situation. This is a delicate topic, with strong contradictions, because the aim of the European regulation in the last years has been to liberalize port services, but labour systems in Europe, besides their variety, often go in the opposite direction.

Nadira Janadari (2021)Lifting and imposing the curfew in several places, tourist attractions were made closed and there was prohibition for tourists to visit in order to control the spread of virus..According to The Guardian (2019), the country(sriLanka) was at the top to travel in 2018 by lonely planet. Due to the pandemic, the major entry points to the country were declared closed, in order to restrict the visits of COVID-19 migrants,

Impact on Marketing and Sustainable development.
[6]Irina Yakhneeva(2021)During the crisis, corporate communications became a key business function. As the crisis has been overcome, the significance of both external and internal communications has become increasingly recognized. For external communications, the phenomenon of "responsible communications" was formed when the contribution to fighting

the virus, protecting society, and public values became the main reputational component of companies (Young Group Social & Fields4e, 2020). One of the challenges for business during the pandemic was the urgent relocation of employees to remote work and the transformation of the internal communications system. It was required to promptly solve the task of providing employees with individual protection means, informing them about current changes, and observance of security measures.

Adoption of Digital Technology to grow business.
[4]Armstrong, Marty,(2020).As the number of the COVID-19 pandemic cases crossed 10 million (Stated by World Health Organization) It disrupted the retail sector. The current health crisis led to Stay in home and Work from Home that change the consumers shopping behavior and purchasing needs and focus shifted to digital commerce or e-Commerce. This also boosted the use and dependency on the Digital platforms and marketing medium. Alyahya, [8]Mansour,(2020)Marketing is one of the important way of reaching out to the potential audience but considering the Pandemic shift, travel and social gathering ban led to adoption of the digital marketing take over the traditional marketing as adoption of the same increased by Business owners

[7]Bakar, Azizi Abu; Hamid, Shahfrizan Abdul; Ramli, Razli.(2021)Looking towards the opportunity retailers adopted the shift from brick and mortar to Direct to Consumer (DTC) Platforms. This shift enhanced the ability and capability to target a worldwide audience by increasing the business outreach. Bakar, Azizi Abu; Hamid, Shahfrizan Abdul; Ramli, Razli.(2021)Adoption of the Digital Marketing /Social media platform like Facebook , Instagram, Pinterest etc. increased the business outreach enabling the business owners to strategies the business execution activities based on the data. Digital Marketing platform helped business owners by providing the data. Execution of data driven strategies resulted in exponential growth for the brands

CONCLUSION.
Covid -19 pandemic has shown its impact on all the major minor aspects, and disrupted the whole system. Major impact was observed on Small Medium Enterprise which resulted in a drop in the world economy. Pandemic resulted in a change in the customer's buying behavior that gave a boost to the growth of the digital world, ecommerce, UPI payments and Digital Marketing. Digital Marketing helped SME in increasing the outreach and identifying the right target audience this made the SME's survive in the Pandemic situation and enabled a new channel of ecommerce for their consumers to avail service/ products.

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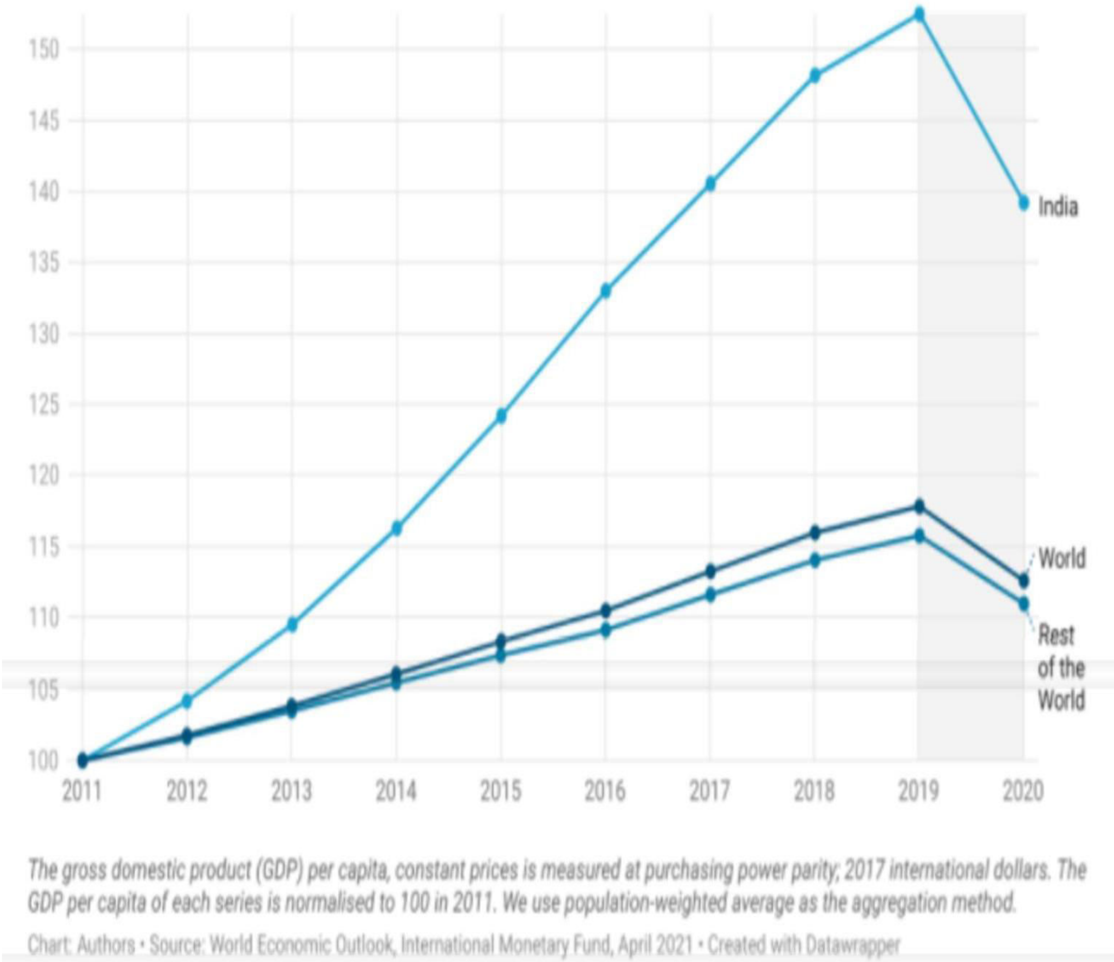
Annexure.

Annexure I

- **Figure 1 :** Evolution of GDP per Capita Since 2011



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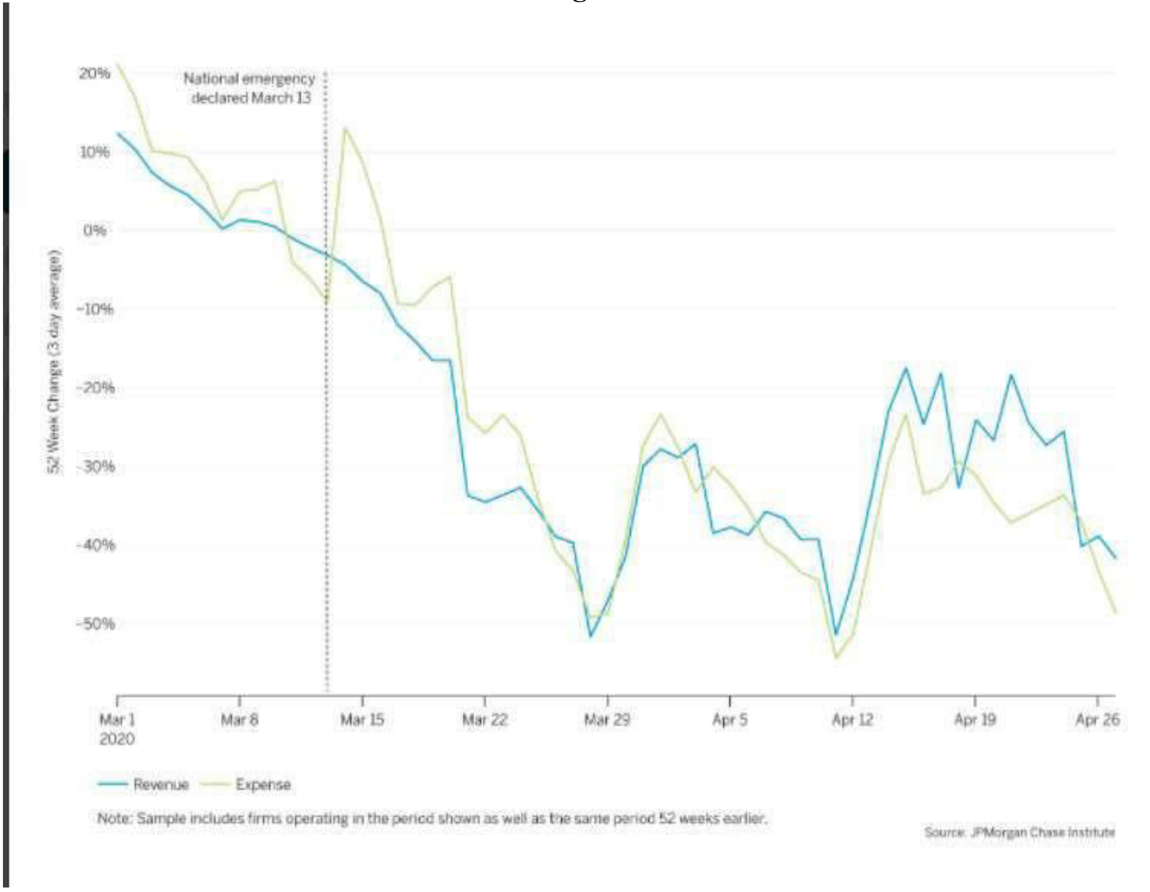
Annexure II

- **Figure 2**



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ROLE OF ONLINE EDUCATION PLATFORMS IN SHIFTING INDIAN EDUCATION SYSTEM: A STUDY ON M.COM FINAL YEAR STUDENTS OF GOVERNMENT COLLEGES AFFILIATED TO MANGALORE UNIVERSITY

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ABSTRACT
Covid – 19 witnessed landmark changes in the different sectors including in Indian higher education system. During the lockdown online educational platforms gained huge popularity and helped in the continuation of education system without break. There are hundreds of online educational platforms are introduced and most popular among which is tube videos, Google Search Engine based materials, Online library and so on. During the covid 2019 online education services providers such as BYJU's, Skill share, Vedantu, Unacademy got highest student and proved themselves as an alternative for traditional education system. There are debates globally on effective mode of education among offline and online, most of the people believed online mode education is superior. This study is conducted with the intention of verifying better system of education along with empirical evidence of opinion which is provided by second year M.com students of Government First Grade College coming under Mangalore University. There are around 500 students and we have selected 220 respondents for our survey and final interpretations given based on responses recorded after applying statistical and economic techniques. This research result will help in understanding issues and challenges of the online education system.

Keywords: Covid-2019; Government First Grade Colleges; Online Education System; M.com Students; Traditional Education;

INTRODUCTION

A Brief History of Indian Education System:
Education is very necessary for each and every one; it's the most powerful weapon use to change the world. It is a process giving or receiving systematic set of instruction to acquire any skill, gain knowledge, mayknows& respect in society. We don't have an education we are depend on anyone on any situation. Now a day's everynation is taking steps to make its people educated. We can say that education system of India is well developed comparing to the past days. India has a unique education system design to uphold its nation's culture, values. Indian education system has changed over the time; it's quite different from that of foreign nations. Our nation focused on theoretical knowledge. In ancient period introduce one education system Gurukula;it was India's first system of education,residential schooling system for learning. The basic learning wasn't only read book and memorize the information, this education system focused development of a students, and this included their mental,physical, socialbehavior,relationship,spiritualwellness,religion taught,Holy Scriptures, and more. This allowed for an emotional bond to be developed prior to the transmission of knowledge, now a day's Indian government will improve higher level education.19th century, modern education system was introduced by lord Thomas Babington Macaulay in Indian education. Development of education system during the British period was determined by the needs of colonial powers. Keeping their motives in mind, the British accordingly developed the education system.

Various Online Education Platforms:
Educational institution closed due to the covid-19 pandemic, the government has been encouraging online education to achieve continuation of education from master class,few of our recommendation for best online learning platforms are,

- **BYJU's:**

It's a Indian multinational educational technology company, headquarters is Bangalore it's a India's largest Ed - techcompany.

- **DEXLER Education:**

provide customized industry-based education solution for corporate learning, talent management.

- **EDUCOMP Solution:**

it is the largest education technology company in India; it is the largest professional development company, a leading ICT solutions company, and the pioneer in education process outsourcing in India.

- **IGNOU (Indihar Gandhi national Open University):** The vision is to align with the nation's digital initiatives to provide affordable access to quality education through a virtual learning environment for anyone, anytime, and anywhere.
- **EDUKART:**

India's leading education market place, offering education seekers a platform to choose and enroll from 2000+courses in degree, diploma, and certificate.

- **Simplilearn:**

It is the online boot camp for digital economy skill training focused on helping people acquire the skills they need to thrive in the digital economy.

- **Merittnation:**

It is India's 1st online learning platform for students

- **Excel soft:** learning and assessment interest of education publishers,universities,the government.

Role of Online Education Platforms in Indian Education System:
Online education helps to study or teach from anywhere in the world. Education has changed dramatically with the arise of e-learning system, where teaching is undertaken remotely and on digital platforms. it is helpful to develop the Indian education from throughout the discontinued of education.

Covid-19 and its impact on Popularity of Online Education Platforms:
In India currently education is based only on traditional methods of learning, that is, they follow the traditional set up of face-to-face lectures in a classroom, but the sudden outbreaks of covid - 2019 has affected Indian education systems. All over the country educational institutions closed formal teaching and instructed to continue the same with available online platforms. Usage of online platforms in education segment is continued even after the release of covid severity.

Statement of Problem:
Covid Pandemic made people to shift themselves into online in almost all field including Education. There is a clash on the effective method of teaching between online and offline education system. Strong need was found to identify superior method of education on point of view of students who have gone through both of online and offline education system.

Research Objectives and Research Questions:
This research is done with the broad objective of identifying better system of education among offline and online.Main intention of the study is to identify the role of online education platforms in shifting Indian education system. In order to reach desired broad objective following objectives are drawn:

- To know different online educational platforms frequently used by the student community.
- To know the perception of the students on daily usage of different online educational platforms.
- To compare and construct effectiveness of online and offline education system.
- To suggest for effective policy implementation for overall upliftment of higher education system.

Following **research questions** are developed to facilitate platform for reaching desired objectives.

1. What are the Educational platforms used by the student community?
2. Which is better system of Education?
3. Do we need to mandate online education in the Indian higher education system?

Significance of the Study
This research paper is prepared with the intention of knowing which is better system of education and do Indian higher education must reserve places for usage of online platform in the formal education system. This study is done by considering ongoing students in the higher education system. Results of this study helps to the policy makers, teachers, students, researchers and all other stakeholders.

Limitations of the Study
No experiments can be done without having limiting points and this research attempt also suffers from following limitations:

1. This study concentrates only on Commerce students.

ISSN 2394 - 7780

2. This study considers only active final year students of M.com.
3. This study done only on the Government First Grade colleges coming under Mangalore University.

LITERATURE REVIEW

Ruchan Uz and Adem Uzun(2018) controlled study of 167 undergraduate students on m.com programming course compared online learning with a traditional learning environment. The study found that, it helps to developing self-regulated learning skills, online instruction was more effective than traditional instruction.

James Byrnes(2011) review of 55 empirical studies noted that research suggests that:onlie learning environments helps to increase the opportunity for students to build their own ability to self-regulate, and for some, leverage their ability to apply self-regulated learning … to gain knowledge.

Peter Serdyukov and Robyn, this research provide information on online education platform to students do learn independently argues matter that independent learning requires active promotion as well as a desire to promote autonomy on the part of the instructor and the necessary skills, motivation, knowledge on the part of students.

Paul VanPortfliet and Michael Anderson (2013) online education platform helps to to hybrid course delivery: Increasing positive student outcomes. Helps to develop the education platforms to learning online education.

Ruchan Uz & Adem Uzun (2011) the study Influence of online Learning Environment on Self-Regulated and Self-Directed Learning Skills of Learners review of 55 empirical studies on post graduate student.

Bernard et al.'s (2014) study of online learning in higher education, students in online programs have turned out to achieve slightly better than students following traditional classroom instruction programs. It helpful to develop online education system.l

Bignoux&sund,(2018)The online learning environment varies profoundly from the traditional classroom situation when it comes to learner's motivation, satisfaction and interaction offers a convenient baseline for intervening in online learning.

Adam et.al. **(2012)** online learning and face to face class with regard to their satisfaction and also, they supported the fact that online class will be as effective as traditional class if it is designed appropriately. These facts clearly show us that online learning is a perfect substitute for the traditional classroom learning if they are designed suitably.

Moravec et al. (2015) showed how e-learning tools impact students' achievement. The study was attended by nearly 2000 students. According to Moravec et al. (2015), the study compares the results of questions from the area of law where the tool was provided in a pilot version with the results of questions, where the e-learning tool was not provided. The researchers found that the e-learning tools have affected the students' results. Nevertheless, the belief of the e-learning tool may possibly have a negative effect on students who will depend on given materials was disproved.

Scholtzand Kapeso (2014) and Almajali et al (2016), Shannak (2013) explored the factors of mobile learning (m-learning) approaches which can be used for enterprise resource planning (ERP) system. The technology acceptance model(TAM) was applied to assess the acceptance, usefulness and perceived ease of use of the m-learning. The researchers found that the m-learning system was correlated positively for perceived ease of use and perceived usefulness as such findings confirmed other studies which stressed the importance of the quality of course content in e-learning and-learning projects.

Pieri and Diamantini (2014) conducted their research based on the experience of e-learning web 2.0 at the University of Milano-Bicocca in the academic year of 2011-2012. The objective of the research was to make the implicit and tacit knowledge that the users have, explicit, and therefore more accessible.

Salter et al. (2014) aimed to demonstrate the features and benefits of the practice of e-education in general and in particular in the pharmacy, where e-education helps to clarify the vehicles pharmaceutical and elements of vehicles in that it would facilitate the process of analysis and helps to count the number of elements,

Teo (2014) aimed to clarify the extent of teacher satisfaction of the application of e-learning programming persevere teachers. Teo (2014) investigated the key drivers of teachers' e-learning satisfaction. 387 participants in a postgraduate diploma in education completed a survey questionnaire to measure 6 constructs (tutor quality, perceived usefulness, perceived ease of use, course delivery,

ISSN 2394 - 7780

Arasteh et al. (2014) proposed a dynamic resource management model to develop the availability and dependability of the e-learning services in the grid system. A dynamic replication technique was employed to tolerate resource failure/unavailability during the execution of an e-learning service in the economic grid system. The researchers found that the availability of the e-learning services in the proposed model was higher than those of the basic resource management services.

Ceobanu and Boncu (2014) investigated in a theoretical manner the challenges associated with the use of mobile technology in adult education. They argued that mobile learning (mLearning) can be placed at the connection of eLearning and mobile computing, which is differentiated bythe capability to access learning resources anywhere, anytime, through high capabilities of search, high interaction, high support for effective learning and ongoing assessment based on performance.

Beurs et al. (2015) argued that randomized researches investigating the impact of training of mental health professionals in suicide prevention guidelines are limited. The researchers evaluated whether professional benefited from an e-learning supported train-the-trainer program aimed at the application of the Dutch multidisciplinary suicide prevention guideline. 45 psychiatric departments from all over the Netherlands were clustered in pairs and selected randomized. All of the staff of psychiatric departments was trained by peers with an e-learning supported train-the-trainer program.

The use of educational platforms has allowed finding solutions in the imposed situation and innovating teaching methods and tools in various fields such as geography by **Cazacu** and medicine by **Chatterjee** and **Chakraborty** and **Elzainv et al.** Additionally, the use of information and communication with the help of technology has been useful in the medical field, as noted by **Grishchenko** and **Hasan** and **Bao**.

Universities and teachers were not completely taken aback by online courses and activities, **Windes** and **Lesht** highlighted the effects of the online courses and their impact on education.

Becker et al. sustain that electronic platforms allow the storage and management of an unlimited number of courses, as well as the storage and management of an unlimited volume of content within a course.

Cheng and Chau, 2016 Research on faculty members' perceptions and attitudes toward online learning emphasized the role of instructors in facilitating communication and learning with students.Instructors acknowledged the content expertise and instructional design as the factors in the success of online learning. Similarly, the call for staff and student training is mandatory for online learning success.

Polly et al. examined the barriers in the use of digital technologies and the necessary support for academic staff. The barriers identified were the time required to learn new technologies and the time required to learn how to use them in the teaching process.

Elzainy et al. Electronic platforms have a number of advantages over traditional teaching exploring the impact of e-learning and assessments on students and having observed important changes in improving student's technological skills during the pandemic period. **Martin et al.** noted the use of traditional assessments to assess the students and course templates, and the processes of quality assurance and surveys, learning analyses and intermediate assessments.

The European pandemic COVID-19 has led nationally to the development and taking

of rapid and effective measures that have caused significant disruption to education

systems, training for both students and teachers but also educators, who at the same time had to adapt to online courses, as **Ursan et al.** observed.

Online education for teachers requires time to identify and build the platforms and materials needed, according to **Hodges et al. Bojovic et al.** and **Chakraborty et al.**

noted that teachers still lack confidence in online assessment techniques. **Aguilera-Her-mida** argues that teachers' experience can also be closely related with the students' learning experiences. In his opinion, **Chakraborty et al**. students prefer face-to-face interaction with teachers because teachers do not trust online assessment techniques.

During COVID-19, education has been shifted into the techno-economic culture. The shift should be associated with plans to reduce this shift's impact on the normal learning process **Gurukkal** (2020). The change to online in higher education

ISSN 2394 - 7780

entails reshaping our view regarding higher education, including institutions and students' needs. For instance, theoretical courses can be taught online. In contrast, the practical courses should be conducted face to face to ensure best teaching practices in monitoring and guiding students. Therefore, technology can make larger classes flexible and suiting students' needs **Siripongdee et al**. (2020)

Research on Faculty Members' perceptions and attitudes toward online learning emphasized the role of instructors in facilitating communication and learning with students. Instructors acknowledged the content expertise and instructional

design as the factors in the success of online learning. Similarly, the call for staff and student training is mandatory for online

learning success **Cheng and Chau,**(2016)

The COVID-19 crisis has brought to light digital inequalities among students, which

is a major risk factor for social vulnerability. Additionally, the inequalities were identified

in the research by **Beaunoyer et al.** because not all students have the same social conditions or lifestyle, and not all have access to the internet or have high-performance digital equipment or have the necessary skills.

The quality of the platform used in the educational process has a favorable effect on the performance of students in online education **Ionescu et al.** According to, we can consider that in 2020 the sustainability of online learning offers professionals a flexible option in accordance with their schedule, contact with university staff and platforms for advice and information. Others, such as **Singh et al.** present the importance of platforms in education but in the same time **Diaz** and **Walsh** became advocates for telesimulation based education during COVID-19.

Beaunoyer et al. The COVID-19 crisis has brought to light digital inequalities among students, which is a major risk factor for social vulnerability. Additionally, the inequalities were identified in the research because not all students have the same social conditions or lifestyle, and not all have access to the internet or have high-performance digital equipment or have the necessary skills.

Perception depending on the field of specialization and the student-teacher relationship were addressed by **Trammell** and **La Forge** in their paper, but also the continuous changes necessary for the faculty in the future development of faculties was noted by **Stark** and **Smith Sheffield et al.** instead explored teachers' competencies and attitudes regarding online courses and adapting to students' needs, also Schmid**t** et al. Trust and Krutka and Rhode et al. identifying what is needed to improve teaching activities and their personalized adaptation.

Research Gap:
There are no studies done yet on students pursuing post-graduation under government colleges of Mangalore university with regards to Master commerce. Therefore, this study places a material importance to have beneficiaries' opinion on system of education after enrolling in it for a year.

RESEARCH DESIGN AND METHODOLOGY

Research Approach:
Deductive approach of Research is applied in this study. Under the deductive approach of the research pre-designed hypothesis are tested by using applicable statistical tools for confirming the existence of particular characteristic.

Research Design and Methodology:
Cross sectional research design is applied which is helping in collecting opinion of large group is a single time period. Cross sectional research design suits better since the main intention of this study was to verify employability skill existed among the students studying in higher education courses and the sample size was large

Variables under the Study:

Figure 01: Dependent and independent variables:

Research Model
(Dependent and Independent Variable)

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Volume 10, Issue 1 (III): January – March, 2023
ISSN 2394 - 7780

Dependent Variable		Independent Variable
Educated Family Members		
Residential Area		
Economic Status of family		
Performance in Degree Exams		Role of Online Education System in
Frequency of Usage		Shifting Indian Education System
Effective Method of Education		
Satisfaction Level		
Need of opinions		
Fees based Subscription		

Source: Developed by an Authors for the study purpose.

Research Hypothesis:

Hypothesis -1:
H_0= Demographic factors of respondents are independent of frequency online educational platform usage. **(Chi-square test)**

Hypothesis -2:
H_0= Demographic factors of respondents are independent of their Opinion on effective method of education. **(Chi-square test)**

Hypothesis -3:
H_0= There is no significance difference in mean value in the key indicators. **(One-way Anova or F Test)**

Hypothesis -4:
H_0= There is no significance in the mean value of respondents' opinion on different basic variables of online education system.

Data Collection:
This research is based on both primary and secondary date. Primary data is collected through the pre-designed systematic questionnaire whereas; secondary information is collected from the various published sources.

Population for the Study:
Research focuses on-going Final year Master of Commerce studying students at various first grade government colleges coming under Mangalore University. Table below shows the distribution of second year students of government first grade colleges coming under the Mangalore University. There are 737 M.com final year students studying in various government first grade colleges.

Figure 02: Population of the study:

Total Strength of M.com 2nd Year Students Studying at various Government First Grade Colleges Under Mangalore University		
Sl. No.	**College Name**	**Total Strength of M.com 2nd Year Students**
1	Dr. G Shankar govt. Women's Government First College & P G study college Ajjarakadu	111

ISSN 2394 - 7780

2	Dr. K Shivaram Karanth Government First College Bellare	53
3	Government First College Hebri	30
4	Sri KalavaraVaradaraj M Shetty Government First College Koteshwara	37
5	Government First College Shankarnarayana	26
6	Government First College & PG Study Centre Thenkanidyur	60
7	Government First College Kapu	40
8	Smt. Rukmini Shedti Memorial Government First College Barkur	31
9	Manjunatha Pai Memorial Government First College of Prof. & business Management Karkala	60
10	Government First College BC Road Bantwal	31
11	Government First College Belthangady	26
12	Government First College Haleyangady	36
13	GfgcPunjalkatteBelthangady	39
14	Dr P Dayananda Pai & P Sathish Pai Government First College Manglore	40
15	Government First College Uppinangady	36
16	Government First College Government First College VamadapadavuBantwal	28
17	Government First College muniyaluKarkala	29
18	Government First College Hiriyadka	24
	Total Number of Students	**737**

Source: Developed by the author contacting Principals of various colleges

Sample for the Study:

Figure 03: Minimum samples must be selected for survey at different significance level:

	Confidence level = 95%			Confidence level = 99%		
	Margin of error			Margin of error		
Population size	5%	2,5%	1%	5%	2,5%	1%
100	80	94	99	87	96	99
500	217	377	475	285	421	485
1.000	278	606	906	399	727	943
10.000	370	1.332	4.899	622	2.098	6.239
100.000	383	1.513	8.762	659	2.585	14.227
500.000	384	1.532	9.423	663	2.640	16.055
1.000.000	384	1.534	9.512	663	2.647	16.317

Source: **Krejcie**, R.V., & **Morgan**, D.W., (1970).

Figure 03, presents the minimum samples must be selected in the survey at different significance level. Total size of the population was around 500 and according to Krejcie and Morgan (1970),we must select minimum 217 responses at 5% significance level.

Respondents Selection, Response Rate and Distribution of Respondents:

Figure 04: Respondent's selection and response rate:

Sl. No.	**College Name**	**Total Strength**	**No. of Questionnaires sent**	**No. of Usable Responses Accepted**	**Response Rate (%)**
1	Dr. G Shankar govt. Women's Government First College & P G study college Ajjarakadu	111	39	37	94.49
2	Dr. K Shivaram Karanth	53	19	16	85.57

ISSN 2394 - 7780

	Government First College Bellare				
3	Government First College Hebri	30	11	8	75.59
4	Sri KalavaraVaradaraj M Shetty Government First College Koteshwara	37	13	10	76.61
5	Government First College Shankarnarayana	26	9	7	76.32
6	Government First College & PG Study Centre Thenkanidyur	60	21	19	89.76
7	Government First College Kapu	40	14	11	77.95
8	Smt. Rukmini Shedti Memorial Government First College Barkur	31	11	10	91.44
9	Manjunatha Pai Memorial Government First College of Prof. & business Management Karkala	60	21	20	94.49
10	Government First College BC Road Bantwal	31	11	8	73.15
11	Government First College Belthangady	26	9	8	87.22
12	Government First College Haleyangady	36	13	11	86.61
13	GfgcPunjalkatteBelthangady	39	14	11	79.95
14	Dr P Dayananda Pai & P Sathish Pai Government First College Manglore	40	14	12	85.04
15	Government First College Uppinangady	36	13	12	94.49
16	Government First College Government First College VamadapadavuBantwal	28	10	8	80.99
17	Government First College muniyaluKarkala	29	10	9	90.00
18	Government First College Hiriyadka	24	8	7	82.68
	Total Number of Students	**737**	**260**	224	**86.15**

Source: Primary Data

Design and Measurement of Questionnaire:

Figure 05: Questionnaire design and measures:

Variables	Question No:	Measurement
Gender, Residential Area,	1,3	**Normal Scale**
Economic Status of the family	4	
Education platforms,	6	
Education Method	8	
Total number of Educated Family Members	2	**Ordinal Scale**
Percentage of Marks	5	
Frequency	7	
Topic specification Question	9,10,11,12,13, 14	**Interval Scale**
Related to Online Platforms		

Source: Developed by the authors

Figure 05 above shows the questionnaire design and measurement scales used in the survey.

