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Research Papers

ETHICAL MARKETING & CONSUMER BEHAVIOUR: AN EMPIRICAL STUDY ON FACTORS INFLUENCING ONLINE PURCHASE OF APPAREL WITH REFERENCE TO GEN Z

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ABSTRACT

This research paper aims to investigate the factors influencing ethical marketing and consumer behaviour among Gen Z regarding online apparel purchase. In today's market economy, businesses are often expected to act in their own best interest. However, recent advancements in consumer behaviour and decision making have emphasized the importance of ethical practices, as organizations that behave ethically tend to attract more customers and achieve greater success. To explore this phenomenon, the study examines the impact of environmental concern, customers trust, marketers' concern, and the information provided on shopping websites/apps. The primary data survey technique was utilized as data collection tool, with 109 respondents selected through convenience sampling. Data analysis was conducted using percentage and chi-square methods.

Keywords: Apparel, Consumer Behaviour, Ethical Marketing Practices, Gen Z, Online Shopping and Websites.

1. INTRODUCTION

1.1 Consumer Behaviour

Consumer Behaviour plays a decisive role in the present highly competitive and consumer-oriented marketing. Marketers have to study consumer behaviour and adjust marketing policies and strategies accordingly. Needs and expectations of consumers require special consideration in modern marketing. Consumer is rightly regarded as the most important person in business/marketing.

Consumers are attracted to brands that promote sustainability, environmental causes and social responsibility. Promoting good cause and subsequently marketing ethics can help the brand attract much-needed attention. Marketing ethics is a philosophy focused on using values like honesty, fairness and social responsibility. Online shopping is becoming relatively popular among the Gen Z. They are tech savvy and oniomania. Online shopping sites contain wide variety of goods there are no national and international barriers. Brick and Mortar method is no longer interesting among the Gen Z. They are inclined to be informed customers' and will often research and weigh up options before making a buy decision. Gen Z place high importance on brand ethics and corporate social responsibility, even more so than Millennial.

1.2 Apparel Industry

India's textiles sector is one of the oldest and most significant industries in the country's economy. It has a rich history and cultural heritage, with traditional hand-spun and hand-woven textiles dating back thousands of years. Today, India is the world's second-largest producer of textiles and garments and fifth largest producer of technical textiles in the whole world with market size of nearly $22 billion. The textile and apparel industry in India has strengths across the value chain from fiber, yarn, fabric to apparel. Indian readymade garment export to see a CAGR of 12-13% and surpass $30billion by 2027.

2. LITERATURE REVIEW

Sunday Ewah, Ph.D., Joseph E. Osang and Felix B. Inyang, (2019) in their research articles emphasized that ethical marketing practices as a pivot for survival of businesses and consumer satisfaction. The researchers administered 362 questionnaires to respondents in order to solicit responses, and the model specification for testing all the hypotheses formulated was the Analysis of variance (ANOVA). The findings imply that consumers are increasingly conscious of the ethical behaviour of businesses, and are more likely to support companies that demonstrate ethical marketing practices.

Syed Asad Hussain and Faizan Dar, (2021) in their research articles focused on ethical consumerism and its effect on purchase decision. The study shows the ethical issues that are raised inside the industry has drawn intensive public attention among consumers, retailers, designers, and manufacturers. The relationship between personal norms/values and environmental concerns has been proved to be the most important aspect of developing sustainable businesses.

3. OBJECTIVES OF THE STUDY

1. To study the impact of marketers' ethical practices on Gen Z behaviour in online shopping, specially focusing on apparel purchases.

2. To examine the influence of ethical marketing practices on improving the sales in the context of online apparel shopping.

3. To analyses the gap between the information displayed on the shopping websites/apps and the actual reality experienced by Gen Z consumer during their online apparel shopping journey.

4. HYPOTHESES OF THE STUDY:

4.1. Marketers' ethical practices

Null Hypothesis: (H_{01}): There is no significant relationship between the ethical practices of marketers' and Gen Z online buying behaviour with reference to apparel.

Alternative Hypothesis: (H_{11}): There is significant relationship between the ethical practices of marketers' and Gen Z online buying behaviour with reference to apparel.

2. Ethical marketing practices and occupation

Null Hypothesis: (H_{02}): There is no significant relationship between ethical marketing practices and the occupation.

Alternative Hypothesis: (H_{12}): There is significant relationship between ethical marketing practices and the occupation.

5. RESEARCH METHODOLOGY:

In this study, the data was obtained from both primary and secondary sources. The primary data was collected using questionnaire method and the secondary data was collected from the books, newspapers, magazines and websites.

Sample Design: The method of convenience sampling has been used to collect the data from the respondents.

Sample Size: The sample size was 109.

Data Analysis and Interpretation: The data was analysed and interpreted using Microsoft Excel 2007.

6. LIMITATIONS OF THE STUDY

1. The study was limited to Mumbai Suburban because of time constraints.

2. Sample size used for the study was small. Hence, the results cannot be taken as universal.

3. The accuracy of the figures and data are subject to the respondent's view.

7. DATA ANALYSIS AND INTERPRETATION:

Table: 1: Socio economic factor of respondents

Particulars	Categories	Frequency
Gender	Male	41
	Female	66
	Prefer not to say	02
Age	14-18	39
	19-23	61
	24-28	09
Last Highest Qualification	SSC	04
	HSC	74
	Graduation	18
	Post-Graduation	11
	Others	02
	Total	109
Marital Status	Married	06
	Unmarried	103
Occupation	Student	94
	Private Jobs	12
	Business	00

	Others	03
	Total	109
Most preferred mode of online shopping	Mobile Phones	75
	Laptops/desktop PCs/iPad	05
	Both	29
Frequency of apparel purchase in online	Daily	01
	Weekly	07
	Fortnightly	03
	Monthly	65
	Yearly	33
Shopping websites/app used often for online purchase	Flipkart	19
	Myntra	21
	Ajio	02
	Amazon	44
	Meesho	14
	Urbanite	01
	Nykaa Fashion	03
	Others	05

Source: Primary Data

Table: 02

What kind of clothing you purchase in online shopping?
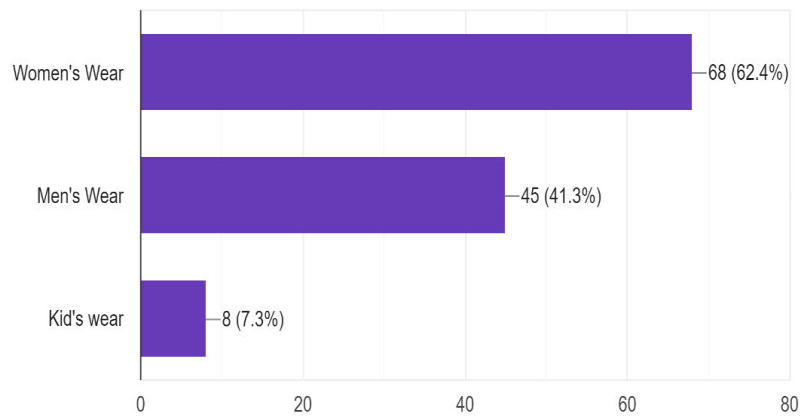
109 responses

Table: 03

What is the average amount that you spend per transaction when you shop apparel in online?

109 responses
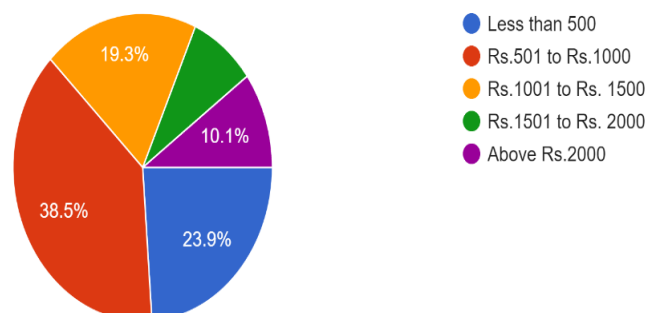
Table: 04

Do you go through the customers review before purchasing online?
109 responses
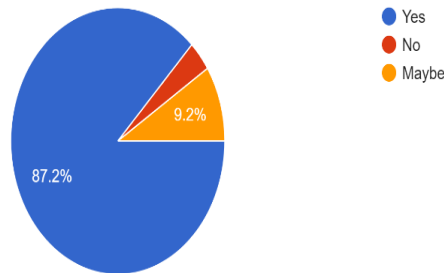
Table: 05

What is your preferred mode of payment in online shopping?
109 responses
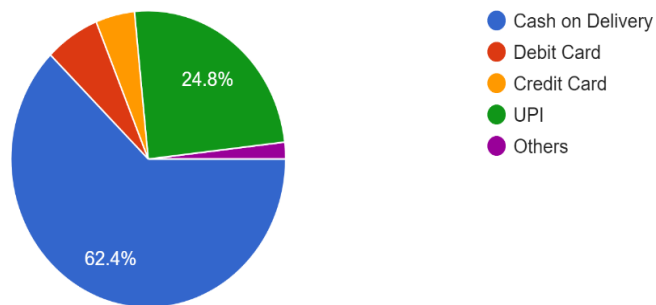
Table: 06

Your overall experience in online shopping
109 responses
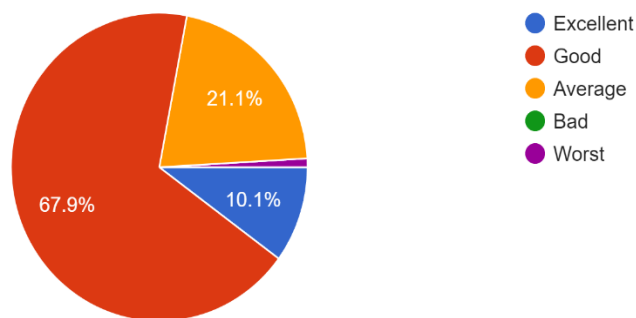
Table: 7 Relationship between ethical practices of marketers' and Gen Z online buying behaviour with reference to apparel.

Particulars	AGE			
Ethical marketing practices help in improving the sales in shopping websites/app.	14-18	19-23	24-28	Grand Total
Agree	22	26	4	52
Disagree	3	0	0	3
Neutral	6	20	1	27
Strongly agree	7	10	1	18
Strongly disagree	1	5	3	9
Grand Total	**39**	**61**	**9**	**109**

Sources: Primary data

A chi -square test of independence was performed to examine the relationship between ethical practices of marketers' and Gen Z online buying behaviour with reference to apparel. The result of the test indicates that there is a significant relationship between the ethical practices of marketers' and Gen Z online buying behaviour as indicated by chi-square, $P=0.033 <0.05$.

Table: 7 Relationship between ethical marketing practices and occupation of Gen Z.

Particulars	Occupation			
Ethical marketing practices help in improving the sales in shopping websites/app.	Others	Private Jobs	Student	Grand Total
Agree	0	4	48	52
Disagree	0	0	3	3
Neutral	2	2	23	27
Strongly agree	0	4	14	18
Strongly disagree	1	2	6	9
Grand Total	**3**	**12**	**94**	**109**

A chi-square test of independence was performed to examine the relationship between ethical marketing practices and occupation of Gen Z. The result of the test indicates that there is no significant relationship between the ethical marketing practices and occupation of the Gen Z as indicated by chi-square, $P=0.19.>0.05$.

FINDINGS

- Female respondents show more interest in online shopping than the male respondents.

- Consumers spend on buying apparel was approximately less than Rs.1000/- per transactions.

- Amazon Apps is the most popular Apps followed by Myntra and Flipkart among the consumers.

- Environmental concern and transparency on the part of marketers' influence the online shopping decisions.

- Consumers trust websites that are reputed.

- Consumers prefer Cash on delivery for online shopping.

SUGGESTIONS

- Ensure product descriptions and images accurately represent the product features and appearance. Avoid exaggeration and misleading claims.

- Implement a system to verify the authenticity of customer reviews to prevent fake or manipulated feedback.

- Implement robust quality control measures to inspect products before they are shipped to customers.

- Establish clear and fair refund and return policies to protect consumers if they receive substandard products.

CONCLUSION

This research paper sheds light on the factors contributing to ethical marketing and Gen Z consumer behaviour in the context of online apparel purchases. The study demonstrates the significance of ethical practices in attracting customers and fostering brand loyalty among Gen Z consumers. By understanding the impact of environment concern, customer trust, marketers' concern, and the quality of information provided on shopping platforms, businesses can enhance their marketing strategies and appeal to the values and preferences of this important consumer segment. The research emphasizes the need for businesses to adopt ethical marketing practices, as they can serve as a catalyst for success in today's dynamic market environment.

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A STUDY ON CHANGING TREND FROM CASH TRANSACTION TO DIGITAL TRANSACTION WITH REFERENCE TO STREET VENDORS OF MUMBAI SUBURBAN

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ABSTRACT
In recent years, there has been an increase in the integration of technology with the daily life of people. In urban pockets of Mumbai, transactions are shifting from cash payments to digital payments catering to the needs of people. Street Vendors, who mostly cater to the demands of low-income families, have equipped themselves to accept digital payments using UPI QR codes. The present study tries to analysed the factors influenced the street vendors from cash transaction to digital transaction. Further this study extends its views to find out the complications faced by street vendors while carrying the digital transactions and any benefit received from Digital Transaction after adopting it. Sample of 100 respondents has been taken for the aim of the study. Information is collected from primary sources using questionnaire technique. Collected knowledge was analyzed using varied statistical tools. Majority of the respondents have been influenced by their customers to adopt digital transaction services into their business. Major observation of the study is even though there is increase in sales after adoption of digital transaction , the ratio of cash transactions per day is high compared to ratio of digital transactions.

Keywords: Street vendors, Digital transaction, ratio of Cash

1. INTRODUCTION
Street vendors have existed since ancient times, known as traveling merchants who sold their wares in towns by going from house to house without permanent places for their trade. Weekly and monthly markets have also been providing essential commodities to common people at affordable prices and at convenient places since time immemorial.

The national policy for street vendors 2009 classifies them into three basic categories: stationary, peripatetic, and mobile. Stationary vendors carry out vending on a regular basis at a specific location, while peripatetic vendors carry out vending on foot and often become stationary vendors in peak hours. Mobile vendors move from place to place vending from mobile units on wheels, including those selling on trains or buses.

Mobile payment is the process of paying for products and services using a mobile phone and network, linked with a bank account. The launch of UPI in India in 2016 has led to a huge change in the mode of payments, allowing for inter-bank, peer-to-peer, and person-to-merchant transactions. To boost the campaign of "cashless India," the Indian government made a mobile application under the name of PM Street Vendor Yojana accessible to street vendors in July 2020. The app helps beneficiaries track the status of services and monetary incentives that they are entitled to, provided they use the app for digital payments.

However, we must ask ourselves if this new mode of payment is the right choice for everyone, especially street vendors. This study focuses on the intention behind street food vendors selecting digital transactions, while also examining the advantages and disadvantages faced by them.

2. LITERATURE REVIEW
- Dr. S. Kumar and Dr. M. Dhinakaran have penned a research paper delving into the impact of Demonetization on street vendors in Thoothukudi City. Their study aims to explore the effects of Demonetization and to discern any complications or challenges faced by vendors in adopting cashless transactions and E-Banking systems. The researchers employed a random sampling technique and gathered data from 60 respondents through a questionnaire. The study concluded that although cashless transactions have increased following Demonetization, these benefits have not been fully realized by the public, particularly street vendors, due to a lack of literacy and awareness surrounding cashless transactions.

- Swathi P K, through her written masterpiece, "A study on the usage of Digital transactions among Street Food vendors in Bangalore", elucidates a novel concept in the electronic era known as "E-Wallet". The crux of this paper is to unveil the rationale behind the increasing inclination towards non-cash payments via a plethora of e-wallets by the Street food vendors. Moreover, this study delves deeper to untangle the intricacies faced by these vendors while carrying out monetary transactions. To gauge the acceptance of

Digital Wallet, the study chose 100 street food vendors as respondents hailing from the Bangalore district. The study revealed that there are a few challenges faced by the vendors such as network glitches and delayed payment credits. However, many street food vendors expressed their contentment with the E Wallet services and opined that it was convenient to access.

3. OBJECTIVES OF THE STUDY

1. To uncover the compelling motives behind digital transactions that have impacted the street vendors.

2. To investigate the influence of digital transactions on daily earnings.

3. To know per days' ratio of cash transactions and e wallet transactions.

4. To study the advantage and disadvantage of digital transactions faced by street vendors.

4. RESEARCH METHODOLOGY

In this study, the data is obtained from both primary and secondary sources. The primary data is collected using questionnaire method Whereas, the secondary data is collected from the newspapers, magazines, websites etc.

Sample Design: The method of Convenience sampling has been used to collect the data from the respondents.

Sample Size: The sample size is 100.

Data Analysis and Interpretation: The data is analysed and interpreted using Microsoft Excel 2007.

5. LIMITATIONS OF THE STUDY

1. The study is limited to Mumbai Suburban because of time constraints.

2. Sample size used for the study is small. Hence, the results cannot be taken as universal

6. DATA ANALYSIS AND INTERPRETATION

Chart 1: Reason for adoption
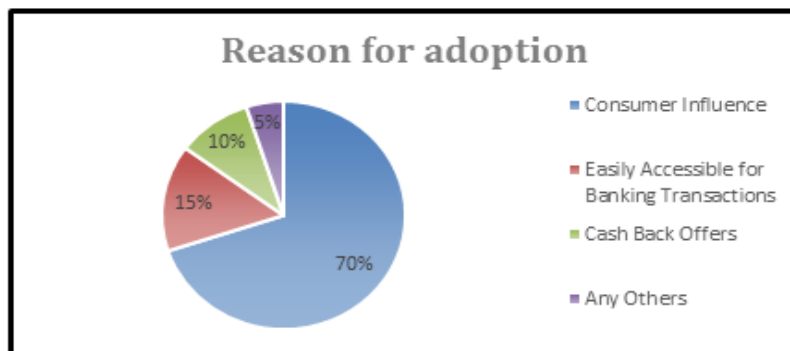
Source: Primary Source

Chart 1 portrays the motives behind street food vendors embracing digital transactions. An overwhelming 70% of respondents cited consumer influence as the driving factor. 15% favored digital transactions for its convenient accessibility in banking transactions. Another 10% were enticed by cash back offers. A mere 5% of respondents attributed their adoption of digital transactions to the influence of their peers.

Chart 2: Advantage of Adopting Digital Transaction
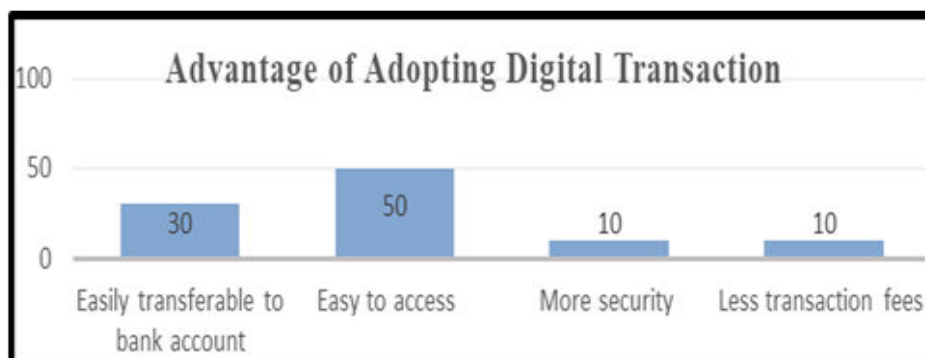
Source: Primary Source

30 individuals perceive the act of transferring funds to their bank account through digital transaction as a seamless process. Meanwhile, 50 participants acknowledge the ease of accessibility that digital transaction provides. A minor 10 respondents believe that digital transaction warrants heightened security measures. Lastly, a handful of 4 individuals are of the opinion that the minimal transaction fees incurred through digital transaction is a commendable feature.

Chart 3: Increase in sales
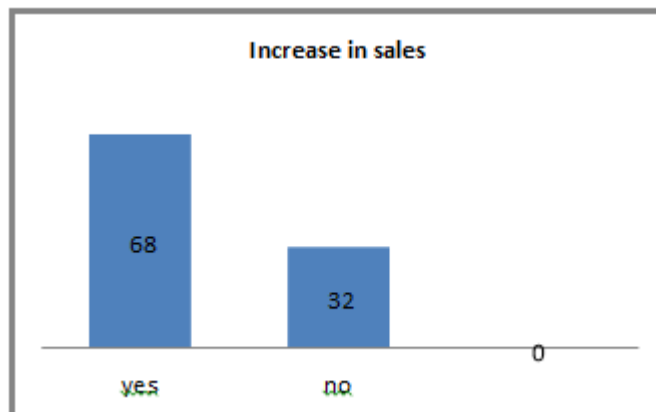
Source: Primary Source

Chart 3 embodies the manifestation of the upsurge in sales subsequent to the assimilation of digital transaction services into their business. An overwhelming majority of 68 respondents have expressed their acquiescence that the adoption of digital transaction services in their business has indeed resulted in a substantial increase in sales. However, a small faction of 32 respondents have dissented and do not concur with the notion that such an assimilation has had any discernible impact on the sales figures.

Chart 4: Difficulties in using digital transaction
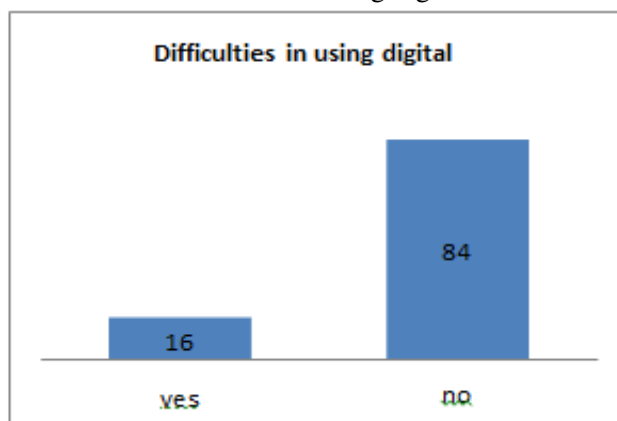
Source: Primary Source

Chart 4 embodies the embodiment of street food vendors' predicament with regards to digital transaction. A staggering 84% of respondents articulated that they encounter no impediments in utilizing digital transaction services. However, a scant 16% of respondents bemoaned network hurdles in accessing these services, which unavoidably results in a one-day delay in transaction credits to their accounts.

7. FINDINGS AND SUGGESTIONS:

The findings of the study reveal that a significant number of respondents, around 70%, have been influenced by their customers to incorporate digital transaction services into their business operations. This highlights the growing importance of digital transactions in today's business landscape.

Moreover, after adopting digital transaction services, more than 50% of respondents (50) found it easy to access such services. This showcases the convenience and efficiency that digital transactions provide in comparison to traditional methods.

Furthermore, a majority of respondents (68) agreed that adopting digital transaction services in their business has resulted in increased sales. This demonstrates the positive impact of digital transactions on business growth.

Interestingly, a large number of respondents (84) reported no difficulties in accessing or using digital transaction services. However, a small percentage of respondents (16) faced challenges such as network problems and delayed monetary transactions.

Overall, the study highlights the widespread adoption of digital transaction services in the business world and the numerous benefits they offer.

SUGGESTIONS

1. Enhanced security measures ought to be implemented to ensure that users can undertake their transactions in a secure and protected manner. This will undoubtedly enhance the overall efficacy of the process.

2. Some customers have expressed their dissatisfaction with the delayed remittance of funds to their bank accounts. It appears that it takes a day for the money paid by customers to be credited to their linked bank accounts. To rectify this issue, immediate transfer of funds to their accounts must be made possible.

3. The bank should equip street vendors with QR codes for digital transactions so that they are not reliant on third-party platforms such as Paytm and other UPI services.

8. CONCLUSIONS

The focus of the study was primarily on the acceptance of digital transaction services amongst street food vendors in comparison to cash transactions. The study aimed to explore the various factors that influenced the street food vendors to adopt digital transaction services. It was discovered that the acceptance of digital transaction services was largely influenced by their customers. Although the implementation of digital transaction services resulted in an increase in sales, cash transactions still remained more prevalent than digital ones. Some of the respondents cited difficulties such as network problems and delayed credit to their accounts. While a few respondents did not have access to digital transaction services, they recognized their potential benefits. The majority of street food vendors expressed satisfaction with digital transaction services, finding them to be easy to access. It is important to note that since the study was conducted solely in Mumbai, the results and recommendations cannot be generalized. The survey method was used to gather responses from 100 street food vendors, due to time constraints.

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DIRECT TO CONSUMER MODEL (D2C) – REIMAGINING TRADITIONAL DISTRIBUTION MODELS

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ABSTRACT

Ever since the dawn of commercial marketing, distribution has been one of the most critical, though often overlooked, factors of success for any customer-oriented brand. While every aspiring brand seeks to make a great product and ensure the right communication, the most prolific brands are built on the back of a robust supply chain network which ensures that every potential customer has easy and consistent access to the product. The traditional supply chain network includes multiple partners such as stockists, distributors and retailers, each of whom keep a portion of the margin for themselves, in return for the part played by them in bringing goods closer to the customer. Even in e-commerce, companies sell their products to e-tailers, who then sell these on to the final consumer at a margin. However, as consumers spoilt for choice in an increasingly digital world demand a more personal touch and some customization to boot, some businesses have sensed an opportunity for an entirely different marketing and distribution model.

This research studies an emerging trend amongst brands that wish to redefine the above patterns, using the Direct to Consumer (D2C) route. Direct to Consumer or D2C brands and business are those who sell their goods directly to the customers, thus eliminating components of the erstwhile supply chain, like wholesalers, distributors, C &F agents etc. These are brands that market their products directly to the end consumer, and handle the entire process from order handling to delivery under their own name. This not only cuts out several middlemen, but also allows the brand greater insights into their customers, their buying preferences and even their grouses with the brand. A study by KPMG already pegs the Indian D2C market at USD 12 billion, and estimates it to grow to USD 60 billion by 2027 as more brands jump on the bandwagon.

The research follows the emergence of early D2C brands that sprung out of boutique businesses that could not yet afford shelf space in modern retail outlets, to large organizations relying only on D2C channels. In fact, with the increased adoption of e-commerce post the COVID-19 pandemic and the multi-fold improvement in e-commerce softwares, the research witnesses the emergence of traditional fortune 500 brands with large retail footprints also embracing the D2C channel to be closer to their customers. This exploratory study, using secondary data in the form of articles, reports and research papers, presents a SWOT analysis of the D2C channel, to help understand whether the Indian D2C wave is likely to stay, or will be remembered as another failed gold rush of companies trying to navigate the digital era.

Keywords: Direct to Consumer (D2C) Channel, E-Commerce, Emerging Trends, SWOT Analysis

INTRODUCTION

When a customer contemplates a choice of brand, there are multiple facets of the brand's existence that contribute to the image formed in the customer's mind. Some are more obvious, such as the products sold by the brand, the packaging and the promotion employed by the marketers. But one aspect that plays a much heavier role than most customers realise is the distribution- how and where can the customer buy the product offered by the brand? Is it available everywhere, and easily? Is the buying experience a pleasant one? The answers to each of these questions is a critical one for any brand, and is often the reason that brands with deep pockets manage to build a protective 'moat' of competitive advantage against new entrants who might perhaps have a better offering, but are unable to expend on an extensive supply chain.

LITERATURE REVIEW

Gielens & Steenkamp (2019) delved into the aspect of brand building in the era of digitalisation, especially while using the D2C model. The analysis led to narrowing down to the following key concepts in this arena - online visibility, online pricing management, online relationship management and crowdsourcing.

Lienhard (2022) analysed the adoption of the D2C model by already established large-scale manufacturers, in building their own D2C brands. This study threw light upon how the vast experience and capabilities of these established players would contribute in this newer mode of distribution. The dynamic capabilities that are most essential were found to be of sensing, seizing and reconfiguring structures.

Panwar & Sharma (2022) studied the D2C spread in India with special focus on its adoption by skincare brands in India. The research included their website study in terms of visit rates, bounce rates and duration of visits. Analysis revealed that the main reasons for skincare brands choosing this mode are accessibility to a wider audience, cost efficiency, especially in marketing and brand building, customer engagement and quick reviews and most importantly, the ability to offer a virtual but real time experience to its consumers.