ISSN 2394 - 7780

Data Interpretation and Testing Hypothesis

Descriptive Study:

Figure 06: Descriptive Statistics

Chart-1: Gender-wise classification of the Respondents:

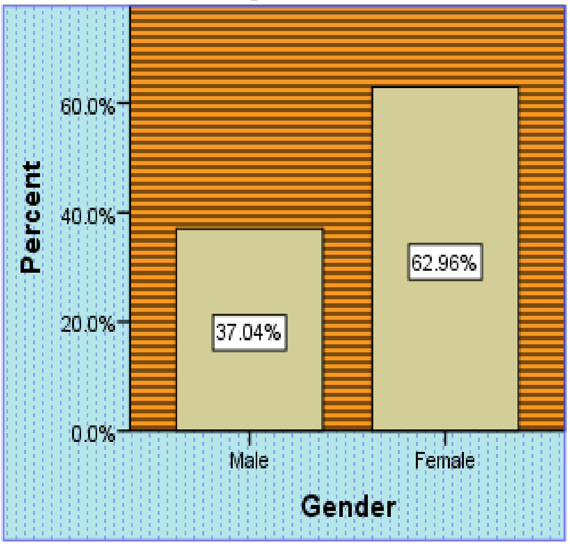


Chart-2: Number of members educated in the family:

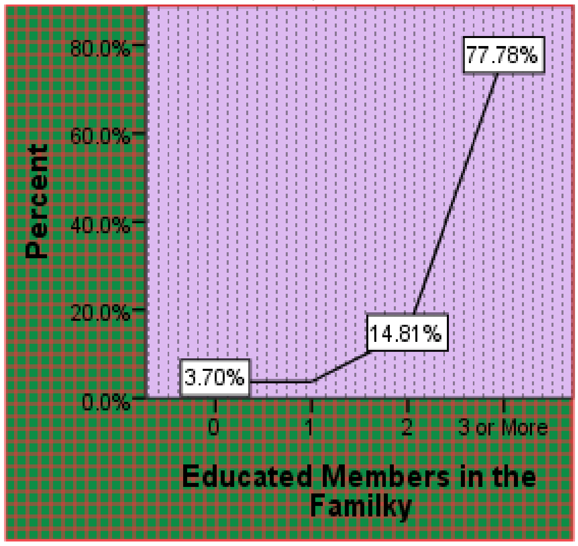


Chart-3: Residential area of the respondents:

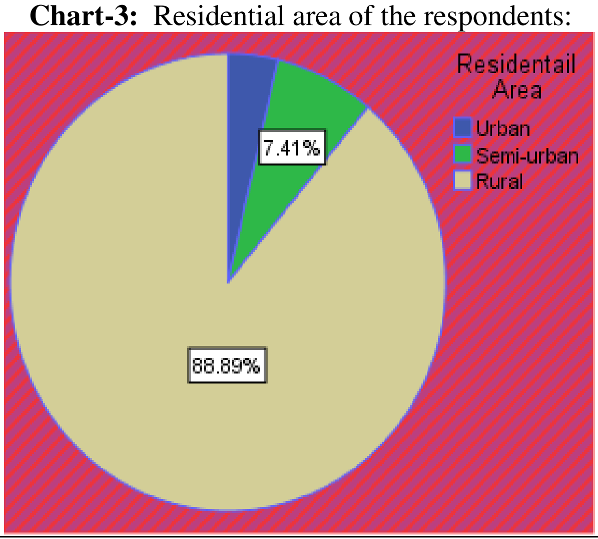


Chart-4: Economic status of the respondents :

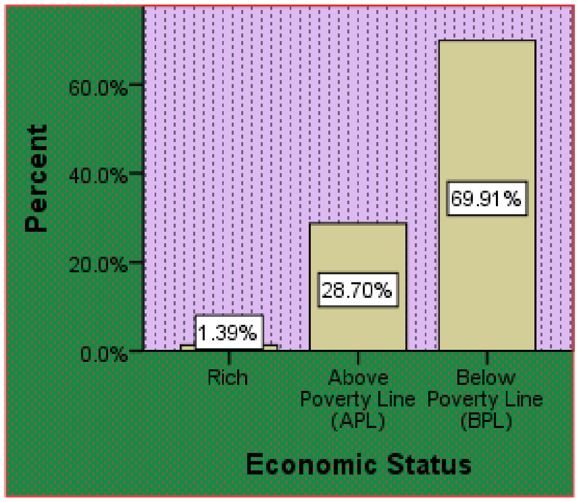
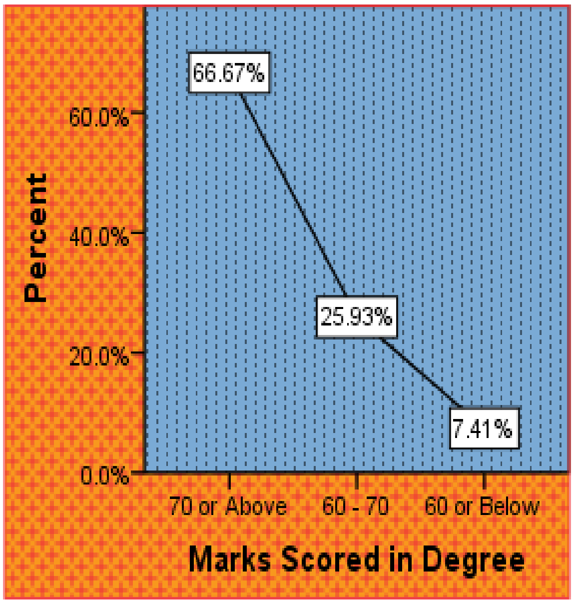


Chart-5: Marks scored in degree examination:

Chart-6: Frequency of online platform usage:

ISSN 2394 - 7780



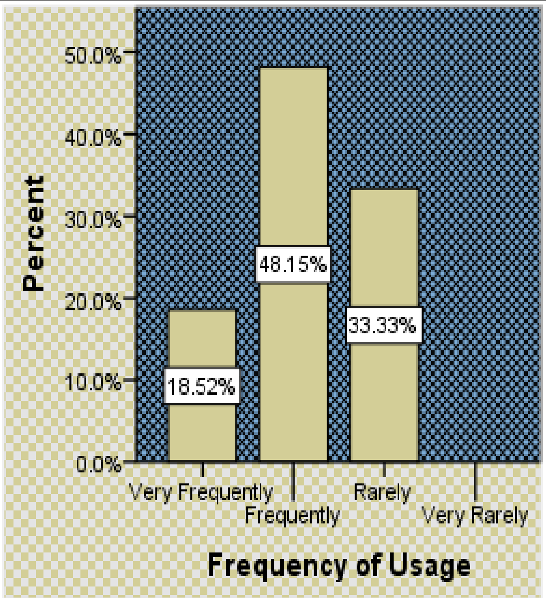
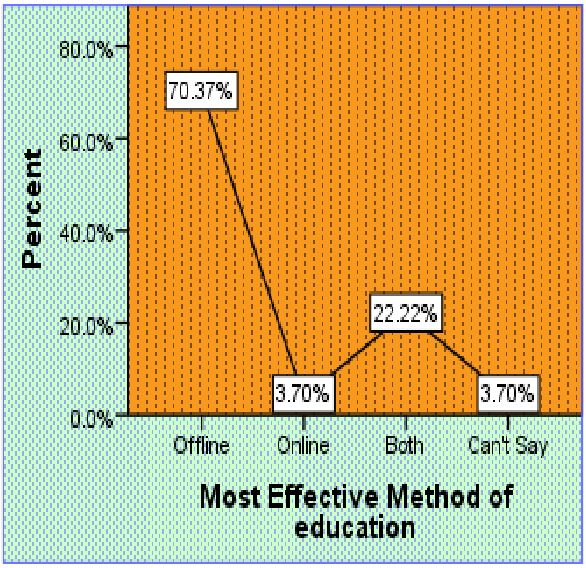


Chart-7: Most effective method teaching:



Source: Developed by the Author

From the figure above following points can be identified:

- Female dominance in the higher education enrolment (i.e., for M.com course) to the extent of up to 65%. (Chart -1)
- Around 80% of the families have 3 or more educated people. (Chart – 2)
- Up to 90% students studying government first grade colleges are from rural area. (Chart – 3)
- 70% percentage of the students' families are holder BPL card. (Chart – 4)
- Up to 70% respondents have score 70 or more percentages of marks in their under-graduation level. (Chart – 5)
- Around 70 % of the respondents are using online education plat form very frequently. (Chart – 6)
- 70% of the respondents have supported offline system of education is better and superior. (Chart – 7)

Testing Hypothesis:

Hypothesis -1:
H_0= Demographic factors of respondents are independent of frequency online educational platform usage. **(Chi-square test)**

Figure 07: Results of Chi-square test:

ISSN 2394 - 7780

Sl No.	Dependent Variable	Independent Variable	Pearson Chi-square Value	Asymp. Sg.	Result of Test	Remarks
1	Gender	Frequency of Usage	23.115	.000	Reject Null Hypothesis	Dependent
2	Educated Members in the Family		89.990	.000	Reject Null Hypothesis	Dependent
3	Residential Area		32.051	.000	Reject Null Hypothesis	Dependent
4	Economic Status		38.253	.000	Reject Null Hypothesis	Dependent
5	Marks Scored in Degree		33.382	.000	Reject Null Hypothesis	Dependent

Source: Developed by Author

From the Chi-square test results it can be seen that all the variables of demographical factors are dependent on frequency of online usage and we need to reject the null hypothesis.

The status of dependency is shown below in the figure:

Figure 08: Statistics of Dependency between Dependent and Independent Variables:

	Statistics of Dependency between Dependent and Independent Variables				
		Dependent Variables			
		Gender of Respondents			
		Male	**Female**		
Independent Variable	Frequency of Usage	63% of Male	87% of Female		
		Educated Members in the Family			
		0	**1**	**2**	**3 or More**
	Frequency of Usage	64%	70%	60%	92%
		Residential Area			
		Urban	**Semi-urban**	**Rural**	
	Frequency of Usage	100%	70%	20%	
		Economic Status			
		Rich	**APL**	**BPL**	
	Frequency of Usage	93%	60%	40%	
		Marks Scored in Degree			
		70 % or Above	60 % - 70 %	60% or Below	
	Frequency of Usage	97%	83% Offline	45% offline	

Source: Developed by Author

Figure 08 above displays the statistics on depth of dependency status between demographical profile of the respondents.

Hypothesis -2:
H_0= Demographic factors of respondents are independent of their Opinion on effective method of education. **(Chi-square test)**

Figure 09: Results of Chi-square test:

Sl No.	Dependent Variable	Independent Variable	Pearson Chi-square Value	Asymp. Sg.	Result of Test	Remarks
1	Gender	Most Effective Method of Education	24.664	.000	Reject Null Hypothesis	Dependent
2	Educated Members in the Family		34.978	.000	Reject Null Hypothesis	Dependent
3	Residential Area		125.353	.000	Reject Null Hypothesis	Dependent
4	Economic Status		50.583	.000	Reject Null Hypothesis	Dependent
5	Marks Scored in Degree		16.093	.000	Reject Null Hypothesis	Dependent

Source: Developed by Author

 ISSN 2394 - 7780

From the Chi-square test results it can be seen that all the variables of demographical factors are dependent on opinion on most effective method of education and we need to reject the null hypothesis.

The status of dependency is shown below in the figure:

Figure 10: Statistics of Dependency between Dependent and Independent Variables:

		Statistics of Dependency between Dependent and Independent Variables			
		Dependent Variables			
		Gender of Respondents			
		Male	**Female**		
Independent Variable	Most Effective Method of Education	75% Male feels Offline is better	90% Female feels Offline is better		
		Educated Members in the Family			
		0	**1**	**2**	**3 or More**
	Most Effective Method of Education	52% feels Offline Better	70% feels Offline Better	48% feels Offline Better	60% Offline better
		Residential Area			
		Urban	**Semi-urban**	**Rural**	
	Most Effective Method of Education	50% Offline	70% Offline	95% offline	
		Economic Status			
		Rich	**APL**	**BPL**	
	Most Effective Method of Education	30% Offline	60% Offline	90% offline	
		Marks Scored in Degree			
		70 % or Above	60 % - 70 %	60% or Below	
	Most Effective Method of Education	93% Offline	70% Offline	45% offline	

Source: Developed by Author

Figure 10 above displays the statistics on depth of opinion among different groups of demographical variables with the most effective method of education.

Hypothesis -3:
H_0= There is no significance difference in mean value in the key indicators of different online and offline education system.**(One-way Anova or F Test)**

Figure 11: statistics of mean value for different indicator and results of ANOVA test:

Key Indicators	Online	Offline	Both	Can't Say
Most effective Method of Education Plat form	152	11	51	19
Affordable & Convenient	33	124	50	17
Higher Chances of Doubt Clarification	10	165	45	4
Total	**195**	**300**	**146**	**40**
Mean Value	**48.75**	**75**	**36.5**	**10**

ANOVA					
Counts of Each Selection					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	9016.470	3	3005.490	.839	.514
Within Groups	25075.167	7	3582.167		
Total	34091.636	10			

Source: Developed by the authors.

Interpretation: Since the value of sig. is > 0.05 we need to reject null hypothesis. It can be concluded that there is significance difference in mean value of key indicators for success of education system. **Further, based on mean verification it can be said that people still support for offline education system.**

 ISSN 2394 - 7780

Hypothesis – 4:
H_0= There is no significance difference in the mean value of respondents' opinion on different basic variables of online education system. **(T-test and Mean Comparison)**

Figure 12: Results of t-test:

One-Sample Test						
	Test Value = 0					
	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
Satisfaction Level of Online Education	39.656	223	.000	2.821	2.68	2.96
Requirement of Online Education	45.160	223	.000	3.036	2.90	3.17
During offline no need get subscribed for Online by paying fees	69.910	223	.000	3.482	3.38	3.58
Possibility of Personality Development	43.331	223	.000	3.076	2.94	3.22

Source: Developed by the Authors

Interpretation: Since the value of significance is lesser than 0.05, we need to accept null hypothesis and it can be concluded that there is no significance difference between mean values of basic dominating variables of using online education platform.

Figure 13: Table showing mean value of basic required factors and interpretation:

Particulars	**Actual Mean**	**Maximum Mean Value**	**Results of t-test**	**Remarks** • > 60 Very Impressive • 51 – 60Impressive • 41 – 50 Medium • 31 – 40 Low • ≤ 30 Very Low
Satisfaction Level Using Online Platform	41.8	75	Accept Null Hypothesis (Refer figure 00)	Medium
View Mandating Online Education	44.67	75		Medium
View on Subscription Based Enrolment	51.27	75		Impressive
Possibility of Personality Development	45.47	75		Medium

Source: Developed by the Authors

Interpretation: Figure 13, shows the mean calculation for different dominating variables of education system and it can be noticed that the real benefits of online education system is possible only for the members who have subscription by paying nominal fees.

FINDINGS OF THE STUDY:

A. General Findings of the Study:

a. Female dominance in the higher education enrolment (i.e., for M.com course) to the extent of up to 65%. (Chart -1)

b. Around 80% of the families have 3 or more educated people. (Chart – 2)

c. Up to 90% students studying government first grade colleges are from rural area. (Chart – 3)

d. 70% percentage of the students' families are holder BPL card. (Chart – 4)

e. Up to 70% respondents have score 70 or more percentages of marks in their under-graduation level. (Chart – 5)

f. Around 70 % of the respondents are using online education plat form very frequently. (Chart – 6)

g. 70% of the respondents have supported offline system of education is better and superior. (Chart – 7)

B. Findings of Testing Hypothesis:

a. 87% of the females; 92% of the families having 3 or more than three educated members in the family; 100% of the urban students; 93% of the rich people and; 93% students secured 70% or more of marks in their

ISSN 2394 - 7780

under-graduation will frequently use online education applications in their day-to-day educational needs.(Hypothesis – 1)

b. 90% of females; 70% of families having one educated member; 95% of the rural students; 90% of below poverty line-based families and; 93% of the families with 70% or more-mark scores feels it's better to continue with offline education system. (Hypothesis -2)

c. On the basis of most effective method of educational platform, affordability and convenience, chances of clearing doubts people feel offline system of education is superior. (Hypothesis – 3)

d. Satisfaction Level in Online Education; opinion on compulsion of online education and possibility of personality development is have low level of scoring for online education platforms. Surprising, people have a positive view on the effectiveness of subscription based educational platforms. (Hypothesis – 4)

Policy Implementation and Chances of Further Studies

- Online educational platforms no doubt it's a part in the day-to-day life of the students but, it can't completely replace traditional education system especially rural background-based country like India.
- Overall suggestions support offline education is superior but it required to be implemented with the modification which is required for present days requirement.
- Online educational platforms must take care for improving satisfaction level of the students through upgraded services and providing provision for personality development.
- Online education service provider must concentrate and frame strategies which helps in attracting the rural and low economic background-based student community.

CONCLUSION

References

Case Processing Summary						
	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Gender * Frequency of Usage	224	100.0%	0	0.0%	224	100.0%
Educated Members in the Familky * Frequency of Usage	224	100.0%	0	0.0%	224	100.0%
Residentail Area * Frequency of Usage	224	100.0%	0	0.0%	224	100.0%
Economic Status * Frequency of Usage	224	100.0%	0	0.0%	224	100.0%
Marks Scored in Degree * Frequency of Usage	224	100.0%	0	0.0%	224	100.0%

Gender * Frequency of Usage

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	23.115[a]	2	.000
Likelihood Ratio	23.425	2	.000
Linear-by-Linear Association	7.032	1	.008
N of Valid Cases	224		
a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 15.75.			

Educated Members in the Familky * Frequency of Usage

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	89.990[a]	6	.000
Likelihood Ratio	90.187	6	.000
Linear-by-Linear Association	6.855	1	.009
N of Valid Cases	224		
a. 6 cells (50.0%) have expected count less than 5. The minimum expected count is 1.50.			

Residentail Area * Frequency of Usage

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)

Pearson Chi-Square	32.051[a]	4	.000
Likelihood Ratio	36.589	4	.000
Linear-by-Linear Association	1.058	1	.304
N of Valid Cases	224		
a. 4 cells (44.4%) have expected count less than 5. The minimum expected count is 1.69.			

Marks Scored in Degree * Frequency of Usage

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	38.253[a]	4	.000
Likelihood Ratio	43.751	4	.000
Linear-by-Linear Association	3.492	1	.062
N of Valid Cases	224		
a. 1 cells (11.1%) have expected count less than 5. The minimum expected count is 3.19.			

Economic Status * Frequency of Usage

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	33.382[a]	4	.000
Likelihood Ratio	44.545	4	.000
Linear-by-Linear Association	2.661	1	.103
N of Valid Cases	224		
a. 3 cells (33.3%) have expected count less than 5. The minimum expected count is .56.			

Gender * Most Effective Method of Education

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	24.664[a]	3	.000
Likelihood Ratio	29.995	3	.000
Linear-by-Linear Association	1.510	1	.219
N of Valid Cases	224		
a. 2 cells (25.0%) have expected count less than 5. The minimum expected count is 3.00.			

Educated Members in the Familky * Most Effective Method of education

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	34.978[a]	9	.000
Likelihood Ratio	36.258	9	.000
Linear-by-Linear Association	.106	1	.745
N of Valid Cases	224		
a. 8 cells (50.0%) have expected count less than 5. The minimum expected count is .29.			

Residentail Area * Most Effective Method of Education

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	125.353[a]	6	.000
Likelihood Ratio	76.279	6	.000
Linear-by-Linear Association	.234	1	.629
N of Valid Cases	224		
a. 6 cells (50.0%) have expected count less than 5. The minimum expected count is .32.			

Marks Scored in Degree * Most Effective Method of Education

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	50.582[a]	6	.000
Likelihood Ratio	52.283	6	.000

ISSN 2394 - 7780

Linear-by-Linear Association	14.874	1	.000
N of Valid Cases	224		
a. 6 cells (50.0%) have expected count less than 5. The minimum expected count is .11.			

Economic Status * Most Effective Method of Education

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	16.097[a]	6	.013
Likelihood Ratio	24.917	6	.000
Linear-by-Linear Association	5.992	1	.014
N of Valid Cases	224		
a. 5 cells (41.7%) have expected count less than 5. The minimum expected count is .61.			

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GREEN IT TRANSFORMS GREEN COMPUTING: BRIEF ADVANCEMENT IN GREEN COMPUTING

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ABSTRACT
The notion of Green computing is the contemporary style that is gaining high esteem.Green computing is the study and practice of environmentally sustainable computing and it is needed to find a way to handle computers and its devices for save the environment and society from such E-hazards.This study provides a brief account of Green Computing.The emphasis of this study is on current trends in Green Computing; challenges in the field of Green Computing and the future trends of Green Computing.This paper mainly focus on two of the major solutions to Green IT- Virtualization and Docker.It industry is putting efforts in all its sectors to achieve Green Computing,Equipment recycling,reduction of paper usage,cloud computing,Power management are the key initiatives towards Green Computing.

Keywords: Green Computing, Virtualization, Docker, Container, Hypervisor.

1. INTRODUCTION
Green Computing is the study and practice of environmentally sustainable computing.It is an eco-friendly strategy that can be implemented in our daily life to reduce the environmental impact.The ideas of Green Computing can reduce the cost of computing and can also extend the lifespan of IT products because green computing is about using the computer and its related resources in an environmentally responsible way.It involves implementing energy-efficient computer, CPU, Server and other peripherals to reduce the resource consumption.Companies are increasingly focusing on developing and using such

devices.The combination of these techniques can reduce the data footprint,reduce the number of resources and in overall the management and maintenance also reduces.The attention on computers has turned towards efficient and less energy consumption from speed and cost.This paper is an attempt to analyze the barriers of Green ICT implementation which would help the policy makers as well as decision makers to define Green strategies.

Nomenclature

ICT Information and Communication Technology

Green Computing
Green Computing is the catchphrase of the current era.It is in reality a part of Green Technology and it is our social responsibility to practice it.The concepts of Green have to be introduced right from Design phase to Disposal phase of a product.It is a study and implementation of eco-friendly computing.At a time where business runs 24/7,there is an obligatory need to collect,store and analyze the large amount of Data Centers and Data Warehouses. Data centers use so much power to run the servers that house these data and release so much heat which has to be cooled down so that servers are not affected by this heat.

Green IT at Higher Education Institution
It is certainly not a new technology but a supplementary stratagem to the existing Green Technologies.The goals of Green It is the same as Green Computing, as they both belong to the same family of Green technology.As said, Green IT helps reduce energy consumption, cost of computing and arguments the performance.Over the years,there has been a significant increase in number of colleges and students enrolled in Higher Education across the nation. Hence, green IT implementation at institute has developed as a key factor and also consumes energy

2. LITERATURE REVIEW
Green Computing is the study and practice of efficient and eco-friendly computing resources,is now under the attention of not only environmental organizations.The information and communication technology(ICT) industry needs to future improve its environmental performance(it is responsible for around 2-3% of the

global carbon footprint), and ICT applications have very large potential to enhance performance across the economy and society(the remaining 97-98%).

This paper points out the green aspect of computing at its very heart,the operating system,how its capabilities can be nurtured for green benefit,and how it can be extended to fit our green architecture model in an optimum way. and this article describes the

points for studying of green technology strategies using computers and telecommunications in a way which maximizes positive environmental benefit and minimize the negative impact.The section commences with literature related to the evolution of Green ICT practices.Next literature examined the various constraints considered as a hurdle for the success of green Practices implementation.

Evolution and Implementation of Green IT Practices

Green Computing is towards efficient utilization of resources. Energy is considered as the main resource and the carbon footprints are considered the major threads to the environment.Therefore, the emphasis is to reduce the energy utilization and carbon footprints and increase the performance of computing.Implementing green information Technology(IT) is an effective way to realize sustainability.In the process of implementing green IT,IT transformation is essential but tends to fail.However, existing literature can't offer effective guidance for implementing green IT.This study sheds light on the process through which green IT transformation and sustainability are achieved.Consequently, we have expended the belief-action-outcome(BAO) framework to strategic and operational levels, and summed up the capabilities and mechanisms of each phase,as well as the impact relationships and directions between each phase.

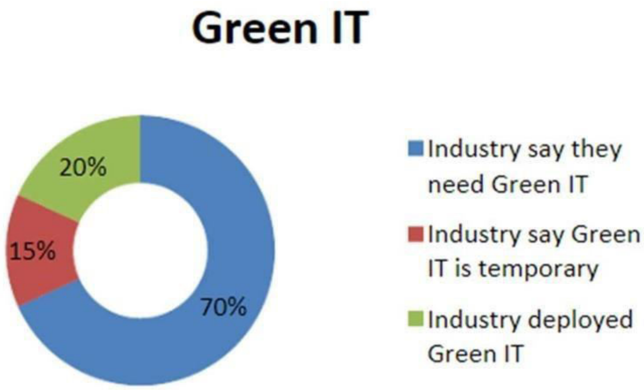
Barriers for Green IT practices

This encouraging the adoption of green building practices face many challenges.Researchers in many countries have conducted studies to identify various potential barriers faced by the construction sector in the implementation of green building practices. For instance, resistance to cultural change, high initial investment,and an awareness gap are well documented in the preceding research.The low level of awareness and knowledge of green building techniques is one of the barriers to early adoption of green building practices in Malaysia(Bohari etal,2016).Green barriers are also examine and help in developing countries. It can influence on the greening of our cities and sustainable urban development.

BEING TOGETHER FOR GREENER TOMORROW

Neither Docker Containers nor Virtualization technique can provide complete performance. They are not adequate for an application in their own stand. Containers are good at providing portability of application. Even multi-level applications can also be easily ported. Moreover, Dockers provide a template for this purpose. But, portability is not the only criteria for an application to run successfully. Other operational factors like flexibility, security, performance and much more has to be considered.

Such high-level factors can be provided only by a matured technology like Virtualization. Besides, the application can be first put in a Docker Container and then they can very well run inside Virtual Machine, though they both seem to be absolutely different technologies. This way the container can get the benefits of Virtualization. So far, we have Containers that are basically suited for Linux system. But, Windows based Containers are still under investigation. It is said that, Windows based Containers are normally suited for Desktops and they will not depend on any Virtualization technique, not even Hypervisor. They have their customized virtualization system. Spoon is one such technology to offer Windows based Containers.



The third category, which comprises 75% of the total, is the one that places the most emphasis on green IT. The following high-level options are used by industries to

1. Virtualization : Server and Desktop
2. Consolidation : Server
3. Optimization : Application
4. Data Center design

3. METHODOLOGIES

The overall goals of green computing are similar to that of any other ecologically-friendly endeavor: chiefly, to maximize energy efficiency, reduce the use of hazardous materials, and promote the recycling of obsolete products and waste. Various practices that deliver useful benefits have become popular. Energy management is often the starting point in implementation of green computing. In line with new ecological awareness, many companies have also come to accept that reduced energy consumption translates not only to reduced greenhouse gas emissions, but reduced operational costs for the business as well. Fortunately, there are steps that can be taken to manage and reduce energy consumption. Servers and entire data centers can be consolidated. The data Green Computing – History, Methodologies, Benefits and Barriers 4 center can upgrade to energy-efficient servers and high efficiency power supplies, and can employ power management processes and controls that automatically turn off systems after set periods of inactivity. User computers are also high energy consumers. “Fifteen PCs can generate as much carbon emissions as a mid-size car each year. The average PC consumes 588 kilowatt- hours of electricity per year, and wastes almost 400 kWh of that by running at full-power when not in use. Using power management controls on PCs during periods of inactivity can cut energy use on average 60-70 percent” (Klustner, 2008). Desktop computer power supply units

(PSUs), which are generally inefficient and dissipate a certain amount of energy as heat, should be replaced with newer models. Virtualization, of both computer resources and the employee experience, has started to generate significant benefits for green computing. Computer virtualization refers to an abstraction of computer resources --- for example, running two or more logical computer systems on one set of physical hardware. With virtualization, hardware infrastructure is reduced, resulting in reduced energy and cooling consumption. Cloud computing services, relating to the location and ownership of infrastructure, can be purchased from a third-party provider, resulting in economies of scale and significant cost savings. In addition to virtualization of computer resources, virtualization of the employee experience can also drive benefits for the environment, the company and the employee. Telecommuting, teleconferencing and telepresence technologies are good examples of this. These practices can reduce travel costs, increase worker satisfaction and, through a reduction of facilities requirements, reduce energy consumption and generate significant savings through lower overhead costs for office space, lighting, heat, and the like. According to the EPA, the average annual energy consumption for U.S. office buildings is over 23 kilowatt hours per square foot, with heat, air conditioning and lighting accounting for 70% of all energy consumed (U.S. EPA, Office of Air and Radiation, 2008).

4. RESULT AND ANALYSIS

I agree that green computing is very important and many big organisations have already started the use of this technology. Green computing is the practice of using computer resources effectively and efficiently. Most computer parts are now manufactured in such a way that they consume less energy and produce less heat. So green computing is very important and plays an effective role in the growth of the organisation and reducing the energy consumption of computers and other information systems as well as using them in an environmentally sound manner.

5.CONCLUSION

The conclusion of green computing is to reduce energy consumption. We have pointed out the potential interrelations between green computing, security, and social networking, by identifying a focal point that may lead new research directions.The aim of this Paper is to focus on the sustainable IT organizations with effective energy efficiency and negligible environmental problems. Green Computing leads to a spectacular change in the IT industry.Green IT programs are demonstrating fundamental economic as well as environmental sense,it is understandable why organizations are exploring green computing options with such interest across the IT industry.There is a growing awareness among business leaders that greening their IT practices offers the- double win of reducing costs while demonstrating a positive environmental commitment.Use mobile phones for your computing needs whenever and wherever possible.

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SUSTAINABLE IT: A FUTURE PERSPECTIVE

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ABSTRACT

Over the past few years, the effect of global warming and climate change has been appearing more vividly. The concern for green computing is emerging day by day. This led to the research into energy-saving techniques for home computers to enterprise systems and to corelate the business objective of earning maximum profit with the social objective of being environmental friendly . It is needed to find a way to handle electronic and computer devices to save our environment from those E-hazards. The objective of this paper is to explain what exactly green computing is, What are the current issues that we are facing in the implementation of green computing, how IT industry is putting efforts in all its sectors to achieve Green computing. Equipment recycling, reduction of paper usage, virtualization, cloud computing, and power management.

Keywords: Green computing, Computing energy, Computer and IT, EPEAT.

INTRODUCTION

Green computing or green IT systems or green technology is concerned with the sustainable use of computer resources such that it has as little environmental impact as possible.

Currently, firms in computer production have started to recognize the importance to make sustainable products. Sustainable IT is taken into consideration all the aspects of the Computer's life from design to disposal. In 1992, the U.S. Environmental Protection Agency launched Energy Star, a volunteer labeling program that is planned to help identify energy efficiency in screens, weather controller apparatus, and further types of machinery.

Many IT creators are constantly investing in designing energy-efficient computing apparatuses so that they will not leave any negative environmental impact. That design includes everything from the components to how the computer uses its power supply, and they are also focusing on the recyclability of digital devices and papers.

We can not call anything sustainable until and unless it's social environmental and economic. We need to create a green and sustainable IT infrastructure for a better future.

Every year more than 250 million new laptops are manufactured and more than 160 thousand old ones are disposed. This results in excessive power consumption, e-waste, and pollution. Reports shows that 70% of those discarded laptops can be still used. The effect of recycling these e-waste will be lesser landfill and a better environment.

Why Sustainable IT?

Sustainability refers to practices that we need not to follow like our reliance on non renewable source of energy, limiting our GHG emissions. We need green computing to reduce the environmental damage caused by the electronics industry and the IT sector. With current technologies, the production of a single computer results in the emission of 227-270 kilos of carbon dioxide. According to The Guardian, in the first three months of 2021, the Intel plant in Ocotillo had already produced 15 thousand tons of waste, of which 60% dangerous. and consumed more than 4 million liters of water and 561 thousand kilowatt- hours of electricity.

Businesses must consider sustainability as making decision based the ethics and responsibility of their business to reduce their carbon footprint. In today's world almost all sectors whether it is IT firm, manufacturers, agriculture, or transportation uses a large amount of power for their effective running. Green computing goals are to minimize the energy consumption of appliances and to increase their longevity. The longer the computer lasts the less impact it will have on the environment. Green computing also promotes the recyclability and biodegradability of defective parts and factory waste.

Directly or indirectly ICTs plays a vital role in climate change.

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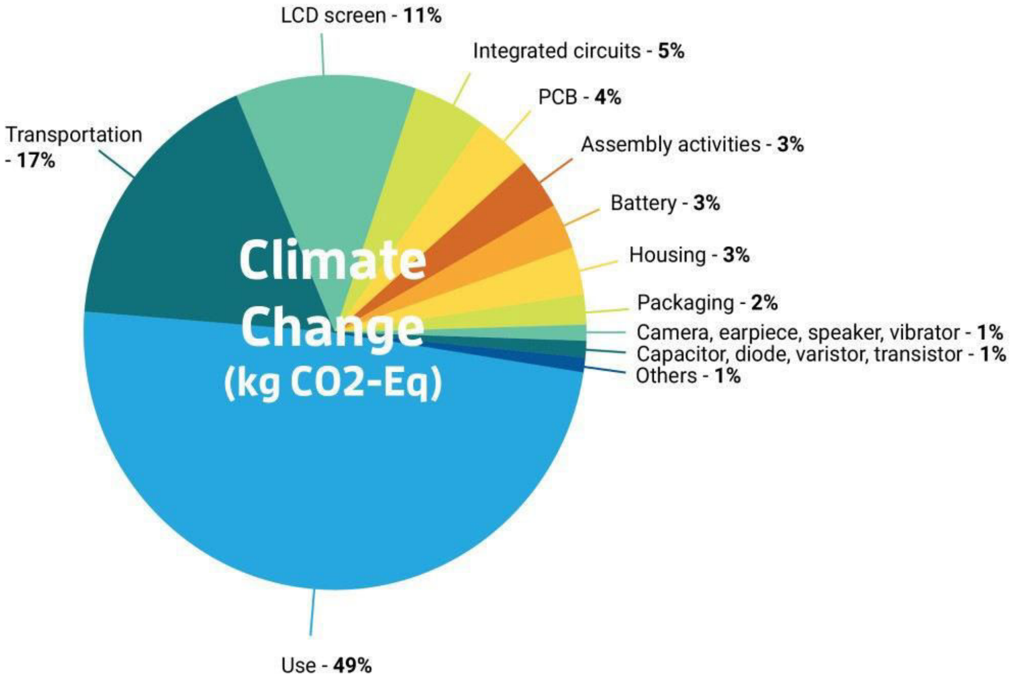
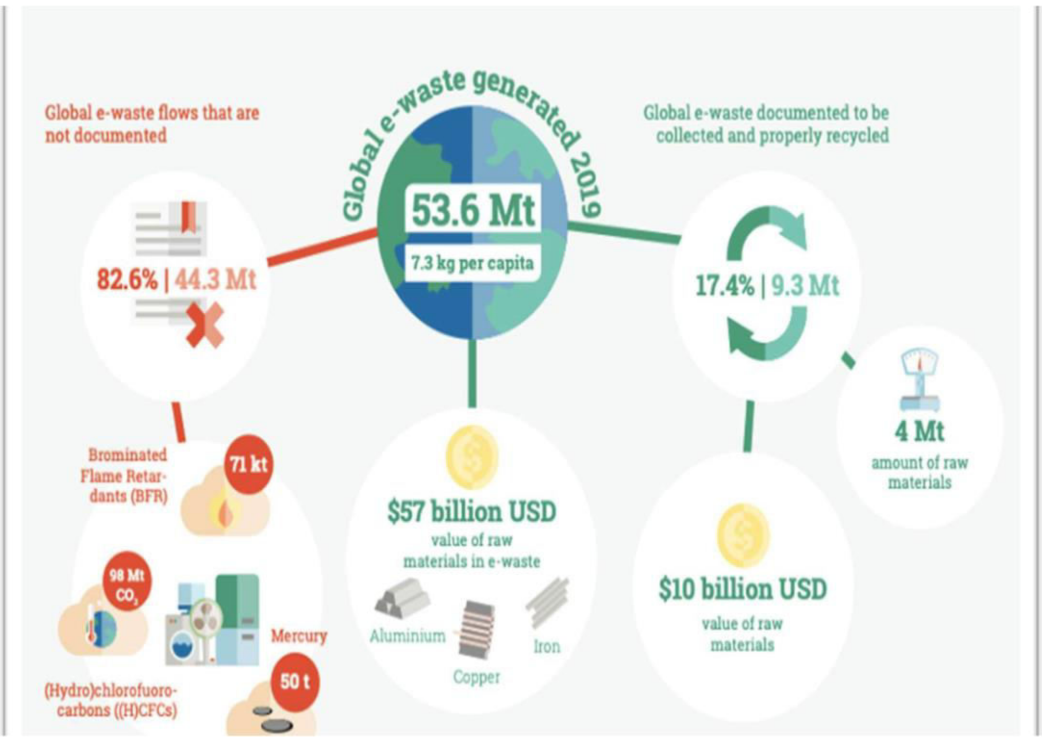


Above data shows impact of different sector's ICT's devices. However ICTs are not only the part of problem but also the part of the solution. We need green ICT to mitigate these effects. ICT can be used as an enabler for new environmental-friendly technologies and reduce our environmental footprint. It can also be used to dematerialize atoms to bits avoiding the use of (rare) materials. It all depends on how we use ICT, in the end it remains a means to an end.

If we talk about the e-waste, the problem is not creation of the scrap but it's rather how we manage the scrap. According to the World Health Organization (WHO), health risks may result from direct contact with toxic materials that leach from e-waste. These include minerals such as lead, cadmium, chromium, brominated flame retardants, or polychlorinated biphenyls (PCBs). Danger can come from inhalation of the toxic fumes, as well as from the accumulation of chemicals in soil, water, and food

Following is the data of global e-waste generated in 2019.



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Approach Toward Green Computing

1. Green Design
Designing energy-efficient computer equipment. And developing long-lasting appliances.

2. Data Center Designs
The data centers and their servers consume a great amount of energy hence energy efficient data centers should address all of the energy use aspects included in a data center.

3. Virtualization
Virtualization refers to running two or more logical computers on a single set of physical hardware systems. This will result in distributing the work so that servers are either busy or put in a low-power sleep state.

4. E-Waste Recycling
Based on the Gartner estimations over 133,000 PCs are discarded by U.S. homes and businesses every day and less than 10 percent of all electronics are currently recycled. The majority of countries around the world require to manage discarded e-waste. Recycling computing equipment like lead and mercury enables us to replace the equipment that would have been manufactured.

5. Software and Deployment Optimization

a. Algorithm Efficiency
The efficiency of algorithms has an impact on the number of resources required for any given computing function. for eg if we switch from a slow search algorithm to a fast search algorithm it can reduce resource usage.

b. Terminal Servers
A terminal server or communication server is a hardware device or server that provides terminals such as PCs, Scanner, and other devices with a common connection point to a local or wide area network. These can be combined with the thin client which uses just 1/8th the energy.

6. Telecommuting
Teleconferencing and telepresence technologies are often implemented in green computing. Telecommuting is the ability for an employee to complete work assignments from the outside traditional workplace.

Case Studies:-

1. Apple
All of the tech giant's operations run on fully renewable energy, and everything about its products, from the materials to packaging, is designed to have minimal environmental impact. The assembly sites for Apple's products are certified Zero Waste to Landfill, and it has decreased average product energy use by 70% in the last 10 years.

2. HP
The company reached its goal of 100% zero deforestation with HP-branded paper two years before its target. In recent years, HP reduced its carbon footprint by one-third and ensured 30% of plastic in its printers is repurposed from other items. HP's next goal is to increase the recycled content of plastics across its print and personal systems portfolio to 30% by 2025.

3.Microsoft
Microsoft's sustainability efforts extend to its internal processes and external products. As a whole, the company is working to be carbon negative by 2030 and remove its historical carbon emissions by 2050. Microsoft charges an internal carbon fee of $15 per metric ton of carbon emissions to encourage its departments to be as sustainable as possible.

4. Samsung
In 2019, Samsung made the switch to recycled and sustainably sourced packaging, and it is moving away from disposable materials in its manufacturing and packaging efforts. Samsung is also committed to a wide range of global social initiatives, including protecting the ecosystem and taking urgent action against climate change.

5. ASUS
ASUS's aggressive goals include lowering the amount of PVC in its products, using conflict- free minerals in all of its products, and expanding green competitiveness. The creator of tablets and computers is regularly recognized for its sustainability, including being named Asia's Most Socially Responsible Company in 2020.

 ISSN 2394 - 7780

Challenges in achieving an efficient Green Computing

A. Awareness of Green Computing
Lack of awareness is one of the biggest obstacles while implementing green computing. According to a survey done in an institute on 25 students and 15 educationalists, only 28% of the people were aware of E-waste and how the manufacturing of components of the computer affects the environment.

B. Return on Investment
The stakeholders whom the firms are convincing to invest in environment-friendly computing are facing major issues because they want to see an immediate impact whereas these things often take time when it comes to showing the result.

C. We don't think our actions will make any difference:
As an individual when it comes to practicing energy-efficient ways we often think that changing a light bulb won't save the planet, switching off the PCs won't affect the environment, etc but we underestimate how our effort can contribute to keeping our planet safe.

D. Frictions with Competing Proprieties:
Going green would be so much easier if it were only free. In reality, every green IT project has a price tag. With budgets stretched to the limits, many organizations must weigh green IT projects against other potential investments.

CONCLUSION

This paper presented what green computing is, how we can achieve it, what are the barriers that are currently present while implementing green IT. The present situation indicates that Green Computing has begun to become increasingly important as the effect of greenhouse gas production on global warming and climate change has been realized.

Through more environmentally aware usage such as more efficient power management and shut-down during periods of inactivity and by adopting lower power consuming technologies computers can be made significantly more energy efficient.

Technology is not a passive observer but it is an active contributor to achieving the goals of Green Computing. Green manufacturing is the key initiative toward green computing.

Although all these efforts are still in limited areas and currently efforts are mainly to reduce energy consumption, e-Waste but the future of Green Computing will be depending on the efficiency and Green products.

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A COMPARATIVE STUDY OF CONSUMER PREFERENCE TOWARDS THE OTT PLATFORM NETFLIX AND AMAZON PRIME DURING THE COVID-19 PANDEMIC

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ABSTRACT

The Covid-19 scenario changed the way people used to consume entertainment. Gone are the times when the brother and the sister used to fight for the remote for their own television watching time. They have now got the power of watching any of their favorite content on any device of their choice; be it their mobile phones or their computers or even television with magic wand called the 'firestick'.

With this study the researchers have tried to evaluate the role played by the pandemic on the consumption pattern and the consumer behavior with relation to the Netflix and Amazon Prime in particular. The research paper also tried to evaluate the impact of pandemic on the various consumer segments. The authors have conducted primary research through the survey method. Along with primary data, content from news articles, industry reports, international business research reports were also accumulated to analyze the customer preference The researchers could understand that the factors like age, gender, education qualification, occupation had a greater influence on their viewing content preferences. Therefore the research paper will also help to identify the crucial factors that will contribute to the customer satisfaction level.

INTRODUCTION

OTT stands for 'over-the-top,' and it refers to any media service that streams video content such as TV episodes and movies over the internet rather than through traditional distribution networks like cable and DTH. The OTTs began as content hosting platforms, but quickly moved on to producing original content. To see the video, you'll need an internet connection and appropriate gear, such as smartphones, tablets, computers, or smart TVs. Instead of following a schedule or waiting for their favorite shows and movies to appear, these platforms allow users to access OTT content at any time. One of the numerous reasons why OTT platforms are becoming more popular is because of this.

The Covid-19 pandemic led to the digitizations in many commercial fields, media consumption being one of them. The world saw an increase in the number of people applying for new internet connection and OTT subscriptions. OTT is a platform that showcases movies, TV Series, documovies, documentaries and various other entertainment content over the internet unlike the traditional cable TV. These OTT applications can be accessed through internet on devices like smartphones, Smart TV, tablets, desktops, laptop which made it even more convenient for a person with a smart phone and an internet connection to watch anything he likes at any place he is comfortable. With the onset of the pandemic there was this sudden surge in the subscription to these OTT platforms in India who is most likely to be the second largest OTT market by year 2025.

In recent years, digitalization has accelerated. The pandemic, on its own, resulted in a large spike in OTT watching in India, with consumption of the OTT spectrum being highest among the 15-35 age groups. According to MICA's Center for Media and Entertainment Studies (CMES) report, 85 percent of Indian clients will be Internet-ready by the end of 2023. Customers that pay for OTT services are typically between the ages of 35 and 44.

The Male audiences have recently increased by double when compared to female audiences. The majority of over-the-top (OTT) content is consumed by the younger generation. Men, particularly those between the ages of 15 and 30, consume the most OTT content. The 25-35 age group is the most likely to consume OTT content among women, and this number has risen during the pandemic. Despite this, they accounted for less than half of overall consumption when compared to men.

OBJECTIVES OF THE STUDY

- To investigate the causes of a dramatic spike in OTT channel viewing in India during the shutdown period.
- To learn more about customer preferences for OTT platforms.
- To investigate the public's preference for Netflix and Amazon Prime.

ISSN 2394 - 7780

LIMITATION

- The research was only conducted in Kalyan City. The sample collected is limited in population within the area of Kalyan, so the research may not satisfy the thinking and expectations of those public who are from different cities other than Mumbai.
- Under questionnaire method many type of questions were asked and all respondents had answered the questions on their opinion. So these opinions can be biased because every person has different responses on the same topic.
- The questionnaire might have excluded some other factors; the questions which were released for this project work may be not been able to cover all the factors according to the research.

LITERATURE REVIEW

According to **Girish Menon(2020)**, The COVID-19 pandemic is altering masses media and entertainment consumption habits (M&E). The social lives have moved online as individuals have been more restricted to their homes, and entertainment consumption has increased, particularly in the at-home categories of television, online gaming, and over-the-top services (OTT). On the other side, as physical distancing standards and lockdowns are imposed, movie theatres, theme parks, museums, and other external consumption models suffer. (Variable:)

According to **Dasgupta (2019)**, the rapid expansion of over-the-top (OTT) TV services and the availability of various devices, younger generations are more likely to abandon traditional pay-TV services outright (Daniels, 2017). Consumers between the ages of 18 and 24 are the target audience for OTT TV services, as more than half of this demographic owns a smartphone (Dasgupta, 2019).

According to a report published by the **ICFAI in 2019**,"Transition of Consumers to Video Streaming Industry: A Comparative Analysis of Netflix and Amazon Prime,". When it comes to on-demand video streaming channels, content is supposed to be king, and Netflix has a minor content advantage over the competition. Because of the content it provides at reasonable costs, Hotstar appears to be a viable option.

Connectivity and high mobility are features, according to **(Tang, Venolia, & Inkpen, 2016) and (Banerjee, Alleman, & Rappoport, 2013)**, with smartphones standing out. Despite the fact that PCs and iPads are still popular, Smartphones can easily connect to the Internet via Ethernet or WiFi, as well as 3G or 4G open networks.

The millennium is drawn to OTT platforms because of foreign material and video on demand, according to **Veer P Gangwar, Vinay Sai Sudhagoni Natraj Adepu, and Sai Teja Bellamkonda (2020)**. Because of international material and video on demand, the millennium is drawn to OTT services.

RESEARCH METHODOLOGY

This research is conducted to study the customers preference towards the OTT Platform Netflix and Amazon Prime.

The Research Design Adopted is Descriptive.

a. Primary: The data is to be collected from Google form through questionnaire method.

b. Secondary: The study is proved in the light of secondary data with the help of journals, articles, books, etc.

c. Sampling size: The population from which data is students who are pursuing graduation. The sample size is of 60 and it be considered throughout the research. The data is collected will be specifically from Kalyan city.

Statement of Problem

Over-the-top is an ongoing streaming platform which has brought a drastic difference in customers viewership pattern. This study is made to evaluate the impact of pandemic on these online platforms. We have more than ten OTT platforms which is prominently used by the consumers. In this research, we have made a comparative analysis of major two OTT platform, Amazon Prime and Netflix. The Covid -19 Pandemic and resulting lockdown has laid the people to flock on streaming services. This pandemic has brought a huge boost to streaming industry. There has been a rise in the level of usage of OTT Sector. So this study will make analytical comparative study on OTT Platform Netflix and Amazon Prime.

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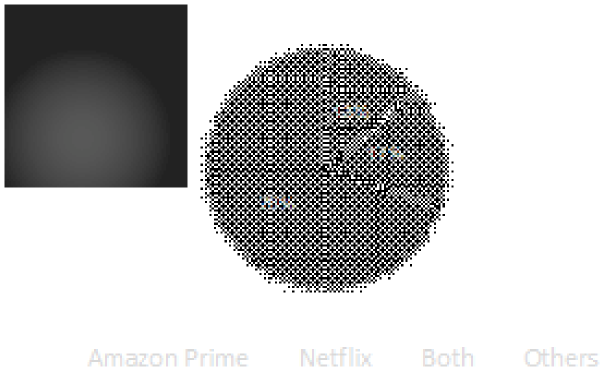
DATA ANALYSIS AND INTERPRETATION

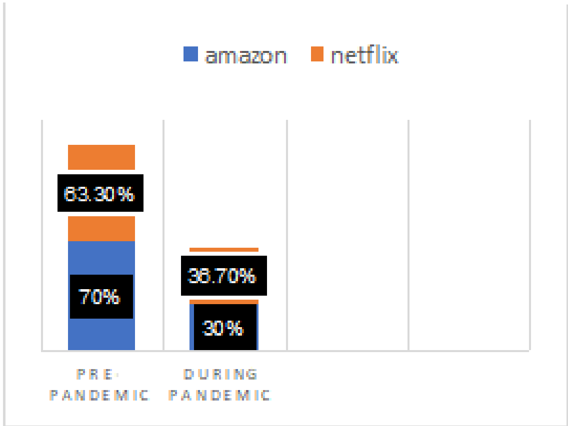
1. Subscription of OTT video streaming platforms.



Interpretation

The adjacent pie chart studies the percentage of respondents who have subscribed to the OTT Platforms in General. It depicts that almost 70% of respondents have subscribed both the OTT Video Platform and 13% and 17% have subscribed to Amazon Prime and Netflix.

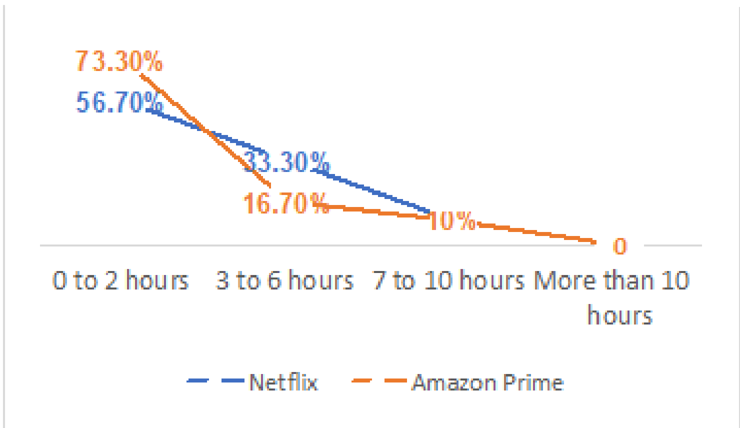
2. Subscription to Amazon Prime and Netflix Pre-Pandemic and During Pandemic.



Interpretation

The Bar graph depicts that 70% of respondents have subscribed to amazon prime before pandemic and 30% have subscribed during pandemic. In the similar manner 63.30% respondents have subscribed to Netflix during pandemic and 36.67%.

3. Hours Spend in a Day Watching Netflix Content and Amazon Prime.

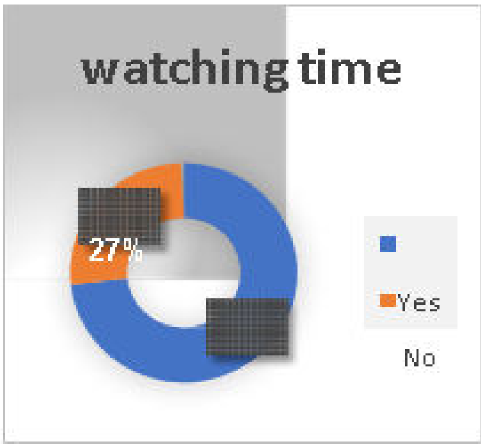


Interpretation

The Adjacent stacked line graph depicts the hours spend by the respondents watching Netflix and Amazon Prime. It is stated that the maximum screen time of both, Amazon Prime and Netflix is 0 to 2 hours.

 ISSN 2394 - 7780

4. Increase in the Watching Time during the Pandemic.



Interpretation

The Pie chart shows that the screen time has drastically increased during Pandemic period stating 73% of respondents is agreeing to it.

SUGGESTION AND CONCLUSIONS

In a common household television, the young India has a limited number of channels. OTT Platform touched and explored the imagination of young India during COVID-19, and it is flexible for a wide range of material on personal devices such as smartphones and tablets, giving young India the flexibility to view whatever they want. During the pandemic, the number of OTT subscribers increased by 60 percent, according to the study.

Netflix is the winner when it comes to TV series since its original episodes are the most successful programmes of the last decade, and it collaborates on material with local production businesses. While the research focuses on OTT competitiveness, Amazon Prime has stronger regional content and Netflix has more international content.

In conclusion, the study found that Netflix subscriptions increased when compared to Amazon Prime subscriptions. According to the findings, Netlfix can increase subscriptions by lowering subscription costs and increasing regional content, whereas Amazon can concentrate on producing international and original content.

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https://www.researchgate.net/

APPENDICE

1. Which OTT video streaming platforms have you subscribe to?

a) Amazon Prime

b) Netflix Both Others

2. When did you subscribe to Amazon Prime?

a) Pre- Pandemic

b) During Pandemic

ISSN 2394 - 7780

3. When did you subscribe to Netflix?
a) Pre- Pandemic

b) During Pandemic

4. How many hours do you spend in a day watching Netflix content?
a) 0 to 2 hours

b) 3 to 6 hours

c) 7 to 10 hours

d) More than 10 hours

5. How many hours do you spend in a day watching Amazon Prime content?
a) 0 to 2 hours

b) 3 to 6 hours

c) 7 to 10 hours

d) More than 10 hours

6. Do you think there has been an increase in the watching time during the pandemic?
a) Yes

b) No

7. Which of the two websites do you believe has the better original content?
a) Netflix Originals

b) Amazon Prime Originals

8. What is the most compelling reason to subscribe to Netflix during pandemic?
a) Movies

b) TV Series Subscription Fee

c) More Regional/ Indian Content

9. What is the most compelling reason to subscribe to Amazon Prime during pandemic?
a) Movies

b) TV Series Subscription Fee

c) More Regional/ Indian Content

10. Which OTT platform has rich library in terms of International Content
a) Netflix

b) Amazon Prime

11. Which OTT platform has rich library in terms of Regional Content
a) Netflix

b) Amazon Prime

12. Rank the areas that Netflix needs to improve in your opinion.
a) Subscription fee

b) Original Content Promotion Library size

c) Downloading Videos Screen loading Time

13. Rank the areas that Amazon Prime needs to improve in your opinion.
a) Subscription fee

b) Original Content Promotion Library size

c) Downloading Videos Screen loading Time

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A STUDY ON INVESTMENT PREFERENCES OF SALARIED INDIVIDUALS IN CAPITAL MARKET AND THEIR NOTION TOWARDS DERIVATIVES MARKET INVESTMENT

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ABSTRACT

Investment is a prominent factor from the Individual, Business, and Country's growth point of view. There are numerous investment options available under the bucket of the Financial Market. Each investment avenue is accompanied by a certain level of Risk and Return trade-off. Based on their set objectives and parameters investors select investment instruments to deploy in their capital for future growth. Where some conservative investors prefer to stick with some selected traditional investment instruments, nevertheless some investors are willing to take certain amount of calculative risk. The increasing number of participants in the derivatives market indicates this in recent years. Even though investors are not well educated about potential Risk and Return involved in the Derivative Segment, they tend to take the help of their friends, colleagues, and investment advisors to invest in derivatives. This research paper explores the investment preferences of salaried individuals among available Capital Market Instruments, various components that affect their investment decisions, the Risk-taking abilities of salaried flake, their strategies to avoid risks associated with the investment, and the Exponential Growth of Derivative Markets in India. The data for this research work is collected from a sample population in Mumbai City using a Convenient Sampling Method through a structured questionnaire.

Keywords: Investment avenues, Investment Preferences, Salaried Individuals, Derivative Growth.

I - INTRODUCTION

If you do not find a way to make money while you sleep, you will work until you die.

"Warren Buffett"

As the above quote says, investment is essential to achieve your future goals. Investment is the only way to make your future financially secure. It is like saving money for your rainy days. Apart from that, investing inculcates the habit of regular saving, which develops a person's financial discipline. Therefore, a key to be a real and perfect manager of your life one should know how to make their money work for them. In India, generally all financial instruments are considered as risky especially when we talk about Shares, Derivatives, etc. Still, some good proportionate of flake are willing to invest in risky avenues also, highest proportionate of this risky investment is in Stocks and Derivatives. Even though a high % of investors are not aware of the derivative market but still they tend to trade and invest in derivatives with the help of Financial Advisors/ Broking Agents, Friends/colleagues, etc. This study is undertaken to find out the preferences of investors in terms of Capital Market Investment and their notion towards Derivative Market Investment with special reference to salaried employees in Mumbai City.

1.1 Salaried Individual

A salaried individual is a person who receives a predefined, constant, and recurring reward for the service he provides to his company / his employer regardless of the time they work.

1.2 Capital Market

A capital market is a platform that enables traders/investors to buy and sell financial securities for generally long term.

1.2 (A) Classification of Capital Market

ISSN 2394 - 7780

1.3 Investment

In simple words, Investment is nothing but to make your money to work for your secured future.

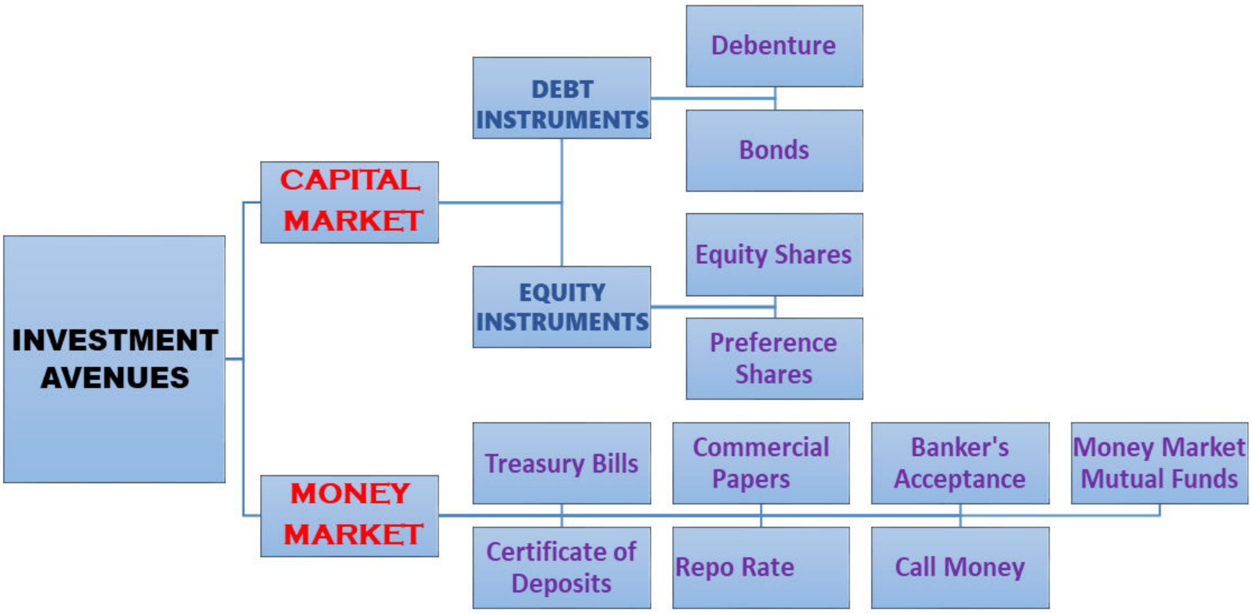
Investment is the process of exchanging income during one period for an asset that is expected to produce earnings in future periods. Thus, consumption in the current period is foregone to obtain a greater return in the future.

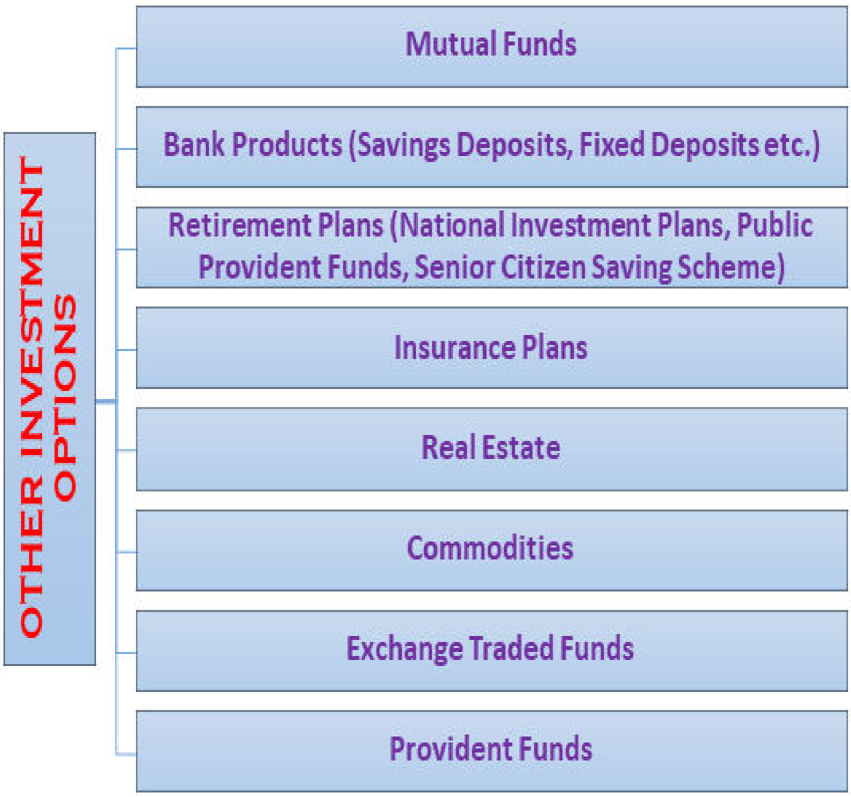
(https://www.britannica.com/topic/investment)

1.4 Investment Avenues

Also known as "Investment Alternatives" or "Investment Schemes" or "Investment Options" or "Investment Ventures". Investment Avenue is a set of investment options and alternatives available where a person can invest his money. It is a way through which money can be deployed for future benefit.

1.4 (A) Classification of Investment Avenues in India





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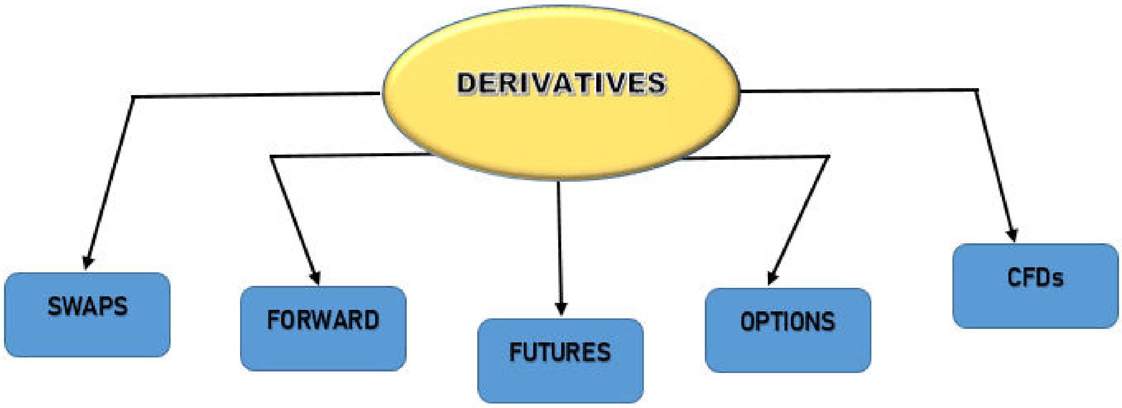
1.5 Derivatives

A Derivative is a contract between two parties namely buyer and seller, which derive its value from underlying assets like Shares, Commodity, Currency, Interest Rates, etc.

The word derivatives come from the word to derive. It indicates that the derivative does not poses any self-contained value. Derivatives are secondary securities whose value is derived from the primary security, which simply called as Underlying Assets. Therefore, the value of the derivative is dependent upon price movement of its underlying assets. Ex: Value of NSE Future Contract derives from the value of underlying asset i.e. NSE INDEX.

There are list of derivative instruments traded in Indian Derivative Market, which is given below in Diagram 1.5 (a). These derivative contracts are used for various purpose like Mitigating Risk, Hedging, Speculating, Arbitraging etc.

1.5 (A) Categories of Derivatives



In India, the origination and extension of the derivatives market is a relatively late phenomenon. Since, its origination in June 2000, the Derivatives Market has displayed rampant growth both in terms of Market Turnover and also in terms of the number of participants. Below tables 1.5(b), 1.5(c), 1.5(d) shows the growth of the derivate market in recent years. Data is driven from the NSE website, which shows data up to 30, Jan 2022.