The Traditional Supply Chain- and why it takes money to make money
The traditional supply chain refers to the various players and utilities that are required to take goods from the manufacturer to the final consumer of goods. As depicted in Figure 1, these include the manufacturer itself to produce the brand, then various warehousers and wholesalers to hold on to inventory until consumption, distributors, retailers and various transporters who would move the product from one stage to the other. While this extensive network clearly has its advantages, there are limitations that can hurt both manufacturers as well as customers.

Figure 1: Traditional Supply Chain

FACTORY → WHOLESALER → DISTRIBUTOR → RETAILER → CONSUMER
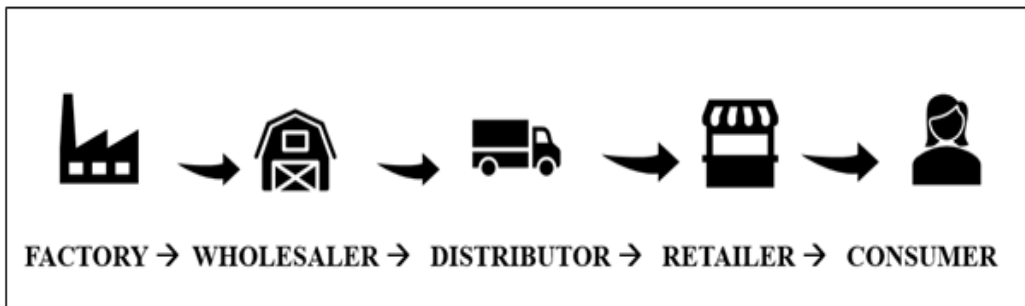
Source: Self-Generated

The most obvious limitation present at each stage is capacity- each warehouse, each transporter and each retailer has a finite capacity of goods that can be stored and or moved, and they would rather keep or cater to goods that are most likely to be sold at a profit. This means that retailers are more likely to stock 'big brands' that customers almost always buy, especially if they are running out of shelf space.

While all of this is simply market efficiency at work, it also means that for a new brand trying to make a foothold in the market, not only do you need to convince the final consumer to buy your wares, but you also need to convince each supply chain partner to take a chance on your brand. More often than not, the only way to do this is by paying more than established brands pay for transportation, storage and commission, and leaving a larger margin for retailers than the bigger players do. This means a smaller gross margin for the brand owner, and lesser money with which to manufacture or market the product.

Direct to Consumer (D2C)- A model for brands that think different
Direct to Consumer or D2C brands and business are those who sell their goods directly to the customers, thus eliminating components of the erstwhile supply chain, like wholesalers, distributors, C &F agents etc. Such brands hope to make a more meaningful connection with their buyers, by participating in the purchase experience. By personally ensuring a pleasant buying experience, the brand can tailor make the image that it intends to cultivate in the minds of its target audience. This also gives the brand an opportunity to collect and utilize critical feedback from final consumers, that can prove instrumental in fine tuning the product market fit for a new brand.

Figure 2: D2C Supply Chain

MANUFACTURER → ONLINE PORTAL → TRANSPORTER → CONSUMER
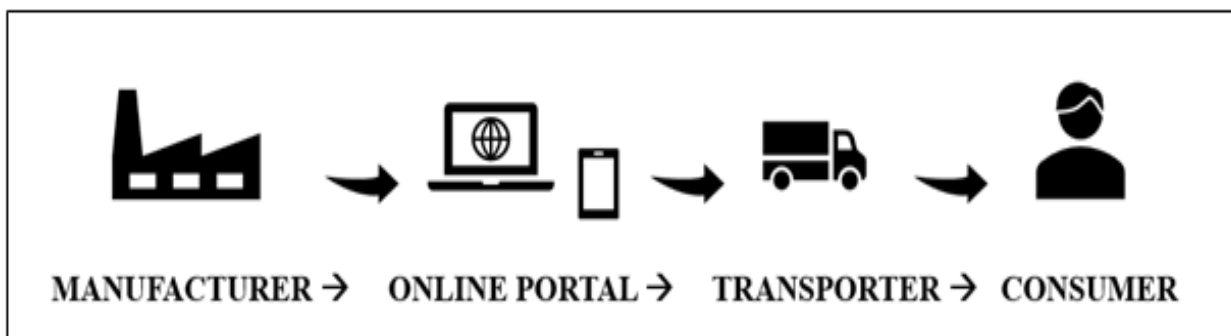
Source: Self-Generated

Objectives of the Study

The secondary research paper aims to employ study of literature and SWOT analysis to explore the reasons for the increase in D2C brands and the expected success or failure of this model at scale.

The objectives can be described as below:

- To study the reasons for the emergence of D2C brands in India.

- To explore the merits, demerits and future prospects of D2C model using the SWOT analysis model.

- To predict future trends and best practices for existing and future brands hoping to navigate the D2C space.

Reasons for the Emergence of D2C Brands in India

While Direct-To-Consumer brands are not a new phenomenon, they were traditionally local brands that operated their own single-brand retail outlet to sell their wares or strictly as a mail-order business. D2C was therefore only an initial stage for brands trying to find the right product-market fit. However, as reported by KPMG in their study, the D2C market is now growing faster than ever in India, with a growing number of brands hoping to use this strategy as a long-term plan, and not just as a springboard. The Indian D2C market is on track to go from USD 12 billion to USD 60 billion by 2027.

Some of the reasons for the increase in the Indian D2C market are as below:

Improvements in e-Commerce ecosystem: The growth of digital India has been almost revolutionary, and a case study for the globe in terms of how regulatory push for digital payments, low internet tariff rates and a young population can lead to an explosive growth in adoption of e-commerce, leading to an immediate democratization of opportunities.

The increased adoption of digital commerce has sprung up an entire ecosystem of utilities that could a brand in setting up its own D2C strategy- with website aggregators and developers that could help build a portal or an app, social media optimizers or strategists who could help get the word out about the brand, online payment partners who could handle the collections, and supply chain partners who could offer door-to-door delivery options- each option being better, faster and cheaper than ever before.

India's startup wave: When Prime Minister Narendra Modi inaugurated the 'Make-in-India' initiative in 2014, the scheme was especially aimed at kindling the entrepreneurial spirit in India. The Indian government recognizes the opportunity to build homegrown opportunities for Indian businessmen to offer employment and boost economic activity on Indian soil, provided they are given the right opportunities to flourish here.

This wave has meant more brands are arriving on the Indian scene, often armed with B-school learnings of the importance of a good distribution strategy. Many of these brands have seen value in exercising more control over the purchasing process, and not sacrificing retail margins with traditional or e-commerce retailers. Accordingly, an increasing number of brands aim to build a differentiator by supplying goods to customers directly from their own online portals, with little to no middlemen involved.

Cutting through the clutter: The current market scenario creates a clutter for new entrants, and very few options to break the cacophony. One option is to find a trusty financier and go toe-to-toe with the giants on every frontier. For obvious reasons, this is not for everyone. Another way to go is the local route- focus on a tiny geographical area, and edge one's brand into the markets and retail outlets in the target market. Once the brand matures and some funds have been earned, the learnings and reserves can be employed to grow in other similar or nearby markets. For brands that don't necessarily see much value in any one geographical area though, the Direct-to-Consumer route offers a better option to approach a larger geographical market with a relatively smaller outlay of investment.

Crafting a premium image: Most brands do not have much of a say on how their brands are retailed- they don't often get to dictate how their brands are presented, what the retailer says to the buyer about them, what section they are in and, perhaps worst of all, they don't often get to hear what their buyers say about them.

D2C brands, however, curate their own buying experience. By designing their own portal, setting up their own stores and reaching out to customers themselves, they have far more ownership over how their brand communicates to the buyers. They can also maintain customer data, analyse trends about their buyers and hear first-hand what the market thinks of their wares.

Analysing the D2C Wave: A SWOT analysis of the Direct-to-Consumer Strategy in India

Strengths

Personal connect with customers: By not relying on retailers to convey their brand's message to buyers, D2C brands curate their own personal connection with buyers. Consumers making purchases directly on the brand's portal identify more deeply as loyal customers, and also feel more heard when their feedback goes directly to the seller.

Further, by using their own portal D2C brands can retain their buyers' data, which helps understand their target market, refine their demographics and also track returning buyers etc. This provides powerful insight to the brand, and can educate the brand's choice of packaging, promotion and even the product.

Buyers also know that being part of a 'niche' brand story often gives them a subtle social edge, by engaging in an offbeat culture and not purchasing run-of-the-mill mass-produced brands.

The unique distribution strategy of Direct-to-Consumer brands offers a powerful brand differentiator, allowing brands to make a splash above the clutter of large customer brands vying for buyers' attention.

Circumventing retail costs: Since D2C brands operate out of their own retail outlet, they do not need to share margins with retailers. For most FMCG brands, this margin could be as high as 50% of the retail price, meaning brand owners sell goods to retailers at half the price paid by the final consumer. By owning the purchase experience, D2C brands can keep the entire cost paid by the final buyer, subtracting only the shipping costs.

Similarly, D2C brands also need not pay for shelf space, prominent displays or in-store promotions of their goods, all of which can eat into the margins of a growing brand trying to make a foothold in the market.

Weaknesses

Increased promotional costs: Although D2C brands save greatly on inventory and display costs, they must still spend a greater amount to bring customers to their retail outlet or online portal. While traditional brands stand a chance to be discovered by casually window-shopping buyers during their regular visits to the supermarket or while scrolling through their favourite online retail app, D2C brands cannot afford to wait for such fortune.

This means that D2C marketing involves expenditure on push and pull marketing strategies both offline and online, to ensure that prospective buyers hear about and visit the retail portal or outlet operated by the brand. For online marketing, this could involve expenditure on social media marketing, search engine optimization, influencer marketing and in-app advertising, all of which can add to the cost of Consumer-Acquisition-Costs (CAC) for the brand.

Higher investment outlay: Building one's retail outlet or designing one's own online portal means incurring a much larger one-time cost for a D2C brand, as compared to simply utilizing an already established supply chain. This puts pressure on the business even before the first revenues are collected, thus increasing the operational leverage of the brand. This means that D2C brands tend to have higher fixed costs than traditionally marketed brands.

This problem of investment in building retail avenues is compounded by the fact that in order to be viewed as a trusted, premium portal by its prospective customers, brands must ensure that the purchasing experience is an industry standard high quality offering, which means that the brand may not always be able to frugal in the manner in which they set up their online or offline retail portal- it's all part of the brand after all.

Opportunities

Ease of doing digital business: As explained in the earlier section, starting an online business in India has never been easier than at the moment. Not only has the government eased restrictions under the Make in India initiative, but today's entrepreneur also has access to services, consultants and partners who could assist in building websites, garnering attention and executing the sale itself.

This allows brands to focus on their core competencies, while still being able to provide customers with an industry standard buying experience on a modest budget.

The influencer wave: The relentless rise of social media has led to the birth of a unique new economy, ever growing in size- the influencer market. Influencers are contributors on social media, often regular citizens, who are able to wield influence on their online following over lifestyle and consumption choices. The personal connect that followers have with their favoured influencers, along with the added authenticity of having in-content advertising (where the promoter shares their endorsement of a brand as part of their content rather than

in a dedicated advertisement) has led to a multi-billion-dollar industry of online endorsements led by social media savvy influencers.

This new form of endorsement also creates a wide array of opportunity for offbeat brands to build recall and credibility with their target audience, leveraging the personal connect of these influencers with their followers. By partnering with a social media influencer that best suits the brand personality, D2C brands can exercise even more control over their perception, and convince unsure customers of their own trustworthiness and credibility.

Threats

Fast paced innovations in digital commerce: Riding the digital commerce wave in India is not for the faint hearted- With each passing year, retailers and competing D2C brands are constantly raising the bar for online deliveries and shipping. Whether it is about offering the latest payment methodologies or enabling factory-to-doorstep tracking of shipments, D2C brands must constantly be on their feet to ensure that the experience offered by them meets industry standards. And when industry standards are set by global stalwarts such as Amazon and Walmart-backed Flipkart, smaller brands cannot afford to be caught sleeping at the wheel.

This highly competitive race has also to be tempered with the understanding that a typical D2C brand does not have the same deep pockets as online retail giants. Brands must be careful to ensure that the mad rush to reduce delivery lead times and improve the buying experience must not eat into the often-frugal margins earned by a growing brand.

Arrival of larger players: The D2C space no longer remains the cushy playground it used to be, with an increasing number of traditional brands and marketers also hoping to enter the fray. FMCG Giant ITC Ltd. has marked its foray into the D2C sector with a 16% investment in Mother Sparsh, an online d2c entrant. Post the pandemic, ITC is focussing hard on the digital medium, which includes not only partnering with e-commerce channels and aggregators like Swiggy and Dunzo, but diving head-strong into the D2C arena with the launch of its own e-Store.

As an increasing number of players enters the scene with more resources to play with, existing and new D2C brands can expect to have to compete for the same resources in a similar way as traditional brands have to compete for retail shelf space. This would force smaller brands to stay more alert and be more creative in their plans to build a differentiated image in their buyers' minds.

CONCLUSION

The Direct-to-Consumer model offers new brands a low-cost, asset-light approach to finding a product-market fit that builds a premium, coveted niche in consumer minds while still avoiding some of the trappings of the traditional supply chain such as visibility premiums and retailer margins. India's D2C market has received a significant shot in the arm from the advances made in digital commerce, and the average brand now has access to help and resources in website building, app design, promotions, payments and shipping, each of which is turning into a thriving industry of its own. By controlling the purchase experience and by cutting out the middlemen, brands can hope to build a more meaningful connection with their customers and command a premium price from their loyal evangelists who also double up as great word-of-mouth publicity. This can be augmented with the right use of influencer marketing and social media advertising. However, the D2C model comes with significant outlay and by refusing to partner with established retail giants, D2C brands must also expend resources to ensure they build their own credibility and a dependable supply chain to ensure that their curated buying experience does not turn into a prohibitive one for the buyer. This task is made tougher each year with each retailer consistently raising the bar for online business in India, and with the arrival of established brands on the D2C scene. However, with the increase in homegrown startups on the back of the Make in India initiative, it appears that more brands would continue to challenge the need for the traditional retail channels, and choose to go the distance alone, Direct to Consumer.

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DIGITAL MARKETING AND BUYING BEHAVIOUR OF CONSUMERS

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ABSTRACT

All marketing efforts revolve around the consumer. The goal of all marketing initiatives is to increase consumer awareness, interest, and action. A consumer can now be contacted both inside and outside of the home thanks to technology. Reaching out to them can be done on a variety of platforms. Virtual reality, augmented reality, chatbots, artificial intelligence, omnichannel, and e-payment alternatives have all helped to make purchasing for consumers exceedingly simple and comfortable. It is now simple for buyers to form an image of the brand in their imaginations. Customers may be reached both online and offline because to the popularity of m-commerce and e-commerce. The current study aims to comprehend how technology grabs our interest, piques it, and engenders a desire to purchase and positive action on the part of the consumer.

Keywords: Consumer, Consumer Behaviour, Technological Developments

INTRODUCTION

Consumer buying behaviour is the study of consumers' actions while choosing to purchase a good that meets their wants. It is a study of consumer behaviour and what drives people to buy and utilize products. For marketers, it is crucial to comprehend consumer purchasing behaviour since it enables them to react to customers' expectations more effectively.

Consumer buying behaviour researches a range of topics, including what consumers buy, why they buy it, when they buy it, how frequently they buy it, why they buy it, and much more. For a business to be successful with its present products and new product releases, it is crucial to understand consumer behaviour. Consumers' attitudes and mental processes on a given product's purchase vary. If a business does not understand how a consumer would respond to a product, there are various dangers for product failure.

Consumer behaviour varies because of evolving fashion, technology, trends, lifestyles, disposable income, and similar other factors. To match marketing efforts with the shifting elements, a marketer must be aware of them.

Through its unrestricted access to knowledge, technology is significantly empowering the customer. Purchasing goods and using services is as simple as pressing a button. Brands must adapt to stay up with the rapid growth of customer behaviour patterns. Brands actively contribute to the development of consumer preferences through their choices and behaviours. Due of the impact of customer behaviour on brands, there is a significant amount of e-commerce and online marketplaces nowadays.

Consumer experiences have altered with the advent of digitisation and the introduction of marketing through digital platforms as opposed to physical marketing, which further calls for evolved usage of technology. The following are some trends that are influenced by consumer behaviour:

People prefer to deal with entities, such as information or software, that make them feel as though their preferences and interests are considered. Personalization has emerged because of the ongoing rise in awareness of the cutting-edge and distinctive. Many businesses use individualized technology or goods, such as monitors and other devices that are manufactured specifically for them.

A decade ago, marketing, word of mouth, and prior experiences all played a role in influencing purchasing decisions. But these days, decisions are made considering the product or service information that is made available by search engines. The information will have a greater influence on the consumer's purchase decision the better presented and effective it is.

Customers desire distinctiveness in a product, service, or technology, but they also choose an experience that may leave a lasting impact. Technology is being used as a pillar of support by the brands to develop these experiences with emerging trends like AR and VR.

Since people's lives have gotten more linked and smart devices and micro-moments have been introduced, the customer journey has undergone a significant change. More quickly than ever, consumers make decisions and locate the information they require. More than 90% of the time, whether a channel is offline or online, a buyer has already determined to purchase a specific product. We now stop at hundreds of locations during this journey to use

apps, social media, and websites. Customers live in the present; therefore, brands take advantage of this by utilizing a variety of technology trends to maximize moment specific impulses of the consumer.

Emails and phone conversations are no longer effective ways to address customer requirements and behaviour. It is essential for brands and enterprises to build a recall value for their products and services on these platforms given the emergence of new platforms because of developing technologies.

Some of the newest and largest technological advancements have been incorporated because of the changing customer behaviour. With the use of cloud computing, businesses can now track customer behaviour like never before. In recent years, it has become much simpler to share, store, and outsource. Businesses can analyse consumer behaviour and enhance algorithms using comprehensive data from the cloud to better serve their customers.

The need of the hour is to respond innovatively and creatively to consumer behaviour; therefore, brands must be able to match consumer wants with the appropriate technology in order to attract and keep customers and maximize growth.

OBJECTIVES OF THE STUDY
1. To understand consumer awareness about digital marketing in India.
2. To study the factors influencing consumer buying behaviour.
3. To analyse the role of digital marketing in purchasing decisions.

REVIEW OF LITERATURE
Arman, Ahmad, Ridzuan Masri, Chai Voon Chon, Rizal Ula Ananta Fauzi, Izian Idris, 2020, Organizations realized how crucial it was to comprehend and improve the customer experience by using both tangible items and intangible services to give customers an outstanding shopping encounter. Organizations must, however, carefully assess the true value of new technologies and their effects on changing consumer dynamics before focusing on developing a new customer shopping experience and dynamic based on interactions with customers and organizational strength. Relationships between customers and businesses are frequently reinforced by emotional engagement, user-friendly interactive interfaces, and entertaining technology with dynamic information visualization.

Julie Jose, 2012, Technology's Effect on Consumer Behaviour Consumer behaviour can be influenced and altered by technology. If businesses refuse to use new technologies, they will be forced off the market. Consumer behaviour is anticipated to be entirely influenced throughout time by information that is mostly processed online. In a world where new technologies are always being developed, businesses that prioritize meeting customer wants will thrive.

Magdalena Kowalsk, 2012, Internet usage is continuing to increase and spread into new spheres of life, having an impact on how young consumers behave in the market. A portion of young people who grew up in a setting open to personal computers, the Internet, and mobile technology is one of the most affected populations by the virtual world. The behaviour of today's kids has significantly changed because of modern technology. Their leisure activities have an impact on the trends in what people buy. The ability to virtually transcend time and space through new media in the goods market gives consumers the chance to buy products from around the globe without ever leaving their homes. Businesses that cater to youthful clients must pay close attention to the gradual changes in their behaviour.

Pantea Foroudi Suraksha Gupta Uthayasankar Sivarajah Amanda Broderick Immonen, 2018, Computers in Human Behaviour combines smart technology with customer behaviour, retail marketing, and retail management. It also empirically supports the present understanding of the usefulness of consumer dynamics in learning about customer behaviour. This has been accomplished by looking at how behavioural intentions, a desire to learn, and consumer involvement affect customer experience.

ANALYSIS AND INTERPRETATION:
Data analysis can also be described as the act of changing data in order to extract meaningful information and facilitate conclusions. This may include the use of statistical methodologies, depending on the type of data and the query.

Analysis refers to the computation of specific measures and finding out patterns of relations between sets of data. Analysis, particularly in the case of surveys, entails estimating the values of unknown population factors and testing hypotheses to reach conclusions.

Table No. 1

Gender	Frequency
Male	16
Female	21

Diagram No. 1
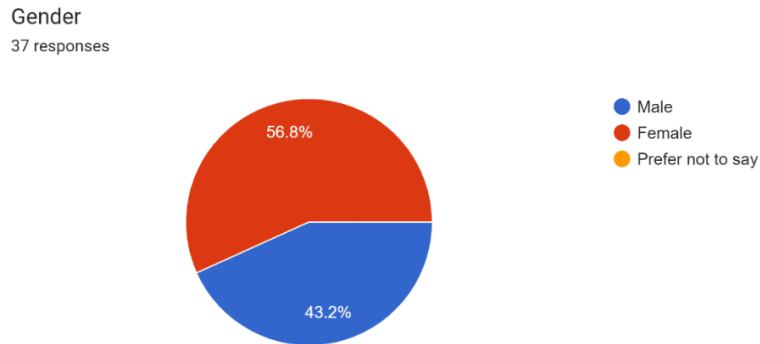
Researcher received the responses from male and female respondents. Among the respondents, 56.8% were female respondents and 43.2% were male respondents.

Table No. 2

Age	Frequency
15-20	26
21-25	11
26-30	0
31-35	0

Diagram No. 2
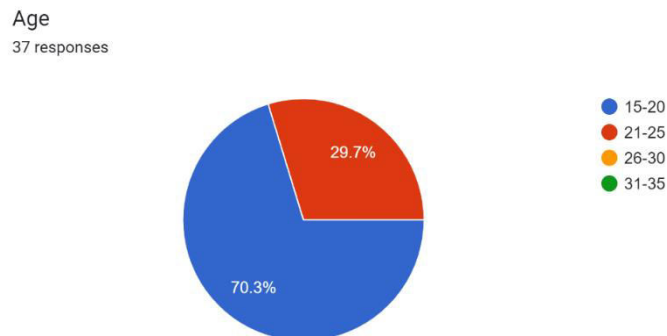
Mostly the respondents were young consumers, 70.3% were from the age group of 15-20 and 29.7% were from the age group 21-25.

Table No. 3

Online Purchase	Frequency
Yes	37
No	0

Diagram No. 3
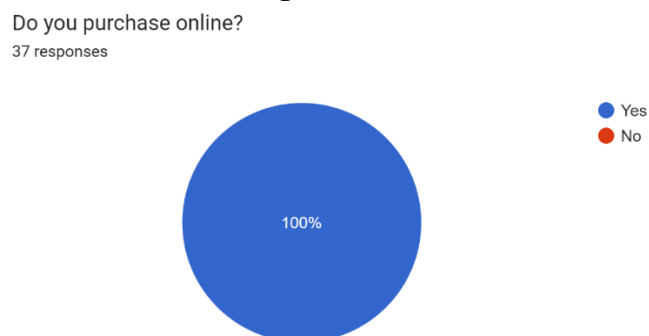
All the respondents i.e 100% responded that they purchase online.

Table No. 4

Dissemination of Information	Frequency
Yes	35
No	01

Diagram No. 4

Do you get the necessary information about the product and services on the online platforms?
37 responses
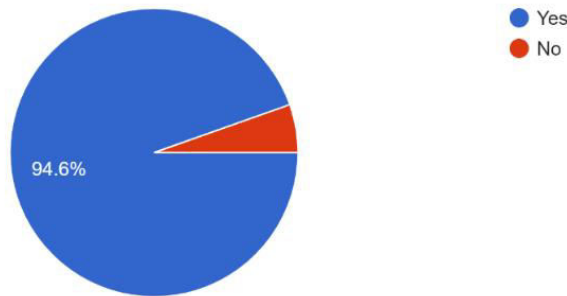
Most of the respondents i.e 94.6% confirmed that they get all the necessary information about different products and services from the online platforms.

Table No. 5

Online Purchase	Frequency
Once in a year	01
Monthly	10
2-5 times in a year	12
6-10 times in a year	07
More than 6-10 times in a year	07

Diagram No. 5

How frequently do you purchase online?
37 responses
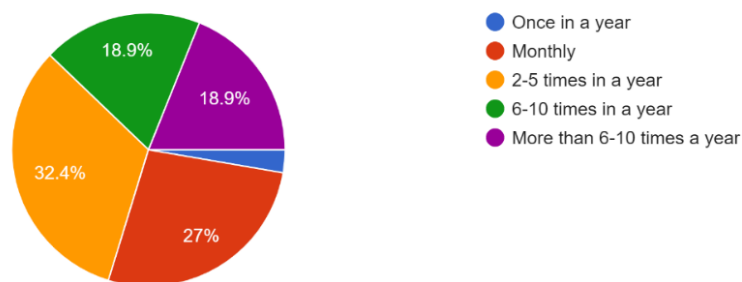
As far as online purchases are concerned, respondents differ in their pattern of purchases. 32.5% purchase online 2-5 times in a year, 27% purchase monthly, 18.9% purchase 6-10 times in a year and 18.9% purchase more than 6-10 times in a year.

Table No. 6

Digital Platforms	Frequency
Website	27
You tube	32
Social Media	32
Spotify	30
Shopping Apps	31
Email	29
Blogs	19
Other	06

Diagram No. 6

Which of the digital platforms you are aware of?
37 responses
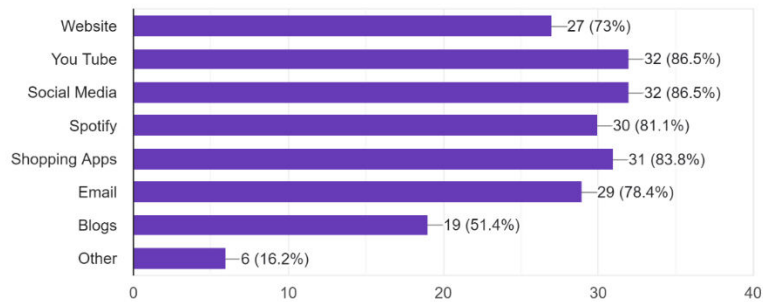
Many of the respondents are aware of different digital platforms like you tube, social media, different shopping apps, websites, email etc.

Table No. 7

Online stores for purchases	Frequency
Amazon	35
Flipkart	27
Myntra	25
Snapdeal	07
eBay	01
Meesho	14
Quikr	0
Other	04

Diagram No. 7

Online stores you visit to make purchases
37 responses
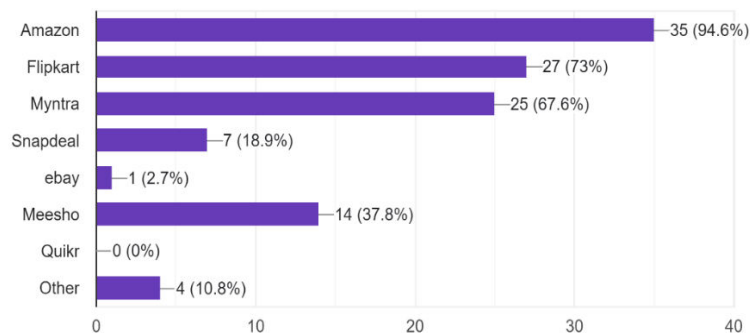
Mostly the respondent i.e 94.6% purchase from Amazon, 73% purchase from Flipkart, 67.6% from Myntra and 37.8% from Meesho etc.

Table No. 8

Online purchases	Frequency
Clothes	27
Electronics	27
Groceries	14
Cosmetics	15
Books	04
Food	18
Furniture	03
Other products	06

Diagram No. 8

Which products do you often buy online?
37 responses
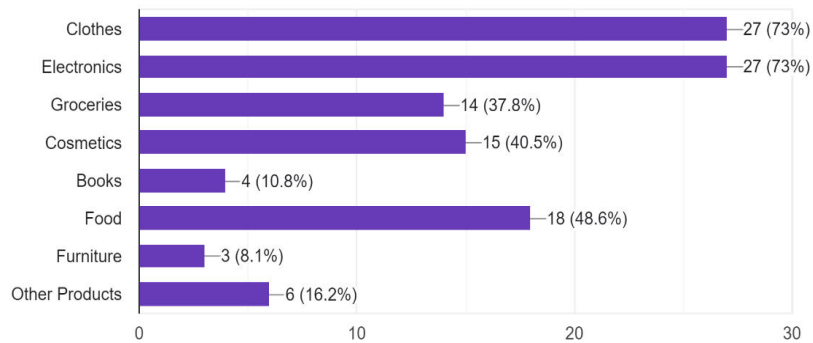
Respondents confirmed that, mostly they purchase 73% clothes, 73% electronics, 48.6% food, 40.5% cosmetics and 37.8% groceries etc.

Table No. 9

Reasons for Online Purchases	Frequency
Reasonable prices	23
Wide variety	23
24*7*365 Availability	22
Ease of Payment	14
Easy Return	17
Home Delivery	28
Ease in comparison	14
Any other reason	01

Diagram No. 9

Your reasons for online purchases over traditional purchases
37 responses
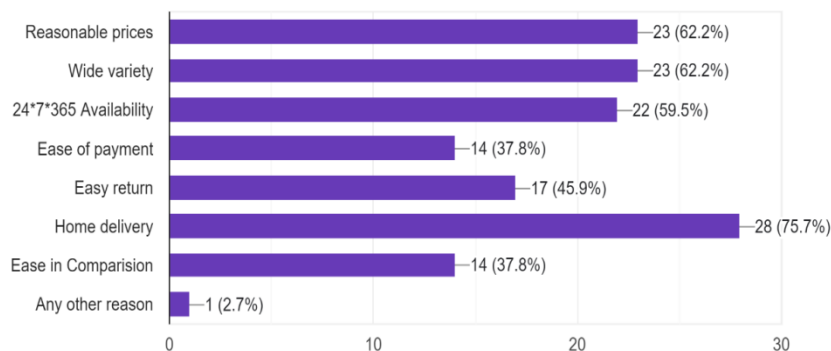
Different respondents gave different reasons for choosing online purchases over traditional purchases. 75.7% said they purchase because of home delivery, 62.2% purchase due to reasonable prices, 62.2% purchase because of a wide variety, 59.5% due to ubiquity of the online platform, easy return etc.

Table No. 10

Online purchases & Satisfaction	Frequency
Very much satisfied	06
Satisfied	21
Neutral	10
Dissatisfied	0
Very much dissatisfied	0

Diagram No. 10

How satisfied you are with online purchases?

37 responses
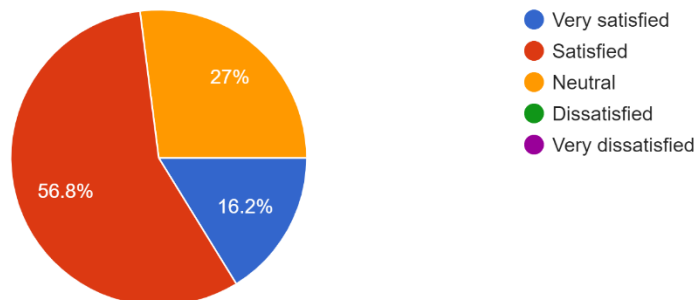
While understanding the satisfaction level of the respondents with reference to online purchases, 56.8% of respondents were satisfied, 16.2% were very much satisfied and 27% were neutral.

➢ All the required information about the different products and services is made available on online platforms. Through digital marketing platforms, customers are kept up to date with reference to market information. Information about a brand is available to the consumer and it helps to save time.

➢ Mostly the young generation is comfortable with online shopping.

➢ The consumer reigns supreme in the market. He is offered a wide range of various products and services. Frequent purchases are made using online platforms.

➢ Many of the respondents are aware of different digital platforms like you tube, social media, different shopping apps, websites, email etc.

➢ Among youthful consumers, major online buying platforms include Amazon, Flipkart, Snapdeal, Myntra, Meesho, Quikr, etc.

➢ Brands are more effectively and efficiently distributing their goods and services to their target market worldwide with the aid of constantly developing technology.

➢ Mostly consumer purchase clothes, electronics, food, cosmetics, groceries etc. through digital platforms.

➢ Consumers choose online purchases over traditional purchase due to the advantage of home delivery, reasonable prices, wide variety, ubiquity of the online platform, easy return etc.

➢ Online purchasers are very much satisfied with their purchases because of variety, reasonable prices, convenience of shopping etc.

➢ Customer feedback is based on their own experiences, which helps other customers make informed judgments about what to buy.

CONCLUSION

Digital marketing is the promotion of various goods and services via the Internet while utilizing a variety of digital technologies. The impact of digital marketing is huge in today's technologically advanced world of consumers. Customers today have the power to create and destroy brands thanks to social media platforms and consumer forums. One of the main things that can affect user behaviour is still word of mouth. Consumer behaviour is continually changing in the digital age. Companies may remain visible and relevant in the market by staying aware of consumer preferences, behaviours, and behaviour patterns. Companies actively and digitally market their distinctive consumer offerings to meet modern tastes and draw in a modern clientele because of changes in consumer behaviour.

Consumers are welcoming new products and services because of digital marketing and the success of numerous start-ups has been facilitated by this experimental behaviour. Customers seek out more individualized experiences. Consumers today are less brand loyal and are more likely to prefer variety. Customers now place equal value on after-purchase experiences together with high-quality goods. Consumers of today are highly vocal and explicit about their preferences and choices. They will undoubtedly communicate their delight and unhappiness. They ensure that they make the finest decision possible because they are knowledgeable, educated,

and aware. The expansion of the internet facilitates the dissemination of reliable data about brand experiences helps customers to have more trust in a certain brand or business. The development of digital marketing has given marketers new opportunities. It aids in the professional delivery of goods and services and has altered consumer purchasing behaviour.

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TECHNOLOGY ACCEPTANCE MODEL (TAM): A TOOL TO STUDY THE ACCEPTANCE OF ARTIFICIAL INTELLIGENCE IN ONLINE SHOPPING BY THE CUSTOMER

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ABSTRACT
Back ground of the study: The swift expansion of technological advancement has radically changed the way the way shopping is done by the consumers. Since the occurrence of COVID-19 pandemic, a magnitude increase in world's online commerce has been witnesses leading to the increased the speed of expansion of e-commerce. This amplified the vision of industrial revolution uprising; "Industry 5.0" which is perceived to be supporter of humans and play multiple roles together.

As a result there was a significant growth seen in the quantity of online stores that have integrated a high-tech technology of Artificial Intelligence into their stores to improve the experience, satisfaction and loyalty of their customers. Yet, diminutive research has been conducted in this area to verify the process of how consumers adopt and use AI-driven online stores.

Objectives of the study: The main aims of the present study is to invest the use of AI in online shopping, the role of trust, perceived usefulness, perceived ease of use and attitudes which influence the consumers' acceptance of Artificial Intelligence in online retail, using the Technology Acceptance Model (TAM).

Methodology: An online survey (using Google form) will be conducted in order to build a databank for this study. The Technology Acceptance Model was found to be a suitable theoretical model for investigating consumer acceptance of the use of Artificial Intelligence in online shopping. This study is descriptive and the finding will be based on the evidence gathered from Questionnaire. Secondary Data will be used to support the background of the study.

Keywords: Artificial Intelligence (AI), Technology Acceptance Model (TAM) and online shopping.

1. INTRODUCTION
Artificial intelligence is an excellent tool to meet the changing consumer demand and increase sales efficiency, Hence In recent years, there has been a drastic increase in the use of Artificial Intelligence in online commerce.

Artificial intelligence is competent of accomplishing the work that usually require human intelligence. It is programed to imagine and think like humans and also carry out the action similar to man. Its main characteristic is its capacity to vindicate and take actions that will be best in achieving a specific goal.

Artificial intelligence is changing the way buyers act. The basic reason to understand how AI is influencing consumers will facilitate the business man and marketers to maintain a competitive edge by converting the available data into meaningful analysis which will help in gaining insights into customer behavior. The only concern of such learning is the privacy of the consumers which has to be dealt by the retailers intelligently and sensitively. AI is the path forward, for both business as well as consumers.

With the advent of innovative technologies and their implementation into various streams of human activities, the question why individuals accept or reject a specific technology becomes a major concern. Both the organization that develop a technology and those who implement a technology make a considerable amount of investment in terms of money and time. If individuals decide not to use a specific technology many companies will suffer substantial loss. Similarly the acceptance of technology depends on convenience, consumer's need, security, quality preference etc. Thus it becomes essential to understand why individuals adopt or refuse a particular technology. In the present research Technology Acceptance Model is used to study the acceptance of Artificial intelligence among customers during online shopping.

2. LITERATURE REVIEW
According to Meticulous Market Research, 2020, the huge percentage of the increase in the demand for Artificial Intelligence in the retail industry is due to the Covid-19 pandemic situation.

European Commission, 2018 suggested that Artificial Intelligence systems consists of software and hardware which continuously works to access and analyze the data to describe environmental factors and to determine decisions and actions.

According to Price water house Coopers, 2018, there has been lots of research conducted on the advantages of using artificial intelligence in e-commerce but very few researches are done to address the acceptance of AI in online platform by the consumers.

Kim, Ferrin and Rao (2008), in their study concluded that there exists a positive relationship between the consumer trust and consumer's intention to buy. Both the variables are directly related to each other. Hence if the trust is high there are higher chances of customer to intend buying that product. It is also been found that trust is a vital variables for the consumers when financial risk is involved.

Thatcher et al. (2013) recognized two types of trust in their research, one is termed as general trust and the other as specific trust. General trust is everything which is connected to overall the entire e-commerce environment. Specific trust is only concerned with the transactional experience of one particular online store.

Cătoiu et al. (2014) tried to study the relationship between perceived risks and trust. They found that there is a significantly strong negative correlation between the variables. Hence concluding that more the risk lesser the trust and vice-versa.

Aranyossy and Magisztrák (2016) studied the relationship between trust and frequency of shopping. They found that both are directly related to each other, hence the more frequently one buy the product online develop more trust on the online stores.

Ha and Stoel (2008) tried to find the main factors which influence the consumer acceptance of using online platform while shopping. They suggested that perceived ease of use, perceived trust and perceived shopping enjoyment were the prime variable that affects the acceptance of consumers to shop online. Perceived usefulness was influenced by the trust, shopping enjoyment and ease of use; on the other hand the attitude of consumer towards online shopping was effected by the trust, usefulness and shopping enjoyment. They also concluded the major influencers in consumer intention to purchase are the perceived usefulness and the attitude.

According to Vijayasarathy (2004), tried to study the association between consumer attitude and online shopping. He concluded that there exists a positive association between the two. The factors such as beliefs, self-efficacy, compatibility, security, attitude and ease of use also play a vital role and strongly influence the online shopping. But there was no positive relationship found between purchasing intention and consumer beliefs about the usefulness of shopping done via online platforms.

3. OBJECTIVES OF THE STUDY

The main aims of the present study is to investing the use of AI in online shopping, the role of trust, perceived usefulness, perceived ease of use and attitudes which influence the consumers' acceptance. In light of this the following objectives have been framed:

1. To study the extent to which a shopper perceives that the implementation of AI in e-commerce could enhance the efficiency of their purchases. (Perceived usefulness)

2. To investigate the level to which a consumer perceives that utilizing Artificial Intelligence in web shops will result in shopping experience devoid of exertion. (Perceived ease of use)

3. To study the extent to which the people believe (Trust) that Artificial Intelligence works for their best interest.

4. To understand the consumer's attitude regarding shopping in Artificial Intelligence powered web shops.

5. To study the behavioral intention of the consumers while shopping through Artificial Intelligence powered web shops.

4. RESEARCH METHODOLOGY

This study is descriptive in nature.

The study was conducted using the secondary data as to obtain the basis for review of literature and conceptual framework of the current topic.

The primary data was conducted using Questionnaire method (Google form). The questions drafted for the questionnaire was a modified adaptation from Park (2009) and Hu and O'Brien (2016) Technology Acceptance Model.

The questionnaire consists of sections:

1. Demographic: Age, Gender, Occupation, Educational Qualification and monthly income.

2. Perceived Usefulness

3. Perceived Ease of Use

4. Trust, Attitude and behavioral intention of the respondents

The data was collected from 108 respondents which comprised of 59 females, 8 males and 1 of other gender.

Data Analysis was done using Descriptive Data Statistics and Relative frequency Method such as Mean, Median, Mode, Standard Deviation, Kurtosis and Skewness. These measures helped the researcher in understanding the distribution and central tendency of the data, as well as its variability and shape. The frequency analysis method provide more informative view, as it shows the distribution of categories in total numbers.

5. DATA ANALYSIS

Table 5.1: Frequency Distribution of the respondents encounter with artificial intelligence services during online shopping.

Artificial Intelligence services encountered by the respondents during online shopping		
Tailor made product or service offerings derived from past search behavior and purchase history.	80	74%
Product recommendation based on visual similarity	60	55.60%
AI alerts for abandoned cart items before exits.	40	37%
Use chat-bots, i.e. a virtual assistant	39	36.10%
Visual (image-based) search	38	35.20%
Virtual changing rooms	10	9.30%
Voice recognition	21	19.40%
Automatic search completion	38	35.20%

Sources: Researcher's primary data

Table 5.2: Descriptive Data Statistics

	Mean	Median	Mode	Standard Deviation	Kurtosis	Skewness	MIN	MAX
Age (in years)	36.44	35	21	12.10	-0.25	0.55	15	35
The extent to which a shopper perceives that the implementation of AI in e-commerce could enhance the efficiency of their purchases. (Perceived usefulness)								
The use of AI in retail (shopping ads and online stores) allows me to find the best deals.	3.77	4	4	0.78	3.26	-1.37	1	5
The use of AI in retail enhances my effectiveness in purchasing.	3.72	4	4	0.87	1.58	-1.14	1	5
The use of AI in retail is useful to me.	3.72	4	4	0.86	2.48	-1.47	1	5
The use of AI in retail saves time for me.	3.76	4	4	0.91	1.82	-1.19	1	5
The level to which a consumer perceives that utilizing Artificial Intelligence in web shops will result in shopping experience devoid of exertion. (Perceived ease of use)								
AI-driven shopping apps and online stores are easy to use.	3.72	4	4	0.81	1.86	-1.19	1	5
Shopping does not require a lot of my mental efforts if supported by AI (alternatives are offered by AI).	3.54	4	4	0.93	0.57	-0.92	1	5
Shopping is not so complicated if AI	3.58	4	4	0.91	0.22	-0.82	1	5

offers products to me.								
Learning how to use AI-driven shopping apps and online stores is easy for me.	3.80	4	4	0.83	1.81	-1.11	1	5
It is easy to become skillful at using AI-driven shopping apps and online stores	3.75	4	4	0.84	1.51	-1.11	1	5
The extent to which the people believe (Trust) that Artificial Intelligence works for their best interest.								
I am convinced that AI in retail is used to provide customers with the best offerings.	3.64	4	4	0.84	0.22	-0.50	1	5
I trust in apps and online stores that use AI.	3.41	4	4	0.98	0.06	-0.59	1	5
Attitude, Intention and willingness								
What is your attitude towards shopping in AI Driven Online stores?	0.64	1	1	0.57	-0.72	0.20	0	2
Do you intend to visit online stores and continue shopping through apps that are driven by AI more frequently?	0.80	1	1	0.59	-0.35	0.08	0	2
Are you willing to spend more on products offered by online stores and apps driven by AI?	1.01	1	1	0.73	-1.10	-0.01	0	2

Sources: Researcher's primary data

6. FINDINGS

6.1 Demographic Analysis:
The average mean in the dataset is 36.44 years suggests that the respondents generally fall within the middle-aged range indicating the typical age value of the data. The mode of 21 suggests that the age value maximum respondents are of the age 21 years. The standard deviation of 12.10 indicates that the age value exhibits variability or dispersion around the mean age. In other words, it indicates a relatively wide range of ages among the respondents. The minimum age of respondent is 15 and the maximum age of respondents is 65 years. Out of 108 respondents 48 were male, 59 were females and 1 was in others category. The sample was generated for this study were 60 post graduates, 34 graduates, 12were HSC and 2 were SSC. The occupation of the respondents was as follows: 33 were in service, 31 were professionals, and 18 were self-employed and others and students were 14 and 12 respectively. Out of 108, 73 have income more than 50,000 or 1 Lac and 35 are below 50,000 or 20,000 income group.

6.2 Artificial Intelligence services encountered by the respondents during online shopping:
The study shows that 80 consumers have encountered Tailor made product or service offerings derived from past search behavior and purchase history, 60 consumers came across Product recommendation based on visual similarity, 40 came across AI alerts for abandoned cart items before exits, 39 encountered chat bots, i.e. a virtual assistant, 38 came across Visual image based search, & Automatic search completion and only 21 have encountered Voice recognition. Very few consumers i.e 10 have come across virtual changing room service.

6.3 The extent to which a shopper perceives that the implementation of AI in e-commerce could enhance the efficiency of their purchases. (Perceived usefulness)
There were 4 parameter on which the perceived usefulness was measured. The high mean of more than 3.72 indicated that the users strongly feel that AI in retail allows them to find the best deals, AI also enhances their effectiveness in purchasing, they also find it very useful and it also saves times. The median and mode of 4 in

all these parameters show that a significant number of users are rated their experience very high. However, the standard deviation of more than 0.78 in all above parameters indicates some variability in user's experience. Additionally, the positive kurtosis value of more than 1.58 suggests that the distribution is more peaked than the normal distribution, indicating a more concentrated set of ratings around the mean. The negative skewness of more than -1.14 indicates that the data is skewed to the left, meaning that more users rated their experience positively.

The majority of users rate their experience positively in respect of the perceived usefulness of using Artificial intelligence in online shopping, but there is still some variability in their satisfaction levels.

6.4 The level to which a consumer perceives that utilizing Artificial Intelligence in web shops will result in shopping experience devoid of exertion. (Perceived ease of use)

There were 5 factors on which the perceived ease of use or effort free use of AI in web shops was measured. The average mean score of more 3.54 in all the 5 factors indicates that users generally find AI-enhanced E-commerce apps and online stores to be user friendly, they also feel that shopping does not require a lot of their mental efforts if supported by AI or when alternatives are offered by AI, shopping is not so complicated if AI offers products to them, learning the use of AI-driven shopping apps and web shops are also easy for them and they find easy to become skillful at using AI-driven shopping apps and web shops. The median and mode being 4 also suggest that a significant number of users have a positive perception of the ease of use. The standard deviation of more than 0.81 indicates that there is some variability in user responses, meaning that not all users have the same level of perception of ease of use with AI-enhanced shopping apps and online stores. The positive kurtosis value ranging from 0.22 to 1.86 suggests that the distribution of responses has a slightly to more peaked shape than a normal distribution, indicating a cluster of users with higher ratings of ease of use. The negative skewness value ranging from -0.82 to -1.19 indicates that the data is skewed to the left, suggesting that more users may have higher ratings, pulling the distribution towards lower scores.

Generally, the data indicates that the majority of users find AI-enhanced shopping apps and online stores to be easy to use, but there is some diversity in opinions among users, with some expressing very positive views on the ease of use.

6.5 The extent to which the people believe (Trust) that Artificial Intelligence works for their best interest.

The trust variable was measured on the basis of 2 questions, whether the users are convinced that AI in retail is used to provide customers with the best offerings and other was their trust in app and web shops that uses AI. The mean score of 3.64 & 3.41 indicates that users generally feel convinced that AI provide them the best offerings and even create trust among the users. The median and mode being 4 also suggest that a significant number of users have a positive perception and strong conviction about AI's role in offering the best products and creating trust. The standard deviation of 0.84 and 0.98 indicates that there is some variability in user responses, meaning that not all users have the same level of conviction and trust in apps and web shops that use AI. The positive kurtosis value of 0.22 suggests that the distribution of responses is slightly more peaked than a normal distribution, indicating a concentration of users with higher ratings of conviction. And 0.06 suggests that the distribution of responses in trust is close to a normal distribution in terms of its shape. The negative skewness value of -0.50 and -0.59 indicates that the data is slightly skewed to the left, suggesting that more users may have higher ratings, pulling the distribution towards lower scores.

Overall, the data indicates that the majority of users are convinced that AI in retail is used to offer the best products to customers and they trust in apps and online stores that use AI, but there is some diversity in opinions among users, with some expressing very strong conviction and trust about AI's capabilities in this aspect.

6.6 Attitude, Intention and Willingness

The average score of 0.64, 0.80 and 1.1 indicates a slightly positive perception in attitude, intention and willingness to use and purchase from AI web shops. Median and Mode of 1 value indicates that a significant number of users have a positive attitude, willingness and intention for future purchases towards AI-enhanced web shops. With a standard deviation of 0.57, 0.59 and 0.73, there is some variability in user attitudes, intention and willingness to spend more indicating that opinions vary among users regarding shopping in AI-powered web shops. The negative value of kurtosis; -0.72 suggests that the distribution of attitudes is slightly less peaked than a normal distribution, meaning it may have a more uniform shape. The negative value of kurtosis; -0.59, there is some variability in user meaning that opinions vary among users regarding their frequency of using AI-powered shopping platforms. The negative value of kurtosis; -1.10 suggests that the distribution of willingness

is relatively flat compared to a normal distribution. The Skewness has a positive value of 0.20, 0.08 indicates that the data is slightly skewed to the right, suggesting that more users may have slightly higher positive attitudes pulling the distribution towards higher scores. The slight negative value of approximately -0.014 indicates that the data is slightly skewed to the left, but overall, it is close to a symmetrical distribution.

Largely, the data still indicates that users, on average, have a slightly positive attitude towards shopping in AI-powered web shops, intention to visit web shops and continue shopping through AI-powered apps more frequently, and there is some diversity in opinions among users, with some having a more positive view while others might be more neutral.

7. CONCLUSION

The use of AI in retail, including shopping ads and web shops, generally leads to positive outcomes, such as finding the best deals, saving time, and making the purchasing process more effective for users. Users find AI-enhanced shopping apps and online stores to be users-friendly, and they are influenced that AI is utilized to provide customers with the best offerings. Shopping in AI-powered web shops is perceived as less complicated, and users feel that it requires less mental effort, especially when AI offers alternative products. Learning how to use AI-driven shopping apps and web shops is easy for users, and they feel confident in becoming skillful in using these platforms. Users generally trust apps and online stores that use AI, further reinforcing the positive perception of AI's impact on shopping experiences. The intention to visit web shops and continue shopping through AI-powered apps is generally positive, but there is some variability in attitudes among users. Users are neutral in their willingness to spend more on products offered by web shops and apps driven by AI, with some being more willing to do so than others. The age of respondents in the data ranges from 15 to 65 years, with the majority falling in their mid-30s, and there is some variability in age distribution.

Overall, the data suggests that AI has a positive impact on various aspects of retail and shopping experiences for users. However, there are individual differences in perceptions and attitudes towards AI-driven platforms, which is reflected in the variability observed in the data.

8. SUGGESTIONS

Based on the data and conclusions drawn, here are some suggestions for retailers and developers of AI-driven shopping apps and web shops:

1. **User-Friendly Design:** Continue focusing on user-friendly designs and interfaces for AI-enhanced shopping platforms. Ensure that the user experience is smooth, intuitive, and easy to navigate to enhance customer satisfaction.

2. **Personalization:** Leverage AI capabilities to provide personalized product recommendations and tailored shopping experiences for individual users. This can help increase user engagement and foster a sense of trust in AI-enhanced platforms.

3. **Transparency and Trust:** Be transparent about the use of AI in the shopping process and how it benefits customers. Building trust with users is essential for them to feel comfortable using AI-enhanced features.

4. **Educational Resources:** Provide educational resources and tutorials to help users quickly learn how to use AI-driven features effectively. This can further boost user confidence in using the platforms.

5. **Continuous Improvement:** Use user feedback and data analytics to continually improve AI algorithms and enhance the accuracy of product recommendations and offerings.

6. **Targeted Marketing:** Use AI to target relevant and personalized marketing ads to users, based on their preferences and previous shopping behaviors. This can lead to more effective advertising campaigns.

7. **Accessibility:** Ensure that the AI-enhanced shopping platforms are accessible to a diverse user base, including those with different age groups and technological backgrounds.

8. **Customer Support:** Offer responsive customer support to address any issues or queries that users may have while using AI-enhanced shopping platforms.

9. **Privacy and Data Security:** Emphasize the importance of user privacy and data security. Assure users that their personal information is protected and not misused.

10. **Analyze User Intentions:** Based on the intention data, target marketing efforts towards users who are more willing to spend more on AI-driven platforms and customize offerings accordingly.

By implementing these suggestions, retailers and developers can further enhance the effectiveness and appeal of Artificial Intelligence driven shopping apps and web shops, leading to improved user experiences and increased customer loyalty.

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SUSTENANCE OF MIDC IN THE DISTRICT OF MUMBAI AND THANE

Dr. Ashok V Poojari

ABSTRACT

MIDC is the project of government of Maharashtra which provides businesses with different infrastructures like the land to build the factory, water supply for daily use, electricity for daily use and apart from these, the technological support and innovation ideas. Under the chairmanship of Dr. Barve, a Committee has been set up called Board of Industrial Development in the year 1960 when Maharashtra state was formed and the committee gave its report during 1962 and in the same year MIDC was formed and inaugurated at Wagle Estate Thane to provided employments to the people of Maharashtra. Today MIDC has been set up at different locations in Maharashtra State like Thane, Pune, Raigad, Malvan, Dhaanu, Palghar etc. The contribution of MIDC is huge in terms of output and income to Maharashtra. MIDC has been in news since several years for its different issues. MIDC is very beneficial for two important reasons like it provides employment to many in Maharashtra and secondly it also contributes to GDP of Maharashtra state. But still problems prevail in MIDC. They face several problems. So this study has been initiated.

Keywords: MIDC. Industrial growth, Output, Sustenance, Industrial Area

INTRODUCTION

Maharashtra has always been a state with a good rate of industrial development and growth. While a number of factors such as progressive leadership, investor friendly policies, good infrastructure, etc. have contributed to this state of affairs, While all these are positive factors represent just one side of the coin, the other critical side is Maharashtra Industrial Development Corporation. It would not be exaggerating the facts if one states that MIDC has played an important role in the entire process by facilitating the development of various Industries in Maharashtra since 1962.

This fact is substantiated by the fact that the development of the state and its credentials for the financial capital mainly go up due to MIDC that is spread across the state. The support given by the state administration in terms of finance and implementation has been remarkable. It is a accepted known fact that the economy of every country depends on state of industrial development which in turn ascertains improvement in GDP as well as human quality.

Maharashtra is a leader in twenty out of twenty six sectors in the country and possesses a colossal potential for development in varied sectors due to its policies and vision. The State of Maharashtra has a great potentials to continue its onward march and continue being fastest growing states in India as:

- It has the most industrialized and urbanized states of India

- It has been opening up of sectors for investment

- It has huge and promising consumer markets

- It has been making significant investment in infrastructure creation needed by the industry.

MIDC:

The main objective of starting MIDC is to set up Industrial Areas for planned and systematic industrial development and function as a special planning authority in the development of industrial areas. "Prosperity to all through Industrialization" is the corporate philosophy of MIDC. The list of achievements of MIDC is very long but to list a few: MIDC has built 225 industrial complexes with 130000 acres of land. It has developed specialized parks for different industrial sectors including Information Technology, Business Parks, Wine (Grape Processing) Park, Silver Zone, Gems and Jewellery, Textiles, Leather, Chemical Industry, Electronics, Food Processing, Floriculture etc. It has an elaborate network of industrial & domestic water supply with a total quantity of water supplied being 1285 MLD. MIDC has also been able to start with firefighting station to meet contingencies in their planned locations.