Nse Index / Stock Derivatives Business Growth (in Last 1 Decade) 1.5(B)

YEAR	INDEX FUTURES	STOCK FUTURES	INDEX OPTIONS	STOCK OPTIONS	TOTAL	AVERAGE DAILY TURNOVER
	Turnover (in cr.)	Turnover (in cr.)	Notional Turnover (in cr.)	Notional Turnover (in cr.)	Notional Turnover (in cr.)	Turnover (in cr.)
2021-22	6420449.74	17542502.78	1219605312.70	46937259.35	1290505524.57	6264589.93
2020-21	9047645.65	18098365.39	590099062.75	26373034.47	643618108.26	2584811.68
2019-20	6701072.45	14919550.78	311447325.44	12323406.79	345391355.46	1398345.57
2018-19	5568914.47	16147010.86	203302404.91	12582374.84	237590973.69	958028.12
2017-18	4810454.34	15597519.71	134921876.45	9655008.56	164984859.05	670670.16
2016-17	4335940.78	11129587.14	72797287.69	6107485.87	94370301.61	380525.41
2015-16	4557113.64	7828606.00	48951930.60	3488173.75	64825834.30	262452.77
2014-15	4107215.20	8291766.27	39922663.48	3282552.18	55606453.39	228833.14
2013-14	3083103.23	4949281.72	27767341.25	2409488.61	38211408.05	152236.69
2012-13	2527130.76	4223872.02	22781574.14	2000427.29	31533003.96	126638.57

ISSN 2394 - 7780

Nse Commodity Derivatives Business Growth (in Last 1 Decade) 1.5 (C)

Month/Year	No. of trades (lakh)	Traded Quantity (lakh)	Turnover (₹ cr)	Average Daily Turnover (₹ cr)	Average Trade Size	Demat Securities Traded (lakh)	Demat Turnover	Market Capitalisation (₹ cr)*
Dec-2021	4496	668874	1232735	53597	27416	668874	1232735	26402579
Nov-2021	4576	488238	1339630	66982	29278	488238	1339630	25537038
Oct-2021	5281	664262	1627217	81361	30811	664262	1627217	25737783
Sep-2021	4654	672136	1439017	68525	30923	672136	1439017	25806565
Aug-2021	4440	561918	1321391	62923	29760	561918	1321391	24828178
Jul-2021	4589	631590	1315716	62653	28669	631590	1315716	23355719
Jun-2021	5073	864175	1554694	70668	30647	864175	1554694	22814761
May-2021	4666	754338	1567915	78396	33604	754338	1567915	22151945
Apr-2021	3850	500847	1330687	70036	34560	500847	1330687	20556971
2020-2021	46328	7429579	15397908	61839	33237	7429579	15397908	20295813
2019-2020	31460	4674057	8998811	36432	28604	4674057	8998811	11243112
2018-2019	28532	3749976	7949004	32052	27860	3749976	7949004	14934227
2017-2018	24,914	37,71,836	72,34,826	29,410	29,039	37,71,836	72,34,826	1,40,44,152
2016-2017	19,760	26,24,534	50,55,913	20,387	25,586	26,24,534	50,55,913	1,19,78,421
2015-2016	18518	22,01,771	42,36,983	17,154	22,881	22,01,771	42,36,983	93,10,471
2014-2015	18,328	23,61,779	43,29,655	17,818	23,623	23,61,779	43,29,655	99,30,122
2013-2014	14,432	15,33,716	28,08,488	11,189	19,460	15,33,716	28,08,488	72,77,720
2012-2013	13605	16,59,160	27,08,279	10,833	19,907	16,59,160	27,08,279	62,39,035
2011-2012	14,377	16,16,978	28,10,893	11,289	19,551	16,16,978	28,10,893	60,96,518

NSE Currency Derivatives Business Growth 1.5 (D)

Year	Currency Futures		Currency Options		Total		Average Daily Turnover* (₹ cr.)
	No. of contracts	Turnover (₹ cr.)	No. of contracts	Notional Turnover (₹ cr.)	No. of contracts	Turnover* (₹ cr.)	
2021-2022	68,02,71,862	52,90,305.75	1,38,82,77,490	1,03,61,523.78	2,06,85,49,352	1,56,51,829.53	77,869.80
2020-2021	74,14,84,767	59,83,242.32	86,36,02,528	64,16,896.51	1,60,50,87,295	1,24,00,138.83	50,612.81
2019-2020	66,01,28,849	51,16,331.87	68,01,33,335	48,47,753.17	1,34,02,62,184	99,64,085.04	41,004.47
2018-2019	65,00,24,870	46,54,927.35	54,83,59,351	38,63,424.17	1,19,83,84,221	85,18,351.52	35,054.94
2017-2018	39,04,33,137	25,95,685.67	37,45,30,592	24,32,816.50	76,49,63,729	50,28,502.17	20,778.93
2016-2017	36,26,15,931	24,89,778.94	34,98,35,508	23,67,296.92	71,24,51,439	48,57,075.85	20,070.56
2015-2016	40,97,59,364	27,49,332.96	26,38,23,800	17,52,552.62	67,35,83,164	45,01,885.58	18,602.83
2014-2015	35,55,88,963	22,47,992.34	12,50,75,731	7,75,915.32	48,06,64,694	30,23,907.67	12,705.49
2013-2014	47,83,01,579	29,40,885.92	18,18,90,951	10,71,627.54	66,01,92,530	40,12,513.45	16,444.73
2012-2013	68,41,59,263	37,65,105.33	27,50,84,185	15,09,359.32	95,92,43,448	52,74,464.65	21,705.62
2011-2012	70,13,71,974	33,78,488.92	27,19,72,158	12,96,500.98	97,33,44,132	46,74,989.91	19,479.12
2010-2011	71,21,81,928	32,79,002.13	3,74,20,147	1,70,785.59	74,96,02,075	34,49,787.72	13,854.57
2009-2010	37,86,06,983	17,82,608.04	-	-	37,86,06,983	17,82,608.04	7,427.53
2008-2009	3,26,72,768	1,62,272.43	-	-	3,26,72,768	1,62,272.43	1,167.43

ISSN 2394 - 7780

II – REVIEW OF LITERATURE

B. Thulasipriya (March 2015): "A Study on Investment Preference of Government Employees on Various Investment Avenues". This study has been conducted to premeditate the investment preference of salaried group people by adopting Random Sampling Method and using various statistical tools like Friedman Rank Test, Chi-square, etc. The conclusion of this research study was that salaried investors invest money irrespective of their Demographic and Socio-Economic Factors. They prefer to the investment in such a option which will provide them long-term benefit and highly secured cum profitable avenues.

Dr. Taqadus Bashir (Supervisor), Hassan Raza Ahmed (Ms. Scholar), Sheraz Jahangir (Ms. Scholar), Samina Zaigham (Ms. Scholar): Behaiout : Behaviour, Hifza Saeed (Ms. Scholar) & Sameera Shafi (Ms. Scholar) (May – June 2013) " Investment Preferences and Risk level: Behavior of salaried individuals". This study was conducted to analyze the relationship of demographic variables with investment choices consisting of stock investment and gambling decisions of salaried individuals of finance teachers and bankers of Gujarat and Sialkot. This study has concluded that females are more risk-averse in comparison to their opposite gender, on the other hand young and educated people are more attracted towards new and risky investment opportunities but resist their hand to invest because of limited resources and lack of investment opportunities.

Mohammed Rubani (2017), A Study on Derivatives Market in India, This was a formal study with the help of secondary data about Overview of Capital with special reference of derivative market by explaining emergence, and categories of Derivative Market. It also state factors that affects derivative market in India and set-ups the good understanding about Growing trend of Derivative Market.

III – OBJECTIVES OF THE STUDY

- To appraise the elements that affect the investment decision of salaried individuals
- To study investment preferences of salaried individuals
- To analyze the correlation between Socioeconomic Factors and Investment Preferences of salaried individuals
- To understand the perception of salaried individuals towards Derivative Market
- To understand trading and investment patterns of salaried individuals towards Derivative Market

IV – SCOPE OF STUDY

This study will help to identify investment choice of salaried employees and understand how Socio – Economic and Demographic factors affects their investment decisions. This research work will also help you to understand their perception and Tendency about boiling Capital Market instrument i.e. Derivatives. Result of this research paper will help you, financial institutions and other financial bodies to understand factor that pulls back investors from investing and trading in derivatives and other capital market instruments.

V – RESEARCH METHODOLOGY

This study was done based on Primary and Secondary Data collected through Online Survey Form and Various Authentic Websites respectively. An online survey form was prepared and information was collected through random sampling method with sample size of 103, where all respondents were from Mumbai city. Secondary Data and Information presented in research paper are collected from authentic websites, Journals, E- Contents and Textbooks relating to Investment, Capital Market and Derivatives.

5.2 Research Type

This study is based on Descriptive Research.

Descriptive research is method that describe the characteristics of variable under study. This methodology focuses on answering questions relating to "What" than the "Why" of research subject.

5.3 Sample Size

Total 103 participants from Mumbai City have been participated in this survey.

5.4 Sampling Technique

Random Sampling Technique is used to select the sample size. Under this method of sampling, each sample has an equal opportunity to be chosen. Here, sample participants of the population are chosen on random basis.

ISSN 2394 - 7780

VI – LIMITATIONS OF STUDY:

- General conclusion derived from this study is based on data collected from only Mumbai City.
- Data collected has least % of government employees so major proportionate of research is influenced by Private Sector employees.
- Sample collected in research is limited to 103 only.
- Employees working under finance sector has greater proportionate contribution in this study.

VII – HYPOTHESIS

Null Hypothesis (1) : Socioeconomic factors do not influence the investment preference of salaried individuals.

Alternative Hypothesis (1) Socioeconomic factors of salaried individuals influence their investment decisions.

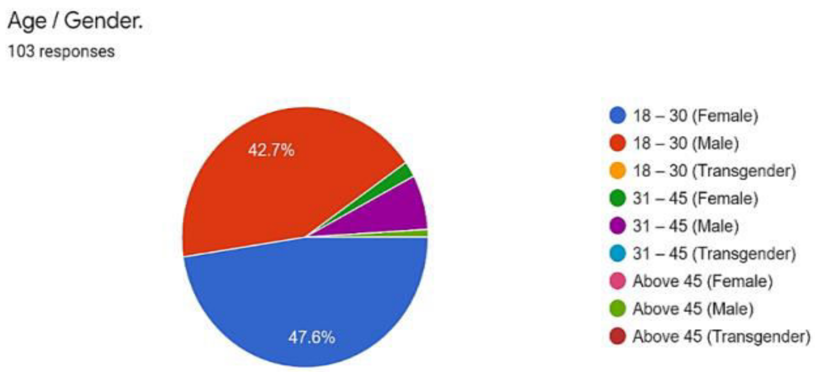
Null Hypothesis (2) : Salaried individuals do not trade in currency and commodity derivatives.

Alternative Hypothesis (2) Salaried individuals do trade in currency and commodity derivatives.

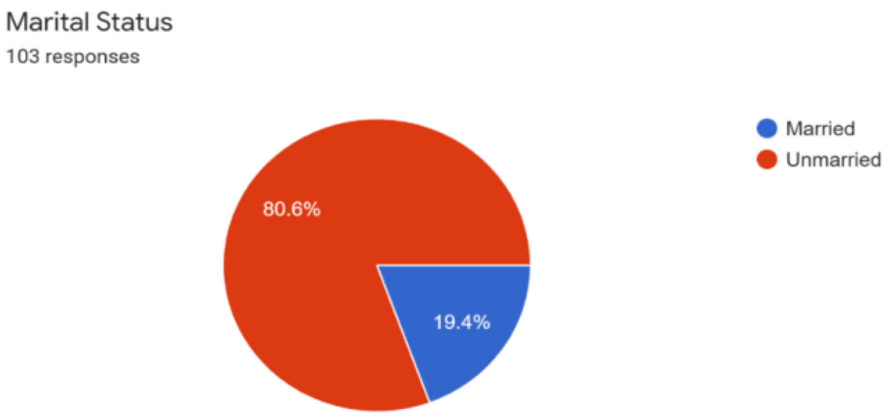
VIII – DATA ANALYSIS AND INTERPRETATION

DEMOGRAPHIC DETAILS

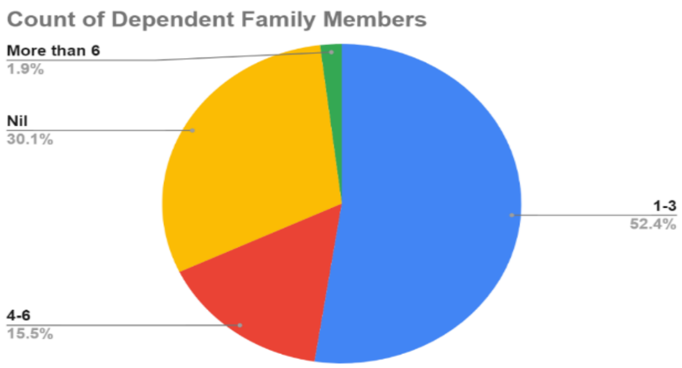
AGE / GENDER.	COUNTA
18 – 30 (Female)	47.57%
18 – 30 (Male)	42.72%
31 – 45 (Female)	1.94%
31 – 45 (Male)	6.80%
Above 45 (Male)	0.97%
Grand Total	**100.00%**



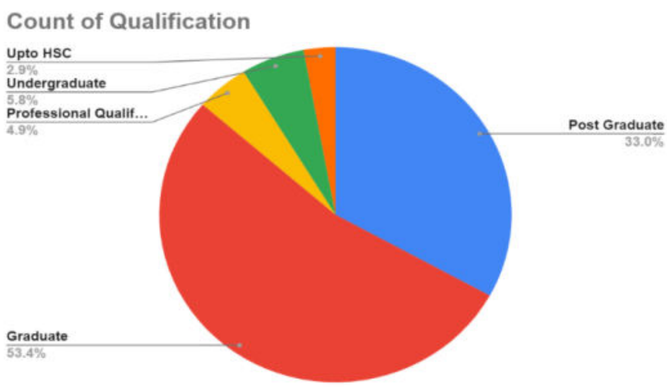
MARITAL STATUS	COUNTA
Married	19.42%
Unmarried	80.58%
Grand Total	**100.00%**



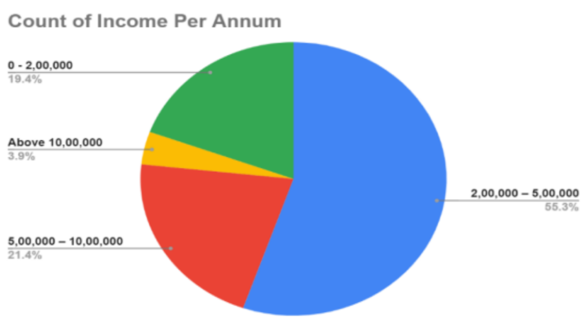
DEPENDENT FAMILY MEMBERS	COUNTA
1-3	54
4-6	16
More than 6	2
Nil	31
Grand Total	103



QUALIFICATION	COUNTA
Graduate	55
Post Graduate	34
Professional Qualification, if any	5
Undergraduate	6
Up to HSC	3
Grand Total	103

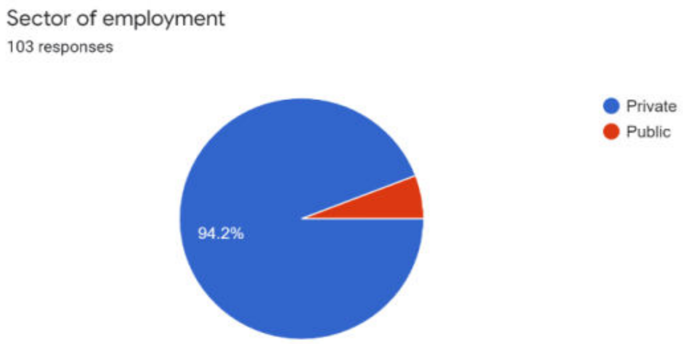


Income Per Annum	COUNTA
0 - 2,00,000	20
2,00,000 – 5,00,000	57
5,00,000 – 10,00,000	22
Above 10,00,000	4
Grand Total	103



ISSN 2394 - 7780

SECTOR OF EMPLOYMENT	COUNTA
Private	94.17%
Public	5.83%
Grand Total	100.00%

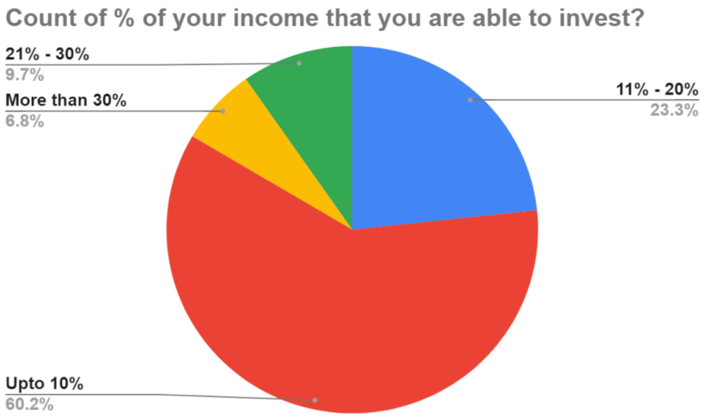


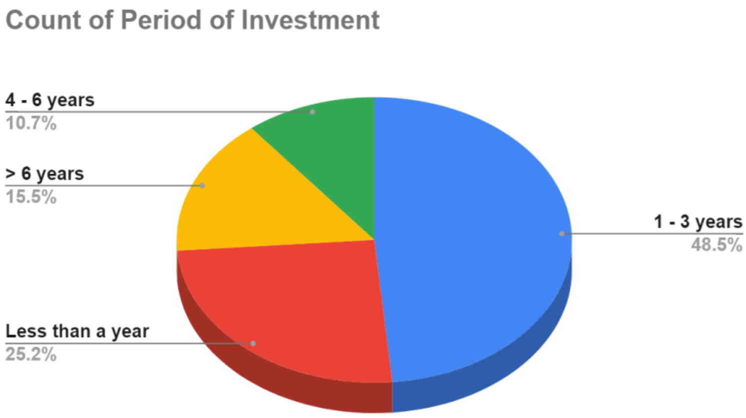
Industry Employed in	Counta
Auto / Aviation Industry / Ports and Shipping / Railways	0.97%
Banking and Financial Services	54.37%
Education	8.74%
Pharmaceuticals	2.91%
Information Technology & Business Process Management	9.71%
Metals and Mining / Construction	2.91%
Other	16.50%
Retail & E-commerce	3.88%
Grand Total	100.00%

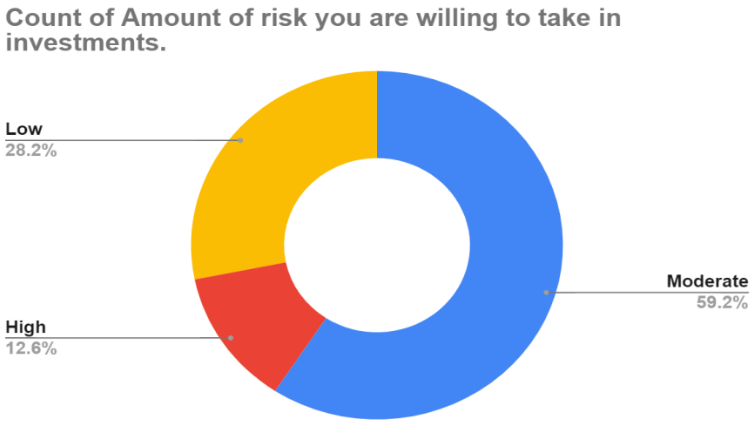
WORK EXPERIENCE	COUNTA
+11	4.85%
<3	36.89%
3-6	44.66%
7-10	13.59%
Grand Total	100.00%

International Journal of Advance and Innovative Research
Volume 10, Issue 1 (III): January – March, 2023
ISSN 2394 - 7780

Investment Details



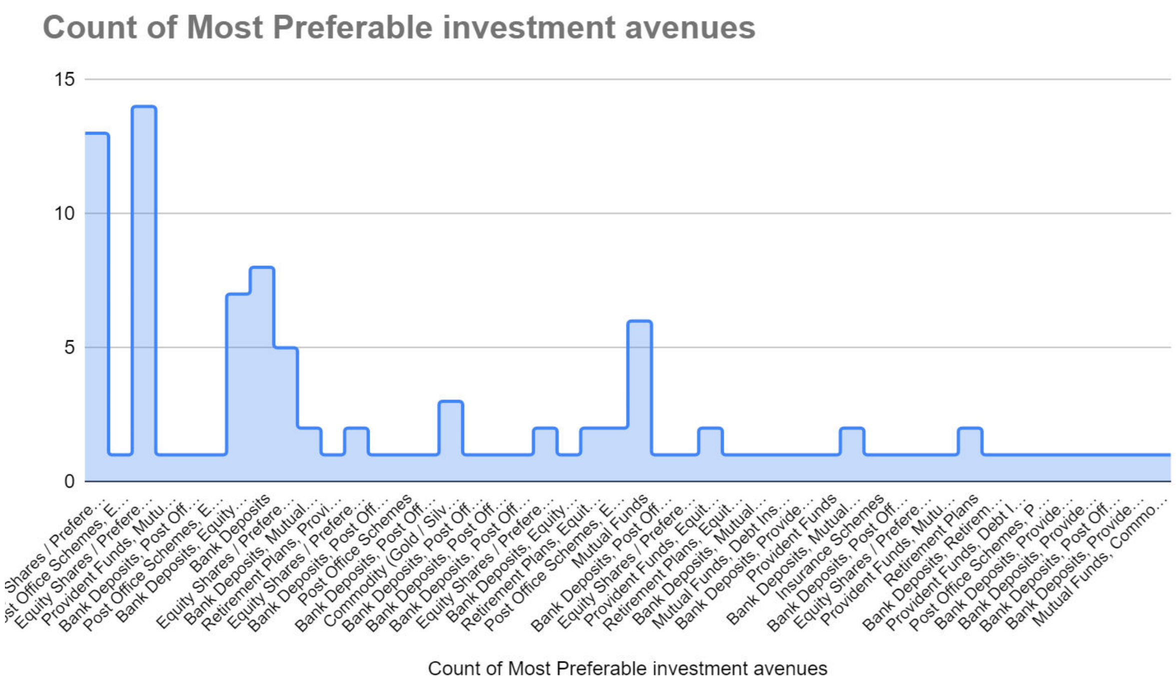




Factors that you consider while making the investment decision.	Safety of Money	Regular Returns	Long Term Returns	Risk	Tax Benefits	High Liquidity	Past Performance
Priority 1	42.72%	25.24%	23.30%	25.24%	20.39%	30.10%	21.36%
Priority 2	6.80%	21.36%	13.59%	23.30%	18.45%	15.53%	15.53%
Priority 3	14.56%	22.33%	22.33%	19.42%	18.45%	16.50%	23.30%
Priority 4	12.62%	7.77%	17.48%	11.65%	20.39%	15.53%	16.50%
Priority 5	4.85%	5.83%	4.85%	3.88%	3.88%	8.74%	6.80%
Priority 6	0.97%	2.91%	3.88%	6.80%	1.94%	4.85%	3.88%
Priority 7	17.48%	14.56%	14.56%	9.71%	16.50%	8.74%	12.62%
Grand Total	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**

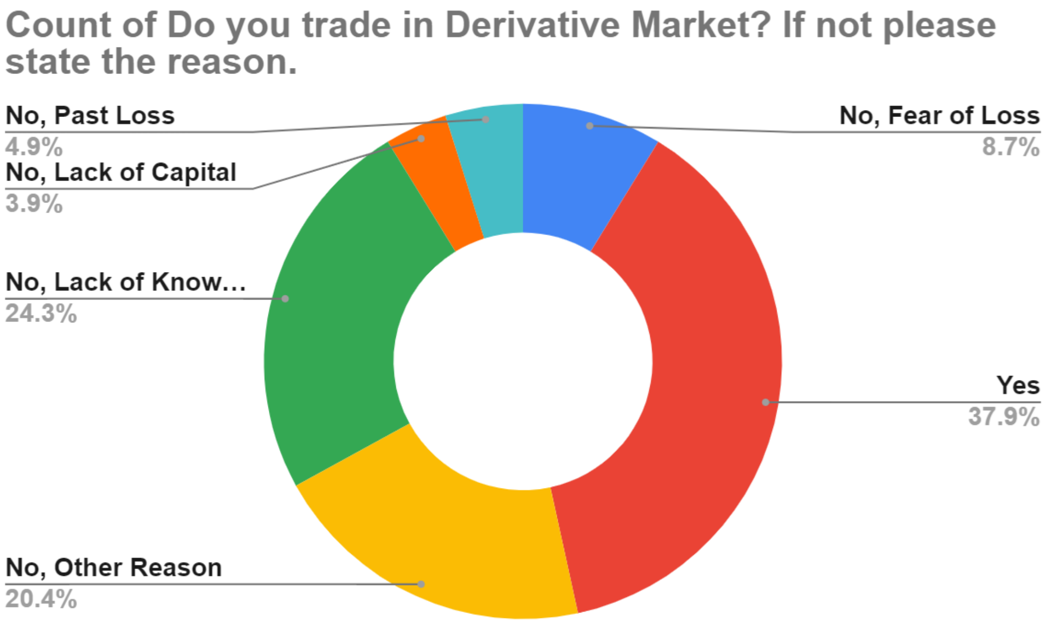
 ISSN 2394 - 7780

The prime source of your investment knowledge / Investment Advice	Counta
Self – Study	35
Investment Advisor / Broker / Agent	8
Friends/ Family/ Colleagues	6
Professional Course and Training	5
Social Media/ Television/ Newspaper	1
Self - Study, Friends/ Family/ Colleagues	7
Self - Study, Social Media/ Television/ Newspaper	7
Self - Study, Investment Advisor / Broker / Agent	6
Self - Study, Professional Course and Training	3
Friends/ Family/ Colleagues, Investment Advisor / Broker / Agent	1
Investment Advisor / Broker / Agent, social media/ Television/ Newspaper	1
Social Media/ Television/ Newspaper, Professional Course and Training	1
Self - Study, Friends/ Family/ Colleagues, Investment Advisor / Broker / Agent	4
Self - Study, Friends/ Family/ Colleagues, social media/ Television/ Newspaper	8
Self - Study, Social Media/ Television/ Newspaper, Professional Course and Training	2
Self - Study, Investment Advisor / Broker / Agent, Social Media/ Television/ Newspaper	2
Self - Study, Investment Advisor / Broker / Agent, Social Media/ Television/ Newspaper, Professional Course and Training	1
Self - Study, Friends/ Family/ Colleagues, Investment Advisor / Broker / Agent, Social Media/ Television/ Newspaper	2
Self - Study, Friends/ Family/ Colleagues, Investment Advisor / Broker / Agent, Social Media/ Television/ Newspaper, Professional Course and Training	2
Self - Study, Friends/ Family/ Colleagues, Investment Advisor / Broker / Agent, Professional Course and Training	1
Grand Total	**103**

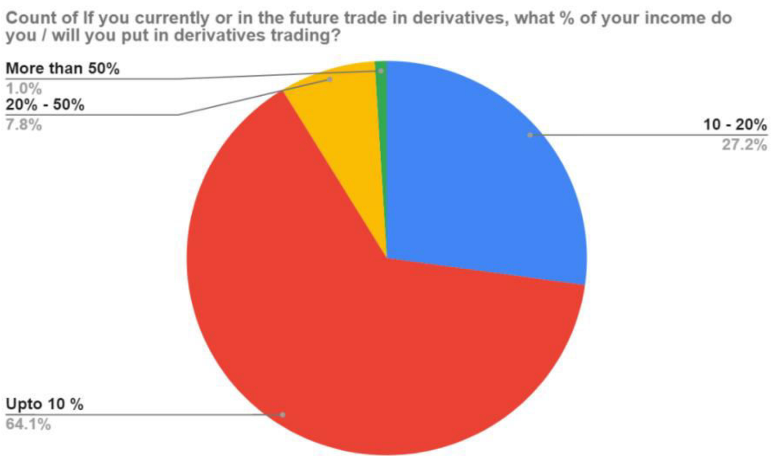


ISSN 2394 - 7780

Derivative Details



If you currently or in the future you will trade in derivatives which of the following Derivative Instruments you will prefer to trade-in.	Counta
Commodity Derivatives	1.94%
Currency Derivatives	8.74%
Currency Derivatives, Commodity Derivatives	0.97%
Currency Derivatives, Commodity Derivatives, Swaps	0.97%
Index Derivatives	12.62%
Stock Derivatives	35.92%
Stock Derivatives, Commodity Derivatives	2.91%
Stock Derivatives, Currency Derivatives	2.91%
Stock Derivatives, Currency Derivatives, Commodity Derivatives	0.97%
Stock Derivatives, Index Derivatives	20.39%
Stock Derivatives, Index Derivatives, Commodity Derivatives	2.91%
Stock Derivatives, Index Derivatives, Currency Derivatives	2.91%
Stock Derivatives, Index Derivatives, Currency Derivatives, Commodity Derivatives	1.94%
Stock Derivatives, Index Derivatives, Currency Derivatives, Commodity Derivatives, Swaps	0.97%
Stock Derivatives, Index Derivatives, Swaps	0.97%
Swaps	1.94%
Grand Total	**100.00%**



International Journal of Advance and Innovative Research
Volume 10, Issue 1 (III): January – March, 2023
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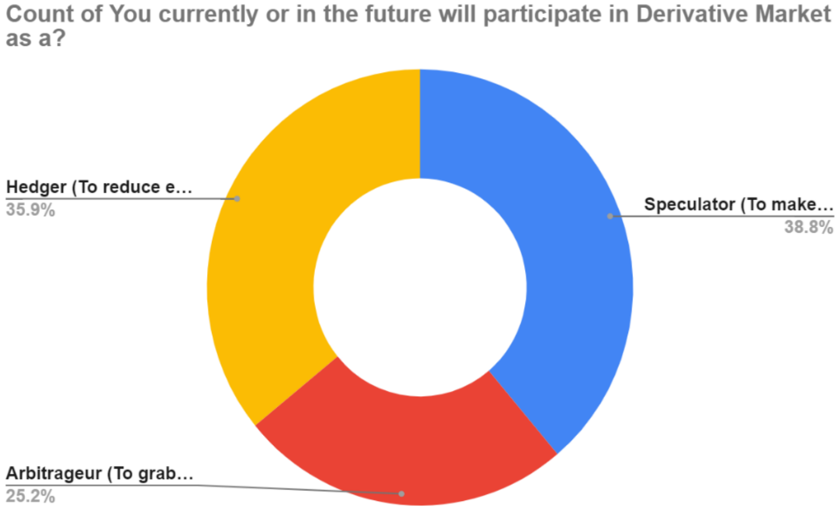

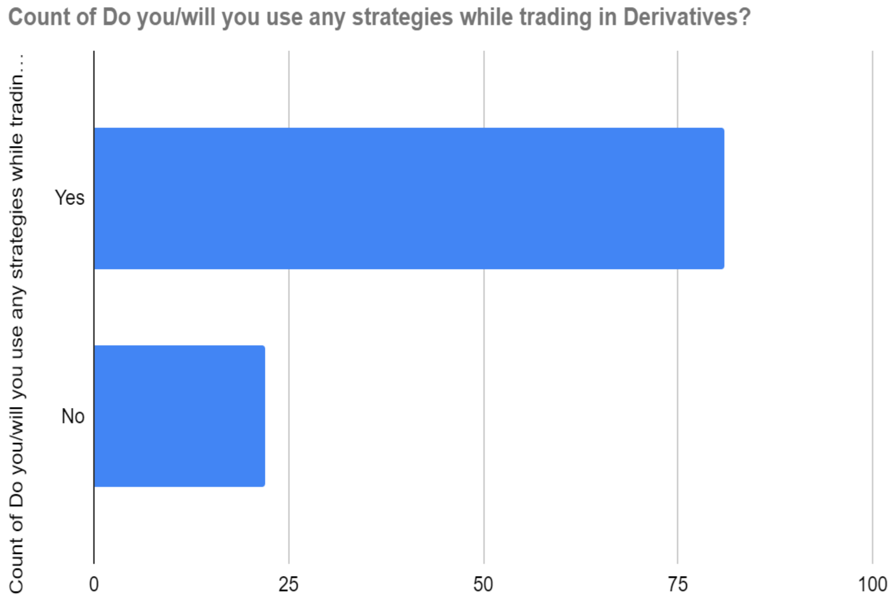

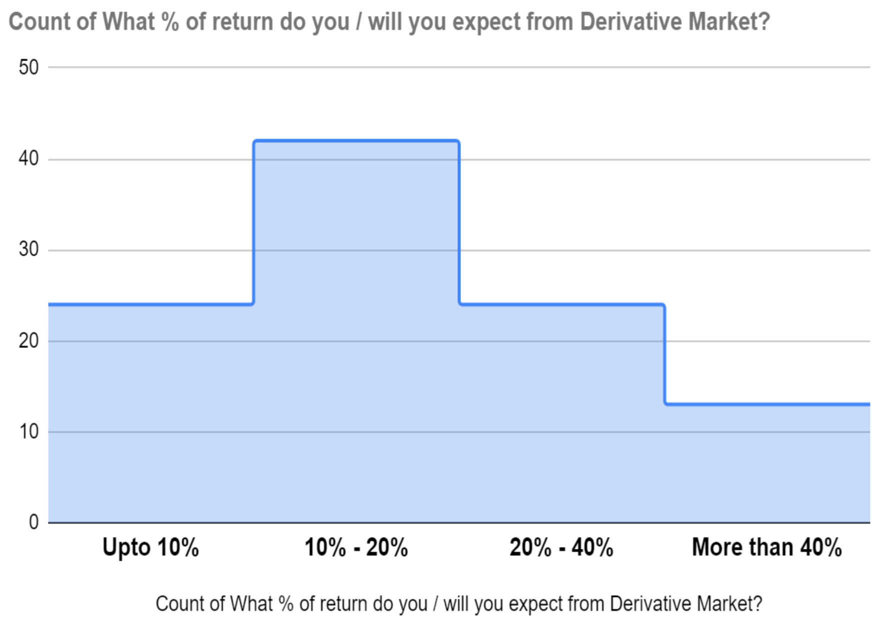

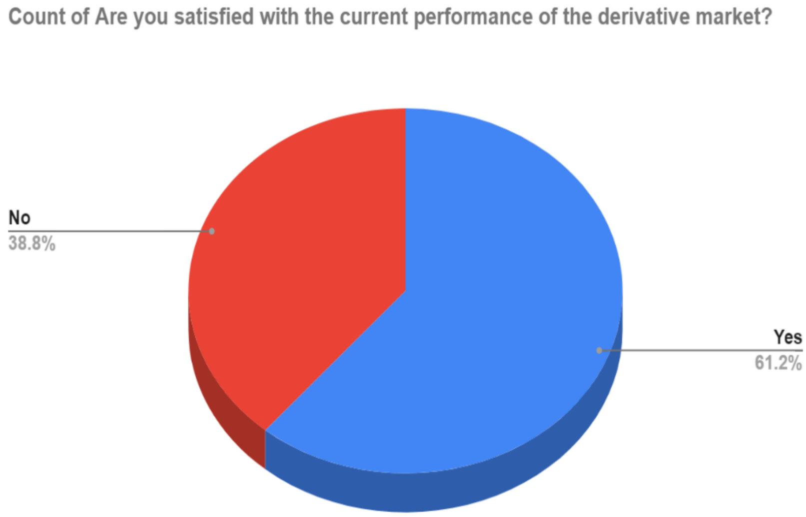

IX – FINDINGS

Interpretation of Demographic Details

Age / Gender
The sample collected reflects a larger proportion of Females and Males from the age category of 18-30 years.