MIDC has been participating in the various fields such as Special Economic Zone(SEZ), IT parks, environment friendly projects, specialized parks, etc. MIDC has done a phenomenal job by setting up several SEZs alone or with Joint venture with other entities. It has established 32 IT parks and 13 Chemical zones with liquid waste management facilities. It has also set up parks for wine making, silver extraction, food processing, textile, floriculture and the list goes on.

IMPORTANCE AND SIGNIFICANCE OF THE STUDY:
The topic has been selected as help all stakeholders in several ways:

1. The effectiveness in operations of MIDC shall ~~be~~ highlighted

2. The study shall help us to understand the working of MIDC in Mumbai and Thane district.

3. The study shall mainly focus on the problems faced by various industries in terms of supply of various facilities or services rendered by MIDC

4. The study shall analyze the objectives for which MIDC was set up and to ascertain whether these have been attained or not. The analysis shall also highlight the areas where MIDC needs to focus.

5. The study will guide the state to evolve socially beneficial agenda and make MIDC an important stakeholder in the entire process.

OBJECTIVES
The objectives of the study are classified into primary and secondary objectives. The primary objectives include:

1. To study the effectiveness of services provided by MIDC to the industries across Mumbai and Thane Districts

2. To analyze the performance of MIDC and ascertain the problems faced and reasons for the failure of MIDC in certain areas such as industrial sickness, closure of industries operating within its industrial zones or failure in preventing shifting of industries to other states.

3. To suggest suitable measures to encourage inflow of industries from other states and sustain the existing industries and suggest ways for improvement of the policies, adherence to statutory compliances and improvement in services rendered.

RESEARCH METHODOLOGY AND DATA COLLECTION:
The entire study shall be done with the help of:

(a) Primary Data:
The researcher shall use primary data for drawing conclusions and inferences and the data shall be collected through

- Well framed and tested schedules / questionnaires

- Conducting Group interviews of employees working in the MIDC

(b) Secondary Data:
The other sources that shall be tapped would include:

1. Journals

2. Conference publication

3. The Internet

4. Reference Books

HYPOTHESIS:
The study is based on the following hypothesis:

Null Hypothesis$_1$:
MIDC has facilitated the growth of Maharashtra as the most industrialized state of the country

Alternate Hypothesis$_1$:
MIDC has failed to facilitate the growth of Maharashtra as the most industrialized state of the country

UTILITY OF THE STUDY:
The study shall serve the following utility:

1. This study shall focus on the problems faced by the industries operating in MIDC

2. The study shall help us ascertain the reasons for the closure of various industries in MIDC area

3. The study shall help us ~~to~~ identify the different policies framed by MIDC to sustain industries operating in their industrial belts.

4. The study aims at evolving policies that would help us evolve models that would encourage smooth functioning of industries and increase their sustainability.

LIMITATIONS OF THE STUDY:

The study will suffer from the following limitations:

1. The study shall be ~~is~~ restricted to the state of Maharashtra only

2. The industries analyzed shall mostly be medium and small scale.

3. The responses to the questionnaire can be subjective and shall accordingly affect the final results.

4. Inferences drawn from discussion and interviews with the officials and other respondents shall have an element of the researcher's perception.

5. The conclusions shall be based on the analysis of few cases since it would be difficult to analyze all the industries operating under MIDC.

FINDINGS:

The study has many things to say that it has found to be

- Hazardous waste materials have been thrown in the open

- In some part of MIDCs there is disregard for environments

- There is unbalanced industrial structure

- There is labor shortage

- There is shortage of supply of raw materials and equipments

- No automations in some cases

- There is no operational efficiency

- There is lack of demand forecasting

- In some cases there is poor capital formations

- There is large interference of the political entities

SUGGESTIONS

- A separate cell is to be established to find the problems faced by the MIDC

- There should be increase in the budget for MIDC

- CAG inspection should be done to find out if every single rupee is utilized for the purpose.

- Only registered individuals and skilled workers should be given employment and proper record is maintained

- Proper planning of discharge of effluent waste should be done

- There should be no political pressures on the industries

- The government should help in finding markets for selling the outputs

- The main problems is the funds and the government should either set up such institution to provide funds at affordable rate of interest or direct certain funding organization to help the industries

FUTURE RESEARCH POSSIBLE: There will be a chance of in-depth study product wise and sector wise industries and their progress or decline. The future study shall explore the possibility of foreign investment proposal by MIDC.Further study is possible with respect to Chemical zone set up by MIDC which may hint at framing favorable export policies and incentives

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7. www.preservearticles.com

8. www.yourarticles.com

ENTREPRENEURSHIP – A STRATEGIC TOOL FOR ORGANIZATIONAL DEVELOPMENT OF MSMES IN INDIA

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ABSTRACT
The entrepreneurship is the process of starting and running a business with an aim to grow and develop the economy. Innovation is a contribution by entrepreneur. The Schumpeter's theory is one of the strategic tools for any organizational structure. The strategic entrepreneurship is a dynamic process. Taking entrepreneur action with strategic perceptive involved in strategic entrepreneurship, the goal of a developed or developing country is a sustainable development, the micro small and medium enterprise is the backbone of Indian economy, the entrepreneur of MSME needs strategical assistance like designing of policies, regulation, and development of skills. The Ministry of MSME including Khadi, village and coir industries provide numerous assistances for promoting entrepreneurship. This paper will identify the initiatives and strategies offered by Ministry of MSME for promoting entrepreneurship and the complexities faced for implementing strategic entrepreneurship practice along with the relation to organizational structure, culture and entrepreneurial leadership.

Keywords: Entrepreneur, Entrepreneurship, Schumpeter's Theory, Strategic Entrepreneurship, Initiatives, Organizational Structure, Sustainability

INTRODUCTION
MSMEs are the backbone of Indian economy, contributing to more than 30% of GDP and 40% of exports. This presentation will explore how entrepreneurship can be leveraged to empower MSMEs and drive their organizational development. MSMEs in India face numerous challenges such as lack of access to finance, technology and markets. However, they also present immense opportunities for growth and employment generation.

The Indian government has launched several initiatives to support MSMEs, such as the Startup India and Make in India programs. These initiatives aim to provide funding, mentorship, and regulatory support to MSMEs. Empowering MSMEs in India through entrepreneurship is a key strategy for their organizational development. With the right support and ecosystem, MSMEs can become engines of growth, employment, and innovation.

Entrepreneurship
Entrepreneurship is the process of designing, launching, and running a new business, often initially a small business. The following categories will cover strategies for success that can help to become a successful entrepreneur.

- **Identify Opportunities:** To be a successful entrepreneur, you need to identify opportunities that others have missed. This slide will cover how to spot opportunities and turn them into successful businesses.

- **Create a Strong Business Plan:** A strong business plan is essential for any entrepreneur. This slide will cover the key components of a successful business plan and how to create one that will help you achieve your goals.

- No entrepreneur can succeed alone. You need to build a strong team that can help you achieve your goals. This slide will cover how to find the right people and build a team that can take your business to the next level.

Schumpeter Theory of Innovation
Innovation Theory of Profit was proposed by Joseph..À Schumpeter, who believed that an entrepreneur could earn economic profits by introducing successful innovations.

Schumpeter identifies following five types of innovations that define the entrepreneurial act Types of innovation:-

- ❖ Product

- ❖ Process

- ❖ Business model

❖ Source of supply

❖ Mergers & divestments

The main function of Entrepreneur is to introduce innovation and profit is the reward for introducing innovation.

Innovation is the act of discovery and introducing the new idea in the production Process.

There are two types of Innovation, which are:

→ Those which change the production function and reduce the cost of production.

→ Those innovations which stimulate the demand for the product, which change the demand or utility function.

Profit is both cause as well as effect of introducing innovation.

Characteristics of Innovation Theory
Innovation is the prime function of an entrepreneur: Innovation means new combinations

▪ Innovation is separate from invention: Invention means discovering new methods and new materials. And, innovation means utilizing the inventions.

▪ Entrepreneurial role in economic development: An entrepreneur is the central character of economic development"

▪ Difference between entrepreneurial functions and managerial functions: Managers only ensure proper utilization of an organization's resources. On the other hand, entrepreneurs create new products, develop new technology, open a new market, discover a new source of raw material etc.

▪ Pre-requisites for entrepreneurship: Personal entrepreneurial qualities along with suitable environment play an important role in the expansion of entrepreneurship.

▪ Entrepreneurial motivation: Desire to do something new, independence, personal accomplishment, play an important role in entrepreneurial motivation.

▪ Innovation, development and profit rotate in a cyclical framework: The more the innovation, the more the profit for the entrepreneurs.

Initiatives and Strategies offered by Ministry of MSME
▪ Women Entrepreneurship (TREAD)

▪ Market Promotion & Development Scheme (MPDA)

▪ Revamped Scheme of Fund for Regeneration of Traditional Industries (SFURTI) -

▪ Coir Vikas Yojana (CVY)

▪ Export Market Promotion (EMP)

▪ Domestic Market Promotion (DMP)

▪ Trade and Industry Related Functional Support Services (TIRFSS)

▪ Prime Minister Employment Generation Programme (PMEGP)

▪ Credit Guarantee Trust Fund for Micro & Small Enterprises (CGTMSE)

Complexities faced during implementation of Strategic Tools
▪ **Organizational Culture:** When it comes to an entrepreneurial culture, it develops in an organisation whose leaders use entrepreneurial thinking, i.e., a growth-oriented perspective that advocates flexibility, creativity and continuous innovation in organisations. When it comes to culture, Ireland et al. (2003) argue, that an effective entrepreneurial culture is based on the commitment that is linked to creating new opportunities. This requires the organisation to stimulate and encourage behaviours that bring new ideas, creativity, learning and risk taking. However, failures must also be accepted. In this way, product and process development, as well as administrative innovations can be encouraged and continuous change is seen as a catalyst for new opportunities.

▪ **Organizational Structure:** An organisational structure based on decentralisation of mandates, semi-standardised procedures and semi-formalised processes are needed. Entrepreneurial processes are supported

by autonomy and facilitated with decentralised structures, while semi-standardised and semi-formalised routines and guidelines also will support management control and goal fulfilment. On the one hand, too much formalisation tends to stifle creativity among employees, but on the other hand some degree of formalisation of the decision rules used for guiding entrepreneurship is desirable, as it allows for the creation of knowledge-search routines that may potentially reduce the amount of financial and human capital inappropriately used or wasted. Put these aspects together and it becomes clear that this is a complicated balance, with the view of public organisations often being formalised, administrative and bureaucratic.

- **Entrepreneurial Leadership:** Employees and stakeholders prefer leaders who choose a consistent path, while entrepreneurship is based on change and innovation. behaviours that stimulate new opportunities can be seen as unattractive to multiple stakeholders as they are experimental by nature and, therefore, include a great deal of uncertainty as to whether there will be any positive outcome. From a leadership perspective, such processes are very difficult to control. In order to create and adopt new opportunities, employees need to change and have the ability to adapt, and must cease using previous routines that they are likely to be more comfortable with. This creates a situation where organisations prefer behaviours linked to strategic benefits and the use of existing procedures and routines.

CONCLUSION

Schumpeter's views are particularly relevant to developing countries and low industrialized nations where innovations needed to be encouraged and promoted as mean of improving the conditions of living and employment. Innovation must be visible in any of the five sectors mentioned by Schumpeter. It must be noted that the innovator entrepreneurs have actually contributed beyond the imagination in the growth and stability of capitalism and have pushed the economic development upwards.

Entrepreneurship is a challenging but rewarding journey. By following the strategies covered in this presentation, you can increase your chances of success and achieve your goals as an entrepreneur. Empowering MSMEs in India through entrepreneurship is a key strategy for their organizational development. With the right support and ecosystem, MSMEs can become engines of growth, employment, and innovation.

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FDI: A VIBRANT ELEMENT OF ECONOMY

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ABSTRACT

Foreign Direct Investment (FDI) has played a significant role in the development of the Indian economy. Over the past few decades, India has been successful in attracting foreign investments, resulting in the growth of various sectors such as manufacturing, infrastructure, and services. The involvement of FDI has led to the creation of employment opportunities, technology transfer, and increased competitiveness in the domestic market. Presently, the Indian government has liberalized its policies on FDI, making it more attractive for foreign investors to invest in India. As per the latest data, India received USD 83.57 billion in FDI during the FY 21-22, which is a 10% increase from the previous year. This surge in FDI can be attributed to the government's push towards "Make in India" and "Atmanirbhar Bharat" initiatives, which aim to promote domestic manufacturing and reduce dependency on imports. Overall, FDI has become an integral part of the Indian economy, and the government's continued efforts to create a favorable investment climate are likely to attract more foreign investments in the future.

Keywords: FDI, Involvement, Present Scenario

1. INTRODUCTION

Foreign Direct Investment (FDI) is an essential element in promoting economic growth in a country. FDI is a way for a country to attract investments from foreign entities into its domestic markets. It helps the country in boosting its economy by increasing employment opportunities, technological advancements, and enhancing competition in domestic markets. India has witnessed significant growth in FDI over the past decade. This research paper aims to provide a comprehensive review of the current status of FDI in India and its involvement in the country's vibrant economy.

1.1 Literature Review

India's FDI inflows have increased significantly over the years. According to the World Investment Report 2021, India received $64 billion in FDI inflows in 2020, making it the fifth-largest recipient of FDI in the world. The report also highlighted that India's FDI inflows increased by 25% in 2019 and 13% in 2020, despite the COVID-19 pandemic's impact on the global economy (UNCTAD,2021).

Several studies have examined the impact of FDI on the Indian economy. A study conducted by Siddhartha Mitra and Saptarshi Mukherjee (2019) highlighted that FDI inflows have a positive impact on economic growth in India. The study found that FDI inflows contribute to increasing capital formation, employment, and exports, which, in turn, contribute to economic growth.

The Indian government has been instrumental in promoting FDI in the country by introducing several reforms and measures. For instance, the Indian government has eased foreign investment regulations in various sectors, including aviation, retail, and real estate. The government has also introduced several initiatives such as Make in India, Digital India, and Start-up India to attract foreign investments and promote entrepreneurship in the country.

2. RESEARCH METHODOLOGY

2.1 Objective

- To understand the concept of FDI

- To evaluate present status of FDI in India

- To analyze role of government for FDI

2.2 Research design

This research paper adopts a descriptive study design to analyze the growth and trends of FDI inflows in India and its contribution to the Indian economy.

2.3 Data Collection Method & Sources

Data Collection Method: Secondary data are used to design the Descriptive method of research.

Sources of Data Collection: The data is collected from available articles, published research, magazines, published journals, different websites, different published reports, etc.

3. FDI

Foreign direct investment (FDI) is a category of cross-border investment in which an investor resident in one economy establishes a lasting interest in and a significant degree of influence over an enterprise resident in another economy. Ownership of 10 percent or more of the voting power in an enterprise in one economy by an investor in another economy is evidence of such a relationship. FDI is a key element in international economic integration because it creates stable and long-lasting links between economies. FDI is an important channel for the transfer of technology between countries, promotes international trade through access to foreign markets, and can be an important vehicle for economic development.

4. FDI STATUS IN INDIA

India's FDI inflows have increased 20 times from 2000-01 to 2021-22. According to the Department for Promotion of Industry and Internal Trade (DPIIT), India's cumulative FDI inflow stood at US$ 871.01 billion between April 2000-June 2022; this was mainly due to the government's efforts to improve the ease of doing business and relax FDI norms. The total FDI inflow into India from January to March 2022 stood at US$ 22.03 billion, while the FDI equity inflow for the same period was US$ 15.59 billion. From April 2021-March 2022, India's computer software and hardware industry attracted the highest FDI equity inflow amounting to US$ 14.46 billion, followed by the automobile industry at US$ 6.99 billion, trading at US$ 4.53 billion and construction activities at US$ 3.37 billion.
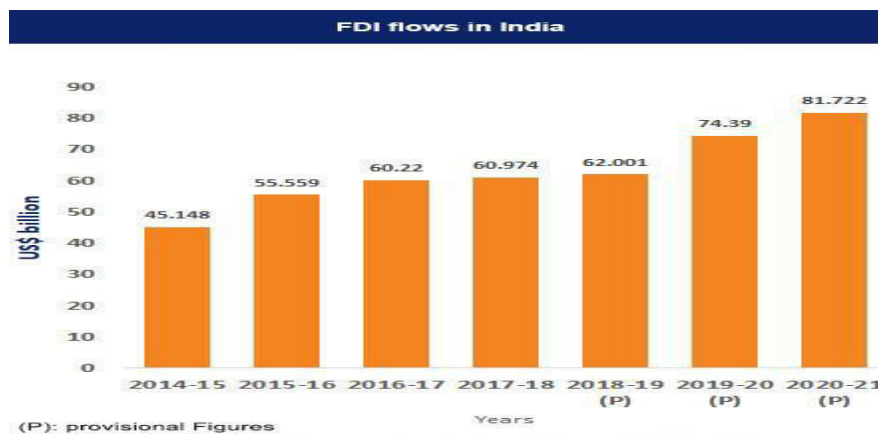
5. GOVERNMENT INITIATIVES

In recent years, India has become an attractive destination for FDI because of favorable government policies. The government has recently made numerous efforts, including easing FDI regulations in various industries, PSUs, oil refineries, telecom and defense. India's FDI inflows reached record levels during 2020-21. The total FDI inflows stood at US$ 81,973 million, a 10% increase over the previous financial year.

Some of the major government initiatives are:

● The Government of India increased FDI in the defense sector by increasing it to 74% through the automatic route and 100% through the government route.

● The government has amended rules of the Foreign Exchange Management Act (FEMA), allowing up to 20% FDI in insurance company LIC through the automatic route.

● The implementation of measures such as PM Gati Shakti, single window clearance and GIS-mapped land bank are expected to push FDI inflows in 2022.

● In September 2021, India and the UK agreed for an investment boost to strengthen bilateral ties for an 'enhanced trade partnership'.

● In September 2021, the Union Cabinet announced that to boost the telecom sector, it will allow 100% FDI via the automatic route, up from the previous 49%.

● In August 2021, the government amended the Foreign Exchange Management (non-debt instruments) Rules, 2019, to allow the 74% increase in FDI limit in the insurance sector

6. FINDINGS

India has recently become a major global hub for FDIs. According to a survey, India was among the top three global FDI destinations; about 80% of the global respondents had plans to invest in India. Furthermore, in recent years, India has provided huge corporate tax cuts and simplified labor laws. The country has also reduced its restrictions on FDI; overall FDI restrictions have reduced from 0.42 to 0.21 in the last 16 years. India has remained an attractive market for international investors in terms of short- and long-term prospects. India's low-skill manufacturing is one of the most promising industries for FDI. India has also developed excellent government efficiency. All these factors together may help India attract FDI worth US$ 120-160 billion per year by 2025.

7. CONCLUSION

FDI has been a vital element of the Indian economy, and the country has been successful in attracting FDI inflows in recent years. The involvement of FDI in various sectors of the Indian economy has created numerous employment opportunities, increased exports, and helped in the development of infrastructure. The Indian government has taken several measures to attract foreign investment, resulting in a surge in FDI inflows. The present status of FDI inflows in India is significant, and India is considered one of the fastest-growing economies in the world. Therefore, FDI will continue to play a vital role in the growth of the Indian economy in the future.

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DEVELOPMENT AND ENRICHMENT OF ORGANISATIONAL PERSONALITY: ITS IMPACT ON OVERALL GROWTH OF AN ORGANISATION IN BECOMING LEADERS IN BUSINESS

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Present times are times of applications and measurements of number of aspects including even abstract matters. Workplaces are becoming dynamic and require number of things to comply. One of things that they need to consider is organsational personality (OP). This topic is relatively new as less research is done on the subject, but in the recent gaining momentum. It is important ultimately for the effectiveness and performance of organisations.

Personality Development today has been the buzz word in soft skills development and/or in communication skills programme. In the past, we only learnt about a company being a person in the eyes of law. But today we talk about organisational personality (OP) just as we talk about individual personality. Again, just as we have number of leadership styles of individuals, the same can be made applicable to organisational styles of leadership based the styles adopted by the authorities in the organisations. So as individuals, when we can strive to improve our personalities, we can also result enhancement and enrichment of organisational personality.

Every organization is indeed a mix of individuals with a variety of personalities, values, and attitudes. So we find that as personality and characteristics determine an employee's behavior and ability to perform, organisations hire people on the premise that they have certain knowledge, skills, abilities, personalities, and values which they bring to the workplace.

Personality is often a set of distinctive individual characteristics displaying behaviours that come from their motives, emotions, values, interests, attitudes, and competencies. So knowing that people personalities are necessary, organisations conduct psychometric or personality tests to select right type of people for the jobs.

An organisational personality refers to the sum total of people personalities in an organisation that drive its activities to develop, grow and sustain business. So it becomes necessary for organisations to enhance and enarich organisational personalities. Organisational Personalities need not be confused with organisational Culture, though the latter is the outcome of the first. So we can have good, bad, and even hopeless organisataional personalities just as we have healthy, weak and unhealthy organisational cultures. Of course, Organisational Personalities go hand in hand with Origanisational Cultures, Organisational Development and even Organisational Effectiveness.

It also must be noted that institutions are not to be exempted from incorporating this concept. Institutions are just like organisations where people work and all things need to be epitomized in a similar manner depending upon the nature of work of people. What is important is that both oraganisations and institutions are made up of people and is a place of work, though all things of an organisation can be equated with, to an institution. Therefore, whether organisaations or institutions, they need to adjust to newer changes to compete and comply, support and sustain to have impactful and vibrant work culture and constatnly refresh itself to suit to the ever changing cultural values to enforce a proacatice organisational personality.

The below given diagram on 'Organisational Personality' shows that it originates from the people employed and everything gets accomplished
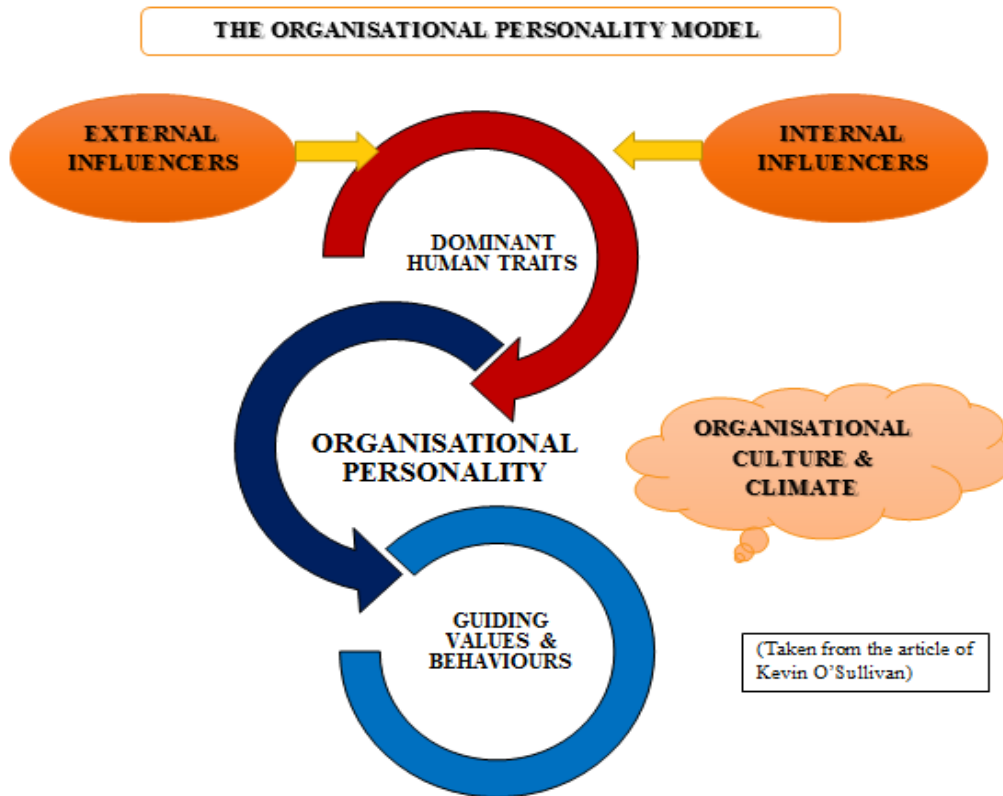
Definition:

According to Kevin O'Sullivan -2019 et al, an organization's personality is the melding of one or more dominant employee traits, cognition, and emotional patterns with external and internal influencers that encourage and empower positive workplace behavior and decision-making.

Accordingly, organisational personality is the summation of people traits, the culture (shared values, philosophy and beliefs including work practices and procedures ingrained into), the knowledge level, the communication pattern and the internal-external relationships that is displayed by an organisation. So we find that there different components or elements of organisational personality. Just as individual personality is both realistic and unrealistic, organisational personality too is something cumbersome to comprehend.

In fact, it is human personality that we humanize collectively at workplace and that is what Kevin O'Sullivan believes in. He says that if we anthropomorphize the workplace, we may more clearly recognize how dominant human traits are continually being adapted, absorbed, and used to define an organization's personality. So very often human personality types are equated to organisational personality. But it is not so because the behavioural pattern of the organisation is often seen as either good, bad, tolerant and social and so on based on the leadership behaviour that is exhibited by the top management and managerial persons. At the same time different persons in different positions may be different in their behaviour. However, we should consider overall behaviour, culture and personality of the organisation.

Organisational Personality Iceberg

Often a person's personality is explained through an iceberg model and it highlights the internal and external components of personality in an individual. Just as an individual personality is explained, an organisational personality too can be explained through an iceberg model. The iceberg comparison is credited to Edward T. Hall, an American anthropologist, Simon, etal 2022.

Seen: The structural building, people dress code and their interactions, leadership styles, products/services, financial credibility, technology, languages, events and facilities etc.

Unseen: It is all that is hidden and unknown to a common man. It refers to the culture largely, philosophy of the management, values and beliefs held by the organisation, expectations, conflicts, feelings, assumptions, issues and problems, decisions making processes, motives, fears etc.
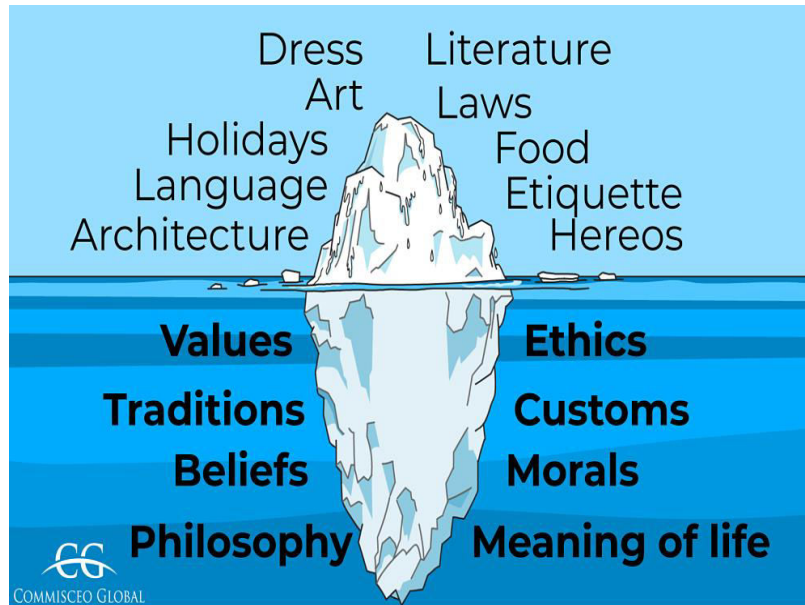
We know that every individual is an iceberg of seen (observable) and unseen traits and so ofen difficult to know them completely. Similarly, organisational personality can be equated to an iceberg and understanding of the same is thus made possible through a process of systematic thinking as explained by Nathan Mahr. There are many hidden aspects of an organisation just as in an iceberg most of the ice mass is submerged and hidden.

Just as we have people with different personalities with different components of traits, there are different types of organization personalities as good, bad, and hopeless or unfit with their different components of traits. The management or the people at the top need to be continually mindful of the impact that their dominant traits either positive or negative have on workplace effectiveness and value creation. Just as many quotients go in building human personality, many similar quotients go to establish organisational personlity. In the contemporary times that is so complex, chaotic and competitive, organisations often fail to comprehend the concept and components of organisational personality. Often athe values, work patterns, philosophies they hold, the cohesiveness among people at workplaces, management of relations, work culture and climate, decision making abilities, abilities to respond to changes and like wise go a long way in building organisational personality. So, in the present times, it is the concern of individual units or organisations as to how responsive they are to all numerous things that matter. Today, it is important to note that OP is measurable on certain distint parameters.

The birth of an Organisational Personality starts from the inception of an organisation. So we can say startups give birth to organisational personalities. The maturity of the organisational personality depends on the nurturing of planned work processes, practices, philosophies, procedures and people that organisations have. Therefore, grooming of organisational personalities is necessary just as we help people to groom their individual personalities.

Organisational Personality and Organisational Culture
Not much study has been developed on the subject of organisational personality. But much study is seen on the topic of organisational Culture. For many, both these topics are one and the same as often in organisations culture becomes a major part of personality, just we can see in case of induvidual persons. But there can be vast differences between them.

THE COMPANY CULTURE ICEBERG
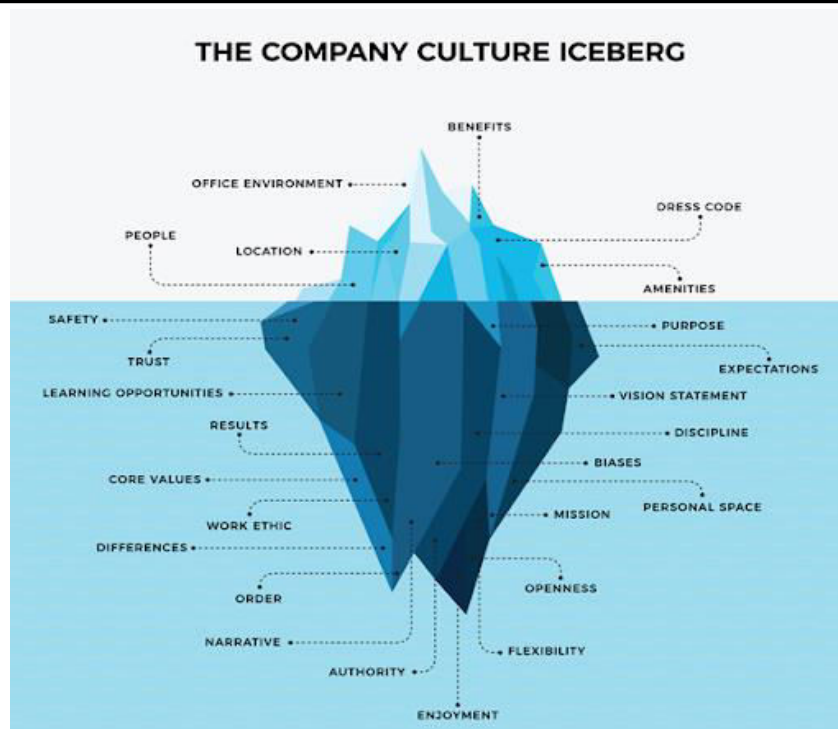
Rashmi etal 2022, highlights culture in the iceberg as **surface culture** (things that are perceived from outside) seen and observed and **deeper culture** (things are submerged) that are significant and help organisations to lay a strong foundation.

However, it must be noted that even for explaining the iceberg of organisational personality, the components can be the same with certain additions. At the same time, for both the topics, the iceberg can be similar.

(The Diagram is taken from the article of Manoj Agarwal)

Since both these topics are considered to be one and the same only because culture forms a major part of personality and good personality makes one culturally matured; it must not be forgotten that they are different in essence. For me culture is a part of personality and just as person is more important compared to culture, organisational personality is superior to organisational culture. Just as personality can be studied comprehensively, organisational personality can be studied in a holistic way.

A Case of Tata Company
The Tatas have a name world-wide for exhibiting their organisational personality as something unique holding on to values and their presence is into numerous products into different countries globally. Some of the notable aspects of Tatas is enumerated below:

1. Tata company put up a first steel plant in our country for the development of our infrasture.

2. Started a first IT company in India.

3. Pioneered first Research Institute in the country.

4. Built a first Cancer Hospital in the country.

5. Established a first prestigious hotel Taj.

6. First donor to Gopalkrishna Gohkale foundation.

7. First to carry on Harappa Mahenjodaro excavation for studying archaeology.

8. Tata earns to donate.

9. Tata Goup has over 100 companies.

10. 19 companies of Tata Group are listed in BSE and NSE.

11. Has grown over 200 years steadily as richest minority.

12. 3rd no employer in employer after army and railways - 9,35,000 employees.

13. The group employees more than - Reliance, Adani, Aditya Birla, SBI, & HDFC combined together.

14. Presence in more than 150 countaries and actual operations in more than 100 countries

15. 2021 -22 reports show its 10 lakh crores turnover.

16. 2018 – net tax payer and is 2.24% more than some of the states put together.

17. Yet not the richest company.

18. Whatever is earned is held by their trust – trust spends in charity and for social causes.

19. Ratan Tata holds 0.3% of the shares i.e. less than 1%.

20. They are in steel, motors, hotels, consultancy, IT and many more.

(Taken from the videos of Tata Company)

Very few of the companies may be able to match the milestones achieved by TATA's across the globe. There are number of other things that can be added. However, these 20 points are remarkable enough to get acclaimed universally for their earning and sharing for the cause of the needy and society at large. To summarise, it can concluded that Tatas have a great organisational personality across the world.

Components of Organisational Personality

Just as a person's personality is comprised of Physical, Intelligent, Emotional and Spiritual Quotients, Organisataional Personality can also be comprised of People, Structural, Cultural, Philosophical, Social, Financial and Technological components. If a person's personality has to be groomed or developed, then it is necessary there is growth in all the four aspects and similarly if organisational personality has to be raised or improved, then we have to consider all the aspects that impact an organisation. It must be clear that by adopting many appropriate and best of the initiatives, the organisations will go a long way to grow and sustain their businesses.

Below given diagram is self –explanatory that is conceptualised by the author.

People:

People are at the core because without them organisations have no existence. It is people who make things possible and so are most resoourceful to any organisation. It is people (employees) basically to manage all other resources. Things are made possible by people and it is they to hold on to all the aspects or characteristics that an organisation can comprise. Mostly importantly, it is people add to organisational personality.

Philosophical:

Just as virtues determine personality, philosophy of the organisations goes to determine ethical business values they stand for, vision and mission they frame for the organisations for accomplishments, what the top managements aspires and intends for the organisational sustenance and well-being, the way they consider people towards the organisation and so on and so forth that all define and establish a strong organisational personality. In simple words, it is the ideology and the belief

Structural:

This refers to the physical structures and premises they own, which forms the very body of the organisation. People need to work in a conducive environment with all facilities such as washrooms, rest rooms, proper sitting arrangements, recreation rooms, toilets and so on. This is only because for employees, workplace is a second home and so should be able to have access to such facilities. Mere huge structures are not enough and so the place of work should have adequate lighting and ventilation and noise free environment to execute their duties and responsibilities. At the same time, place of work should be hygienic free from dirt, dust and foul smell. Often sturdy body in good shape that is decent and well groomed is seen as attractive personality, so also well designed buildings with all well maintained infrastructure will also attract people to work there.

Cultural:

Today, organisations are places of work for diverse people from different countries and states, different regional languages and cultures and other different backgrounds. In such a situation, it is important that there is proper blending of people cultures and traditions and having one unified and well accepted environment to have a congenial atmosphere. The Tatas and Infosys are said to have such an environment. Today many companies said to create such an enviroment and Google could be one of the examples as we know. Excellent organisational culture would also mean and create excellent organisational personality.

Social:

Just as we have cultural considerations, social considerations become all the more important because we are social animals and maintaining harmonious ralations is all that matters. Organisations, where social interactions are a problems will witness exodus of employees. Mutual relations with all stakeholders should complementary and supplementary so that they work in team spirit and with proper support and coordination with one another. We have often heard that people do not leave organisaations but their bosses, only because the relations are not maintained well between the superiors and subordinates. Similarly, good relations with the management, unions, bosses, peers and subordinates is of prime importance. Good social interactions bring about involvement, participation, loyalty and mutual trust towards one another.

Financial:

People work to earn and it is all for a mutual gain of themselves and the organisation. Standard of living depends upon the earnings of the family members. If the paying capacity of an organisation is good for defraying all the expenses and payments, then the financial credibility is said to be high. If the organisations struggle to plan and meet its financial needs then naturally they will pay less and will fail to attract less people. At the same time, financial resourcefulness can further add to high level of upkeep of the organisation, just as people who are financially well can groom and maintain themselves. Today, everyone whether people or organisations are money conscious and so financial motivation is necessary for people at workplaces. Best of the companies pay best of the salaries, perks and pequisites and that is how they are known for their financial credibility.

Technological:

Today, nothing is as impactful as technology and it is technology that has in fact changed the face of the world. We are in this wondrous world because of technlogy and everyones life is impacted by technology. Technolgy would mean use of higly sophisticated tools, equipments and machines that operate and save time, money and energy of organisations. AI or information technology has become the routine order in this era of technolgy. Today, we hardly find any organisation small or large which doesn't make use of technology because functioning without technology is just impossible. Use of technology is now an indispensable and so technology is not be used but maintained updated in every sense.

If the above components are well appreciated by organisations, we are sure that the organisations personality would be high. But the questions that remains is as to how can this be possible. This calls for confrontation for awareness, adoption and application of these components by the top management the right deployment of people. This is how people need to be developed rigorously and made to raise the level of organisational personality.

Development and Enrichment of Organisational Personality
In the development and enrichment of organisational personality, we have to know that there is a two track way approach and that is: People and Organisation. People development will go hand in hand with organisational development and so it is righ to say that development of people in organisations will cause development of organisational personality.

Similarly enrichment of people's work and their activities would be able to cause enrichment of organisational personality. And so this calls for two dimensional focus i.e. people on one side and organisation on the other. It also means that when people are well developed and their work is enriched, organisational developement and enrichment will happen automatically.

The table below shows how organisations can and should enhance and enrich their organisational personality by taking initiatives at their workplaces which are people and organisation oriented.

S.No	People Activities	Organisational Activities
1.	Deployment of quality people /employees	Deployment of quality selection processes
2.	Socialisation of employees	Induction and Placement programme
3.	Right pay for the right job	Right compensation and incentive programmes
4.	Development of employees	HRD activities
5.	Enhancement of employees' knowledge /skill	Training and Development
6.	Employee well being	Health, Safety and Welfare provisions
7.	Justice to employees	Grievance handling & disciplinary measures
8.	Rewarding of employees	Appraisal and feedback procedure
9.	Growth of employees	Career & Succession Planning processes
10.	Morale of employees	Philosophy of the management & belief system
11.	Building of Family culture	organise cultural activities and celebrations
12.	Satisfied workforce	Growth and sustainability of business

It should be noted that all of these above activities are supplementary and complementry to each other and though they are the functional areas of HR department, they should be supported by the top management for approval and the line managers for carrying out these activities across the organisation. Further, supplementary activities also need to be planned and implemented by adoptaing best of the practices in each of the above areas of work. Therefore, today we have Employee Engagement, EDPs and MDPs, Award Programmes, Flexible Work Schedules, Outbound Training Programmes, CSR activities and more all that add up for the development and enrichment of organisational personality.

One of the important aspect that remains is the component of measurement of organisational personality which is only due to time constraints. This will be undertaken in the near future as it calls for a holistic research study.

Research Methodology Adopted
After conceptualisation of the study topic and the purpose of the study, it was decided to undertake the study both through primary as well as secondary data. Accordingly, a simple questionnaire was designed and circulated amongst known people and inferences were drawn from them to conclude findings of the study. Articles on the topic were read and whatever is absorbed from there is given due credit to the authors.

The questionnaire was circulated to people of various groups to around 80 people but could get responses of only 50 respondents. 75% of the responses were collected from people in the age group of 22-30 years and 70% of them were working professionals.

FINDINGS
1. It is important to know that employees personality has a great role in building Organisational Personality.

2. The concept of organisational personality can also be applied to institutions to have instiutional personalities.

3. 84% of the respondents were aware of the concept of OP, while 16% just did not know the terminology. At the same time 88% of them believed that an organisation is a person having personality.

4. The quality of employees gives a broader scope to enhance and enrich organisational personality. 70% of them agreed that OP can be enhanced, developed, enriched and measured.

5. Organisational Personality calls for earnest efforts or steps to develop it; nothing much happens to individual personality if earnest efforts are not made.

6. Just as individual personality comprises of many components or elements, organisational personality too has number of attributes to gauge it.

7. 80% of the responses show that organisational climate and culture is dominant in enhancing OP.

8. Organisational personality undergoes changes as different people move in and out of the organisations. However, most of the respondents also agreed that there can be good and bad OP just as we have good and bad personalities.

9. People or even personality development can lead to organisational development or even development of organisational personality.

10. Just as we can measure people personalities, we can also study and measure organisational personalities, though the latter may be a cumbersome job.

11. One of the most important findings is that 84% of the respondents believed that people (human resources) affects an organisation the most. However, other important resources viz. money, machines, materials, methods, management, marketing and minutes are important.

12. It can be said that good organisational personality will lead to organisational development. Most of the respondents also held that culture, policies, compensation, employee relations, business anlytics, work processes and procedures, technology, ethics, philosophy and so on are needed for both organisational development.

13. 70% of the respones showcase that factors such as quality employee on-boarding, learning and development process, delegation of authority and responsibility, compensation system, vision and philosophy, standard work procedures, healthy employee relations etc. are all needed for enhancing OP.

14. 70% of the rspondents opted that Tata company has better OP compared to other companies. At the same time Infosys (65%) and Mahindra & Mahindra (60%) are said to be having good OP's.

SUGGESTIONS

1. Awareness of Organisational Personality is necessary for the development, growth and sustainabilty of an organisation.

2. Organisations (the top management) need to encourage and empower people to develop and enrich organisational personality.

(*"Ultimately, it's on the company leaders to set the tone," Cook told Fast Company. "Not only the CEO, but the leaders across the company. If you select them so carefully that they then hire the right people, it's a nice self-fulfilling prophecy."* -**Tim Cook**)

3. The people enablers or HR specialists have a wider role to play with the support from the top management.

CONCLUSION

Organisational Personality though equated with Organisational Culture, OP is definitely a much broader term. It is definitely a subject of great importance because high quotient of OP would mean a great company and that is necessary not only for the growth and sustainability of the company but also for becoming leaders in the business world. Tatas, Infosys and Mahindra and Mahindra can be said to have good OPs and have proven themselves as leaders in the busiess world. Of course, there could be many companies with high OP Quotient.

Though the paper did not have the measurement aspect OP, it highlights its development and enrichment. Much could have been elaborated on the subject but restricted here due to the limit of words. The first thing organisations should now begin is to be aware of the components of OP and then be able to measure it on some common parameters and also consider some unique parameters which may differentiate from other organisations.

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ROLE OF ASSET MANAGEMENT COMPANY AND FINANCIAL STABILITY WITH REFERENCE TO SBI FUNDS MANAGEMENT PVT LTD

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ABSTRACT

Investors need the assistance of others when they select from a number of investing possibilities. AMC is essential in this regard since it counsels investors on profitable investments and manages their portfolios. The current research is concerned with how AMC handles its money as efficiently as possible, including its responsibilities. Each asset management company's fund managers invest the investor's money in a range of financial goods. To increase their revenues, fund managers typically invest in debt securities and mutual funds. The current analysis aids investors in understanding the investing landscape. Asset management companies can provide financial intermediation with several advantages. It facilitates asset diversification for investors and serves as a "spare tire" for financing the actual economy even when banks are in trouble. From the perspective of financial stability, the sector also has a number of benefits over banks. Nevertheless, due to the sector's expansion and structural changes in the financial systems, there are now more worries than ever about possible hazards to the financial stability presented by the asset management business. Bond funds have increased greatly, money market funds have been investing in less liquid assets, and there are now a lot more investment options available to the general people in industrialized nations.

Keywords: AMC, Portfolio, Financial Stability, schemes

INTRODUCTION

An asset management company (AMC) is a corporation that makes investments on behalf of its clients in a pooled fund of funds in the financial sector. The money is used to fund a wide variety of investments across many different asset types. Money managers and money management organizations are two examples of the many titles used to describe investment enterprises. The financial system has seen an increase in the importance of the asset management sector, particularly as a result of bond funds' growing credit intermediation. Since the crisis, portfolio flows, many of which are routed through funds, have steadily increased for emerging markets.

Capital market instruments such as stocks, bonds, and other assets are purchased using the cash raised and then invested in the capital market. Individual investors often lack the expertise and resources required to earn consistently strong investment returns over an extended period of time. Therefore, many investors place their confidence in asset management Organizations to invest their money on behalf of the investors. Asset management organizations are often made up of a group of financial professionals that have a wide variety of market expertise within their ranks. Because they have a large amount of pooled resources, they have the ability to generate returns for investors via diversification and intricate investment approaches. Customers of asset management companies (AMCs) are often charged a fee based on a percentage of the total assets under management (AUM). The total amount of capital given by investors is referred to as the AUM (total amount of money).

SBI Mutual Fund is an Asset Management Company introduced by State Bank of India (SBI) and incorporated in 1987 with its corporate head office located in Mumbai, India.

REVIEW OF LITERATURE

OECD 2001 their report in its broadest sense, asset management is defined as "a systematic process of maintaining, upgrading, and operating assets, combining engineering principles with sound

Business practice and economic rationale, and providing tools to facilitate a more organized and Flexible approach to making the decisions necessary to achieve the public's expectations.

AASHTO 1999, a realisation of the necessity for asset management in the United States served as the impetus for the movement. American highway agencies have often shifted their main priorities during the past 50 years. From the 1960s to the middle of the 1980s, the emphasis shifted from expansion to preservation, and from the middle of the 1980s to the start of the new century, it shifted again to reinventing government. The emphasis has been on using ethical business practises ever since then. Numerous implications of this new direction include embracing quality, stressing the need to deal with strategic rather than tactical issues, fusing economics and engineering, and utilising the advancements in information technology.

Nemmers 2004 stated that, the main objective of asset management is to improve decision-making processes for allocating funds among an agency's assets so that the best return on investment is obtained. To achieve this objective, asset management embraces all of the processes, tools, and data required to manage assets effectively.

FHWA 1999, Asset management is a methodical strategy for efficiently managing, maintaining, and upgrading physical assets. It incorporates good business ideas, economic theory, and engineering principles and offers tools to support a more structured, rational approach to decision-making. A framework for addressing both short- and long-term planning is thus provided by asset management.

SBI Portfolio Management and Plans:

On August 1, 2022, SBI Asset Management merged with its sister companies under the SBI Group, SBI Bond Investment Management Co., Ltd. and SBI Regional Revitalization Asset Management Co., Ltd. and became the new "SBI Asset Management Co., Ltd"

In the asset management industry, the approach to asset management by individuals is shifting from "savings to asset building," and institutional investors are expected to demand more sophisticated asset management and risk management.

SBI AMC offer investment advisory / portfolio management services for the Indian investments of Asset Owners, Asset Managers, and other institutional investors across the world. Our services range across asset classes in Indian capital markets viz Equities, Indexing, Fixed Income, Multi-Assets, and Alternatives. The discretionary / non-discretionary advisory solutions can be customized as per client requirements as segregated mandates under the Foreign Portfolio Investor (FPI) route. We have been successfully managing and advising India-dedicated offshore funds since 1988 and were the 1st bank-sponsored asset management company to launch an offshore fund called India Magnum Fund. Our current offshore offering, 'SBI Resurgent India Opportunities Fund', offers investors opportunities of long-term capital growth through well-researched investments in a diversified mix of Indian Companies' equities. AMC offer a wide range of INR-denominated mutual fund schemes across asset classes viz Equities, Indexing, Fixed Income, Multi-Assets, Alternatives. Information on the relevant scheme(s) can be explored here.

Sr. No.	Scheme Name	Returns
1.	SBI Small Cap Fund	17.51%
2.	SBI ETF Private Bank	24.4%
3.	SBI Focused Equity Fund	11.09%
4.	SBI Retirement Benefit Fund Aggressive Plan	18.18%
5.	SBI Healthcare Opportunities Fund	15.16%
6.	SBI Equity Hybrid Fund	7.9%

During the year under review, the following key SEBI Regulations/guidelines were announced for the Mutual Fund (MF) Industry. To enhance the quality of disclosure on risk, scheme performance, portfolio of the mutual fund schemes and to increase awareness among the existing and new investors, Asset Management Companies (AMCs) / MFs are required to disclose risk-o-meter of the benchmark in addition to the risk-o-meter of the schemes while disclosing performance of the scheme vis-à-vis benchmark. AMCs/MFs are also required to disclose the name of the benchmark and risk-o-meter of scheme and the benchmark while intimating to investors about portfolio of the schemes. Effective June 3, 2021, SEBI has revised the limits pertaining to overseas investment for mutual funds.

With effect from April 29, 2022, SEBI mandated the asset management company to invest amount calculated as per prescribed criteria in schemes of the mutual fund, based on the risks of the schemes denoted by their risk-o-meter.

Financial Stability/Growth

Q3FY22

Healthy performance on the asset quality front and growth.

- GNPA down 40 bps QoQ to 4.5%, restructured book at 1.2% of loans

- NII up 6.5% YoY, NIM down 9 bps QoQ to 3.2%, C/I ratio at 52.9%

- Provisions at ₹ 6974 crore, PAT up 62.3% YoY at ₹ 8431 crore

- Gross advances up 8.5% YoY (higher than estimates) and deposits up 8.8% YoY, CASA at 45.7%

➢ **Below Figure shows that about Portfolio of SBI AMC**

A)

SBI AMC					
Top 10 Buys	Market Value(crs)		Shares(lakhs)		% Change
	Mar-23	Feb-23	Mar-23	Feb-23	
Firstsource Solutions Ltd.	62	1	59	1	-
HDFC Asset Management Company Ltd	1084	199	63	11	476%
Bharat Heavy Electricals Ltd.	75	22	107	32	236%
Biocon Ltd.	158	63	76	28	177%
REC Ltd.	66	26	57	23	150%
Mphasis Ltd.	54	30	3	1	104%
Manappuram Finance Ltd.	122	52	98	50	95%
L&T Technology Services Ltd.	176	118	5	3	62%
Gland Pharma Ltd.	56	39	4	3	51%
Krishna Institute of Medical Sciences Lt	82	60	6	4	32%

B)

SBI AMC					
Top 10 Holdings	Market Value(crs)		Shares(lakhs)		% Change
	Mar-23	Feb-23	Mar-23	Feb-23	
HDFC Bank Ltd.	37186	37045	2310	2315	0%
ICICI Bank Ltd.	35205	34458	4013	4031	0%
Reliance Industries Ltd.	30560	31081	1311	1338	-2%
Infosys Ltd.	23420	24080	1640	1619	1%
Housing Development Finance Corpo	18303	18138	697	695	0%
ITC Ltd.	15226	15085	3970	4004	-1%
State Bank Of India	14523	14953	2773	2860	-3%
Larsen & Toubro Ltd.	13277	12833	613	609	1%
Kotak Mahindra Bank Ltd.	13225	12409	763	718	6%
Bharti Airtel Ltd.	12745	12559	1702	1692	1%

ACHIEVEMENTS AND NEW INITIATIVES

1. SBIMF was the first Mutual Fund house to cross ` 6 lakh Crore in AUM, further cementing our leadership position in the industry.

Our market share has also touched a new high of 17%. Further, we have also added 20 lakh new investors in FY 2022.

2. SBIFM has achieved another milestone of ` 1070.65 Crore of profit after tax (PAT) in FY 2022 from ` 862.76 Cr in FY 2021, an absolute growth of 24%.

3. Total AUM of SBIFM i.e., the AUM of all three business viz Mutual Funds, Portfolio Management Services & Alternative Investment

Funds verticals was ~Rs. 16.50 lakh Crore, with an overall market share of ~24% of the asset management industry.

4. The quarterly average assets under management (QAAUM) of SBIMF increased to ` ~6.47 lakh Crore in quarter ending March 2022 from Rs. ~5.04 lakh Crore in quarter ending March 2021, despite reeling under the severe impact of COVID-19 for the first quarter of FY 2022.

5. As compared to 19% growth seen in the mutual fund industry QAAUM, SBIMF QAAUM grew by 28% in FY 2022.

6. SBIMF launched two of the largest NFO's in the history of the Indian MF industry, mobilizing ` 14,728 Crore from SBI Balanced Advantage Fund and ` 8170 Crore from SBI Multicap Fund.

Sbi Mutual Fund Net Worth History

RESEARCH METHODOLOGY

The Researcher is use Secondary data to writer his research article, this study is an observed study based on secondary source. Developing Trends in the modern banking system and Various Financial Scheme by the SBI AMC to assist the Investor to do savings, and they mobilizing the all saving and do the good portfolio. This study is an explanatory study of Asset management Company developments. SBI AMC is one of the Top global company and well trust.

CONCLUSION

Everyone needs money for a variety of reasons. This study's primary objective is to offer the essential inputs, including holding periods, risk-return standards, and AMCs' role in fund management. Based on their financial objectives and degrees of risk tolerance, investors may make informed decisions from a wide range of investment possibilities with this knowledge.

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IMPACT OF SOCIAL MEDIA ON CONSUMER BUYING BEHAVIOUR

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INTRODUCTION
The objective of this paper is to do a research on the role of social media in consumers' decision-making processes. Secondary data was collected to find the impact of social media in the decision process of consumers for purchases up to what degree experiences are altered by the use of social media.People all around the world are using online networking, for example, Facebook, Twitter, Instagram, and LinkedIn to share their encounters. People use Social Media to communicate about the various products and services they buy or intend to buy and give reviews on it. Social media is a major influencer for customers buying decisions . Various celebrities and other influencers also influence consumer buying decesions via social media. Social Media has new innovative tools that collects feedback of a millions of users all around the globe and they offer myriad opportunities to companies that wish to develop communication and marketing strategies while gaining an edge on their competitors. This paper is based on secondary data and presents the definition of Social Media marketing with its innovative strategies to impact consumers buying decesions and it also attempts to identify the challenges and opportunities facing by Social Media .

Who is a Consumer?
Any individual who purchases or consumes the products or services for his/her personal use and not for further any further manufacturing or resale is called a consumer. A consumer is the person who decides whether or not to buy a product or service. Consumer is someone who is influenced by his peers,advertisement and marketing on TV or social media. They are the end-users in the distribution chain of goods and services. Buyers are the people who buy the product or service and might or might not use it. The person who ultimately uses the product or service is the consumer. A consumer is the one for whom the services or products are ultimately made for.

Consumer buying decesions generally go through the below flow:

1. Recognising a Need or Want :
Once consumers recognize a want, they start to gather the information to understand how they can fulfil that need, desire or want which leads to the search of information about the same .

2. Search of Information :
Once they recognise their want they start searching for information on various social media websites.

3. Evaluation of Alternatives
When data has been gathered, the customer utilizes it to assess the product orservice and also goes for customer reviews to take a final decisions whether to buy the product/service or not .

4. Final Decision
The decision to purchase is the final stage when the consumer decides on what to buy, where to buy, and how to buy.

3. Post-Purchase Decisions
After consumption or use of the product or service , the consumer then experiences certain levels of satisfaction or dissatisfaction and evaluates his decision of the choice made in selecting the alternative. The outcome of this step is the level of satisfaction or dissatisfaction that the consumer derives from the product.

What is Social media and how much can it influence a Purchase?
Social media refers to the medium of interactions among people in which they create, share, and/or exchange information and ideas in virtual communities and networks. Some examples are Facebook, Twitter, Instagram, LinkedIn and YouTube accounts.. As social media becomes more extensive, connecting people and facilitating the exchange of information, consumer behaviour is shifting. Through social media, consumers now can easily watch an interesting advertisement on YouTube, while posting their own opinions on Twitter and sharing it with friends on Facebook. Such is the mammoth influence of social media on consumer buying behaviour .Consumers are more likely to buy when they get recommendations from a person they trust. Celebrities and popular people inspire their audience and influence their buying behaviour. It is true that around 49% of consumers seek guidance from social media influencers before making a buying decision. Small and medium sized companies with small budgets can take full advantage of social media marketing when they have insufficient funds to use the traditional way of marketing. Even though social media marketing is an evolving

concept, the basic idea of marketing remains the same which is to target the section of the population, communicating with prospective buyers, building loyalty and so on.