Marital Status
The majority (~80%) of respondents are unmarried.

Dependent Family
A major proportionate of respondents have at least 1 to 3 dependent family members for their livelihood.

Qualification
~53% of total respondents belong to the graduate category

~ 34% are post graduated

Remaining from other categories

Income per Annum
Majority (57%) of total respondents fall in category of 2, 00,000 – 5,00,000 p.a. income.

The sector/industry of employment:

~ 94% of employees are working in the private sector, wherein a majority (~54%) of total respondents are from Banking and Finance Industry.

Work Experience
~45% of employees hold more than 3 years of experience**.**

RESEARCH FINDINGS

- This study shows that a larger proportionate of employees invest only up to 10% of their income per annum, this indicates that the income allocation of salaried individuals towards investment is proportionately very low.
- This study also states that the generally salaried employees prefer to make investment for less than a year which keeps them away from compounded return benefit
- Generally, salaried employees prefer to assume moderate rate of risk in investment this can be one of the reason for their least involvement in derivatives market.
- Salaried employees majorly emphasis on certain selected factors while selecting their investment avenue:

- Safety of Money
- Risk
- Past Performance

- Tax Benefits

- Salaried individuals majorly rely on self - study and investment advisor / broker / agent for their investment decisions
- Most Preferable Investment Avenue for salaried employees irrespective of their demographic classification are:

- Equity Share/ Preference Shares
- Mutual Funds
- Bank Deposit
- Provident Funds
- Commodity (Gold/Silver Diamond)
- Insurance Scheme

- This study found that majority of salaried (~37.90%) employee's trade in derivatives market and rest who do not trade in derivatives stated lack of knowledge as the major for their non-exposure in derivative market.
- Salaried employees who deal in derivatives, majority of them deal in

- Stock Derivatives
- Index Derivatives

~ 20% deal in Currency Derivatives and ~13% deals in Commodity Derivatives.

- Salaried employees devote only up to 10% of their investment in derivatives market.
- Majority of salaried individuals participate in derivatives market as Speculator and Hedger.
- Salaried individuals who participate in derivatives market expect nearly 10-20% return from derivatives trading and investment
- This study found that nearly 61 % of salaried employees are satisfied with current performance of derivative market.

HYPOTHESIS TESTING CONCLUSION

Null Hypothesis (1): Socioeconomic factors do not influence the investment preference of salaried individuals is accepted.

Alternative Hypothesis (1): Socioeconomic factors of salaried individuals influence their investment preference of salaried individuals is rejected.

Null Hypothesis (2): Salaried individuals do not trade in currency and commodity derivatives is rejected.

Alternative Hypothesis (2): Salaried individuals do trade in currency and commodity derivatives is accepted.

X – SUGGESTIONS

- Ideal saving should be at least 20% of income to match future goals.
- It is always advisable to diversify investment to avoid centered risk on investment.
- Investors should consider wider determinants of investment for financial instrument selection.
- Some awareness programs should be run to create awareness about derivative market to develop its deep understanding.
- Ideal years of investment should be more than 1 year to get the benefit of compounded return.

XI – CONCLUSION

From this study it is concluded that the considering some limited factors while choosing investment avenues

Salaried individuals prefer to deploy their money in secured cum profitable avenues among the plethora of avenues available, that too for averagely short term. Which indicates investment tendency of salaried individuals is more inclining towards safest, short term with moderate risk and return accompanied investment avenues irrespective of their demographic differences. The other side of this study shows impactful involvement of salaried individuals in derivatives market including in Stock, Index, Currency and Commodity etc., which is witnessed by increasing number of participants in derivative market.

ISSN 2394 - 7780

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A STUDY ON PERCEPTION OF DEGREE FIRST GRADE COLLEGE TEACHERS OF MANGALORE UNIVERSITYON INTRODUCTION OF NEW EDUCATION POLICY

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ABSTRACT
New Education Policy 2020 was introduced by replacing a 34-year-old education policy with the intention of accommodating 'higher order skills' such as creativity, critical thinking, problem solving, visualization and idea generation. NEP 2020 also emphasizes multidisciplinary learning and will not make any differentiation between vocational and academic streams. Karnataka witnessed to be the first state to implement a historical shift based New Education Policy from academic year 2021-22. No doubt there will be hundreds of issues and challenges before and after implementing the historically matured education system. Teachers are also one of the responsible stakeholders in deciding the success of NEP implementation.This research paper is undertaken with the intention of knowing practical issues and challenges attached in the field of Education on the view of teachers' perspective. Empirical evidence recorded on the basis of responses given by 390 teaching faculties of various first grade colleges attached to Mangalore University. Well established hypothesis verified by using several statistical and economical techniques such as charts, graphs, tables, Chi-square Test, T-Test, One-way Anova, Mean, Standard Deviation and Cronbach Alpha etc. Findings interpreted after having discussion with experts in the field followed with policy implementation. This research paper helps policy makers to redesign the entire system to make it more stakeholder friendly and also reach desired long run goals.

Keyword: First Grade Colleges; Higher Order Skills; Indian Education System; New Education Policy 2020; Teachers' Perspective.

INTRODUCTION

Indian Education System

The Indian education system is recognized as the second largest education network in the world after China, by witnessing around 950 universities and 45,000 colleges. Attraction of the Indian education system is quality and affordability, especially in the technology and engineering discipline. Indian higher education is diverted into several segments such as commerce, business management, humanities, arts, social affairs, and allied medical sciences. System of education in India mainly includes universities and colleges, further universities are concentrated as Central universities, State universities, private universities, deemed universities, public colleges, private colleges, and autonomous colleges. India is also home to prestigious institutes recognised as Institutes of National Importance (INI) and Institutes of Eminence (IoE). Open education and distance learning are also special attractions of the Indian higher education system and are governed by the Distance Education Council.

Indira Gandhi, prime minister of India promulgated the first education policy in the year 1968 and modified by the Prime Minister Rajiv Gandhi in the year 1986. Presently we are having a highly modified version of the education system which was introduced by the Prime Minister Narendra Modi led government in the year 2020. NEP aims at transforming the Indian education system by 2021 and facilitates these states to increase expenditure on education by around 4% to 6% of their GDP.

The vision of the National Education Policy is: "National Education Policy 2020 envisions an India-centric education system that contributes directly transforming our nation sustainably into an equitable and vibrant knowledge society by providing high-quality education to all."

Need of Implementing New Education Policy (NEP)

Most of the experts in the education industry have an opinion on Indian education that the system which we follow is outdated. enforced separation of qualifications, early specialization and restricted focus on research in the universities and schools. Lack of employability, ethical values, knowledge and creativity are major challenging issues of previous education policy and universities are considered as a factory of manufacturing certificates. In order to make a more student centric and industry centric education system there is a need for change in the education system at the base level.

ISSN 2394 - 7780

New Education Policy in Karnataka State

Karnataka state is considered as the first state to implement the most desirable new education policy. After several rounds of meetings at different levels, the Karnataka government issued an order on implementation of the National education policy - 2020 (NEP) that will be in effect from the ongoing academic year of 2021 -2022.

Several reforms in the education at undergraduate level such as single regulator for higher education, MPhil will not remain as basic requirement before Ph.D, public and private institutions will have fixed fees, option of three-year and four year undergraduate courses and variable entry and exit points in degree courses. focus on increasing higher enrolment ratio in higher education.

Initiatives from Mangalore University in Implementing New Education Policy

Mangalore University was established as an independent university in 1980. It had started initially with 3 postgraduate centers and presently witnessing 26 postgraduate centers supported with modern infrastructure and experienced faculties. Impressive growth of the university since its inception resulted in securing 204 affiliated colleges, two constituent colleges and five autonomous colleges.

Mangalore university implemented the multidisciplinary and holistic education in all the under-graduate programmes and the consequential post-graduate programmes, with multiple entry and exit options with multiple certificate/diploma/degrees in the Faculties of Arts, Science, Commerce and Management to replace the present undergraduate degree programmes effective from the academic year 2021-22.

Major Issues and Challenges in Implementing New Education System

Implementation of National education Policy in the place of a long run surviving system, no doubt creates several challenges and issues. Success of NEP is the responsibility of all the stakeholders such as students, teachers, parents, policy makers, job market and so on. This paper is designed to investigate real issues and challenges which are undergone by the teachers while implementing NEP in practice.

Statement of Problem

There will be issues and challenges when historic shifts take place in the system which has been followed since long. No doubt, Karnataka being the first state to implement the NDA regime's most ambitious plan of New Education Policy, exposed itself into greater challenges. All universities in Karnataka redesigned their curriculum and academic systems to facilitate successful implementation of NEP. After implementing NEP practically, there will be a need for continuous research to find out relevant issues and challenges faced by the stakeholders.

Research Objective and Research Question

Main intention of the study is to identify the issues and challenges of implementing New Education Policy (NEP). To reach desired objectives following objectives are drawn.

- To know the historical background of the Indian Education System.
- To identify major issues and challenges behind practical implementation of NEP.
- To know the teacher's perception on the introduction of NEP.
- To compare existing and New Education Policy.
- To offer possible strategies for success of implementing NEP.

Research Questions drawn to guide the process of entire research includes;

- What are the dependent variables i.e., major issues and Challenges attached in the introduction of NEP?
- How to measure different variables identified above?
- How to record and report measured variables above?

Significance of the Study

This study is done keeping in mind the issues and challenges attached with introduction of NEP in the place of the historic education system which was practiced for many decades in India. Being the first state to implement NEP, there are immediate requirements of identifying challenges and issues followed by possible solutions. This study is undertaken with the intention of helping all the stakeholders of the society such as students, teachers, employers, researchers and government.

ISSN 2394 - 7780

Limitations of the Study
No experiments can be done without having limiting points and this research attempt also suffers from following limitations.

- This study is done only on the teaching faculties of Mangalore University.
- This study considers only teachers who have their name in the Mangalore University's degree gradation list.

LITERATURE REVIEW

Kurien A., & Chandramana (2020), wrote an theoretical paper which explains issues and challenges expected in the Indian higher education system. Detailed discussion has been done on the conceptual framework and working criteria of NEP.

Kaurav et al., (2020), This paper aims to identify the concerns and focus of NEP 2020. The authors have utilized qualitative data analysis techniques to understand critical areas of focus of policy documents and computer-assisted qualitative data analysis software to address the issue**s.** It was found that most people consider the policy as a positive and welcoming step.

Aithal, P. S., & Aithal, S. (2020), paper highlights various policies announced in the higher education system and compares them with the currently adopted system. Various innovations and predicted implications of NEP 2020 on the Indian higher education system along with its merits are discussed. Finally, some suggestions are proposed for its effective implementation towards achieving its objectives.

Panditrao, M. M., & Panditrao, M. M. (2020), totally theoretically built present papers speaks on conceptual issues attached with NEP. This paper highlights the need for implementing NEP and criteria for implementing NEP.

Research Gap
Through the detailed review of literature, it is clear that there are very limited empirical studies done in the field of understanding teachers' perception on issues and challenges behind practical implementation of NEP.

Research Design and Methodology

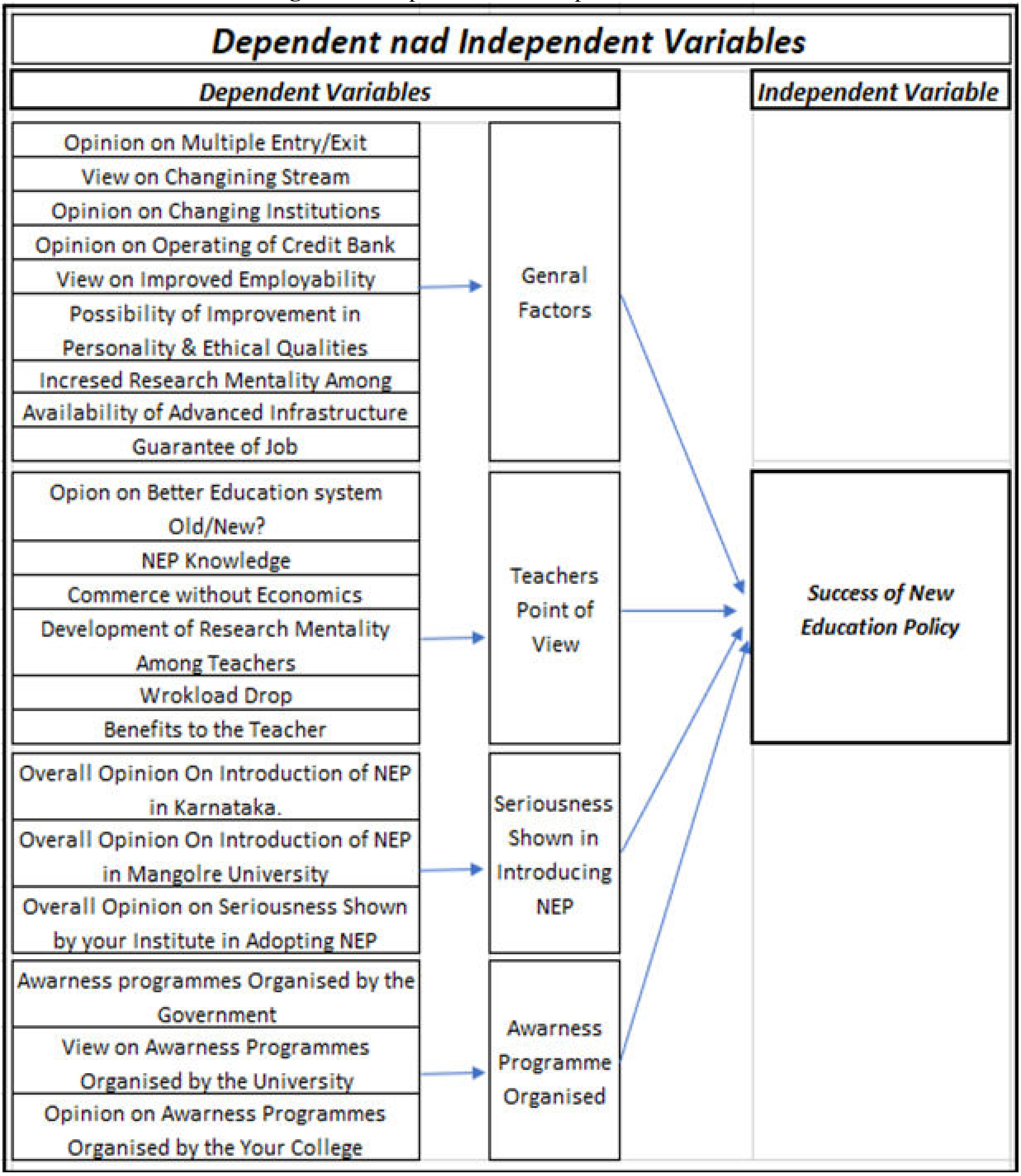
Research Approach
'Deductive approach' of research is applied where existing studies are verified through drawing the hypothesis followed by application of statistical techniques.

Research Design and Methodology

Cross Sectional Research Design is applied in This Research.
Cross sectional research design offers study of large sample sizes in a single time period. Cross sectional research design suits better since the main intention of this study was to verify Mangalore University teachers' perception on possible issues and challenges behind practical implementation of NEP.

Variables under the Study:

Figure 01: Dependent and independent variables:



Source: Developed by an Author

RESEARCH HYPOTHESIS

Detailed review of literature allowed in constructing the following research hypothesis. Hypothesis – 1:

H_0 = Demographic factors and job profile of teaching faculties is independent of their NEP knowledge level. (Chi-square)

Hypothesis – 2

H_0 = Demographic factors and job profile of teaching faculties is independent of overall impact of NEP implementation on Teaching faculties. (Chi-square)

 ISSN 2394 - 7780

Hypothesis – 3
H_0 = There is no significant difference in the mean value of general factors which accounts for implementation of NEP. (t-test)

Hypothesis – 4
H_0 = There is no significant difference in the mean value of teachers' point of views contributing for success of NEP.(t-test)

Hypothesis – 5
H_0 = There is no significant difference in the mean value of seriousness shown in implementing NEP by the Karnataka State, Mangalore University and the Institutions. (One-way ANOVA)

Hypothesis – 6
H_0 = There is no significant difference in the mean value of awareness programs organized on NEP by the Karnataka State, Mangalore University and the Institutions. (One-way ANOVA)

Hypothesis – 7
H_0 = There is no possibility of reaching a long run goal in higher education through the implementation of NEP. (Comparison of Mean Value with the benchmark)

Data Collection
This research is based on both primary and secondary data. Primary data is collected through the pre-designed systematic questionnaire whereas, secondary information is collected from the various published sources.

Population for the Study
Population for the study is faculties of Mangalore University teaching various subjects of degree colleges. Figure 02, below shows authenticated presentation of all teaching faculties of various subjects of degree colleges, on the basis of updated gradation list uploaded by the university as per the list dated 1st June 2019.

Under the Mangalore University as per the graduation list published on 1st June 2019, there're 2040 lectures under 50 different subjects. Initially 10 top subjects are chosen on the basis of the highest number of teaching faculties for the sample survey. Figure 02 shows the total population and respective ranking.

Figure 02: Total number teaching faculties of various subjects under Mangalore University (As Per Gradation List 1st June 2019)

Total Number Teachers under Mangalore University (As Per Gradation List 1st June 2019)							
Seria l No.	**Subject**	**Number of Lecturers '**	**Ranking ***	**Seria l No.**	**Subject**	**Number of Lecturers '**	**Ranking ***
1	Security & Detective Service (BA)	1		26	Baratanatyam	4	
2	BA (HRD)	22		27	Chemistry	46	
3	B.ED	75	**VIII**	28	Malayalam	4	
4	BH/B.Sc	50		29	Commerce	574	**I**
5	B.P.ED	11		30	Computer Application	110	**V**
6	B.Sc (Fashion Dsg)	14		31	Computer Science	32	
7	B.Sc (Interior Dsg)	15		32	Economics	146	**III**
8	B.Sc (FND)	4		33	Electronics	1	
9	Bachelor of Visual Arts	3		34	Indian Constitution Board	11	
10	Geography	3		35	Manipuri	1	
11	English	139	**IV**	36	Mathematics	39	
12	Hindi	70	**X**	37	Microbiology	6	
13	History	72	**IX**	38	Office Practice &Mgt	3	

 ISSN 2394 - 7780

14	French	1		39	Physics	48	
15	Home Science	2		40	Political Science	85	**VII**
16	Journalism	14		41	Physiology	5	
17	Kannada	148	**II**	42	Rural Development	1	
18	Konkani	2		43	Sanskrit	22	
19	Law	0		44	Secretarial Practice	4	
20	Malayalam	2		45	Social Work	22	
21	Biochemistry	1		46	Sociology	41	
22	Biotechnology	5		47	Statistics	10	
23	Botany	23		48	Speech & Hearing	15	
24	Business Law	10		49	Bachelor of B. Mgt.	98	**VI**
25	Business Management	1		50	Zoology	24	
Total Number of Teachers under Mangalore University						**2040**	

Source: Mangalore University website

Samples for the Study

Figure 03 below shows the Krejcie, R.V., & Morgan, D.W., (1970), minimum representation must be considered for any research to meet statistical accuracy in the process of generalization.

Figure 03: Minimum samples must be chosen to represent universe

	Confidence level = 95%			Confidence level = 99%		
	Margin of error			Margin of error		
Population size	5%	2,5%	1%	5%	2,5%	1%
100	80	94	99	87	96	99
500	217	377	475	285	421	485
1.000	278	606	906	399	727	943
10.000	370	1.332	4.899	622	2.098	6.239
100.000	383	1.513	8.762	659	2.585	14.227
500.000	384	1.532	9.423	663	2.640	16.055
1.000.000	384	1.534	9.512	663	2.647	16.317

Source: **Krejcie**, R.V., & **Morgan**, D.W., (1970).

Samples requirement at 5% of significance level for population size between 1,000 and 10,000 is 370.

Respondents Selection, Response Rate and Percentage of Respondents from each College:

467 respondents are chosen on the basis of the proportion of representatives from each subject respectively. 417 responses were received back and after initial screening 378 properly filled responses were accepted for empirical evidence. Overall response rate is 89.10% and acceptance rate of overall questions distributed is 80.77%. Total samples considered for the study is 378 and it is more than the minimum required as per statistical limit of 370.

Figure 04: Table showing sample selection and overall response rate

Top 10 Subjects on the Basis of Total Number of Teachers Chosen for Selection of Respondents for the Study						
Rank	**Serial No. (Original)**	**Subject Name**	**Total Number of Lecturers**	**Total No. of Respondents' Chosen**	**Acceptabl e Responses**	**Acceptanc e Rate**
I	29	Commerce	574	**161**	152	94.30
II	17	Kannada	148	**42**	38	91.43
III	32	Economics	146	**41**	38	92.68

IV	11	English	139	**39**	36	92.23
V	30	Computer App.	110	**31**	26	84.17
VI	49	BBM	98	**28**	22	79.94
VII	40	Political science	85	**24**	23	96.36
VIII	3	B.Ed	75	**21**	18	85.46
IX	13	History	72	**20**	19	93.97
X	12	Hindi	70	**20**	18	91.57
Total			**1517**	**426**	390	**90.21**

Source: Developed by author for the study

Design and Measurement of Questionnaire

Primary data is collected by distributing questionnaires. Figure 05 below shows the design and measurement of the questionnaire.

Figure 05: Table showing design and measurement of questionnaire

Personal and Other Related Information	Questions	Measurement
Classification: Gender; Residential Status; Stream of Qualification; Nature of Job; Nature of Institution;	**Questions 1,3,4,5,6**	**Nominal**
Classification: Age; Experience; Income	**Questions 2,7,8**	**Ordinal**
Topic Specific Questions: A. General Factors related to NEP B. NEP on teachers point of view C. Seriousness shown in introducing NEP **D.** Opinion on awareness programs organized	**Questions** **9 - 28**	**Interval**

Source: Developed by author for the study

Internal Accuracy and Validity of Questionnaire

In order to confirm internal accuracy and validity of the questionnaire a pilot study was done by using 43 respondents and overall Cronbach Alpha was 0.78. The final survey was done after confirming the existence of internal consistency of scheduled questions in the questionnaire.

Tools of Analysis

Responses received from the respondents systematically recorded in the excel sheet and imported the same into SPSS. Systematically designed research hypotheses are analyzed by using statistical and econometric techniques. Major statistical tools applied in this study include Graphs, Charts,Chi-square Test, T-Test, One-way Anova, mean comparison with benchmark and Cronbach Alpha.

Data Interpretation and Testing Hypothesis

Descriptive Study

Chart 1: Classification of respondents on the basis of gender.

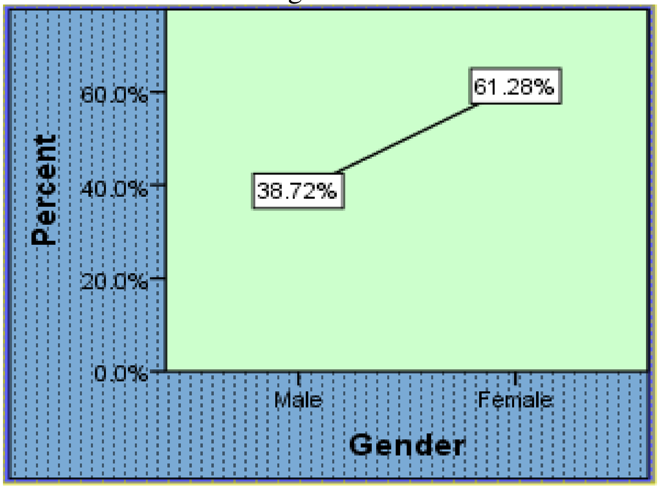


Chart 2: Classification of respondents on the basis of age.

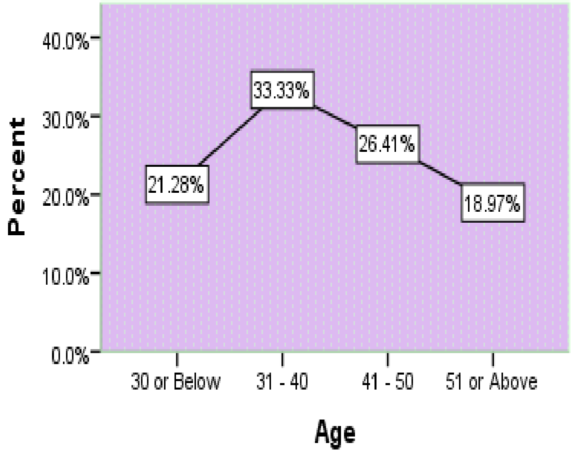


Chart 3: Classification of respondents on the basis of residential area.

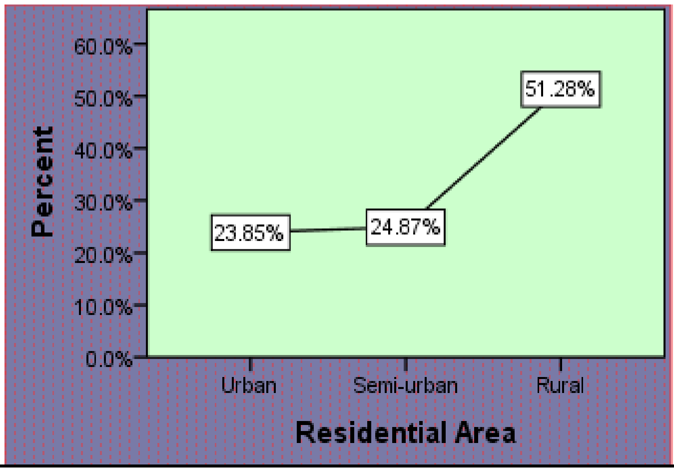


Chart 4: Classification of respondents on the basis of stream of Qualification.

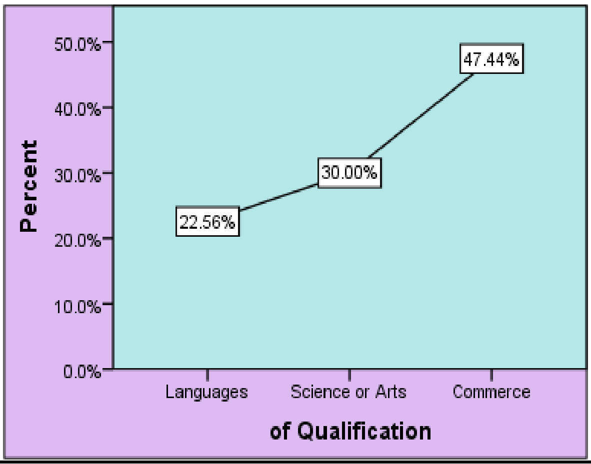


Chart 5: Classification of respondents on the basis of nature of job.

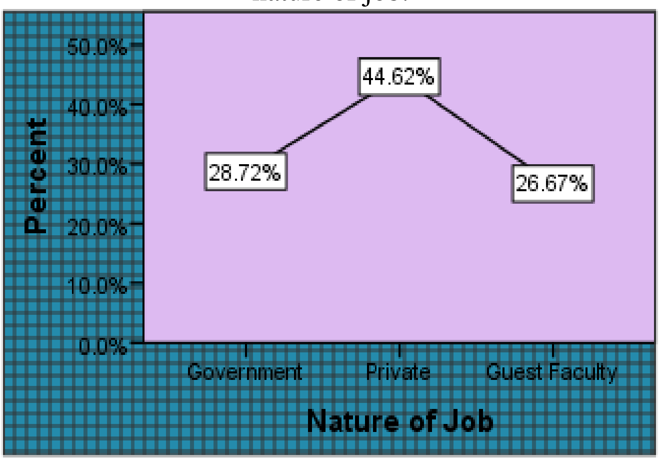
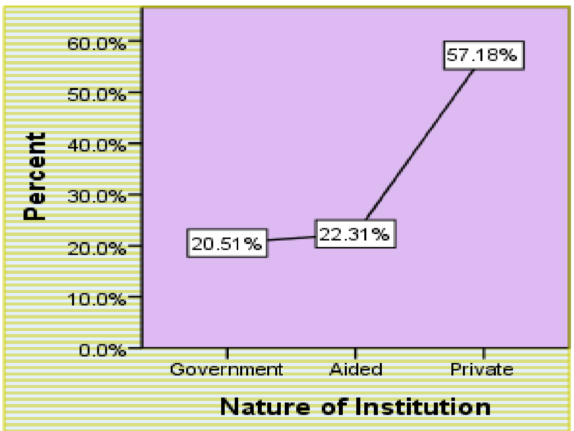


Chart 6: Classification of respondents on the basis of nature of Institution.



International Journal of Advance and Innovative Research
Volume 10, Issue 1 (III): January – March, 2023
ISSN 2394 - 7780

Chart 7: Classification of respondents on the basis of experience in the teaching field.

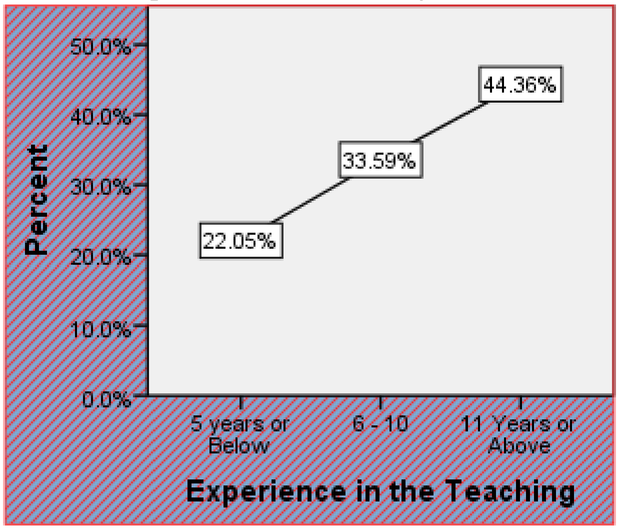
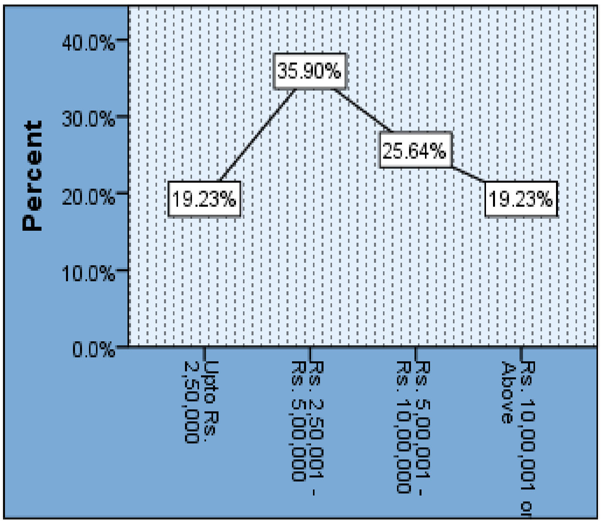


Chart 8: Classification of respondents on the basis of annual income.



Source: Developed by the authors on the basis of responses recorded from the respondents.

- Female dominance is found in the teaching field to the extent of 61.28%. (Chart -1)
- More than 1/3rd of the respondents in the teaching field is between the age group of 31 – 40 years. (Chart -2)
- More than half of the teaching faculties in the first-grade colleges have their residential location in the rural area. (Chart -3)
- Around 50% of the teaching faculties have commerce background. (Chart -4)
- 45% of the respondents are appointed as private full-time employees. (Chart – 5)
- Around 60% of the respondents are having their affiliation to the private institutions. (Chart – 6)
- About 80% of the respondents have teaching experience of 6 or more years. (Chart – 7)
- Up to 60% of the respondents have their annual income lesser than Rs. 5,00,000. (Chart – 8)

Testing Hypothesis: Hypothesis – 1:
H_0 = Demographic factors and job profile of teaching faculties is independent of their NEP knowledge level. (Chi-square)

Figure 06: Results of Chi-square test:

Sl No.	Dependent Variable	Independ ent Variable	Pearson Chi-square Value	Asy mp. Sg.	Result of Test	Remarks
1	Gender	Knowledg e Level of NEP	.967	.915	Accept Null Hypothesis	Independent
2	Residential Area		1.408	.994	Accept Null Hypothesis	Independent
3	Nature of Job		428.079	.000	Reject Null Hypothesis	Dependent
4	Experience in the Teaching Field		39.770	.000	Reject Null Hypothesis	Dependent
5	Age		44.917	.000	Reject Null Hypothesis	Dependent
6	Stream of Qualification		10.620	.224	Accept Null Hypothesis	Independent
7	Nature of Institution		7.243	.511	Accept Null Hypothesis	Independent
8	Annual Income		1118.84	.000	Reject Null Hypothesis	Dependent

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Source: Developed by Author

Interpretation

From the Chi-square test results it can be seen that the nature of job; experience in the teaching field, age and annual income is dependent on knowledge level of NEP among

teaching faculties of first grade colleges. Statistics on dependency status are given below in the figure.

Figure 07: Statistics of Dependency between Dependent and Independent Variables:

		Statistics of Dependency between Dependent and Independent Variables			
		Dependent Variables			
		Age of Respondents			
		30 or Below	31 - 40	41 -50	51 or Above
Independent Variable	Mean Knowledge Level of NEP	**14.13**	**22.47**	**20.47**	**14.4**
		Nature of Job			
		Government	Private	Guest Faculties	
	Mean Knowledge Level of NEP	**27.13**	**23**	**23.33**	
		Experience in the Teaching Field			
		Below 5 Years	6 - 10 years	Above 10 years	
	Mean Knowledge Level of NEP	**14.6**	**22.53**	**34.33**	
		Annual Income			
		Up to Rs. 2,50,000	2,50,001 -5,00,000	5,00,001 - 10,00,000	Above Rs. 10,00,000
	Mean Knowledge Level of NEP	**5**	**26.67**	**20.53**	**20.17**

Source: Developed by Author

It can be seen that representing variables such as age group 30 or below and 51 or above; private and guest faculties; teachers having experience below 5 years and; teachers with annual income lesser than Rs. 2.5 lakh will have very limited knowledge of NEP.

Hypothesis – 2

$H_0 =$ Demographic factors and job profile of teaching faculties is independent of the overall impact of NEP implementation on Teaching faculties. (Chi-square)

Figure 08: Results of Chi-square test:

Sl No.	**Dependent Variable**	**Independent Variable**	**Pearson Chi-square Value**	**Asymp. Sg.**	**Result of Test**	**Remarks**
1	Gender	Overall impact of NEP implementation on Teaching faculties	3.211	.523	Accept Null Hypothesis	Independent
2	Residential Area		8.469	.389	Accept Null Hypothesis	Independent
3	Nature of Job		12.841	.117	Accept Null Hypothesis	Independent
4	Experience in the Teaching Field		1.571	.991	Accept Null Hypothesis	Independent
5	Age		4.526	.972	Accept Null Hypothesis	Independent
6	Stream of Qualification		6.832	.552	Accept Null Hypothesis	Independent
7	Nature of Institution		7.048	.531	Accept Null Hypothesis	Independent
8	Annual Income		10.807	.546	Accept Null Hypothesis	Independent

Source: Developed by Author

 ISSN 2394 - 7780

Interpretation
From the Chi-square test results shown above in the table, none of the variable's demographic or academic factors will not depend on the overall impact of NEP implementation on the teaching faculties.

Hypothesis – 3:
H_0 = There is no significant difference in the mean value of general factors which accounts for implementation of NEP. (t-test)

Figure 09: Mean value for General factors related with NEP:

SL. No.	Question No.	General Factors	Mean Value
1	Q11	Multiple Entry & Exit	77.33
2	Q12	Changing Stream of Education	72.33
3	Q13	Operation of Credit bank	80.80
4	Q14	Improved Employability	68.87
5	Q15	Personality & Ethical Qualities	90.33
6	Q16	Research Mentality	72.12
7	Q17	Infrastructural Facility	73.07
8	Q19	Guarantee of Job	72.27

Source: Developed by Author

Figure 10: Results of t-test for variables of general factor: One Sample Statistics

	N	Mean	Std. Deviation	Std. Error Mean
Mean Value of General Factors	8	75.8900	6.88600	2.43457

One-Sample Test

	Test Value = 0					
	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
Mean Value of General Factors	31.172	7	.000	75.89000	70.1332	81.6468

Source: Developed by Author

Interpretation
Since the value of Sig. is lesser than 0.05, null hypothesis is rejected and it can be concluded that evidence is found for difference of opinion among the teaching faculties for various variables of general factors.

Following inferences can be drawn
- Possibility of personality and ethical development is possible to a greater extent.
- Improvement in the employability skill among the student is having list mean value and it shows list chances.

Hypothesis – 4:
H_0 = There is no significant difference in the mean value of teachers' point of views contributing factors to the success of NEP. (t-test)

Figure 11: Mean value for variables of various variables teachers' point of view factors:

SL. No.	Question No.	General Factors	Mean Value
1	Q9	Better System of Education Old/new	112.33
2	Q10	NEP Knowledge	71.20
3	Q20	Commerce without Economics	93.87

 ISSN 2394 - 7780

4	Q17	Research Mentality	73.07
5	Q21	Work Load Drop	88.53
6	Q22	Benefits to Teachers	91.93

One-Sample Statistics

	N	Mean	Std. Deviation	Std. Error Mean
Mean value of Teachers Point of View	6	88.4883	15.13833	6.18020

Source: Developed by Author

Figure 12: Results of t-test for variables of general factor One-Sample Test

	Test Value = 0					
	T	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
Mean value of Teachers Point of View	14.318	5	.000	88.48833	72.6016	104.3750

Source: Developed by Author

Interpretation

Since the value of Sig. is lesser than 0.05, null hypothesis is rejected and it can be concluded that evidence is found for difference of opinion among various variables noted for teachers' point of view on NEP.

Following inferences can be drawn:

- Mean value for knowledge level of teachers on NEP is least.
- Differences of opinion are found for a better system of education.

Hypothesis – 5

H_0 = There is no significant difference in the mean value of seriousness shown in implementing NEP by the Karnataka State, Mangalore University and the Institutions. (One-way ANOVA)

Figure 13: Results of ANOVA Test Counts of Agreement level Anova

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	13.733	2	6.867	.009	.991
Within Groups	9642.000	12	803.500		
Total	9655.733	14			

Source: Developed by Author

Interpretation

Since the value of Sig. is higher than 0.05, the null hypothesis is accepted and it can be concluded that evidence is not found to reject the null hypothesis.

Figure 14: Descriptive Statistics: Descriptive Statistics

	N	**Mean**
Karnataka government Initiative	390	4.4321
Mangalore University Initiative	390	3.3974
Seriousness shown by the institute	390	3.1487
Valid N (list wise)	390	

Source: Developed by Author

Above in the table shown the mean value of opinion for seriousness shown in implementing NEP by the Karnataka government, Mangalore University and the Institution for which they represent. (General selecting criteria is that the value of mean is more than 4 up to 5 is very good; more than 3 up to 4 is good; more than 2 up to 3 is medium; more than14 up to 2 is bad; and below is very bad).

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- Karnataka government seriousness in implementing NEP is found to be 'Very Good' with mean value of 4.4321, whereas Mangalore University and their representing institutions stood at 'Good' along with mean values of 3.3974 and 3.1487 respectively.
-

Hypothesis – 6:
H_0 = There is no significant difference in the mean value of awareness programs organized on NEP by the Karnataka State, Mangalore University and the Institutions. (One-way ANOVA)

Figure 15: Results Anova Test Anova Seriousness in Awareness Program Organizing

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	10.000	2	5.000	.004	.996
Within Groups	14914.400	12	1242.867		
Total	14924.400	14			

Source: Developed by Author

Interpretation
Since the value of Sig. is higher than 0.05 hence, null hypothesis is accepted and it can be concluded that evidence is not found to reject the null hypothesis.

Figure 16: Results of Descriptive Statistics: Descriptive Statistics

	N	**Mean**
Awareness programs organized by Karnataka State Government	390	3.0513
Awareness programs organized by MU	390	2.9949
Awareness programs organized by Institution	390	2.8974
eptedlid N (list wise)	390	

Source: Developed by Author

Above in the table shown the mean value of opinion for seriousness shown in organizing awareness programs on NEP by the Karnataka government, Mangalore University and the Institution for which they represent. (General selecting criteria is that the value of mean is more than 4 up to 5 is very good; more than 3 up to 4 is good; more than 2 up to 3 is medium; more than14 up to 2 is bad; and below is very bad).

- Karnataka government seriousness in organizing awareness programs on NEP is found to be good (3.0513) but efforts of Mangalore University (2.9949) and representing institutions (2.8974) placed with medium overall ranking.

Hypothesis – 7:
H_0 = There is no possibility of reaching a long run goal in higher education through the implementation of NEP. (Comparison of Mean Value with the benchmark)

Figure 17: Results descriptive data testing Descriptive Statistics

	N	**Minimum**	**Maximum**	**Mean**	**Std. Deviation**
Possibility of reaching long term goal Valid N (listwise)	38 9	1.00	5.00	3.4422	1.21624

Source: Developed by Author

Table above shows the mean value of teachers' opinion for the possibility of reaching a long run goal through the implementation of NEP. (General selecting criteria is that the value of mean is more than 4 up to 5 is Highly Possible; more than 3 up to 4 is Possible; more than 2 up to 3 is Indifference; more than14 up to 2 is Impossible; and below is Highly Impossible).

- Through the observation it can be seen that the mean value for the possibility of reaching a long term goal in the Indian education system is 3.442 and, by rejecting the null hypothesis it can be concluded that there is a possibility of reaching long term goal through the NEP.

 ISSN 2394 - 7780

FINDINGS OF THE STUDY

Based upon the recorded responses from the respondents' following outcomes recorded.

A. General Findings of the Study

- Female dominance is found in the teaching field to the extent of 61.28%.
- More than 1/3rd of the respondents in the teaching field is between the age group of 31 – 40 years.
- More than half of the teaching faculties in the first-grade colleges have their residential location in the rural area.
- Around 50% of the teaching faculties have commerce background.
- 45% of the respondents are appointed as private full-time employees.
- Around 60% of the respondents are having their affiliation to the private institutions.
- About 80% of the respondents have teaching experience of 6 or more years.
- Up to 60% of the respondents have their annual income lesser than Rs. 5, 00,000.

B. Findings of Hypothesis

- NEP knowledge level of teachers is dependent on dependent variables such as nature of job; experience teaching field; age and; annual income. Further, it can be seen that representing variables such as age group 30 or below and 51 or above; private and guest faculties; teachers having experience below 5 years and; teachers with annual income lesser than Rs. 2.5 lakh will have very limited knowledge of NEP. (Hypothesis – 1)
- Independent variable i.e., overall impact of NEP implementation on teaching faculty is not dependent on variables like gender, residential area, nature of job, experience in the teaching field, age, stream of education, nature of institution and annual income. All respondents have a neutral view on the possibility of positive impact of NEP on teaching faculties academic career. (Hypothesis – 2)
- Under the NEP system of education teachers feel that there is a great opportunity for the personality and ethical development of the students but a

High negative view was identified in the improvement of employability skill among the students. (Hypothesis -3)

- Least value of mean was identified for knowledge level of NEP among the teaching faculties shows peak of unawareness. (Hypothesis -4)
- There is no consistency among teaching faculties on their view of a better system of education. Most of the respondents are still confused about the working system of NEP and long-term goals. (Hypothesis – 4)
- Karnataka government seriousness in implementing NEP is found to be 'Very Good' with mean value of 4.4321, whereas Mangalore University and their representing institutions stood at 'Good' along with mean values of 3.3974 and 3.1487 respectively. (Hypothesis – 5)
- Karnataka government seriousness in organizing awareness programs on NEP is found to be good (3.0513) but efforts of Mangalore University (2.9949) and representing institutions (2.8974) placed with medium overall ranking. (Hypothesis -6)
- Reaching long term goals in the Indian education system is possible through the implementation of NEP. (Hypothesis – 7)

Policy Implementation and Chances of Further Studies

On the basis of findings of empirical evidence after having informal discussions with experts in the field of education following policies are offered for possible implementation.

- Trying to give special focus in spreading knowledge level of NEP to the teachers of age group 30 or below and 51 or above; private and guest faculties; teachers having experience below 5 years and; teachers with annual income lesser than Rs. 2.5 lakh.
- In order to ensure active involvement of teaching faculties in NEP implementation, they must be

oriented towards realizing real benefits of implementing NEP on their career advancement of teaching faculties.

- Strategies must be taken by the responsible authorities to tackle the issue of lack of employability skill development among the students community in NEP.
- Awareness programs must highlight the superiority of NEP compared with the old system of education followed in India.
- Not only state or central governments but universities and colleges representing universities should show their genuine seriousness in implementing NEP succesfully and also in organizing awareness programs.
- Government must provide basic infrastructural facilities for the success of NEP and to ensure the long run desired goal.
- Encouraging male to join the teaching profession and also increasing government appointments in the education sector.
- Giving priority to the rural areas while extending technological advancement which is necessary for the education sector and introducing minimum salary to the teaching faculties who work as a guest faculty or in the private organization.

CONCLUSION

No doubt the introduction of NEP is a landmark change in the Indian education system which is introduced with tons of expectations and long run dreams. All stakeholders such as the government, teachers, students, job market, parents and the society may take time to adjust in the new system. As we know issues and challenges are most expected in the initial stage of implementing any structural change in the system which is followed for a long duration. Teaching faculties must be oriented towards the real depth and long run goal of implementing the highly desired NDA government's New Education Policy. There is an immediate need of adopting appraisal strategy to make necessary changes in the system where it found hrdle to adjust. Ultimately the success of NEP is the responsibility of all the stakeholders who partake in it directly or indirectly.

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Appendix

Chi-square Test Result

Gender * Knowledge Level of NEP

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	.967[a]	4	.915
Likelihood Ratio	.981	4	.913
Linear-by-Linear Association	.438	1	.508
N of Valid Cases	390		

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 16.65.

Residential Area * Knowledge Level of NEP

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	1.408[a]	8	.994
Likelihood Ratio	1.434	8	.994
Linear-by-Linear Association	.865	1	.352
N of Valid Cases	390		

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 10.25.

Nature of Job * Knowledge Level of NEP

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	428.079[a]	8	.000
Likelihood Ratio	478.366	8	.000
Linear-by-Linear Association	12.219	1	.000
N of Valid Cases	390		

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 11.47.

Experience in the Teaching * Knowledge Level of NEP

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	39.770[a]	8	.000
Likelihood Ratio	40.230	8	.000
Linear-by-Linear Association	8.421	1	.004
N of Valid Cases	390		

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 9.48.

Age * Knowledge Level of NEP

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	44.417[a]	12	.000
Likelihood Ratio	43.921	12	.000
Linear-by-Linear Association	6.479	1	.011
N of Valid Cases	390		

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 8.16.

Stream of Qualification * Knowledge Level of NEP

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	10.620[a]	8	.224
Likelihood Ratio	11.203	8	.190
Linear-by-Linear Association	.672	1	.412
N of Valid Cases	390		

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 9.70.

Nature of Institution * Knowledge Level of NEP

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	7.243[a]	8	.511
Likelihood Ratio	7.253	8	.510
Linear-by-Linear Association	.893	1	.345
N of Valid Cases	390		

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 8.82.

Annual Income * Knowledge Level of NEP

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	1118.847[a]	12	.000
Likelihood Ratio	1001.246	12	.000
Linear-by-Linear Association	203.952	1	.000
N of Valid Cases	390		

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 8.27.

Gender * Overall impact of NEP implementation on Teaching faculties

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	3.211[a]	4	.523
Likelihood Ratio	3.393	4	.494
Linear-by-Linear Association	.108	1	.742
N of Valid Cases	390		

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 8.52.

Residential Area * Overall impact of NEP implementation on Teaching faculties

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	8.469[a]	8	.389
Likelihood Ratio	8.346	8	.400
Linear-by-Linear Association	.902	1	.342
N of Valid Cases	390		

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 5.25.

Nature of Job * Overall impact of NEP implementation on Teaching faculties

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	12.841[a]	8	.117
Likelihood Ratio	12.541	8	.129
Linear-by-Linear Association	.150	1	.699
N of Valid Cases	390		

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 5.87.

Experience in the Teaching * Overall impact of NEP implementation on Teaching faculties Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	1.571[a]	8	.991
Likelihood Ratio	1.606	8	.991
Linear-by- Linear Association	.057	1	.812
N of Valid Cases	390		

a. 1 cells (6.7%) have expected count less than 5. The minimum expected count is 4.85.

Age * Overall impact of NEP implementation on Teaching faculties

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	4.526a	12	.972
Likelihood Ratio	4.502	12	.973
Linear-by-Linear Association	.064	1	.800
N of Valid Cases	390		

a. 2 cells (10.0%) have expected count less than 5. The minimum expected count is 4.17.

Stream of Qualification * Overall impact of NEP implementation on Teaching faculties

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	6.832a	8	.555
Likelihood Ratio	6.870	8	.551
Linear-by-Linear Association	.274	1	.601
N of Valid Cases	390		

a. 1 cells (6.7%) have expected count less than 5. The minimum expected count is 4.96.

Nature of Institution * Overall impact of NEP implementation on Teaching faculties

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	7.048a	8	.531
Likelihood Ratio	6.964	8	.541
Linear-by-Linear Association	1.105	1	.293
N of Valid Cases	390		

a. 2 cells (13.3%) have expected count less than 5. The minimum expected count is 4.51.

Annual Income * Overall impact of NEP implementation on Teaching faculties

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	10.807a	12	.546
Likelihood Ratio	10.157	12	.602
Linear-by-Linear Association	.760	1	.383
N of Valid Cases	390		

a. 2 cells (10.0%) have expected count less than 5. The minimum expected count is 4.23.

Questionnaire

Part – 1 Personal Information

1. Gender: M/F
2. Age: 30 or below/31-40/41-50/51 or above
3. Residential Area: Urban/semi-urban/Rural
4. Stream of Qualification: Languages/Science & Arts/Commerce
5. Nature of Job: Government/Private/Guest Faculty

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6. Nature of Institution: Government/Aided/Private
7. Experience in the Teaching Field: 5 or below/6-10/ 11 or above
8. Annual Income: up to 2.5 lakh/250001 – 5, 00,000/ 5, 00,001 – 10,00,000/ above 10 lakh

Part -2 Questions on New Education Policy

9. Which is the better system of education? Old/New/Can't say
10. I feel my knowledge level on the working system of NEP is extremely good. Highly Disagree/Disagree/Neutral/Agree/Highly Agree
11. Your opinion on multiple entry and exit: HUR/UR/N/R/HR
12. Your view on chance to change stream of education in between: HUR/UR/N/R/HR
13. Your opinion on an opportunity to change institution: HUR/UR/N/R/HR
14. Your opinion on practical working of credit bank concept for students: HUR/ UR/ N/ R/HR
15. Your view on improved employability among the students due to NEP introduction: HI/I/N/P/HP
16. Possibility of improvement in personality and ethical qualities: HI/I/N/P/HP
17. Increased research mentality in the higher education system: HI/I/N/P/HP
18. Availability of advanced infrastructural facility:HI/I/N/P/HP
19. Guarantee of Job: HI/I/N/P/HP
20. Commerce without economics? Highly Meaningless/M/N/M/HM
21. Argument of drop in workload due to NEP introduction. Highly Meaningless/M/N/M/HM
22. Overall Impact of NEP on teaching faculties: HN/N/N/P/HP
23. Your opinion on Mangalore University's initiative to introduce NEP: HUS/US/N/S/HS
24. Your opinion on seriousness shown by your institute in introducing NEP: HUS/US/N/S/HS
25. Opinion on awareness programs organized by the Karnataka government on NEP: HUS/US/N/S/HS
26. Opinion on awareness programs organized by the Mangalore University on NEP: HUS/US/N/S/HS
27. Opinion on awareness programs organized by your institute on NEP: HUS/US/N/S/HS
28. Possibility of reaching desired long-term goal in the Indian education system through the implementation of NEP. HI/I/N/P/HP

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ANALYSIS THE GROWTH AND IMPACT OF COVID -19 SITUATION ON ONLINE SHOPPING

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ABSTRACT

The main purpose of this study is to investigate if the Covid-19 is aggressive people to do online shopping and will they continue doing online shopping when this outbreak is over. The records for this paper have been composed by socializing survey on the social media as the circumstances are inappropriate to go for physical studies. The questionnaire is included of fourteen different questions 300 people were approached for feedbacks on the questionnaire and 170 people responded. This ratio is not wicked as online investigation frequently provides replies about this number.

The COVID-19 pandemic has constantly transformed online shopping performances; rendering to a survey of about 170 consumers is increasing and developed economies. The survey, entitled "Covid -19 and Online Shopping", examined how the pandemic has changed the way consumer's use online shopping and digital solutions. It covered urban and rural areas, Educated and uneducated people ,male and female and each age criteria .Following the pandemic, more than half of the survey's respondents now shop online further often and trust on the internet further for newscast, health-related information and digital performing. Consumers in developing economies have complete the highest modification to online shopping, the survey appearances. "The COVID-19 epidemic consumes previous the change in the technique of a further online shopping . The modifications we make currently will have long-term possessions as the world budget originates to improve

This report is comprehensive in knowing whether Covid-19 is triggering people to do online shopping, or they are still managing to buy products physically. Investigation has brought on the conclusion that people are doing more online shopping during Covid-19 and people also agreed that they will be continuing doing online shopping with the similar proportion in upcoming when this pandemic is ended.

Keywords: Covid-19, Internet Marketing, Online Shopping

OBJECTIVE

To study the impact of online shopping in covid-19 situation

To study the growth of Online Shopping in covid-19 situation

INTRODUCTION

Online shopping is a process of purchasing goods through electronic strategies such as mobile, Laptop or computers by using of internet. Publics frequently favor purchasing goods by going physically in marketplaces rather than purchasing online it is because of many reasons and the prominent determination from them is concerns of excellence of goods that people buy online this is what insist them ordering physically. Though here are numerous benefits of online shopping like less expensive, time saving, purchase anywhere and anytime etc. but they are quality conscious. The world is fronting single of the worst disasters in the history. As the world is in the disturbing position and nations must remained put under lockdown, limitations have been compulsory on successful available of families, positioning crowded events, going in marketplaces, almost every business has been shut down in the world in the awaken of COVID-19 and people are harassed to stay in homes. Therefore publics cannot go in marketplaces for purchasing goods, so this is perhaps forceful publics to do online shopping. Online shopping permits persons to satisfy their wants staying at home and without going markets. This research proposes to examine if Covid-19 is aggressive people do online shopping and it is

Also concentrated in this study to know if the people will continue doing shopping online with the similar frequency as they are performance nowadays when the marketplaces are closed and they are also severely striped from going in marketplaces.

REVIEW OF LITERATURE

Impact of Covid-19 on Digital Marketing in India: Opportunity and Challenges, Rohit Kumar, Assistant Professor**,** Ramanand Institute of Pharmacy Management & Technology He study in his research the covid 19 change the behavior of people. They more careful with their Health. And the life were change socially and economically both. peoples take precaution from covid 19 and they attract to online shopping. People are living alone for following the social distancing. In that scenario digital marketing is Playing important role for the society. Without going physically any one can purchase anything or billing. In digital marketing peoples are compare different qualities of goods than take decision of purchase. Organization also take care the customers and try to use digital platform for customer. And provide services like social distance and safety of customer. Organizations should prepare for future according the customers changing needs and develop the digital infrastructure with safety and trust for maintaining the contact less delivery and save the time and money.

COVID-19: Impact on Consumer Behavior Trends | Accenture

COVID-19: How **consumer behavior will** be changed. April **28**, **2020**. Research Report ...

"www.accenture.com › insights › coronavirus-consumer-behaviour-research" on this website research Report on "COVID-19: How consumer behaviour will be changed. April 28, 2020" According to this report Consumer attitudes, behavior, and buying habits are changing during the pandemic, and many of these new approaches will persist after the pandemic. In this pandemic we use manage isolation, consumers are using digital to connect, learn and play and the we will continue to in future. Moving forward, we will see an increase in the virtual workforce as more people work from home and enjoy doing so.During the pandemic changed the daily life of many consumers, and this is having a profound impact on the way we view personal hygiene and health, and how we engage with our communities, friends and families. There is also positive evidence to suggest that this crisis will build communities, rather than separate them.

Impact of the COVID-19 Pandemic on Online Consumer Purchasing Behavior

In this paper the finding indicated the commitment of online shoppers to daily shopping. In the covid 19 pandemic showed a jump in visits to online shopping. A weak relationship was observed between Introversion and speed in Decision Making and stability of Online Purchasing Behavior. During the pandemic the importance of e-commerce was increases. Online consumer awareness and experience was increase online consumers have become more experienced, which has influenced the activity of their buying behavior.

That study proved that the shifting influence of online consumer purchasing behavior factors during the pandemic. The increasing importance of the speed of decision making by consumers when purchasing goods and services online was determined.

METHODOLOGY

For collection of data, A questionnaire is generated which contains of fourteen different questions. The questionnaire has been circulated on social media for collecting responses from people 300 people were sent the questionnaire and 170 people did respond.

Statistical Analysis

All the gathered information of this survey has been shown in different charts and graphs. Percentage analysis has also been used for this study.

RESULT AND DISCUSSION

The outcomes of these findings are recorded in the following Graphs.

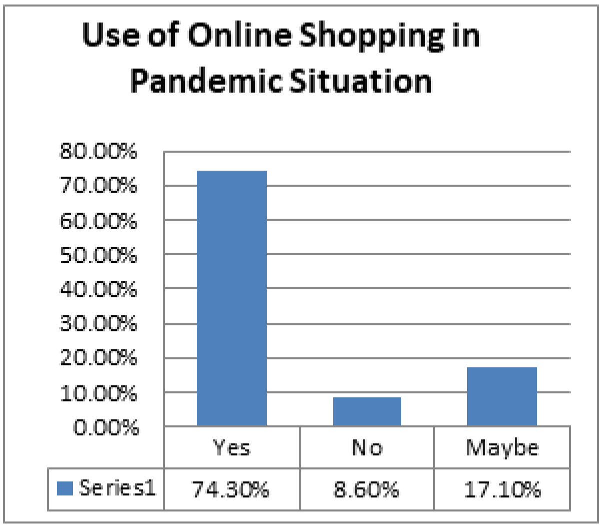

Figure 1: Peoples purchase online products in covid-19 pandemic situation this picture shows that 74.30% peoples purchase online products and 8.60% avoid it and 17.10% are not sure about both cases

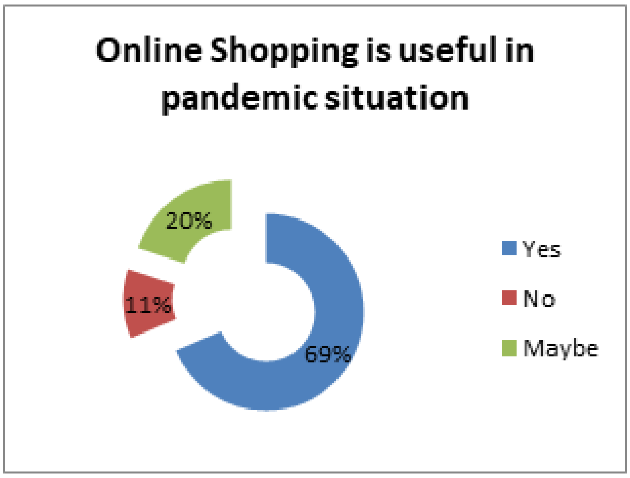

Figure 2: Online Shopping is useful for peoples in covid-19 pandemic situation in this picture shows that 69% peoples use online shopping and 11% people is avoid it and 20% peoples are not sure about both cases.

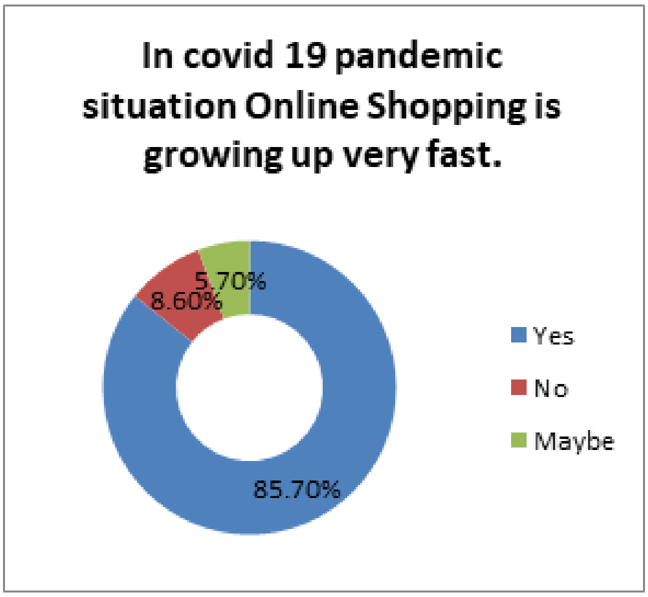

Figure 3: In covid-19 pandemic situation Online Shopping is growing up very fast in this picture shows that 85.70% people says yes and 8.60% people says no and 5.70% peoples are not sure about both cases.

Figure 4: Online Shopping can provide you a better Service In Covid -19 in this picture shows that 69% people says yes and 11% people says no and 20% peoples are not sure about both cases.

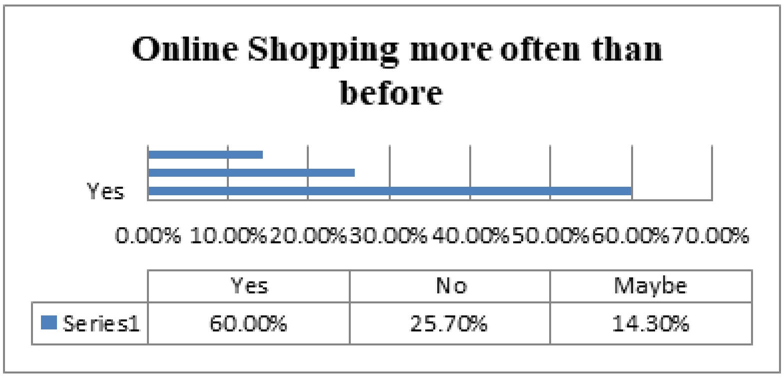

Figure 5: Online shopping more often than before Covid -19 pandemic situation in this picture shows that 60% people says yes and 25.70% people says no and 14.30% peoples are not sure about both cases.