Types of Social Media : Most of us are familiar with social networking sites like Facebook, Twitter, LinkedIn, Instagram ,Whatsapp and You tube where various companies promote and influence their brands and services.

Literature Review (Secondary Data):
According to (Weinberg 2009), he refers social media marketing as leveraging the 'social' through the 'media' to 'market' businesses' constituents. Social Media marketing is the process of empowering individuals to promote their services or products through different social media channels to attract a larger amount of people that may not have been available via traditional way of advertising. The advertisements via mass media are no longer as efficient as they were in the past. Social web is a place where people with common interests gather to share ideas, information, thoughts etc. Through the channel of social media marketers can listen and respond to communities, take feedbacks and promote their products or services.

With the rise in social networks, a new era of content creation has emerged, where individuals can easily share experiences and information with other users (Chen et al. 2011). The next generation of online businesses will be based on communities - a good tool for new customer attraction (Bagozzi & Dholakia 2002; Ridings & Gefen 2004).

There are a number of social media that facilitate these activities, such as Wikipedia, Facebook, YouTube and Twitter.

Individuals apply different social media tools, such as online forums and communities, recommendations, ratings and reviews, to interact with other users online. In fact, individuals are attracted online to exchange information and receive social support (Ridings & Gefen 2004).

Reviews are one of the key areas that have emerged from social media. Customer reviews are widely available for products and services, generating great value for both consumers and companies (Nambisan 2002).

Consumers are actively encouraged by firms to rate and review products and services online (Bronner & de Hoog 2010). These activities produce electronic word of mouth. This word of mouth, produced through social media, helps consumers in their purchasing decisions (Pan & Chiou 2011).

Travel organizations and businesses have used social media as a communication tool for their audience by posting travel information; uploading photos, warnings, advice, or

sharing personal traveller reviews. Those things can influence trip's decisions and even create future trip destination impressions. Fifty-eight percent of U.S. online travel used ratings for their travel information: 49% of them checked reviews and recommendations: 18% used photos and friends' social network sites: 12% read blogs: and 5% watched videos (eMarketer, 2007).

The results show that social media has a greater impact on the information and evaluation stages of alternatives than at other stages of the purchasing decision-making process. Finally, most respondents (81.3%) believe that social media influences consumers buying behaviour and purchase intention(Research Gate September ,2022)

OBJECTIVE OF THE RESEARCH:
Social media has become a a great influence for online consumers in this era. It's no surprise that all kinds of businesses have turned to social media to find and connect with their target market. There's a 71% more chance of users buying a service or product when it is referred to them through social media. The current generation spends most of their time on social media websites/apps .More than 50% of their purchases are influenced by social media. Social media websites/apps are the prime platforms for holding successful digital marketing campaigns. Changes in consumer behaviour due to social media are one of the most captivating aspect in modern marketing. **The objective of this research is to explain why, when, and how social media has impacted the consumer decision process.**

CONCLUSION
It can be concluded from this research that consumers in India are using social media as a Medium to accelerate and influence consumer buying decesions . Reviews and preferences of old consumers on Social media platforms affect the decision process of potential customers.

Social media users found decision-making to be easier and enjoyed the process more as compared to those who used other information sources. The results overall show that Social Media definitely has a major impact on the consumer decision-making process.

LIMITATIONS

- Social media marketing is not a new aspect and it is always changing and evolving. The study is presented in a general manner.

- This study is based only on secondary data.

- As cultures and value sets change from country to country, consumer's buying behaviour may also vary.

- In order to increase the level of focus of the study, the objectives have been narrowed down and the research only contains information on what needs to be studied considering the objectives.

A STUDY ON SOCIAL MEDIA MARKETING STRATEGIES

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ABSTRACT

Social media marketing programs usually centre on efforts to create content that attracts attention and encourages readers to share it with their social networks. A corporate message spreads from user to user and presumably resonates because it appears to come from a trusted, third-party source, as opposed to the brand or company itself. Hence, this form of marketing is driven by word-of-mouth, meaning it results in earned media rather than paid media. Social media has become a platform that is easily accessible to anyone with internet access. Increased communication for organizations fosters brand awareness and often, improved customer service. Additionally, social media serves as a relatively inexpensive platform for organizations to implement marketing campaigns. Social media marketing is the use of socia media platforms and websites to promote a product or service. Although the terms e-marketing and digital marketing are still dominant in academia, social media marketing is becoming more popular for both practitioners and researchers. Most social media platforms have built-in data analytics tools, which enable companies to track the progress, success, and engagement of ad campaigns. Companies address a range of stakeholders through social media marketing, including current and potential customers, current and potential employees, journalists, bloggers, and the general public. On a strategic level, social media marketing includes the management of a marketing campaign, governance, setting the scope (e.g. more active or passive use) and the establishment of a firm's desired social media "culture" and "tone." When using social media marketing, firms can allow customers and Internet users to post user-generated content (e.g., online comments, product reviews, etc.), also known as "earned media," rather than use marketer-prepared advertising copy.

Keywords: Social Media Marketing & It's Strategies, Different Methods of SMM,Role of SMM.

★ INTRODUCTION

Social media marketing is a new marketing strategy which almost every business is adopting to reach their consumer on the virtual network. If you have an idea and you want it to reach there millions at a very little cost then social media is the only way out.. entertainment companies were the first to adopt the social media as a promotional tool. Weinberg (2009) Has defined social media marketing has the process of process empowers individual to promote their website product or services through online social channel and tap into a much larger community that may not have been available Via traditional Channels.The meaning of the term social media can be derived from 2 words which constitute it. The meaning of the term social media can be derived from 2 words which constitute it. Media generally refers to advertising and the communication of ideas for information through publication channel social implies the interaction of individual with a group of community. Taken together social media simply refers to communication publication platforms which are generated and sustained by the interpersonal interaction of individual through the specfic .Medium or tool. Wikipedia has a general definition of the term social media is the Democratization Of information transforming people from content reader into content publisher. it is the shift from abroad cost mechanism to a many too many model Rooted in conversation between authors people and peers.Social media marketing refers to the process of gaining website with traffic or attention through social media sites. social media marketing program usually center and of efforts to create content that attracts attention and encourage reader to share it with your social networks. A corporate message spreads from user to users and presumably resonate Because it appears to come from a trusted third party source has opposed To the brand or company itself.

★ OBJECTIVES OF STUDY:

1. To understand the strategies of social media in India
2. To understand the Role of the social media .
3. To explain various Methods of SMM.

★ RESEARCH METHODOLOGY:

The primary data for the study are collected by using one elaborate. Questionnaire for the respondent. In the light of the observation and experience of the pilot survey, the necessary changes were incorporated in the questionnaire.The process of gathering reliable and meaningful information is the cardinal except of the inquiry and forms of central link in the operational plan for the entire research design. the secondary data are drawn from research reports published books journals.

★ **REVIEW OF LITERATURE:**

Gordhanner (2009) Has related social media marketing to the relationship marketing where firms need to shift from trying to sell to making connections with the consumers. This explanation of social media marketing take has to the other sites of marketing where building relations with the potential consumers is the key to repeated purchase and enhanced brand loyalty social media is an innovative tool that organization use for creating a very strong public relation with the customer on the virtual network. (Jan $ khan ,2014) ..Maintaining public relations through social media has become easy because a large number of potential consumers are available on the virtual network .and making connection with consumers using social media is only some clicks away. Today's customers are more powerful and by busy therefore companies should be reachable and available end every social media communication channel has instagram twitter blogs at any time (Gordhanner,2009) .

[1]Different methods of social media marketing:-

Social networking Marketing is a popularly Called has Internet marketing . Today you can find many ways for Internet marketing Many people who enter this Online marketing are less worried Because of its guaranteed success if you see in Internet totally all types of products has been marketed online without much efforts Internet attracts many business people to promote their business online social network marketing is grown to such a height that today many people can't without it .Some of the most recognized network marketing tools are Facebook Instagram LinkedIn Twitter become regular place for people who have newly entered the field of social network marketing.

1 Blogging:- when You start blogging or posting your data about any product you can see less response from clients later it will become big business why blog websites and blogs are most powerful tools for social network marketing when matched with other networking tools blog is an amazing tool which provides many other facilities in addition to just marketing your business it's also helps you to communicate with other clients in case if you have any problems.

2 Web Design: - It is important to have private websites if you are a freelancer Your website will help your clients to know about you and it will make them clear that you are serious freelancer marketer and help huge revenue via online marketing

3 Articles Selling:- It is also about best and cheap Internet marketing method it is a mode of advertising our trade just by writing articles and attracting and less number of users across word we usually sell our articles to different articles database websites and article directories today it provide free business to many advertiser and publishers and they are great really benefited through their article's.

4 Use Social Networking Websites :- Social networking marketing websites like Twitter Instagram can be used to promote you are saying this provide best platforms all who are thinking of online marketing

5 Video Promotion.:- Use several video distribution websites for your marketing this website uploads your service to the whole world all that you need to do is flip a video about marketing and send it to video uploading sites like Instagram it .

★ **SOCIAL MEDIA MARKETING TOOLS :-**

Besides research tools , various companies provide specialized platform and tools for social media marketing.

• Social media measurements

• Social networking aggregation

• Social bookmarking

• Social analytics

• Automation

• Social media

• Blog Marketing
• Validation

★ **ROLE OF SOCIAL MEDIA MARKETING IN BUSINESS :**

Creating and developing a website is important for any business. Along with having a website, you need to expand your online outreach to social media platforms. Social networking sites such as Twitter and Facebook are essential for maintaining a competitive edge. Companies that do not have active social media accounts risk missing out on numerous marketing opportunities. Interaction with Target Market One of the key advantages of

social media for businesses is that it enables you to interact with your customers. Going through the tweets and Facebook updates that are posted by your customer base gives you insight into what they need. This is useful for helping your company formulate marketing strategies that address their needs.

- Improve Responsiveness Social media eases the process of providing and receiving feedback. If your customers have concerns or problems with what your business offers, they can let you know in a timely ma kinner. Social media gives customers a convenient and accessible way to express what they feel and gives companies a chance to respond. With such platforms, businesses are able to view complaints and assure their customers that their problems will be dealt with.

- Competition If your competitors are already using social media accounts for marketing and engaging their customers, you need to ensure that you are keeping up with the digital marketing strategies that are being implemented. In the competitive world of business, more and more companies are capitalizing on the benefits of social media. In order for you to be able to boost online traffic to your site and increase sales, you need to stay ahead of the competition while providing your customers with the best products and services .

- Communication is vital for the success of any business and engaging your customers regularly helps to enhance your image. Social networks allow you to interact and deal with your customers on a personal level.

- When your brand gets involved in conversations, customers view it as approachable, responsive and accessible. This type of exposure positively influences how you are perceived and makes customers more receptive to the information that you share.

- Both social profiles and websites can help improve your branding efforts. Your existing and prospect customer base will be able to identify your brands' characteristics based on how you interact on social media

★ **EXAMPLES OF SMM:-**

1) Social Media Marketing Towards – Meta:
The social media marketing company Meta, previously known as Facebook, is one of the largest and most influential technology companies in the world. Founded in 2004 by Mark Zuckerberg, Meta is primarily known for its social networking platform, Facebook, which has over 2.9 billion monthly active users as of 2021. In addition to Facebook, Meta owns other popular social media platforms such as Instagram, WhatsApp,and Messenger.Meta's social media platforms have become essential tools for marketers to reach and engage with their target audiences. Meta provides a range of advertising and marketing solutions to help businesses promote their products and services on its platforms. These solutions include targeted ads, sponsored content, influencer partnerships, and more.Meta's social media marketing tools are constantly evolving to keep up with the changing needs of businesses and consumers. With its massive user base and powerful marketing capabilities, Meta remains a key player in the digital marketing landscape, helping businesses of all sizes reach and engage with customers on a global scale.Meta's primary social media platform, Facebook, has over 2.9 billion monthly active users, making it the largest social network in the world. The platform allows users to create profiles, share content, and connect with others. Facebook also provides a range of features for businesses, such as Pages, Groups, and Ads, to help them reach and engage with their target audiences.

1. Instagram:
Another very popular social media network is Instagram, which is another great place to advertise your company. Oberlo estimates that 71% of US businesses are currently on Instagramdemonstrating how popular and successful it is as part of a marketing strategy.
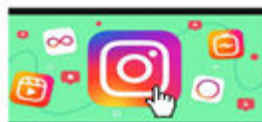
2. Facebook:
Facebook is an American online social media and social networking service based in Menlo Park,California and a flagship service of the namesake company Facebook, Inc. It was founded by MarkZuckerberg, along with fellow Harvard College students and roommates Eduardo Saverin, Andrew McCollum, Dustin Moskovitz and Chris Hughes. Facebook partnered with fact checkers from the Poynter Institute's International FactChecking Network to identify and mark false content, though most ads from political candidates are exempt from this program.

3. TWITTER:

Twitter is an American micro blogging and social networking service on which Users post and interact with messages known as "tweets". Registered users can Post, like, and retweet tweets, but unregistered users can only read them. Users Access Twitter through its website interface, through Short Message Service (SMS) Or its mobiledevice application software ("app"). Twitter, Inc. is based in San Francisco, California, and has more than 25 offices around the world. 2012, more than 100 million users Posted 340 million tweets a day, and the service handled an average of 1.6 billion Search queries per day. In 2013, it was one of the ten most-visited websites and has Been described as "the SMS of the Internet". As of 2018, Twitter had more than 321 million monthly active users.


4. SNAP CHAT:

Snapchat is a multimedia messaging app used globally, created by Evan Spiegel, bobby Murphy, and Reggie Brown, former students at Stanford University, and Developed by Snap Inc., originally Snap chat Inc.One of the principal features of Snap chat is that pictures and messages are Usually only available for a short time before they become inaccessible to their Recipients. The app has evolved from originally focusing on person-to-person Photo sharing to presently featuring users' "Stories" of 24 hours of chronological Content, along with "Discover", letting brands show ad-supported short-form Content. It also allows users to keep photos in the "my eyes only" which lets them Keep their photos in a password protected space.Snap chat has become known for representing a new, mobile-first direction for Social media, and places significant emphasis on users interacting with virtual Stickers and augmented reality objects. As of October 2019, Snap chat has 210 million daily active users. Snap chat isKnown to be popular among the younger generations, particularly those below the Age of 16, leading to many privacy concerns for parents.
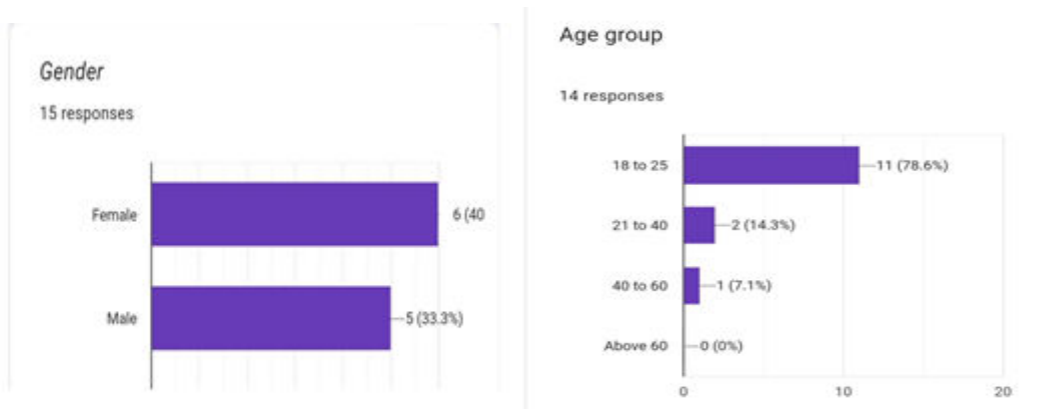
➢ **DATA ANALYSIS OR INTERPRETATION:**

Interpretation:-

1. From the obove chart it has been seen that 33.3% of the sample size is male and 40% of the sample size is female out of 15 people 9 are male and 6 are female.

2. From the obove chart, 78.6% of the respondent are between the age Group of 18 – 25 and 14.3% of the respondent are between 21 – 40 number of people below 40 are 60 and 7.1%.
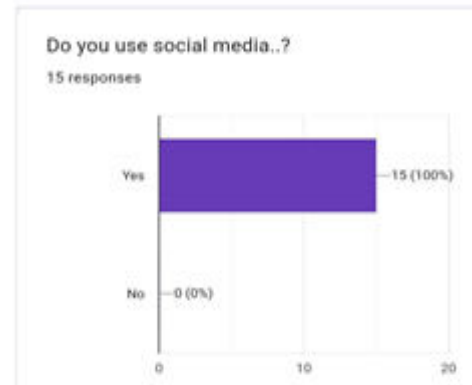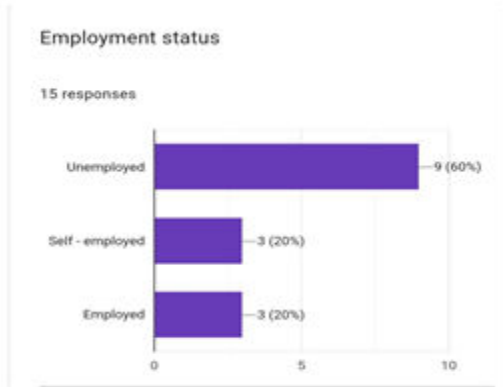
Interpretation:-

3. From the obove chart it is seen that of the 60% respondent work are unemployed,20% of the respondent are self employed of tha respondent are employed.
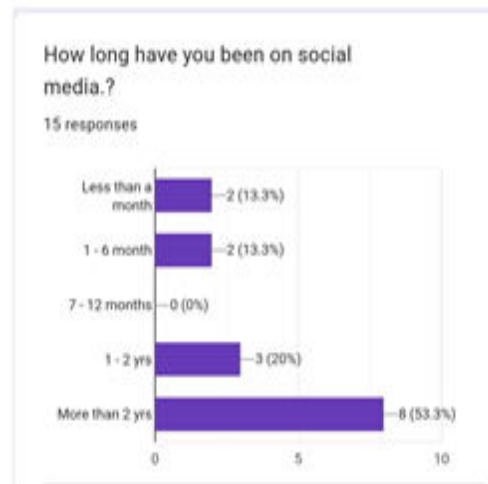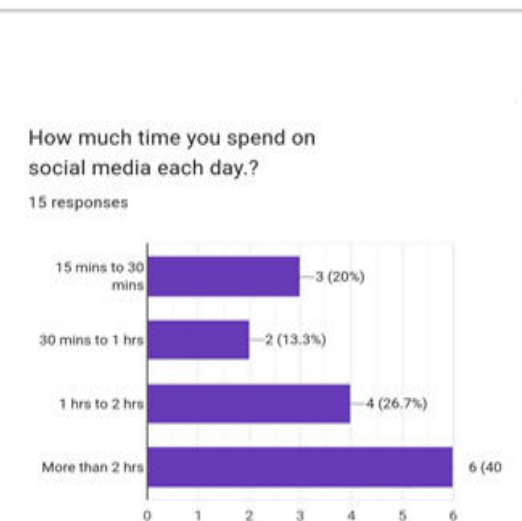
4. From the obove chart it is shown that almost all the respondent use some or the other social media sites 100% of people use social media and 0% don't use it . That means out of 15 respondent 100 use social media.

5. From the obove chart it is seen that 13.3% use social media 30mins to 1. Hrs ,20% use for around 15 mins-30 mins,40% use for around more than 2 hrs ,and 26.7% use for 1 hrs to 2 hrs .
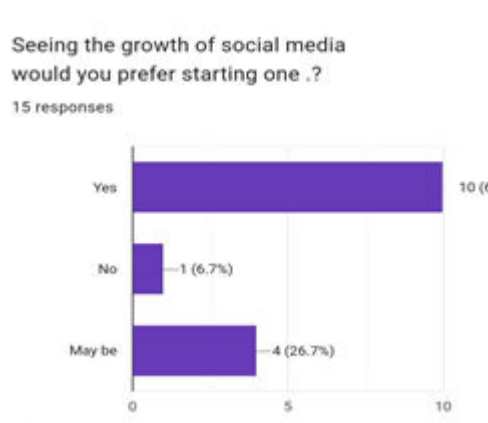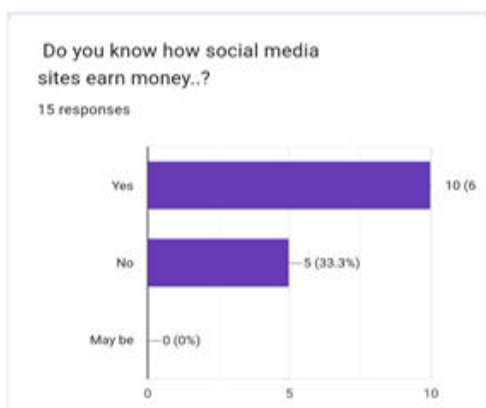
6. From the obove chart 53.3% people are on social media for more than 2 years, 20% are the in between 1 to 2 years and 13.3% are there from less than a month, 0% are not long have been 7 to 12 months.

7. From the obove chart it is seen that many people do not know how social media sites earn money. It is seen that 33.3% do not exactly know how social media sites earn money, 60% know how social media earn money, 0% do not know.

8. From the obove chart 60% of the respondent may start a Social media sites , 26.7% of the respondent want to start a Social media sites, 6.7% of the respondent do not want start a Social media sites.

9. From the obove chart it has been seen that 60% people would like to invest in social media,26.7% may invest, and 20% won't invest in social media. This mean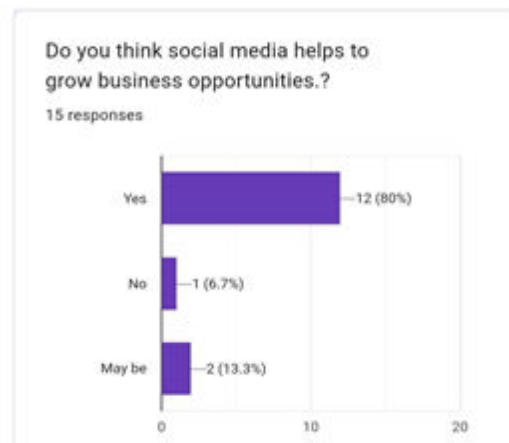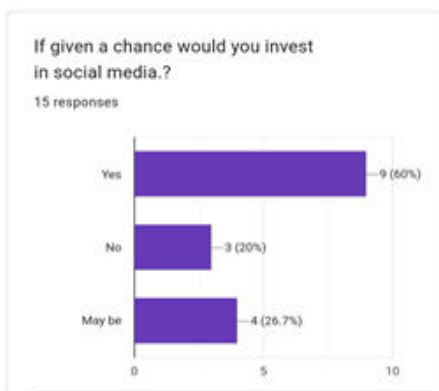s 9 respondent want to invest in social media 4 respondent are confused and 3 respondent would not invest in social media.

10. From this chart it is concluded 80% respondent think that social media helps grow business opportunities and 13.3% respondent may think social media helps grow business opportunities 6.7% are not think grow business opportunities.

1. FINDINGS

- The following are the significant finding that here been noted from the personal information of the respondent through this Study:-

- 40% respondent are female and 33.3% are respondent male .

- In research self employed are 20% and 60% are unemployed and 20% employed.

- In finding one of the most reason social media.

- In survey in social media marketing towards meta.

- People using social media site to earn money 60% are respondent and 33.3% don't know.

- In the survey the growth of social media 60% are respondent may start a Social media sites, and 26.7% are respondent want's to start a Social media, and 6.7% are not interested.

- In the obove chart it has been 60% people like to invest and 20% won't invest in social media.

- Using of social media sites (instgram) 100% are respondent.

- 40% are saying that social media have a neutral.

★ CONCLUSION

Social media can be a powerful tool for any organization. It can increase your Visibility, enhance relationslhips, establish two-way communication with Customers, provide a forum for feedback, and improve the awareness and Reputation of the organization. For these reasons, social media websites have Become an important platform for organizations. As organizations "focus on Effectively leveraging social media platforms, there are a few critical things to Keep in mind". Organizations must first develop a comprehensive social media Communication strategy and then incorporate best practices in the implementation Of that strategy. Following this guide can help the organization effectively and Successfully derive the maximum benefit from their social media initiative. Social media was created to help people maintain connections, network, and Obtain information. Recently, almost everybody has at least one account on a Social networking website. Even people

that have little desire to see the thoughts And opinions of hundreds of "friends" find themselves creating accounts. This is Because nobody wants to be left behind in our fast-paced, advancing world of Technology. If people's friends and peers have a social media account, they areBound to create one as well. Supporters of social media claim that it improves the Social connections of people. "People communicate and manoeuvre in these Networks rather than being bound up in one solitary community". Social media Allows you to interact with your community no matter where you are or who you Are with. According to social media supporters, connecting with your community Via the internet makes you less lonely. In actuality, social media has isolated People. Studies have shown that outgoing people become lonely and depressed Due to social media use (Staples.) Frequently, new relationships are sparked Because of networking and mutual friends through social media. Unfortunately, These relationships are often low quality. Virtual communication is much less Sincere than face-to-face interaction. Engaging with strangers over the internet can Be unsafe and leave users with a lack of social skills. Social media can be a great Tool if used correctly, but more often than not, people misuse and abuse it.

CYBER CRIME DETECTION USING ARTIFICIAL INTELLIGENCE, IMPACT AND MEASURES TO PREVENTION IT IN THE DIGITAL ENVIRONMENT

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ABSTRACT

In today's dynamic world it is indispensable to deal with banks, digital world, internet, buying on-line, using payment apps, etc for doing various transactions through our smart phones, computer or cards swapping. Hence, all of us are vulnerable 24 x 7 to cyber- frauds and cyber crime. The article is regarding how banking frauds have impacted our daily life especially in the digital environment. The magnitude of Banking Frauds has increased manifold and it is of paramount important to keep our data and assets safe from scams and attacks. Banks and Financial Institutions are required to give cyber security to all those who deal with them and the customers should be educated and ensured that their work should be carried out without disruptions leading to monetarily Loss. The threat of physical crime has decreased but on the other hand the threat of virtual crime has increased many-fold. Thus, Costumers has become the weaker link in this Chain, of which the cyber criminals are taking the most advantage. This article also studies some measures to be taken by all the stake holders so that hard earned money of the users cannot be swindled by fraudster, as banking frauds have become a fertile ground for cyber criminals. Working, shopping, or getting around in this digital environment has fundamentally changed many things. The study examines the impact of the Digital banking frauds in our everyday life and how Cyber crime can be prevented by taking some basic precautionary measures.

Keywords: Banking Fraud, Phishing, Cyber crime, Artificial Intelligence, Prevention.

INTRODUCTION

The rise of digital payments has led to changes in financial crime. As a result, fraud detection methods such as legal procedures are ineffective. Recently, artificial intelligence (AI) and machine learning (ML) solutions that use images to incorporate content have become very popular. Graph-based techniques offer unique solutions for financial crime investigations. However, the real-time use of these solutions in the financial market causes many problems in practice. Also, incidents in financial crimes and digital payments point to new challenges for the ongoing operation of investigative technologies. The shift to digital channels in banking has also led to changes in banking fraud. Until a few years ago, this was the place for common criminals trying to steal small sums of money. But digital banking scams are big business around the world today and criminals use increasingly sophisticated tools to steal a lot of money and often involve dishonest employees. This leads to liability that banks must pay for losses incurred by customers as a result of fraud. As digital channels proliferate, so do the opportunities for scammers. With the implementation of Open Banking and the entry into force of Europe's second Payment Services Directive (PSD2), its options will expand further. This will create a new challenge for banks and will also be liable for losses from unauthorized transactions through these new digital channels. Faced with this difficult situation, banks are expected to respond to the digital cybercrime industry in the future, understand vulnerabilities and learn best practices so that they can not only detect but prevent digital fraud.

Banks all over the globe have observed that criminals use new technologies such as social media and mobile phones to deceive and defraud the public. With this in mind, the bank warns the public to beware of scams, fake calls, unknown links, fake alerts, illegal QR codes and more. And promises to help banks and financial service providers get discounts/faster responses. Scammers try to get confidential details such as user IDs, login/job passwords, OTPs (One Time Passwords), debit/credit card details such as PIN, CVV, expiration date and other personal information.

Some of the modus operandi used by scammers are-
- Voice Phishing - Phone impersonating a bank account / non-bank e-wallet provider / phone provider, tricking customers into KYC - update, account/SIM card, debit amount etc.

Phishing - Fraudulent emails and/or text messages designed to trick customers into believing that the communication comes from their own bank / e-wallet provider and contains unverified information that lets others know.

- Remote access - Trick someone into downloading an app on their phone / computer that has access to all user information on the device's client.

- Abusing UPI's "Get Money Request" feature by sending bogus payment requests with words like "Enter your UPI PIN" to raise funds.

- Web pages / social media, search engines, etc. fake numbers of published banks / e-wallet sites.

- RBI has asked the public to implement secure digital banking by taking all precautions when doing any digital (online/mobile) banking/payment. These will help protect them from financial and/or other losses.

Extent, Impact and Challenges:

With the widespread use of Internet, fraud has increased. As India and the rest of the world start working from home and doing business online, bank fraud, the mainstay of cybercrime, has gone online and presents a golden opportunity for cybercriminals. On the other hand, crime has increased manifold during and after covid. Now in the third year after the pandemic, India's dependence on the internet continues to rise as concerns about data security and cybercrime of all kinds, namely bank and OTP/ATM fraud, fake news, stalking or fake app scams, as shown by the latest Research data published by the National Crime Bureau. The Registrar's Office (NCRB) does. say that Crime in India 2020 VOLUME II, released in September, recorded 50,035 cases of cybercrime, up 11.8 percent from the pre covid level in 2019 and 3.7 percent in 2020. The study also pointed out that among the three types of fraud (banking/financial fraud, online shopping fraud and social cybercrime), bank fraud accounted for 47% of the total.

	Fraud Type	Percentage of Total Frauds
1.	Banking / Financial Fraud	47 %
2.	Online shopping Fraud	33 %
3.	Social Media Fraud	20 %
Total		100%

The digital revolution that changed the banking industry has also created new forms of bank fraud. The company's move from logistics to multi-service, provides criminals with new places to work. Digital delivery has great appeal. By providing low-cost services, banks support more customer strategies, enabling users to access banking services anytime, anywhere. But it also brings with it a new negative. Customers become the weakest link in the supply chain. They often have insufficient knowledge of cybersecurity risks and can easily pass confidential information used by cyber criminals who empty their wallet with a click.

Digital channels are also very useful for scammers. These services create and complete many electronic devices end-to-end. The size of the digital market means that traditional manual fraud monitoring and detection methods are not fast enough or capable of meeting the challenges of today's corporate money. This explains why we are witnessing the rise of digital marketing scams. This is no longer petty criminals trying to steal small sums of money; Digital banking fraud is now controlled by organized crime groups armed with high-tech tools and detailed information about banking transactions. In 2015, the London police chief warned that the cost of digital theft from banks would exceed the cost of the global drug trade. There is also evidence that terrorist groups with government support or protection are involved in online fraud.

The enormous growth in digital Cyber fraud exposes weaknesses in bank defenses. While banks are investing heavily in providing the digital services that real-time consumers need, they do not allocate enough resources to ensure these services are secure. Without adequate fraud prevention measures, many banks find it difficult to detect suspicious transactions before they are successful. This challenge is especially for smaller banks with less capital. Two-factor "strong authentication" of customer IDs has proven to be an effective way to reduce bank fraud, but it's not easy or cheap. This measure will force banks to facilitate the sharing of confidential information with third-party service providers through open application programming interfaces (APIs). But the security issues banks face will change because in the open banking market, customers will not need to log in to the bank's services to do digital business; instead, they will be able to allow third-party service providers, and those permissions will then start paying out of their accounts via the Service Providers API. Scammers can break into digital banking and steal in many ways, mainly because bank users who write their passwords have poor security awareness.

So called phishing scams that use email links to redirect customers to fake online banking pages are well documented. Three people were sentenced to a total of 20 years in prison in June 2018 after British police discovered a scam involving 2,600 fake websites targeting people in 14 countries. Following their arrest, the Metropolitan Police's e-crime headquarters are on servers containing the details of the bank's 30,000 customers, of which 12,500 are in the UK, and the email addresses of 70 million users. They testified at the men's trial, saying they were arrested to prevent theft of up to £59m from UK bank customers alone. Although scammers

use many ways to steal confidential information, there are also telephone scams where criminals masquerade as bank employees to entice victims to reveal their login information.

Many phishing scams now incorporate the basic concept of 'social engineering' that allows criminals to use information gathered from victims' social media profiles to contact the police and search victims' personal information, as well as listen to their emails to generate information about victims. Scammers can follow them. The information obtained can be used to create a list of passwords that can be used to attempt to break into their online accounts. But it can also be used to steal the victim's identity and commit financial fraud.

According to the National Crime bureau, 173,000 record fraud cases were reported in the India in 2022, and nine out of 10 frauds involve money from banks and other online financial products.

Banks should identify and address areas of vulnerability to protect themselves against digital channel fraud. These include taking IT security measures, strict enforcement of appropriate internal controls, and instructing users in online banking to secure passwords and avoid being scammed. The main problem for most banks is that their investment in security cannot keep up with their efforts to provide the digital services to customer's current need. As a result, more fraud is detected by customers than the banks themselves, which undermines confidence in the bank's reputation. Complaints and reports are the main source of fraud and account for a third of all cases.

Vulnerabilities and challenges faced by banks include:

Many small banks do not have fraud prevention teams which detect viruses, worms, Trojan horses, etc. Banks invests heavily in IT security to protect against threats from malware. Controls are often inadequate as they are not implemented in a timely manner and are therefore too slow to protect the digital operations performed. The controls used to identify businesses are often too narrow and ignore the broader context when identifying suspicious businesses by size. This leads to many inefficiencies, delays in employee compliance and customer dissatisfaction.

In general, many banks have a poor regulatory culture, employees do not follow proper procedures, and create holes in the bank's defense that allow fraud to pass. According to KPMG's Global Profile of Fraudsters (May 2016), weak internal controls are the cause of fraud in 61 percent of cases, compared to 54 percent in 2013 according to the company's previous data. internal controls were a contributing factor. Banks should focus on supporting the care of staff entering the bank to address its core weakness. If employees have front and back-office access, they can access sensitive customer data that could be sent to criminals outside the bank, allowing fraud as they pass through the system. All employee access rights should be reviewed periodically and updated as necessary.

There are also problems with the culture created by many banks that have long agreed to develop technology in-house instead of using existing technology, evidence from outside service providers. This preference for proprietary processes makes banks more vulnerable, reliance on tools developed in-house increases the risk that banks will be overwhelmed by technology. In some markets, such as the UK, banks are increasingly collaborating with fintech companies, but all companies including banks need to make changes to encourage openness to new external sources in many areas, including fraud detection technology.

Artificial Intelligence and Machine learning Technology based Solution Holds the Key:

The eight key factors, why AI and ML technology wins are enumerated as below:

Advances in technology have allowed criminals to commit more fraud; technology strategy is the only effective answer for banks to gain their reputation and customer trust. Advanced anti-fraud systems provide banks with the best in fraud-fighting.

Real-Time: Technology automates anti-fraud systems so that as soon as fraud occurs, it can be detected in real time. This ensures that suspicious transactions are blocked when they pass through the financial institution, and employees are instructed to check and verify the transaction before it is cancelled. Controls designed to combat fraud by non-digital operators will not be effective against digital operators as they are not implemented in a timely manner.

Comprehensiveness: A technological approach enables banks to monitor all changes in their systems, a task impossible for humans. As digital marketing companies continue to grow, technology provides the only scalable answer.

Risk Sensitivity: Even honest consumers sometimes trade outside of their behavioral patterns. Advanced fraud detection systems allow banks to assess transaction risk using a range of variables, helping them avoid blocking legitimate transactions and identify other transactions that take place.

Focus on customer privacy: Digital banking fraud relies on criminals impersonating bank accounts and using stolen information to secure bank accounts, ensuring the transaction is legitimate. To effectively guard against this threat, banks need to be able to understand that scammers are using real personal information to commit fraud.

360-degree monitoring: Banks are facing fraud from all directions. Collaboration between criminals and bank employees is a recurring problem believed to be responsible for four-fifths of all fraud. Technology-based monitoring allows banks to monitor customers and employees through a single system and dashboard, helping banks prevent further fraud with inside and outside showrunners.

Productivity: Skilled workers are an expensive and scarce resource that must be used wisely. With technology as the first line of defense, banks can use their staff's time and skills to be reported by anti-fraud, focusing on incident detection and analysis.

Records: Regulators need extensive records to show that banks are taking appropriate steps to prevent fraud and are investigating good quality data. Automated fraud detection systems create comprehensive auditing and help banks comply with regulations by facilitating accurate record keeping.

Learning Technology: New technologies based on machine learning are making fraud prevention smarter. This helps to identify new risks before they lead to losses and to predict new types of fraud.

Therefore, it is important for each customer to understand the behavior pattern so that it can be more efficient compared to the bank's profile. Technology provides the only effective way to monitor the business and identify defects in this way. Using the results of the eight key factors above, digital fraud solutions can be developed based on today's technological tools. The solution is based on a risk model that includes detailed information about each customer as well as several variables to create a model that can be compared and evaluated for every transaction that takes place with their money. These risk models are increasingly using artificial intelligence and machine learning techniques to improve their understanding and ability to distinguish legitimate transactions from fraudulent.

The system uses each customer's business history and generates detailed information based on their behavior in digital banking (usually where and when they do business, what they always do, how they usually enter the bank and how big they are). The technology works for both consumers and banks with multiple authorized users. The profile created by the system becomes part of the model that all future digital marketing companies associate to evaluate how it fits the customer's design style.

This behavioral data is presented with detailed information, including variables such as the customer's location, time of day, week and month, device, web browser and type of web page viewed, account type (personal account) or organization, for example, national or international payment purpose, new or previously known buyers, etc. When evaluating a transaction against a risk model, it calculates the probability of transaction fraud based on the difference between what the transaction is according to the specific conditions underlying the transaction and the accepted standard of behavior associated with that account.

More importantly, some anti-fraud systems only analyze the business by size, signaling everything above price, while advanced systems use extensive data for research to target, reducing the number of negatives. The effectiveness of anti-fraud technology often depends on its ability to work in real time, so that suspicious activity can be flagged and transactions blocked instantly. Most fraud prevention systems that use advanced analytics and contain detailed user information cannot work in real time and run the risk of not detecting fraud fast enough. However, the state-of-the-art use of big data to combat fraud in bank fraud prevention enables them to use advanced analytics for large businesses' products in a timely manner.

As with any security measure, business controls must balance the need for fraud prevention with the benefit of vulnerable customers when legitimate business is hindered. As more information is incorporated into risk models and more machine learning is used, advanced fraud prevention systems can be adapted to reflect the needs of a bank and the many companies and customers they serve. This will help reduce the percentage of false positives reported by the system while ensuring that the system is sensitive enough to detect this percentage of fraud.

Financial Account Security measures which can be adopted by All

• Do not share your account information such as your account number, login ID, password, password, UPI-PIN, OTP, ATM / bank / credit card information with anyone, including bank employees, no matter what the truth is.

• A phone call / email that threatens to block your account and tells you to click the update link because you cannot update KYC is a scam. Do not respond to instructions to update / speed up KYC. Do not forget to visit the official website of your bank / NBFC / e-wallet service provider or contact a branch.

• Do not install unknown apps on your phone / photo. This app can access your confidential information.

• Funded transactions do not require barcode/QR code scanning or MPIN entry. Therefore, please be very careful if you are asked to do so.

• For details, always visit the official website of the bank / NBFC / e-wallet provider. Call numbers on internet search engines can be misleading.

• Check URLs and domains received via email/SMS for typos. Only use verified, secure and reliable documents/practices for online trading, i.e., sites starting with "https". If in doubt, notify your local police/cybercrime unit immediately.

• If you receive an OTP for a transaction that has not been initiated by you, notify your bank/e-wallet provider immediately. If you receive an SMS loan for a successful transaction, immediately notify your bank/e-wallet provider and block all types of loans, including UPI. If you suspect fraud on your account, please check the addendum to the list of enabled recipients for Internet / Mobile Banking.

• Do not share email passwords associated with your bank accounts/wallets. There is no password for e-commerce/social media sites and bank accounts/emails linked to your bank account. Do not deposit money in an open or free public bank.

• Do not leave your email password for the word "password" when registering for a website/app using your email as the user ID. Passwords used to access your emails (especially those linked to your account) must be unique and used only to access email, not other websites/apps.

• Don't be fooled by the advice to deposit money with RBI to send money abroad, get commissions or earn rewards.

• Check your email and phone regularly for notifications from financial service providers. Immediately report any unauthorized transaction to your bank / NBFC / service provider to freeze the card / account / wallet to prevent further loss.

• Protect your card and set daily limits. You can set restrictions and enable/disable domestic/international use. This can limit losses from fraud.

CONCLUSION:

The "arms race" between terrorists and security experts has entered a new phase. Internet scams begin with a few hackers trying to steal small amounts of money; Now it has become a global illegal business with criminals who understand the inner workings of finance and have a lot of access to advanced technology. As a result, fraud patterns become more complex, involve more people, and often rely on a combination of criminals and bankers. As the number of online scams increases, so does the scam risk that bank monitors use to catch scammers. Some emerging markets are moving towards open banking due to measures such as the EU's Second Payment Services Directive (PSD2), which will force banks to directly access customers' banking information via APIs. This will allow others to better understand the client's financial capabilities, making them more relevant and competitive. But open banking will also create new opportunities for customer information to fall into the wrong hands. Risks to bank security cannot be ignored. Therefore, fraud detection tools need to continue to be developed to deal with the evolving professional fraud threat and emerging new areas of vulnerability as banks go digital.

The most advanced anti-fraud system on the market today uses big data to use advanced analytical models in real time, enabling banks to detect and stop fraud. The pub has an incredible feeling when this happens. Moreover, technology has created new tools to combat fraud. Machine learning is an important tool in advanced fraud prevention and its role will continue to grow. Next-generation risk modeling, which uses AL and ML to detect fraud in large amounts of banking information, is beginning to replace previously used statistical results. At the same time, computer scientists are developing anti-fraud systems that are more susceptible to the fraud and collusion patterns that characterize online technical fraud.

In contrast, fine-tuned and more sensitive systems will allow banks to strike a better balance between fraud detection and allow customers to do business without interruption. The development of technological tools and the introduction of innovations based on machine learning have allowed banks to implement fraud prevention methods that are more efficient, effective and have no impact on customers. Banks that implement these measures can expect to reduce negative fees, reduce fraud, improve customer service, and spend less time on compliance audits and negative approval. All these ultimately help strengthen the company's most important asset.

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A STEP TOWARDS SUSTAINABILITY: GREEN GUERRILLA ADVERTISING

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ABSTRACT
It's important for business organisations to adopt sustainable approach. The companies which design their objectives in sync with employees, customers, investors and various other stakeholders are considered to be sustainable in nature. Green Marketing is considered to be one of the technique used for sustainable development of the company.This research paper highlights the importance of companies adopting a green way to excel. Green Marketing is a technique where a company uses ethical and environmentally friendly approach to market the products. The concept revolves around 3Ps that is people, planet and profit. The need and importance of innovative marketing adopting green approach has been discussed. The research paper is based on secondary data and intends to contribute towards sustainable growth. Adopting green guerrilla advertising will not only help companies to create good impact on consumers but will also help them to create good image in the minds of the consumers

Keywords: green guerrilla marketing, sustainability, growth

INTRODUCTION

Advertising is an important function of business. Growth in business activities over the globe has escalated the need of advertising. Consumers play a vital role in success of a product or service. Advertising helps to grabs consumer's attention towards the product or service. The more consumers get attracted to the product the better will be the company's performance in terms of profit.

In today's world, consumers are aware about their rights and wants. Plethora of information is available for them. The information can be used and purchase decision can be made. Increase in technology and availability of internet and smart phones have increased. This has made it easy for the companies to interact with the consumers and expose them to the advertising messages. This has led to advertising clutter. Consumers have started avoiding advertising messages coming from the advertisers. Thus, there is a need to grab attention of the people in an unconventional manner or at an unexpected place. This concept is known as Guerrilla Marketing. It was introduced by Jay Conrad Levinson in his book Guerrilla Marketing. The concept was constructed by amalgamating guerrilla warfare strategies and marketing.

Today's world of marketing is not less than the war like situations like in olden days. The only difference is now companies attack on each other by various pricing strategies, promotional strategies and not using weapons. The concept of guerrilla advertising has been used by developed nations. The concept was originally developed for small companies. As they do not have huge budget thus, they could not compete with huge companies. But over a period of time big companies like Coca-Cola, McDonalds etc. started using it.

Later on, various scholars' debut over the use of guerrilla marketing by big companies as they have more advertising budget but it was concluded that though it is used by them but the budget, they use for these strategies is less as compared to what was used by them earlier. The basic features of guerrilla advertising are it should be able to attract consumers by giving them a surprise element. The ads could be placed at an unexpected place. The concept requires more of imagination and creativity to work well with the consumers.

Guerrilla marketing has adopted to several aspects of the changing world. Something which is new today may become traditional tomorrow. Thus guerrilla advertising is extremely dynamic in nature.

There are several ethical issues combined with this concept. Sometime in order to surprise the target audience the advertiser can push the boundaries which might not be appropriate. Advertisers should know the limits and accordingly design the advertising message.

Jay Conrad Levinson is known for coming up with lots of work under the umbrella of Guerrilla marketing and one such concept is Green Guerrilla Marketing. He came up with this concept in a book called " Guerrilla Marketing goes green : Winning Strategies to improve your profit and planet". The book was co-authored by Shel Horowitz. The book highlights the importance of sustainability. Green guerrilla marketing aims to market products and services in more ethical and positive way. The main aim of guerrilla marketing is to grab consumers attention in different manner which is more engaging and not traditional . Green guerrilla marketing emphasizes on both profit as well as sustainability .The concept does not follow the old rule of spending more

to earn more. It rather believes in spend less and earn more. The profit will become inevitable if companies become aware about 3Ps i.e., people, planet and profit.

*Source-*Harshita Gupta et al (2017)

Features of Green Guerrilla Marketing

It's a new concept that brings advantages for all the stakeholders. It combines sustainability with marketing which brings sure success for the company.

Requirement of people is been given top priority. The concept does not believe in short term success but success in long run which enables the company to stick to the market for long term. As it uses unconventional ideas it brings quick attention of people and makes the company become talk of the town. The concept is cost effective and does not requires huge budget Levinson and Horowitz (2010). The concept is creative as a result it's a win-win situation for all the people involved.it grabs attention and communicates the advertising message quick. The concept brings in stability in the business. Pocket friendly and understands people.

Advantages of Green Guerrilla Marketing

- It adds value for people, it will enable the business to be in the market for long term

- Stake holders are extremely important so treat them with honesty

- Success means in business provide value to every one

- Operate your business and strive towards loyalty, it will help business to achieve prestige

- Carry on your business without intimidating consumers.

- Innovation is important to be in the run

- Give importance to strong alliances, it will help the business in long run

- Dominating leads tough way of working style don't go behind that rather act and serve customers better

- Human centric strategies work well

- Create a parternership with customers which will benefit them as well as you

- Utilise environmental friendly campaigns

- Work towards customer delight

- Understand community you live in and try to create strategies around them and which will benefit them

- Be good for society, try to look beyond profits try charity

- Have various chain of communication

- Be truthful, nothing is more beautiful then truth

This concept combines 3Ps people, planet and profit. In reality there are very few companies who dare to adopt this concept. Most of the companies are still trying to win over people and achieve short term goals and relationship. Companies which goes green are the ones who secure their place in long run. And earn consumers confidence. The companies those pay attention on consumers and listen to them are more successful than other companies who ignore consumers requirement. Planning all business activities in a manner which will be environment friendly helps a company to create goodwill in the market. Going green does not mean to sacrifice the profit but it actual means that work in a sustainable manner so that the company gets opportunities to make

profit for long years. Let's see this in this way companies giving discounts can make consumers happy but companies which are environment friendly and people centric will earn the trust of the consumer which very easily can be converted in loyalty.

Need for green advertising

This type of advertising aims at selling product and services in environmentally friendly manner. The idea is to bring in sustainability in business. In this process, the concentration is to conduct activities which are eco-friendly. A green approach needs to be adopted in functions like production, logistics or promotions. This environment friendly feature needs to be showcased the promotion. Sustainable practises could be adopted even in packaging or an ingredient used to make the product. Combining guerrilla marketing with green advertising gives rise to green guerrilla marketing.

Examples of Green Guerrilla Advertising

Source: creativecriminals.com/ambient/mcdonald-s/shamrock-shake)

Its an old tradition that Chicago river is turned into green colour to celebrate. Patrick's Day on March 17. A famous fast food chain McDonald came with unique idea to place a huge Shamrock Shake which is green in colour. It gave an illusion that green colour shake got mixed with river water and turned it green. Several people come there to see this tradition. The company designed its strategy in an unconventional manner keeping in mind the tradition followed by people. This strategy was appreciated by the people and it grabbed lot of attention. The budget required was less; it enabled brand recognition and the fact that company kept people interest (tradition) in its mind.

Source- https://moosend.com/blog/guerilla-marketing-ideas/

Science World came up with an interesting idea in a park. People passing by can see a tree about to be cut which will make them think that how important trees are for survival on this planet. At the same time, it also made them wonder that no opinion is being taken from them. This created a huge impact on the minds of the consumer.

Source- https://moosend.com/blog/guerilla-marketing-ideas/

Another fantastic example of Science World is the picture above. It is simple, creative and cost effective at the same time. This ad definitely grabs attention of the people and communicate what it wants.

Sarova a local hotel business came up with this unique idea of placing a huge cat resting on the road light. People passing by will definitely wait and take a look at the big cat and realise that its an ad. The idea behind the campaign was show case the situation which would occur in absence of trees.

https://www.adgully.com/mcdonald-s-india-unveils-new-eatqual-packaging-99259.html

McDonalds launched a special pack for differently abled people on the International Day of Persons with Disability . With this innovative ideas it became the first to come up with something like this. Eatequal a special pack for customers with comparatively limited hand movement.

CONCLUSION

The main aim of any company is to earn profit. This can happen if a company makes profit in long run. Winning customers trust is important to be in the market in the long run. Small discounts can bring in customers for some time. But customers definitely appreciate companies which think about people and society first. Green approach is the exact solution to achieve this. It's a win-win situation when green advertising is used with guerrilla advertising. By adopting green advertising the company adopts environment friendly approaches of business functions like production, marketing etc. Ans by integrating guerrilla marketing the company brings in innovation and uniqueness. Combining green marketing with guerrilla marketing helps business to attract consumers and inform them about their genuine efforts for planet, which creates goodwill in the minds of consumers. Thus, consumers support the company and various new ventures that a company plans to execute. This helps business needs to grow in an sustainable manner.

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IMPACT OF ONLINE REVIEWS ON CUSTOMER'S FOOD ORDERING DECISIONS THROUGH ONLINE FOOD DELIVERY SERVICES

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ABSTRACT
Online food deliveries are the applications which ensure smooth delivery of food from restaurants to the customers. These applications ensure that customers can order and get their food at the any place at any time. One of the important factors that impact the decision making of the consumers is the online reviews related to restaurant, price, quality, quantity, delivery service, packaging etc. The study is based on the impact of reviews of 50 customers who have used online food delivery services. The study finds that online reviews help customer's to order good dishes and find the good restaurants. Also, positive reviews have a positive impact on order decision making and vice versa. Customer's find reviews as credible and reliable source of information which eases in decision making.

INTRODUCTION
Online food delivery services are the online applications providers who facilitate the gap between the restaurants and consumers. Consumers can order food at any time, any place, and any restaurant just by using these online food delivery applications. These service providers then assign a delivery partner who picks the ordered food from the restaurants and get it delivered to the consumer with the least possible time. In today's digital world, people spend their huge amount of time online on various social media platforms. Users today before buying any product and services, search for information online on various sites. Today, customers largely depend on reviews posted by others on various websites, applications and various social media platforms. Reviews are the genuine feedbacks, may be positive and negative, satisfactory or unsatisfactory given by users on various parameters such as quality, quantity, service, price, packaging, delivery, warranties, claims, offers, etc... Reviews ease in decision making by the prospective customers. This study attempts to focus on the impact of online reviews towards the customer's food ordering decisions.

REVIEW OF LITERATURE
Baek, H., Ahn, J., & Choi, Y. (2012) in their research focused on the helpfulness of online reviews on customers. For the purpose of the study, 75,226 online reviews written by 4613 reviewers on Amazon.com were taken into consideration by the researcher. Data mining techniques were used to extract reviews of various products. It was found that reviews are considered most helpful to customers. Positive words have a more significant impact whereas negative words do not impact the ratings. Also, four-star ratings with detailed reviews seem to be more helpful. Long detailed reviews of up to 1000-1500 words are considered more useful. The researcher also finds that disclosing or hiding reviewers' names does not fully influence the customers' helpfulness. Research finds that customers look for online reviews and are largely dependent on them while searching for alternatives or making purchase decisions.

Zhao, X., Wang, L., Guo, X., & Law, R. (2015) presented research to see the influence of online reviews on intentions of online hotel bookings. The study is based on six features of online reviews that are categorized as usefulness, reviewer expertise, timeliness, volume, valence, and comprehensiveness. The study was based on the opinions of 269 respondents, the majority of them being businessmen belonging to Mainland China. On analysis, it was found that, there is a positive relation between the usefulness of reviews and purchase intentions. Positive or negative reviews impact booking decisions. Also, reviews given by experts have significance on booking intentions.

Jiménez, F. R., & Mendoza, N. A. (2013) presented a research to understand the influence of online reviews on their purchase intentions of search and experienced products. The researcher has conducted research on two study samples. The first study sample is based on the impact of review on cell phone on 17 undergraduate students. The second study is based on the impact of review on the hotels. The study finds that two factors that affect purchase intention are level of detailed review and level of reviewer agreement. It is found that, in case of search products, reviews with detailed information are more credible to the consumer. It has also been analysed that the more the credibility of the reviewer the more is the impact on the consumer buying decision.

Zhao, X., Wang, L., Guo, X., & Law, R. (2015) conducted a study to understand the impact of online reviews on the purchase behaviour of the consumers. The study was conducted in China, of Tabao website where

reviews of 434 shops were considered. Total reviews which were studied of this website are 218954 reviews. The research is based on S-O-R model (Stimulus, Organism, Re-sponse Model). Research finds that factors that influence consumer buying behaviour are positive reviews, description rating, picture reviews, additional reviews and cumulative reviews. Online reviews are beneficial for the company and the consumers. Consumers consider positive reviews to buy high quality of products whereas sellers can focus to improve the quality of goods.

GAP ANALYSIS

Various studies have been conducted to study the parameters and the factors which affect the consumers buying behaviour. There are ample of existing studies and literature which shows the impact of online reviews on consumer's decision making. This study specifically focuses on the impact of the online reviews on customer's food ordering decision making specifically through online food delivery services.

OBJECTIVES OF THE STUDY

1. To understand the impact of reviews on the purchase decision of online food delivery apps

2. To suggest recommendations for the study

SCOPE OF THE STUDY

The study is focused to understand the impact of online reviews on consumer decision making through online food delivery application. The study was conducted online. Opinion of 50 people who uses online food delivery services was considered for the study. The aim of the study is to understand the impact of reviews on factors such as choice of restaurant, selection of dishes, price, quality, quantity, and delivery, positive and negative reviews on the consumer decision making before placing an order via Online food delivery.

LIMITATIONS FOR THE STUDY

The study is limited to responses of 50 respondents. It is also limited to Mumbai regions. All the responses and opinions are based on biasness of the respondents.

RESEARCH METHODOLOGY

Data Collection and Source:

The study is based on both primary and secondary data. The primary data is collected through a close-ended questionnaire and the secondary data is collected from various sources and materials published online, journals, books, and websites.