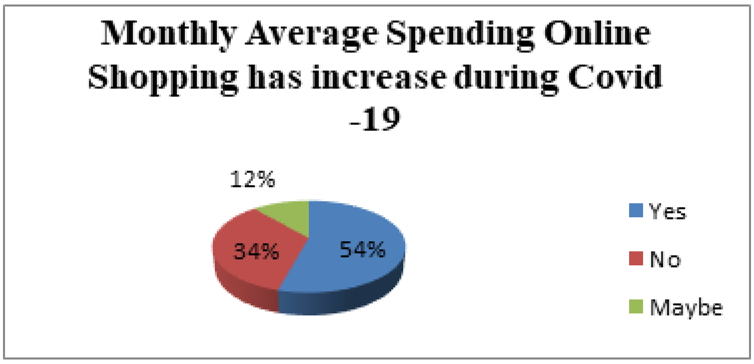

Figure 6: Monthly Average Spending Online Shopping has increase during Covid -19 in this picture shows that 54% people says yes and 34% people says no and 12% peoples are not sure about both cases.

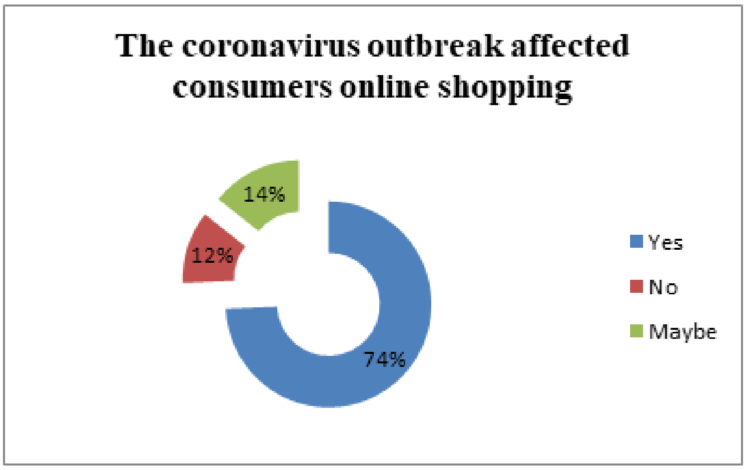

Figure 7: The coronavirus outbreak affected consumers online shopping in this picture shows that 74% people says yes and 12% people says no and 14% peoples are not sure about both cases.

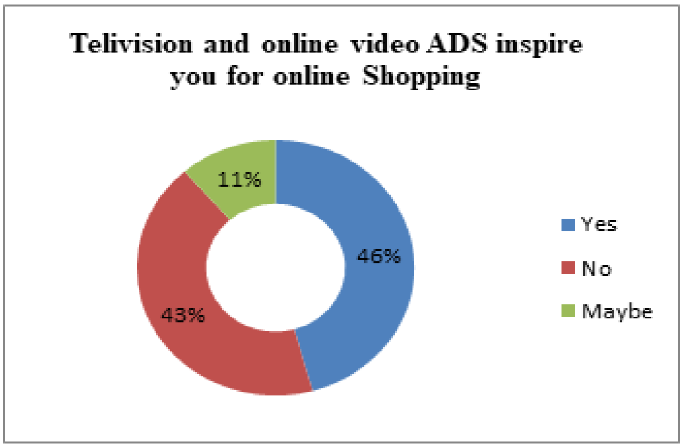

Figure 8: Television and online video ADS inspire you for online Shopping in this picture shows that 46% people says yes and 43% people says no and 11% peoples are not sure about both cases.

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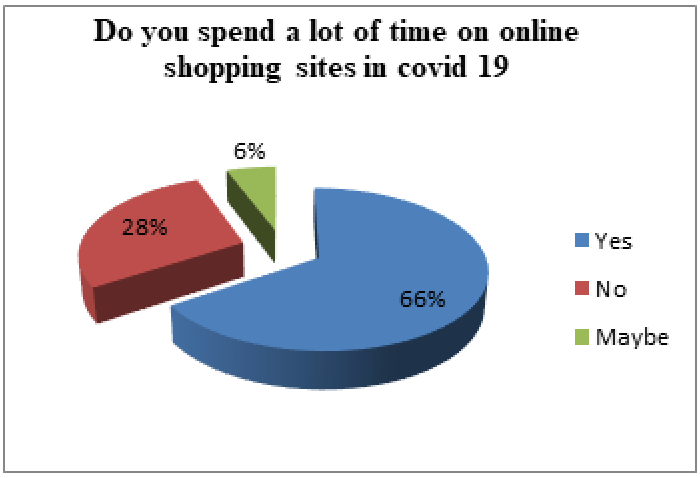

Figure 9: Do you spend a lot of time on online shopping sites in covid 19 in this picture shows that 66% people says yes and 28% people says no and 6% peoples are not sure about both cases.

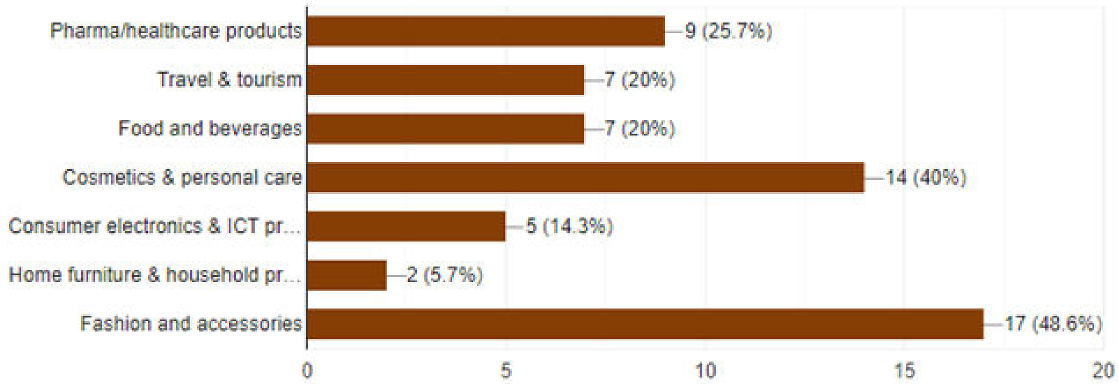

Figure 10: In these graph show the category of goods were most often online purchased.

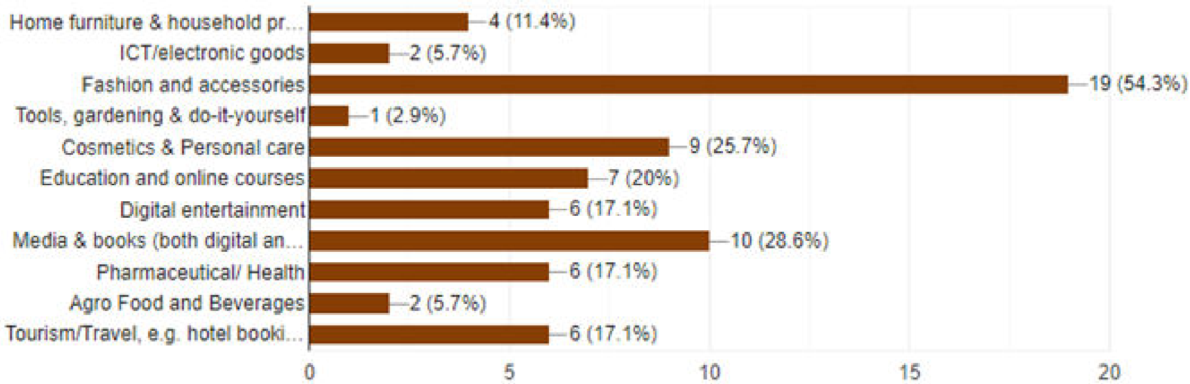

Figure 11: In these graph show the category of products consumers most preferred to purchase in online shopping.

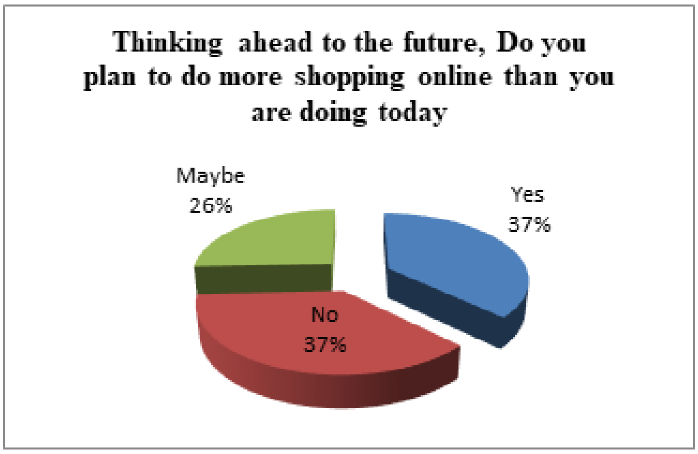

FIGURE 12: Thinking ahead to the future, Do you plan to do more shopping online than you are doing today .In this picture shows that 37% people says yes and 37% people says no and 26% peoples are not sure about both cases.

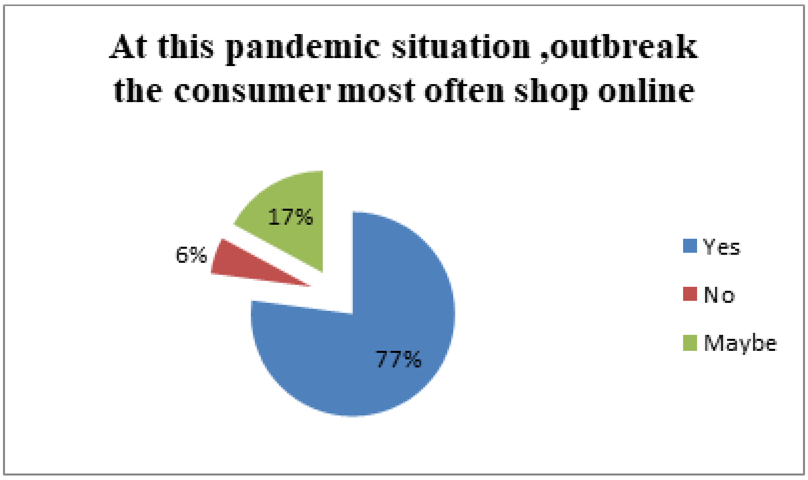

Figure 13: At this pandemic situation, outbreak the consumer most often shop online. In this picture shows that 77% people says yes and 6% people says no and 17% peoples are not sure about both cases.

Figure 14: Are you satisfied with online shopping as compare to traditional shopping. In this picture shows that 52% people says yes and 36% people says no and 12% peoples are not sure about both cases

FINDINGS

In these Study results showed that the COVID19 pandemic transformed customer performance to trusting further on online shopping. Present study has originate that restricted movement among individuals, Suitability and Time saving and Digital transformation of all necessary products are the main drivers of online purchasing after COVID-19 pandemic.

Demand for home furniture & household product , ICT electronic goods , Fashion & accessories ,Tools, gardening and do-it yourself, cosmetics & personal care ,education & online courses, digital entertainment, media & books , pharmaceutical & health ,agro food & beverages ,tourism & travel and other fast moving consumer goods increased the most under COVID-19 situation..

RECOMMENDATION

Results of the study will help in knowing the online buying performance in the pandemic of COVID-19. This study will benefit the online shopping facility providers to kind improved policies for providing more satisfaction to consumers, and to success in the race. The study suggested that productions in the e-commerce sector must essence on manufacture effective marketing plans.

CONCLUSION

The conclusion for this survey has been made that people are doing more online shopping during Covid -19 as 50% people responded that they are buying more products online during Covid-19 while just 37% people said they are.

FUTURE PERSPECTIVE

When the Covid-19 is over, A research should be conducted on theses topic of, if people are doing online shopping with the same rate as they were doing during Covid-19.

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- Impact of Covid-19 on Digital Marketing in India: Opportunity and Challenges, Rohit Kumar, Assistant Professor, Ramanand Institute of Pharmacy Management & Technology
- COVID-19: Impact on Consumer Behavior Trends | Accenture ml, COVID-19: How consumer behavior will be changed. April 28, 2020. RESEARCH REPORT ...
- Impact of the COVID-19 Pandemic on Online Consumer Purchasing Behavior (Article)

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IOT (INTERNET OF THINGS) - A STEP TOWARDS BETTER FUTURE ADVANCEMENTS

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ABSTRACT
The Internet of Things (IOT) is a network of interconnected devices, objects, and people that enables the transmission and exchange of data. It is a revolutionary technology that is transforming the way we live and work. This research paper explores the potential of IOT in improving our lives and making the world a better place. It looks at the current applications of IOT, the challenges associated with it, and the opportunities and implications for the future. The paper also examines the global trends and the impact of IOT on the economy, the environment, and society. Finally, the paper provides an overview of the technology and suggests ways to ensure its success.

This paper would help the readers and researcher to understand the IOT and its applicability to thereal world.

Keywords: Internet of things (IOT), economy, Environment

1) INTRODUCTION

The Internet of Things (IOT) is one of the most revolutionary technologies of our time. It is a network of interconnected devices, objects, and people that enable the transmission and exchange of data. It is transforming the way we live and work, enabling us to interact with the physical world in new and innovative ways. IOT has already had a tremendous impact on businesses and industries, providing them with greater insight, control, and efficiency. This research paper explores the potential of IOT in improving our lives and making the world a better place.Actually, the definition of IOT varies based on who you talk, but formally, it can be defined as a dynamic global network infrastructure with self-configuration and interoperable communication. Simply, IoT means the ability to make everything around us starting from (i.e. Machine, Devices, Mobile phone and Cars) even (Cities and Roads) are expected to be connected to the Internet with an intelligent behavior and taking into account the existence of the kind of autonomy and privacy. Meanwhile, the IOT environment contains a huge number of the different objects/things can be classified into two types namely; i) Things rechargeable batteries things: the most of them are mobiles (e.g. Laptop, tablets and mobile phone), and ii) Things are non-rechargeable things: these things are static from the mobility point of view . Generally, IOT includes three main demands are: the first, a shared understanding of the situation of its users and their applications. Secondly, software architecture and pervasive communication networks to cover and process contextual information, and lastly, the analytic tools in IOT that aims for autonomous and intelligent behavior .The definition of the Internet of Things has evolved because of the convergence of a couple of technology, actual-time analytic, system reading, and commodity sensors, and embedded structures. Traditional fields of embedded systems, wireless sensor networks, control systems, automation (inclusive of domestic and building automation), and others all contribute to allowing the Internet of Things.

2) ARCHITECTURES OF IOT -

Architectures of IOT depends on various Architecture of IOT applications of IOT. Fig. 1 shows general 3 layer / 4 layer architecture for IOT

1: Let’s consider two scenarios. Scenario-Smart devices for Pollution, wherein sensors sense the amount of carbon monoxide, nitrogen dioxide, sound level etc. And sends these data continuously to the central database. These data will be analyzed by using analytical tools and gives information about amount of air pollution in that particular city to the traffic police. This information helps to take the precaution when it exceeds the normal level. Here sensor layer indicates sensors will be continuously sensing the air and sends the data through Wired or wireless communication to the database. This data will be processed and analyzed and final consolidated result will be send to the user smart phone through the Air pollution control application. Hence four layers architecture is required.Scenario-2: Let’s consider a sensor is attached near the kitchen or gas cylinder with context to find the gas leakage. In this whenever sensor detects gas leakage it has to alert the surrounding immediately and then has to send the message to the owner. In this case analysing has to be done in the sensor layer itself.

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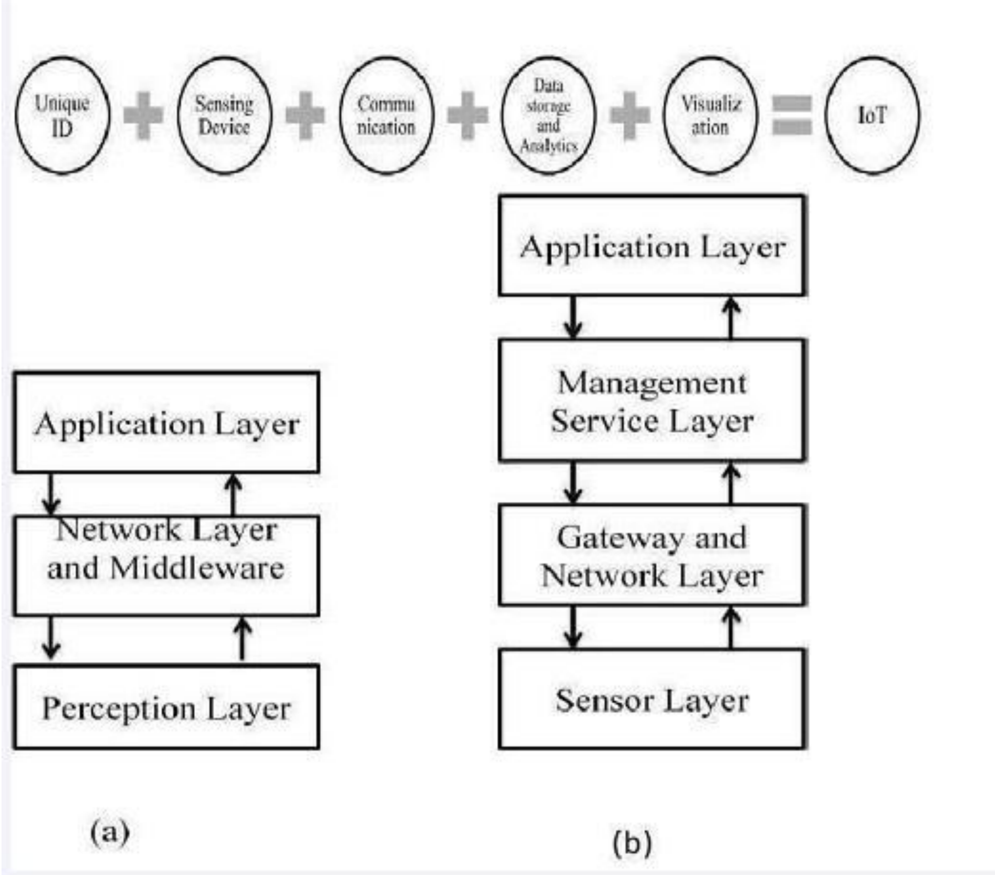

3) **IOT − DISADVANTAGES**

Though IOT delivers an impressive set of benefits, it also presents a significant set of challenges.Here is a list of some its major issues:

1) Security

IOT creates an ecosystem of constantly connected devices communicating over networks.The system offers little control despite any security measures. This leaves users exposed to various kinds of attackers.

2) Privacy

The sophistication of IOT provides substantial personal data in extreme detail without the user's active participation.

3) Complexity

Some find IOT systems complicated in terms of design, deployment, and maintenance given their use of multiple technologies and a large set of new enabling technologies.

4) Flexibility

Many are concerned about the flexibility of an IOT system to integrate easily with another.They worry about finding themselves with several conflicting or locked systems.

5) Compliance

IOT, like any other technology in the realm of business, must comply with regulations. Its complexity makes the issue of compliance seem incredibly challenging when many consider standard software Compliance a battle.

4) APPLICATIONS OF IOT

- **IOT Applications in Agriculture**

For indoor planting, IOT makes monitoring and management of micro- climate conditions a reality, which in turn increases production. For outside planting, devices using IOT technology can sense soil moisture and nutrients, in conjunction with weather data, better control smart irrigation and fertilizer systems. If the sprinkler systems dispense water only when needed, for example, this prevents wasting a precious resource.

- **IOT Applications in Consumer Use**

For the private citizen, IOT devices in the form of wearables and smart homes make life easier. Wearables cover accessories such as Fit-bit, Smartphones , Apple watches, health monitors, to name a few. These devices improve entertainment, network connectivity, health, and fitness.

Smart homes take care of things like activating environmental controls so that your house is at peak comfort when you come home. Dinner that requires either an oven or a crock pot can be started remotely, so the food is ready when you arrive. Security is made more accessible as well, with the consumer having the ability to control appliances and lights remotely, as well as activating a smart lock to allow the appropriate people to enter the house even if they don't have a key.

- **IoT Applications in Health care**

First and foremost, wearable IoT devices let hospitals monitor their patients' health at home, thereby reducing hospital stays while still providing up to the minute real-time information that could save lives. In hospitals, smart beds keep the staff informed as to the availability, thereby cutting wait time for free space. Putting IoT sensors on critical equipment means fewer breakdowns and increased reliability, which can mean the difference between life and death.

Elderly care becomes significantly more comfortable with IoT. In addition to the above-mentioned real-time home monitoring, sensors can also determine if a patient has fallen or is suffering a heart attack.

- **IOT Applications in Insurance**

Even the insurance industry can benefit from the IoT revolution. Insurance companies can offer their policyholders discounts for IoT wearables such as Fit-bit. By employing fitness tracking, the insurer can offer customized policies and encourage healthier habits, which in the long run, benefits everyone, insurer, and customer alike.

5) CHALLENGES OF IOT

Despite the many potential benefits of the IoT, there are also significant challenges and concerns that need to be addressed. One of the key challenges is the security of IoT devices and the data they generate. As more and more devices are connected to the internet, the potential for cyber attacks and data breaches increases. Ensuring the security of IoT devices and the data they generate is crucial to realizing their full potential and gaining the trust of users.

Another challenge is the integration of IoT devices into existing systems and networks. The sheer number and diversity of IoT devices can make it difficult to ensure compatibility and interoperability. Developing standards and protocols for the IoT is essential to enable seamless communication and integration between different devices and systems.

- **Lack of Effective and Informed Government Regulations**

IoT is a fast-developing area of technology. The wheels of bureaucracy, on the other hand, turn very slowly. Many legislators are either not aware or don't fully understand the workings of IoT, so they are reluctant to create or enforce regulations about what businesses can or cannot do.

Real-World Examples

Here are a few examples of how this challenge plays out:

No Privacy Policies

When it comes to data collected by IoT devices, there are no clear regulations on which information is private or public. For example, an IoT toy could collect information from a child without the parents' knowledge or consent, and share that data with the manufacturer — who presumably could then share it with others without clear boundaries.

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Lack of Repercussions for Leaks
Currently, the legal ramifications for data theft from companies is minimal, which does not really motivate them to tighten security. If 10,000 credit card numbers are stolen, little action is taken aside from a tarnish on the reputation of the company.

Retaining Outdated Data
Both government organizations and private companies often retain information long after it is out of date and no longer relevant — and once that data is locked into a large system, it may be hard to extricate. For example, consider those who were added to TSA's no fly" lists by accident — once they are in that system, it's nearly impossible to get them out.

Iot Regulation Solutions
Until governments can define privacy and security policies around IoT, software and hardware developers need to create their own framework. Here are a few key ideas:

- Clearly outline your privacy policy to the public to inspire confidence.
- Highlight the security measures you take, and market your reputation of having tight security.
- Work to connect all of your IoT devices in a sufficiently fire walled network so they are able to easily expunge outdated data from devices and records.

6) CONCLUSION
In conclusion, the IoT has the potential to transform various industries and make our daily lives more convenient, efficient, and safe. However, significant challenges and concerns need to be addressed in order to realize the full potential of the IoT and gain the trust of users. Ensuring the security of IoT devices and the data they generate, as well as developing standards and protocols for their integration into existing systems, are crucial to the success of the IoT.Internet of Things (IoT) is somehow a leading path to the smart world with ubiquitous computing and networking to ease different tasks around users and provide other tasks, such as easy monitoring of different phenomena surrounding us. In the IoT, environmental and items from daily life, termed "things", "objects", or "machines" are enhanced with computing and communication technologies. They join the communication framework, meeting a variety of services based on person-to-person, person-to- machine, machine-to-person and machine-to-machine interactions using wired and wireless communication. These connected machines or objects/things will be the new Internet or network users and will generate data traffic of the emerging IoT. They will perform new services to be carried out by the current or future Internet.

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OPPORTUNITIES AND GROWTH OF WOMEN STARTUPS ENTREPRENEURS IN INDIA

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ABSTRACT

The concept of startups first came by the honorable Prime Minister Shri Narendra Modi on the 16 January, 2016. India is the second-largest demographic country in the world, where providing employment is a big task to everyone. The Startup is the first step of business to commence any business activity. Startups are focused on innovation, whether that's addressing inefficiencies in product lines or inventing totally new areas of items & services that can challenge huge sections. A great idea with structured plan is required to begin successful startups through analyzing future market demand which can be operate and survive till a long time with a new innovative product, service progressively. Taking the right decision at right time is a unique quality of the entrepreneurs. There is 46% leadership of women startups. There are 623 districts where startup companies are. This paper will provide how can avail opportunities and how can women entrepreneurial growth possible?

Keywords: Startups, women entrepreneurship, etc.

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EXAMPLES OF REFERENCES

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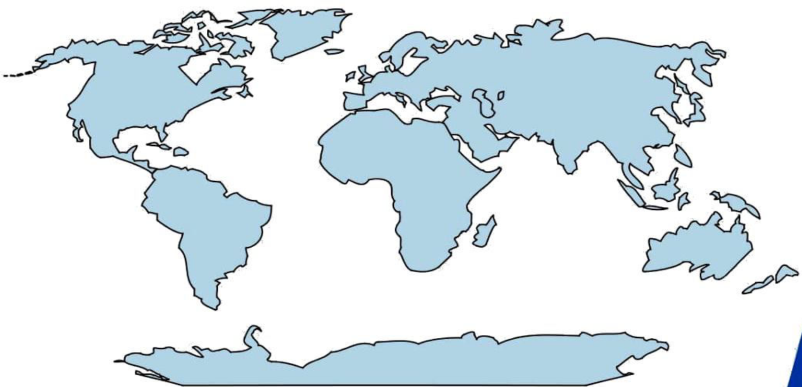

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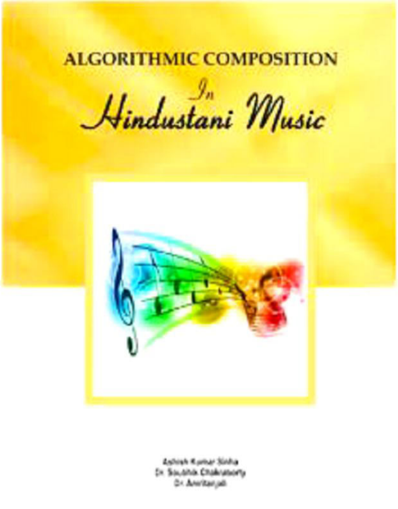

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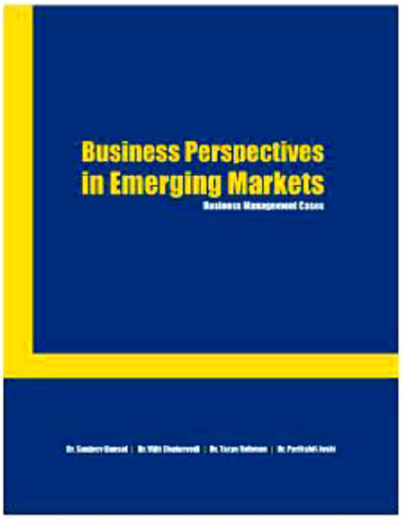

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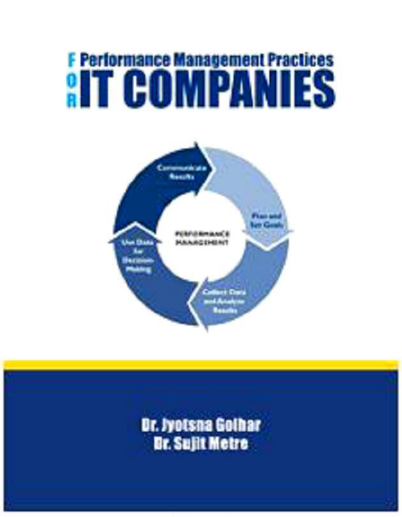

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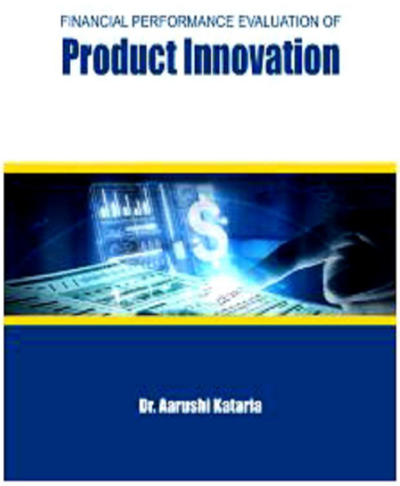

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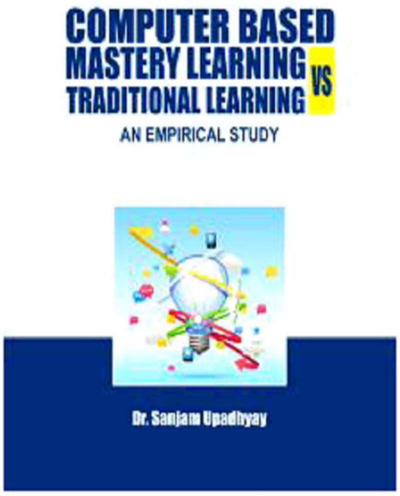

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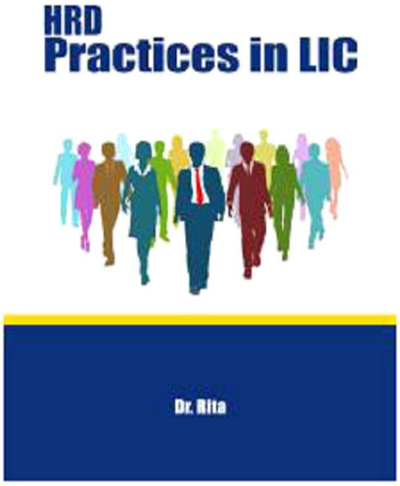

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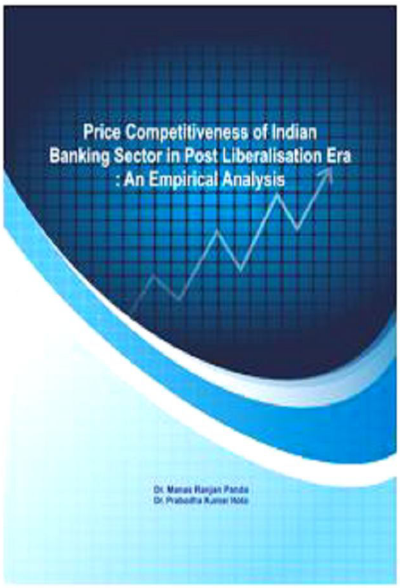

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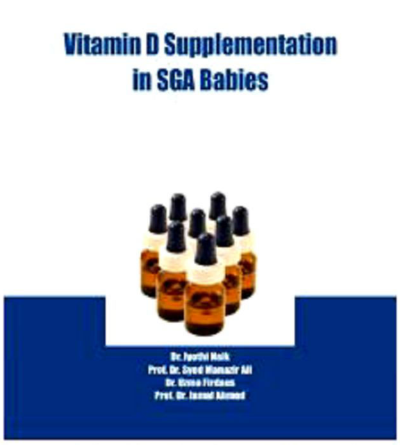

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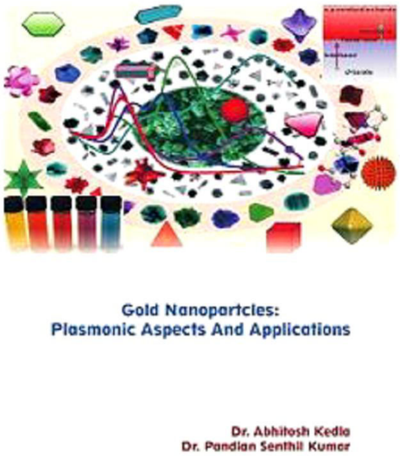

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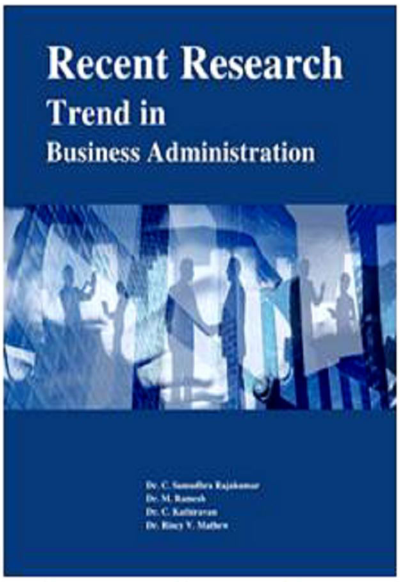

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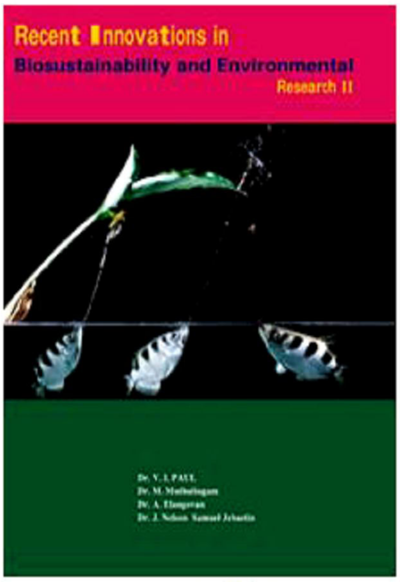

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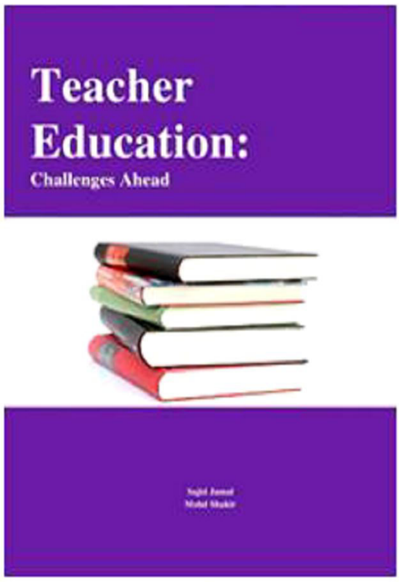

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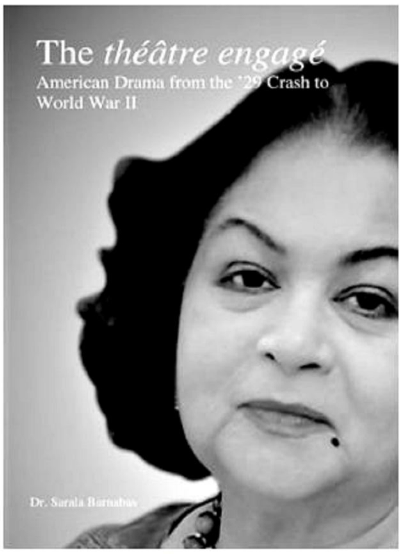

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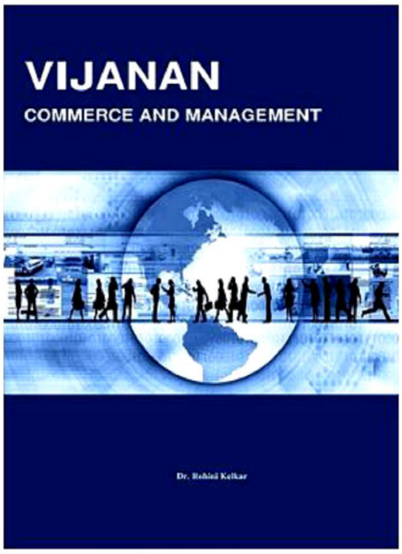

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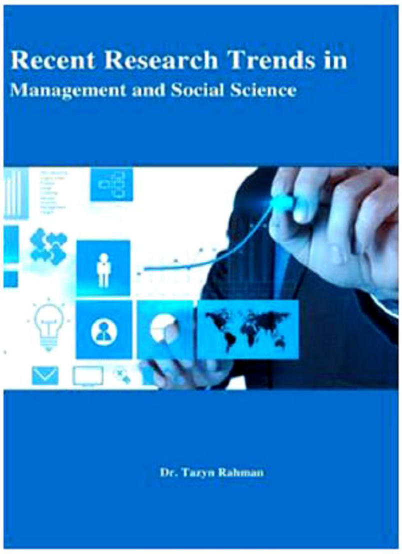

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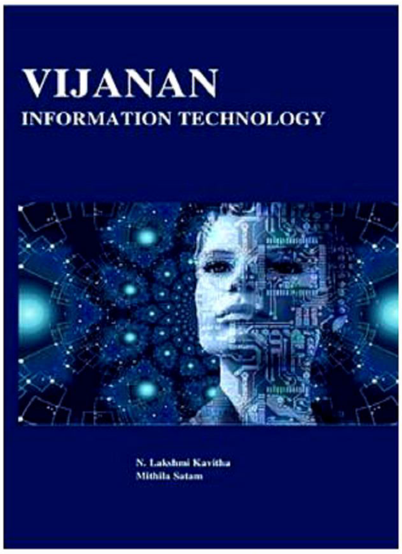

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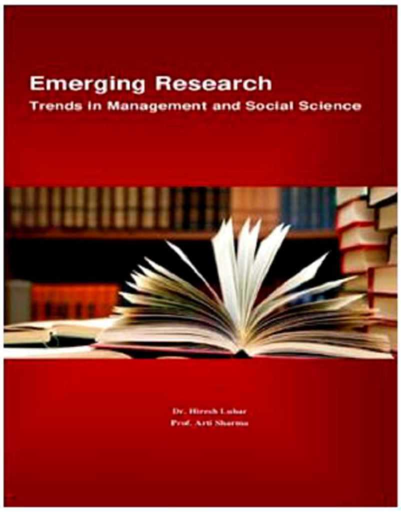

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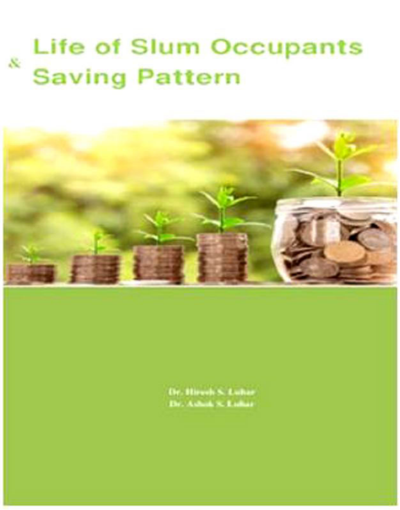

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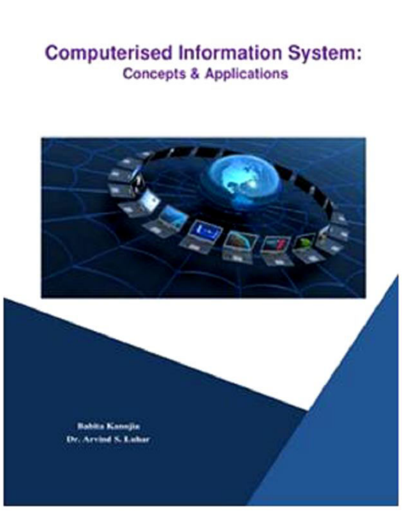

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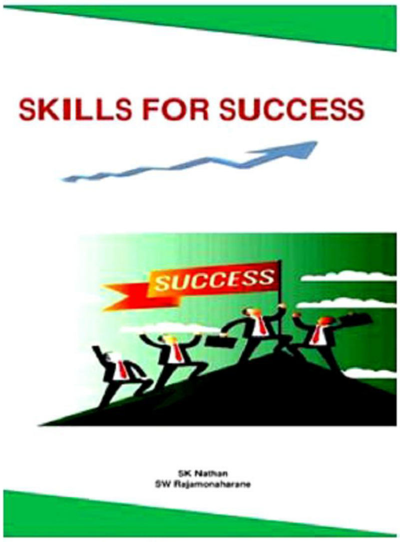

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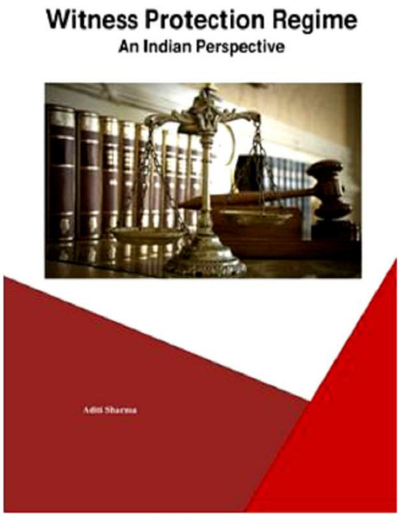

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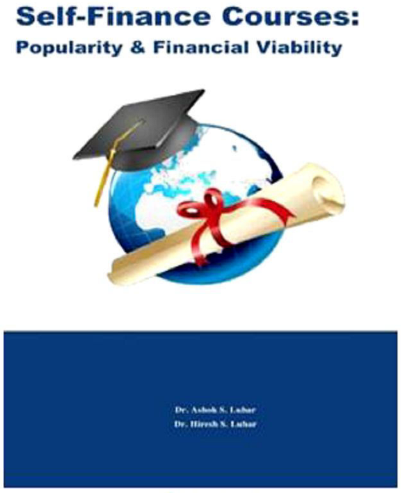

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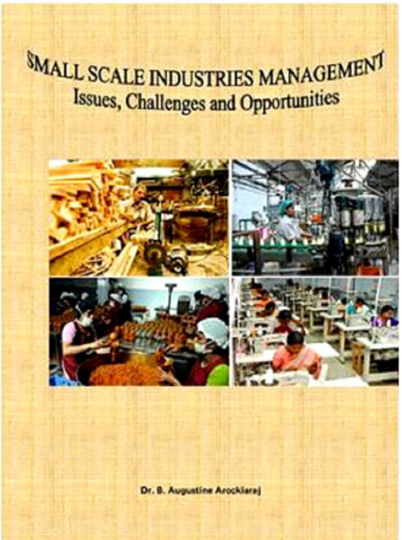

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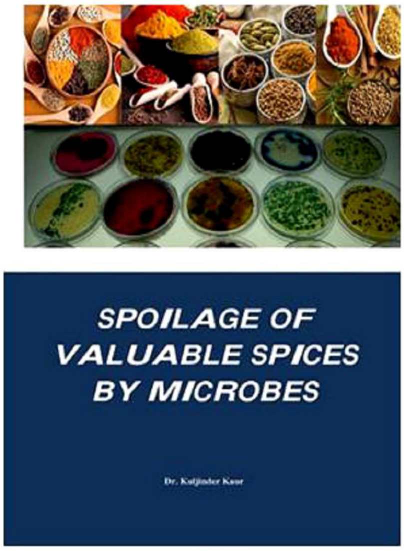

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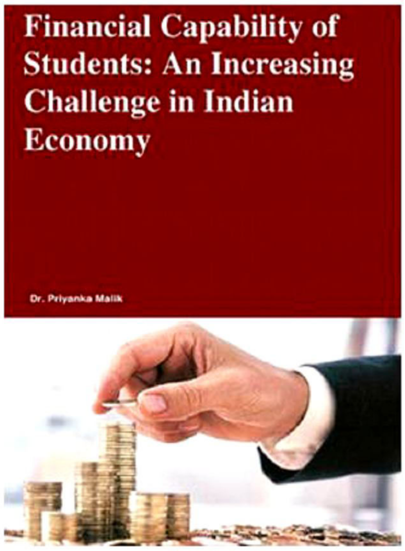

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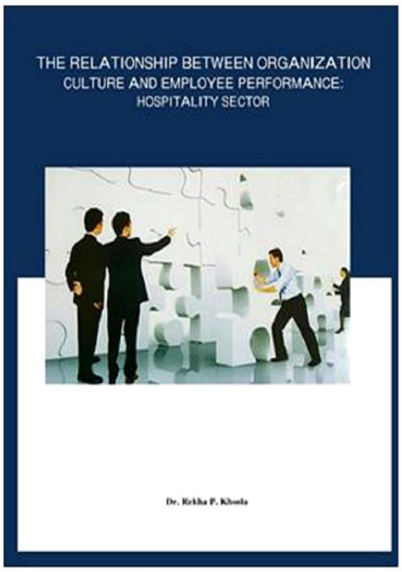

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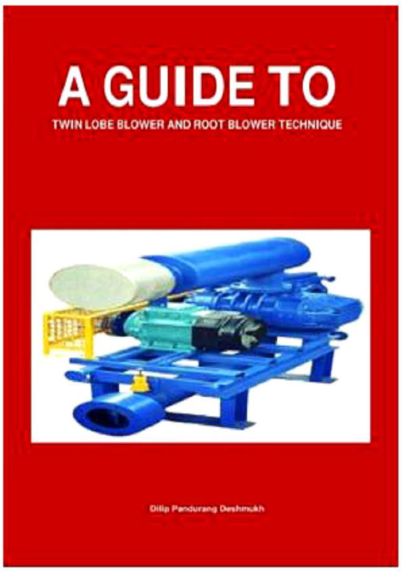

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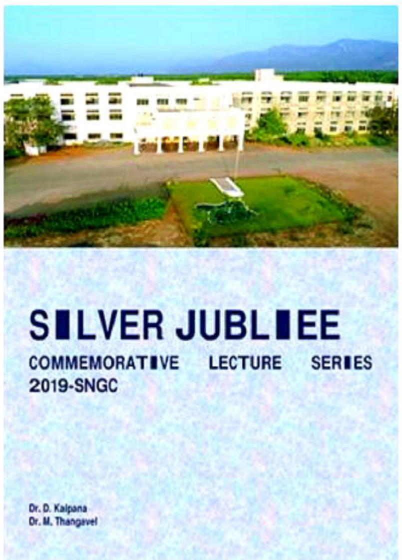

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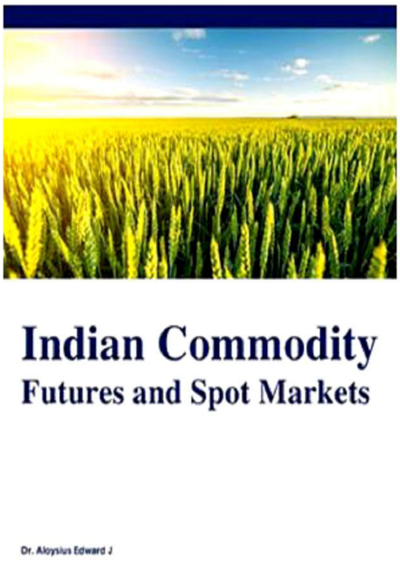

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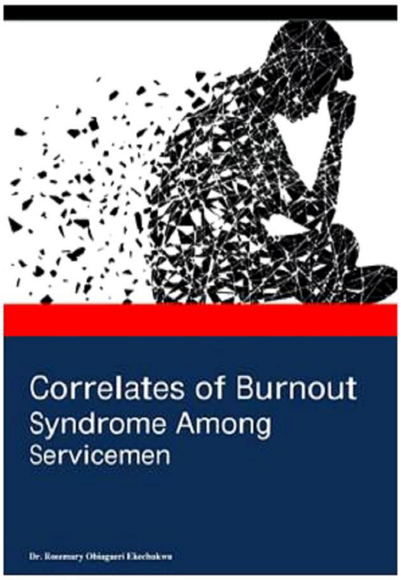

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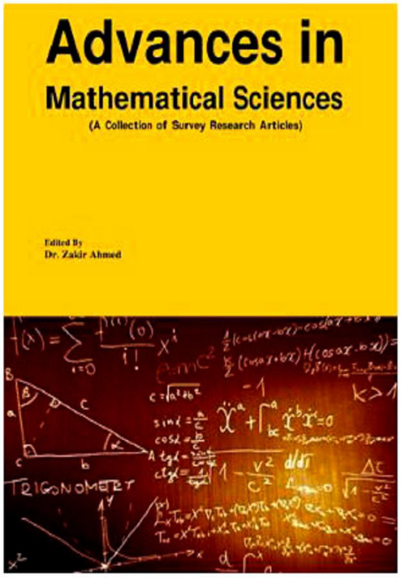

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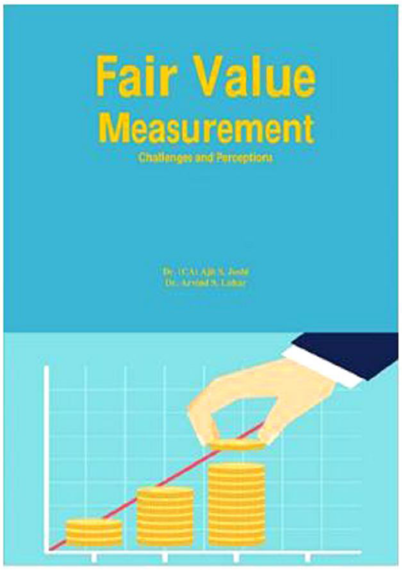

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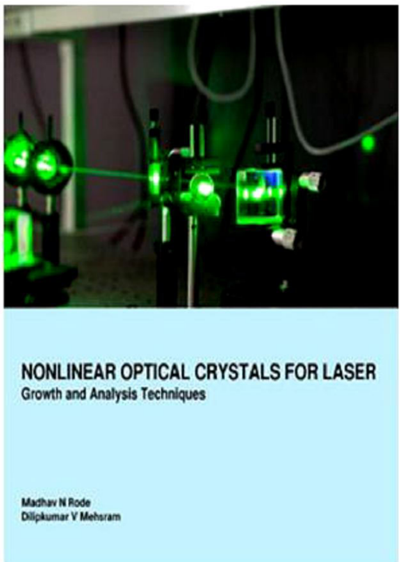

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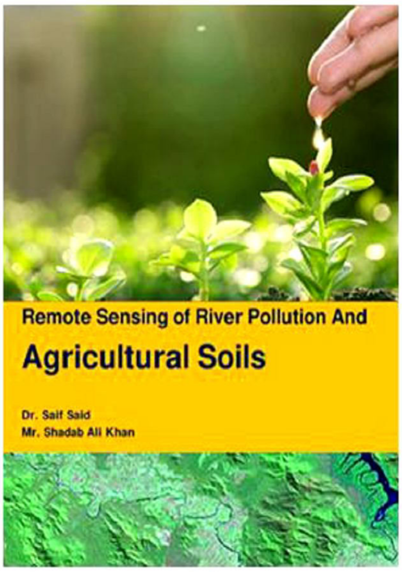

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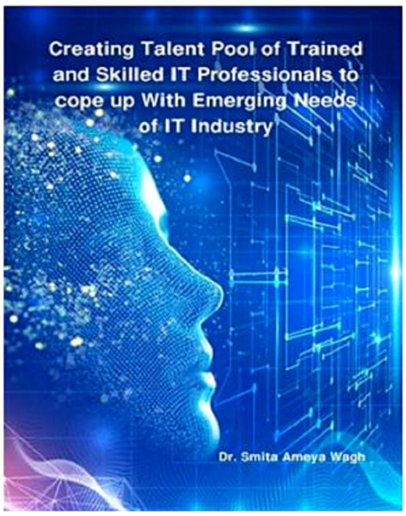

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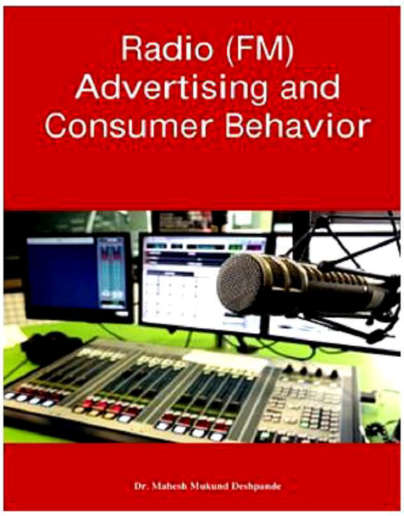

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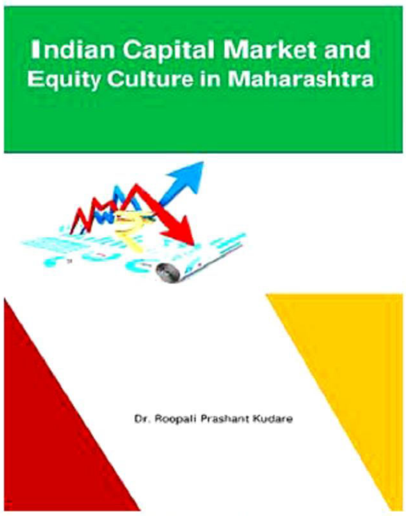

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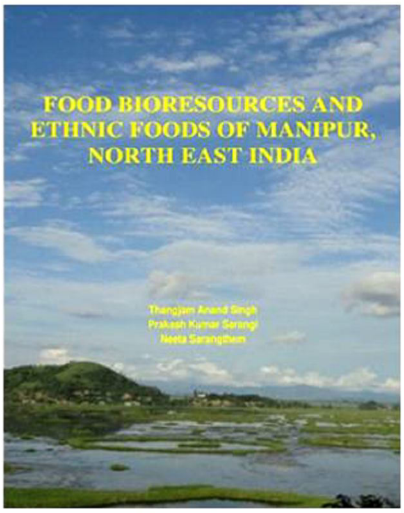

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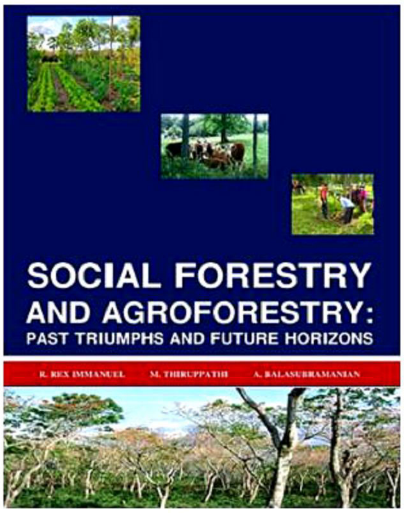

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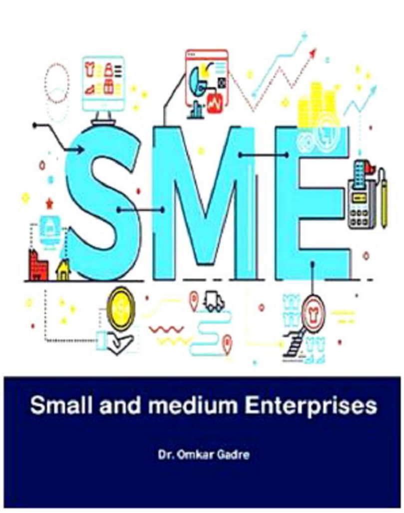

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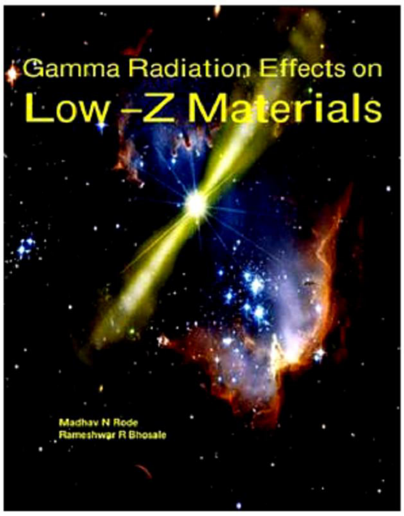

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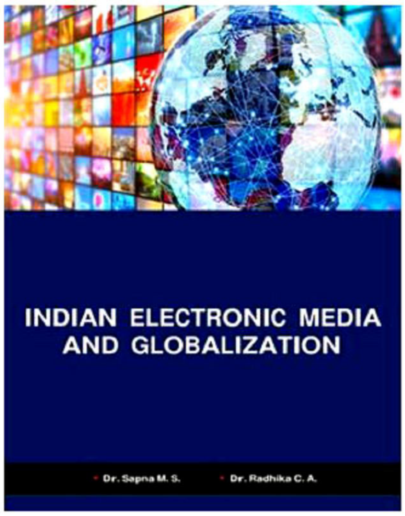

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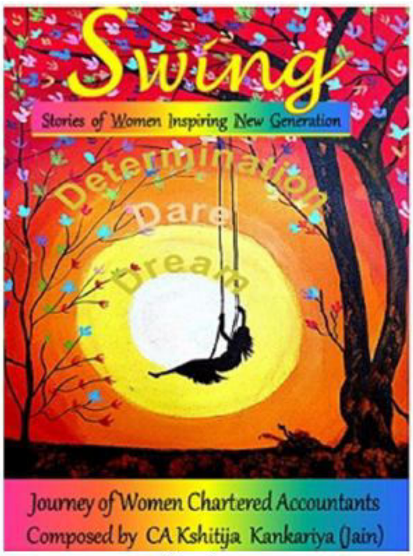

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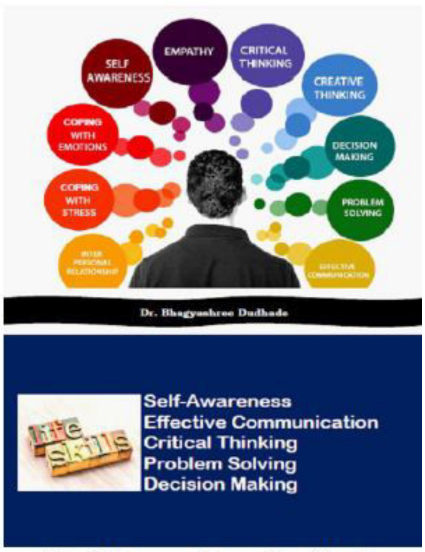

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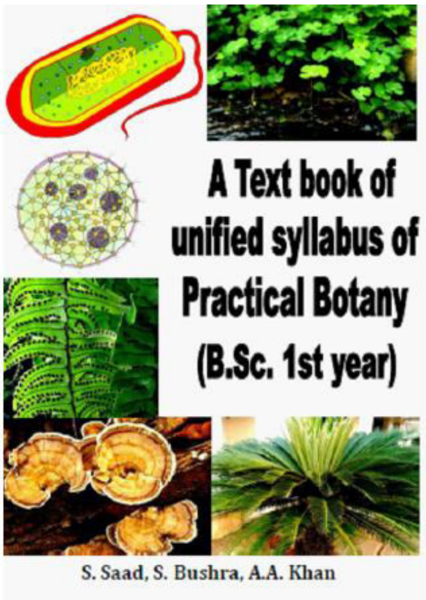

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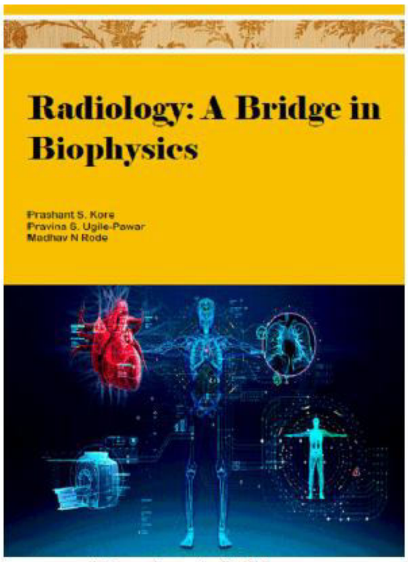

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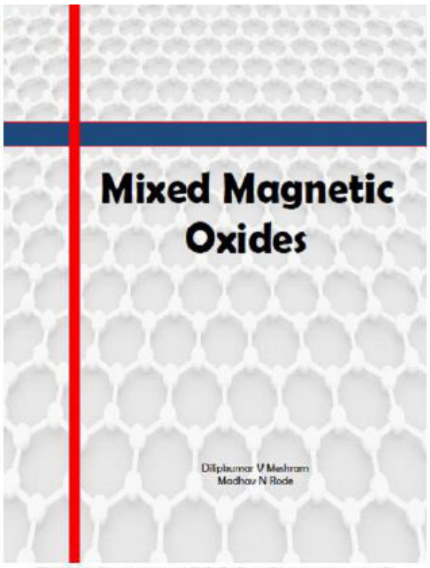

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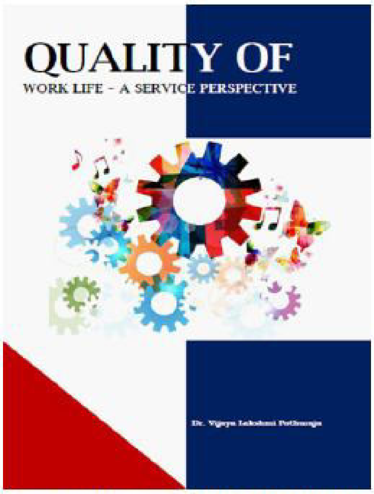

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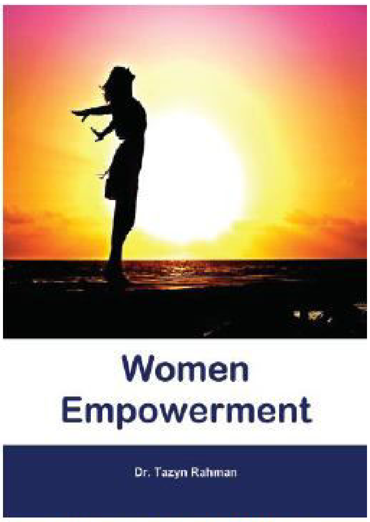

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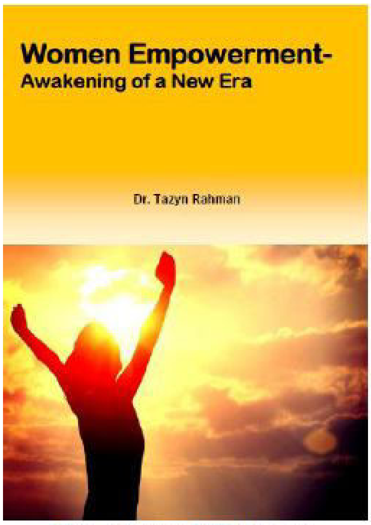

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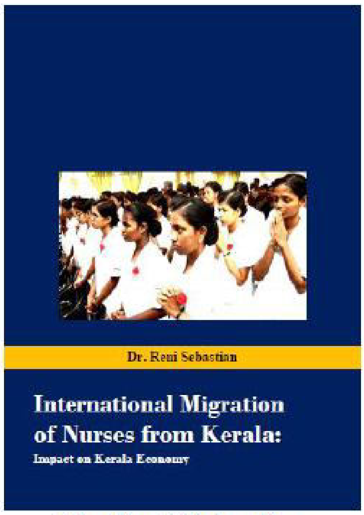

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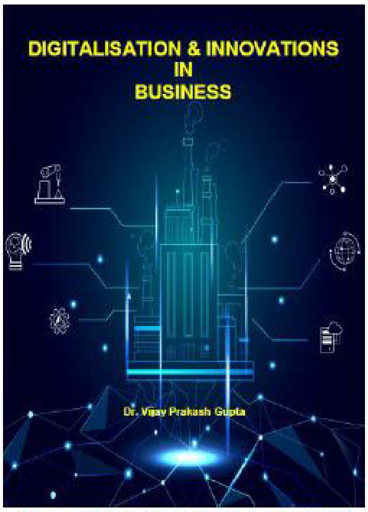

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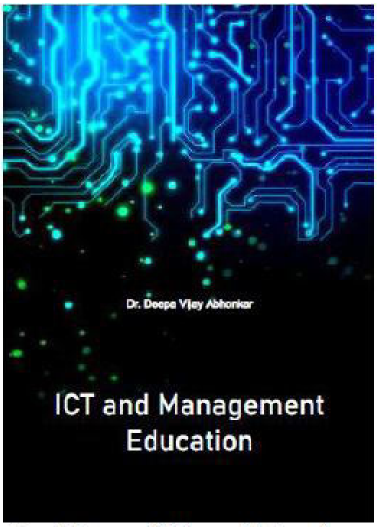

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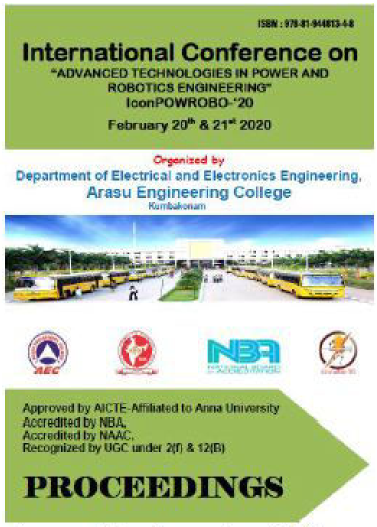

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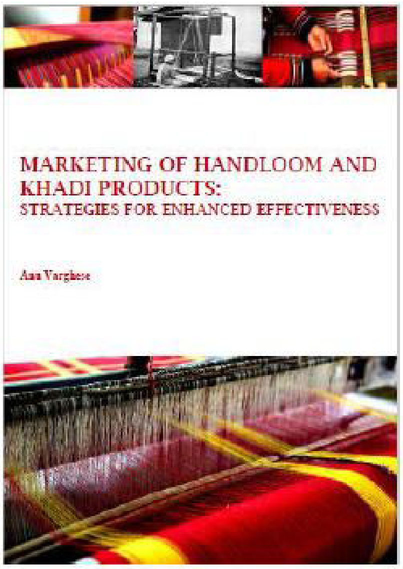

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