Sample Size:

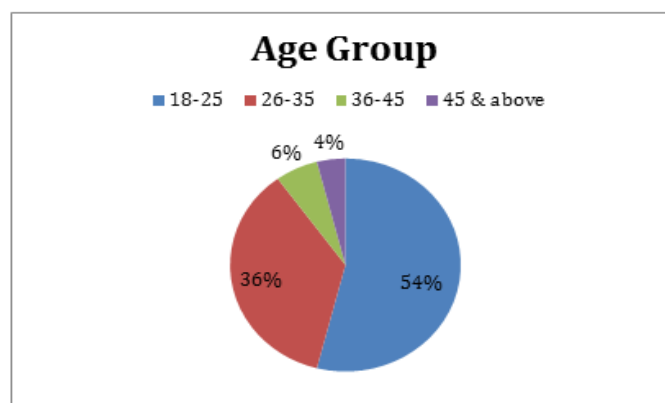The sample size of the study is 50 respondents using online food delivery services in Mumbai

Sampling Techniques:

Convenience and snow ball sampling technique is used for this study.

DATA ANALYSIS AND INTERPRETATION

1. Age of respondents
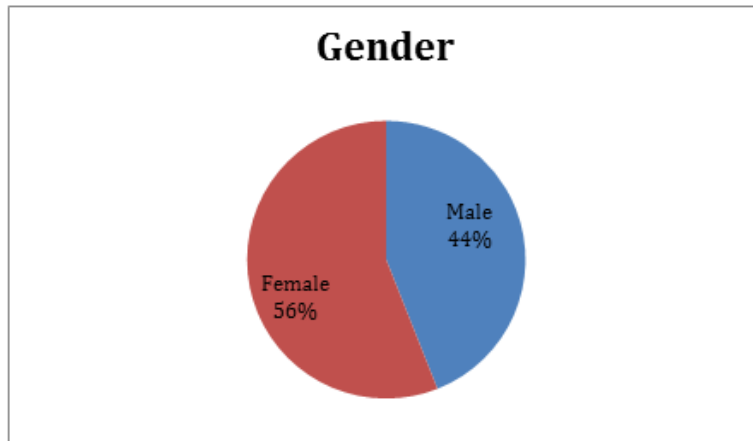
Age of the respondents

As per the survey, it is found that 54% of the respondent's falls comes under the age group of 18-25 years. 36% of the respondents are from the age group of 26-35 years and 6% and 4% are from the age group of 36-45 years and 45 years and above respectively.
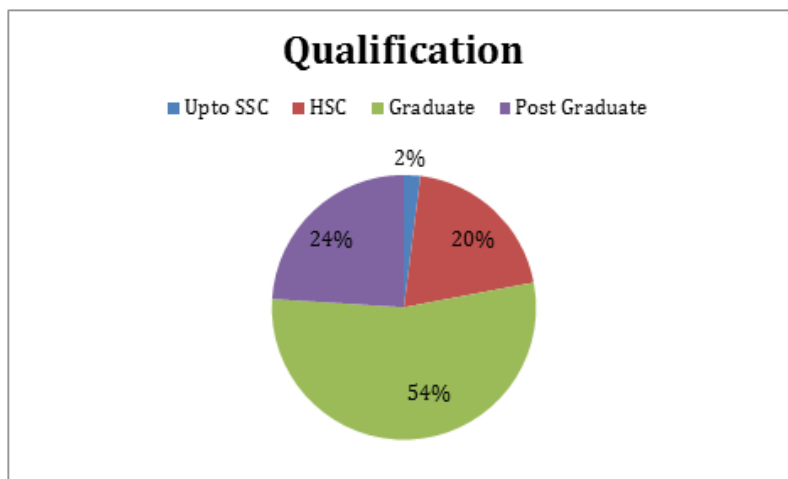
2. Gender

Gender

It is interpreted that 56% of the respondents are Female and 44% are Male.
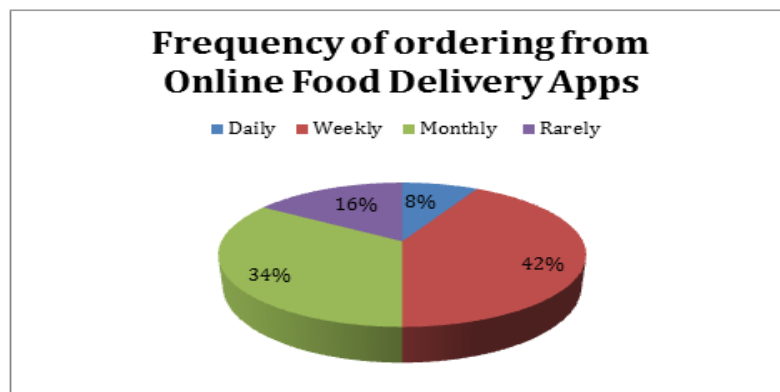
3. Qualifications

Qualifications

As per the analysis, 54% of the respondents are Graduates, 24% have completed their education upto SSC, 20% have completed their HSC, and remaining 2% are post graduates.

4. Frequency of ordering from Online Food Delivery Apps

Frequency of ordering from Online Food Delivery Apps

It is inferred that 42% of the respondents order food weekly via Online Food delivery apps, 34% of the respondents order food once a month via online food delivery apps, where as 16% order rarely where as 8% order food daily.

5. Impact of reviews on ordering from Online Food Delivery apps

Sr. No.	Factors influential	SD	D	N	A	SA	WAM
	Reviews on ordering from Online Food Delivery apps						
1	Reviews help me to search for good restaurants	1	3	5	22	19	4.1
		2	6	10	44	38	
2	Reviews help me in ordering the best dishes	1	4	5	20	20	4.08
		2	8	10	40	40	
3	Positive reviews influence my ordering decision	6	7	7	19	11	3.44
		12	14	14	38	22	
4	Negative reviews influence my ordering decision	7	8	8	15	12	3.34
		14	16	16	30	24	
5	Reviews with photos/ videos largely influence my ordering decision	1	4	3	25	5	2.86
		2.63	10.52	7.89	65.78	13.15	
6	Reviews related to price & offers influence my ordering decision	2	4	8	20	9	3.18
		4.6	9.30	18.60	46.51	20.93	
7	Reviews related to quality & quantity influence my ordering decision	2	5	7	18	18	3.9
		4	10	14	36	36	
8	Reviews related to delivery experience & packaging influence my ordering decision	4	6	17	12	11	3.4
		8	12	34	24	22	

As per the survey, it is found that there are various influences of the reviews on their choices from the online food delivery app. The highest weighted average mean of 4.1 is been giving to 'reviews help me in search good restaurants' followed by WAM of 4.08 is been giving to 'reviews help me ordering the best dishes', 'Reviews related to quality & quantity influence my ordering decision have the WAM of 3.9 and with 3.4 `````WAM for influences of positive reviews & Reviews related to delivery experience & packaging influence my ordering decision' respectively. The least WAM is observed for 'Reviews with photos/ videos largely influence my ordering decision'.

It is been found that majority of the respondents majority of the respondents prefer reviews for searching good restaurants, they also consider reviews for ordering best dishes. Reviews help them in searching good quality dishes. Positive reviews posted on online food delivery apps have a positive influence on the ordering decision made by the customer. They consider positive and negative reviews regarding food, restaurants, quality, price, quantity, packaging, delivery etc. Reviews that have photos/ videos do not largely impact the customer's decision making.

6. Satisfaction level of customers on ordering food after reading the reviews (Satisfaction ratings on the scale of 1 to 5)

Sr. No.	Factors influential	HS	S	N	D	HD	WAM
	Overall Satisfaction						
1	Overall satisfaction with the order after reading the reviews	14	17	10	5	4	2.36
		28	34	20	10	8	

It is been found that majority of the respondents are satisfied with the order after reading the reviews. As per the analysis, 34% of the respondents are satisfied with the reviews and their decision making after reading the reviews while 28% of the respondents are highly satisfied. Wherein, 20% of the respondents have a neutral

opinion on their satisfaction level. 10% of the respondents are dissatisfied and 8% of them are highly dissatisfied.

CONCLUSION

The research findings reveal that there is a positive impact of online reviews on social media on customer's decision making on ordering food when ordered through online food delivery services. It is been found that majority of the consumers who order food online after reading reviews are from the age group of 18-25 years, 56% of them being women. 56% of the consumers prefer to order food once a week; where as other majority of the respondents prefer ordering food once a month. Customers rely on online reviews for searching good restaurants, to search good dishes; it helps them to know about quality and quantity of food. Reviews also help in decision making by comparing prices. The study also finds that positive reviews have a positive impact on the decision making where as negative reviews has a negative impact while ordering food. Reviews with photos/ videos do not necessarily form a larger impact on their decision making. It is been found that majority of the consumers are satisfied with the decision making after considering the online reviews.

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IMPACT OF ONLINE SHOPPING ON ENVIRONMENTAL DEGRADATION

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ABSTRACT

Global E-commerce has grown steadlity over the past few eras, Covid-19 pandemic has enlarged the sector even much more, prompt changes in consumer behavior and leading to confounding records in sales. Huge companies such as Amazon, Flipkart, and Walmart etc, have dominated online shopping and lead to increased consumers expectations. Currently, consumers expect goods to be delivered on the same day or within 2-3 hours and also to return or exchange them without any extra fee. Digitalization and technological advancement have undeniably allowed the businesses to do what was thought to be impossible just a few years ago. However, this uprising change comes with high loss for our earth. The purpose of the study is to study the level of awareness and the impact of online shopping on environmental degradation among the people in Mumbai and also to identify the environmental cognizance among the online shoppers. The convenience sampling method is used for the collection of data. The secondary data was collected through articles, research reports and thesis. The primary data was collected through the questionnaire with the help of Google forms which was an e-survey method of data collection. Statistical techniques such as frequency, percentage, and Chi-square were used to analyze the data.

Keywords: Environmental Impacts, Online Shopping, Awareness, Sustainability.

INTRODUCTION

Global E-commerce has grown steadlty over the past few eras, Covid-19 pandemic has enlarged the sector even much more, prompt changes in consumer behavior and leading to confounding records in sales. Huge companies such as Amazon, Flipkart, and Walmart etc, have dominated online shopping and lead to increased consumers expectations. Currently, consumers expect goods to be delivered on the same day or within 2-3 hours and also to return or exchange them without any extra fee. Digitalization and technological advancement have undeniably allowed the businesses to do what was thought to be impossible just a few years ago. However, this uprising change comes with high loss for our earth. Online shopping makes it suitable for buyers due to low prices of goods, time saving, variety of products, attractive offers & discounts, variety of online stores provided by shopping websites, without time & space limit, amazing customer facility by online retailers and a massive range of merchandise, however it can also cause depletion to the environment due to packaging as online shopping use plastic bags, corrugated boxes, bubble bags, polystyrene which are not degradable or takes longer time to degrade and due to which it causes harm to the environment. Online retailing might not be environmentally friendly than traditional shopping as Customers who select fast delivery or those who purchase single items from diverse places also contribute towards increasing the carbon footprint, and if the customer chooses the return delivery the carbon footprint increases (Sharon Cullinane,2009). Goods packaging supports in huge contribution to carbon-di-oxide secretions from manufacturing plastics, contaminating ecosystems as well as throwing vast amount of waste to our landfills. Transport & distribution secretion is an additional online shopping environmental impact to be taken into consideration. The shipping of goods across the globe is accountable for a massive portion of carbon-di-oxide emissions generated by e-commerce. (Earth.org, 2022).

There have been limited studies on the impact of online shopping on environmental degradation, Thus, this study investigates the awareness about the impact of online shopping on environmental degradation among online shoppers.

SIGNIFICANCE OF THE STUDY

In the past few decades, e-commerce and online shopping have increased & made a very significate impact and have also allowed the businesses to grow and gain huge profits, but concurrently this uprising change comes with high costs for our planet. Sustainability in the environment is essential as it will conserve our natural resources, and preserve our biodiversity. Hence, the study can definitely help us to create awareness and also the ways to reduce the impacts of online shopping on environmental degradation. The study also emphasis to examine the online shopping behavior of consumers and to identify the environmental cognizance among the online shoppers.

REVIEW OF LITERATURE

Patricia van Loon, Lieven Deketele, Joost Dewaele, Alan McKinnon, Christine Rutherford (2014), identified that e-commerce and online shopping can be made more environmentally sustainable by encouraging and educating consumers to lessen corresponding shopping trips and maximize the number of items per delivery.

H. Scott Matthews, Chris T. Hendrickson, and Denise L. Soh (2001), explored that products packaging may not be reused as online shopping uses corrugated boxes, bubble bags, polystyrene and plastic bags which take longer time to degrade and Airfreight applied for shipping for some online products it will tend to have higher emission.

S. Tiwari, and P. Singh (2011), stated that E-commerce have some positive and negative factors and do not have a clear idea of the relationship between e-commerce and global warming. hence it is very hard to state that the e-commerce is a prospect or a threat and it is not simple to evidently define whether the positive effects have more impact over the negative ones, or vice-versa.

H. Xie, S. Chang, Y. Wang, A. Afzal (2022), identified that E-commerce negatively impact carbon emission, the study also recommended environmental sustainability & environmental sustainability programs should pay attention to policies encouraging e-commerce.

Oláh, J., Popp, J., Khan, M. A., & Kitukutha, N. (2023), study revealed that e-commerce is growing rapidly and its widely accepted all over the globe, with the rapid growth in e-commerce the challenge is how to sustain its environmental impacts, Hence, their result indicated that investing more in sustainable processes has a positive environmental impact, so the studies related to sustainable ecommerce are important.

Kai Wen Yong and Leong Wan Vun (2021), identified that most of the people professed that online shopping is environmentally friendly and online shopping is not accountable for climate change but packaging type, mode of transport for shipment and additional packaging were the factors perceived to contribute to the environmental impacts of online shopping. Also, there is a need for proper education for sustainable development.

RESEARCH GAP

After reviewing the existing literatures, the gap containing the study examining the Impact of Online Shopping on Environmental Degradation among people in a city like Mumbai was found.

OBJECTIVES OF THE STUDY

1. To examine the online shopping behavior of consumers.

2. To identify the environmental cognizance among the online shoppers.

3. To explore the awareness about the impact of online shopping on environmental degradation among online shoppers.

HYPOTHESIS OF THE STUDY

H_0- There is no significant impact of awareness regarding the environmental degradation on the inclination to avoid shopping online.

H_1 - There is a significant impact of awareness regarding the environmental degradation on the inclination to avoid shopping online.

RESEARCH METHODOLOGY

Data Collection

In order to examine the impact of online shopping on environmental degradation among people, primary as well as secondary data was collected. The secondary data was collected through articles, research reports and thesis. The primary data was collected through the structured questionnaire with the help of Google forms, which was an e-survey method of Data Collection. Questionnaire was based on questions mainly regarding the profile of the respondents.

Sample Design

The Convenience Sampling technique was used for the study. The framed questionnaire was sent using online social media platforms to the male and female respondents who were located in various areas in Mumbai. The survey was kept open for fifteen days to receive the desired number of responses. This survey enabled a total number of 118 filled responses.

Statistical Techniques used for Data Analysis
Statistical software; Microsoft Office Excel 2013 and Statistical Package for Social Science (SPSS) were used for processing the data. Statistical techniques such as frequency, percentage and Chi-square were used for data analysis and interpretation. The data analyzed were presented using tabular presentation.

Results and Discussion

1) Profile of Respondents
To identify the impact of online shopping on environmental degradation among people the data concerning the profile of the respondents with respect to their age, and gender was collected. The same is presented in the following part of the study.

Table 1 – Profile of respondents

Age	Frequency	Percentage
18-24	78	66.1
25-34	16	13.6
35-44	9	7.6
45-54	4	3.4
55 and above	4	3.4
Under 18	7	5.9
Total	**118**	**100.0**
Gender	**Frequency**	**Percentage**
Female	85	72.0
Male	31	26.3
Prefer not to say	2	1.7
Total	**118**	**100.0**

Source- Online Survey

The findings in Table 1 about the profile of respondents revealed that, 66.1% of respondents were between the ages of 18-24, 13.6% of respondents were between the ages of 25-34, 7.6% of respondents were between the ages of 35-44, 3.4% of respondents were between the ages of 45-54, 3.4% of the respondents were between the ages of 55 & above and 5.9% of the respondents were under 18. 72% of respondents were female and 26.3% of the respondents were male and 1.7% of the respondents preferred not to say. The data highlights a predominant presence of young adults aged 18-24 among the respondents. The survey also underscores a higher representation of females compared to males, albeit with a minor percentage opting for gender non-disclosure. This comprehensive demographic overview lays the foundation for further exploration and analysis of the collected data.

2) Preferences of Online Shoppers with Regards to Online Shopping.
The following part of the study contains the responses of people about their Preferences regards to online shopping.

Table 2

How often do you shop online	Frequency	Percentage
Few times a month	40	33.9
Multiple times a week	11	9.3
Never	1	0.8
Once a week	8	6.8
Rarely (once a month or less)	58	49.2
Total	118	100.0

*Source-*Online Survey

The data extracted from Table 2 provides valuable insights into the shopping frequency patterns among the respondents. It was found that 33.9% of the respondents were shopping few times in a month, 9.3% of the respondents were shopping multiple times a week, 0.8% of respondents never shopped online, 6.8% of the respondents were shopping once a week, 49.2% of the respondents were found to be shopping online rarely (once a month or less). The data highlights diverse shopping habits within the respondent pool. This nuanced understanding of shopping behaviors provides a foundation for further analysis and strategic decision-making in the realm of online retail.

3) Commonly Purchased Product Categories Online

This part of the study delves into the types of products that individuals frequently opt to purchase through online channels. By understanding these preferences, we gain insights into the evolving dynamics of digital commerce and the impact it has on various industries.

Table 3

Commonly Purchased Product Categories Online	Frequency	Percentage
Clothing & Fashion Items	89	75.4%
Beauty & personal care	60	50.8%
Groceries	49	41.5%
Electronics	42	35.6%
Health & Wellness products	23	19.5%
Home Appliances & Furniture	18	15.3%
Books & Media	16	13.6%
Others	04	3.2%

*Source-*Online Survey

The findings of the Table 3 showed that 75.4% of the respondents frequently purchased clothing and fashion item via online shopping, 50.8% of the respondents frequently purchased beauty & personal care products via online shopping, 41.5% of the respondents frequently purchased groceries items via online shopping, 35.6% of the respondents frequently purchased Electronic items via online shopping, 19.5% of the respondents frequently purchased health & wellness products via online shopping, 15.3% of the respondents frequently purchased Home appliances & furniture via online shopping, 13.6% of the respondents frequently purchased Books & media via online shopping and 3.2% of the respondents purchased other items such as shoes, colors, toys etc via online shopping. In conclusion, the data reveals that clothing & fashion items, beauty & personal care products, and groceries top the list of frequently purchased online products. Electronic items, health & wellness products, and home appliances & furniture also prominently feature in online shopping preferences.

4) Factors Shaping Online Shopping Choice

This part of the study explores the multifaceted factors that influence individuals' decisions to embrace online shopping over traditional in-store experiences.

Table 4

Factors Shaping Online Shopping Choice	Frequency	Percentage
Time-saving	87	73.7%
Convenience	84	71.2%
Promotions and discounts	64	54.2%
Wider variety of products	62	52.2%
Price comparison	59	50%
Reviews and ratings	42	35.6%
Concerns about in-store crowds	12	10.2%
Concerns about environment	7	5.9%

Source- Online Survey

The findings of the Table 4 showed that 73.7% of respondents were influenced by Time-saving factor to shop online instead of in-store shopping, 71.2% of respondents were influenced by Convenience factor to shop online instead of in-store shopping,54.2% of respondents were influenced by Promotions and discounts factor to shop online instead of in-store shopping, 52.2% of respondents were influenced by Wider variety of products factor to shop online instead of in-store shopping, 50% of respondents were influenced by Price comparison factor to shop online instead of in-store shopping, 35.6% of respondents were influenced by Reviews and ratings factor to shop online instead of in-store shopping, 10.2% of respondents were influenced by Concerns about in-store crowds factor to shop online instead of in-store shopping, and 5.9% of respondents were influenced by Concerns about environment factor to shop online instead of in-store shopping. Notably, time-saving emerges as the leading factor, impacting a significant 73.7% of respondents.

5) Pathways of Product Discovery

This investigation examines how individuals navigate the digital landscape to discover new products for online purchase, illuminating the diverse channels that shape modern consumer choices.

Table 5

Pathways of Product Discovery	Frequency	Percentage
Influencers or bloggers	9	7.6
Online marketplaces (Amazon, Flipkart)	56	47.5
Recommendations from friends and family	15	12.7
Search engine (Google, Safari, Bing)	6	5.1
Social media ads	32	27.1
Total	**118**	**100.0**

Source- Online Survey

The findings of the Table 5 showed that 7.6% of respondents discovered new products for online purchase through Influencers or bloggers, 47.5% of respondents discovered new products for online purchase through Online marketplaces (Amazon, Flipkart), 12.7% of respondents discovered new products for online purchase through Recommendations from friends and family, 5.1% of respondents discovered new products for online purchase through Search engine (Google, Safari, Bing), 27.1% of respondents discovered new products for online purchase through Social media ads.

Awareness of Environmental Sustainability
Amid growing global concerns about the environment, understanding the extent of familiarity with the concept of environmental sustainability becomes crucial. This inquiry seeks to delve into individuals' perceptions and levels of knowledge regarding this pivotal concept.

Table 6

Awareness of Environmental Sustainability	Frequency	Percentage
Not familiar at all	1	0.8
Not very familiar	24	20.3
Somewhat familiar	64	54.2
Very familiar	29	24.6
Total	**118**	**100.0**

Source- Online Survey

The findings of the Table 6 showed that 0.8% of the respondents were not at all familiar with the concept of environmental sustainability, 20.3% of the respondents were not very familiar with the concept of environmental sustainability, 54.2% of the respondents were somewhat familiar with the concept of environmental sustainability, 24.6% of respondents were very familiar with the concept of environmental sustainability.

Awareness of Online shoppers about online shopping with regards to its environmental impact
In an era of heightened environmental consciousness, the relationship between online shopping and its ecological repercussions has gained significant attention. This study aims to uncover the extent to which online shoppers are aware of the environmental implications associated with their digital purchasing behaviors.

Table 7

Awareness of Online shoppers about online shopping with regards to its environmental impact	Frequency	Percentage
No	46	39.0
Yes	72	61.0
Total	**118**	**100.0**

Source- Online Survey

The findings of the Table 7 showed that 39% of the respondents were not aware that online shopping can contribute to environmental degradation and 61% of the respondents were aware that online shopping can contribute to environmental degradation.

Online Shopping's Role in Environmental Impact
As concerns about the environment grow, understanding public perceptions of online shopping's contribution to environmental degradation becomes essential. This inquiry aims to delve into individual opinions on the extent of online shopping's environmental impact.

Table- 8

Online Shopping's Role in Environmental Impact	Frequency	Percentage
Minor contribution	14	11.9
Moderate contribution	52	44.1
Negligible contribution	1	0.8
Significant contribution	16	13.6
Total	**118**	**100.0**

*Source-*Online Survey

The findings of the Table 8 showed that 11.9% of the respondents had the opinion that online shopping contributes minor to environmental degradation, 44.1% of the respondents had the opinion that online shopping contributes moderate to environmental degradation, 0.8% of the respondents had the opinion that online shopping had negligible contribution towards environmental degradation and 13.6% of the respondents had the opinion that online shopping had significant contribution towards environmental degradation.

Environmental Considerations in Online Shopping

As environmental consciousness shapes consumer behavior, understanding the extent to which individuals factor in the ecological consequences of their online purchases becomes a focal point. This investigation delves into the degree to which individuals actively consider the environmental impact when making online buying decisions.

Table 9

Environmental Considerations in Online Shopping	Frequency	Percentage
Always	5	4.2
Never	19	16.1
Often	22	18.6
Rarely	24	20.3
Sometimes	48	40.7
Total	118	100.0

Source- Online Survey

The findings of the Table 9 showed that 4.2% of respondents always actively consider the environmental impact of their actions when making online purchases,16.1% of the respondents never considered the environmental impact of their actions when making online purchases, 18.6% of the respondents often considered the environmental impact of their actions when making online purchases, 20.3% of the respondents rarely considered the environmental impact of their actions when making online purchases, 40.7% of the respondents sometimes considered the environmental impact of their actions when making online purchases.

Environmental Implications of Online Shopping: Perceptions and Beliefs

As digital commerce expands, understanding public perceptions about the environmental effects of online shopping becomes crucial. This exploration delves into individuals' beliefs regarding the impact of online shopping on the environment.

Table 10

Environmental Implications of Online Shopping: Perceptions and Beliefs	Frequency	Percentage
Increased packaging waste	91	77.1
Higher carbon emission from shipping	50	42.4
Excessive use of natural resources	49	41.5
Increased electronic waste (e-waste)	26	22
Landfill buildup from product returns	23	19.5
I'm not sure	18	15.3

Source- Online Survey

The findings of the Table 10 showed that 77.1% of respondents believe that online shopping affects the environment due to increase in packaging waste,42.4% of respondents believe that online shopping affects the environment due to Higher carbon emission from shipping, 41.5% of respondents believe that online shopping affects the environment due to Excessive use of natural resources, 22% of respondents believe that online shopping affects the environment due to Increased electronic waste (e-waste), 19.5% of respondents believe that online shopping affects the environment due to Landfill buildup from product returns and 15.3% of respondents were not sure.

Eco-Conscious Shopping

In an era marked by environmental concerns, examining whether individuals contemplate the ecological repercussions of their online shopping choices before hitting the "buy" button is pivotal. This inquiry aims to uncover the extent to which individuals factor in the environmental impact of their online shopping habits.

Table 11

Eco-conscious Shopping	Frequency	Percentage
Always	7	5.9
Never	24	20.3
Often	14	11.9
Rarely	32	27.1
Sometimes	41	34.7
Total	**118**	**100.0**

*Source-*Online Survey

The findings of the Table 11 showed that 5.9% of respondents had always considered the environmental impact of their online shopping habits before making a purchase, 20.3% of respondents had never considered the environmental impact of their online shopping habits before making a purchase, 11.9% of respondents often considered the environmental impact of their online shopping habits before making a purchase, 27.1% of respondents had rarely considered the environmental impact of their online shopping habits before making a purchase, 34.7% of respondents had sometimes considered the environmental impact of their online shopping habits before making a purchase.

Public Perspectives on Online Shopping's Environmental Impact

As environmental concerns intersect with modern shopping habits, understanding public opinions on whether individuals should contemplate avoiding online shopping to contribute to environmental protection becomes a topic of interest. This exploration aims to shed light on the perceived trade-off between convenience and ecological responsibility in the realm of digital commerce.

Table 12

In your opinion, should people consider avoiding online shopping to help protect the environment?	Frequency	Percentage
No	40	33.9
Yes	78	66.1
Total	**118**	**100.0**

Source- Online Survey

The findings of the Table 12 showed that 33.9% of the respondents not considered avoiding online shopping to help protect the environment, & 66.1% considered avoiding online shopping to help protect the environment.

Avoidance Based on Environmental Concerns

Amid growing apprehensions about environmental consequences, delving into whether individuals actively abstain from online purchases due to their ecological impact becomes crucial. This inquiry aims to uncover whether environmental concerns prompt intentional avoidance of online shopping among consumers.

Table- 13

Avoidance Based on Environmental Concerns	Frequency	Percentage
No	71	60.2
Yes	47	39.8
Total	**118**	**100.0**

Source- Online Survey

The findings of the Table 13 showed that 60.2% of the respondents did not intentionally avoided making online purchases due to concerns about their environmental impact, and 39.8% of the respondents intentionally avoided making online purchases due to concerns about their environmental impact.

4) Inclination of online shoppers to change online shopping habits with regards to better access to information about the environmental consequences

In the wake of heightened environmental awareness, exploring the willingness of online shoppers to alter their digital purchasing behaviors in response to improved access to information about environmental consequences

holds significance. This study delves into the extent to which individuals are inclined to modify their online shopping habits based on a better understanding of ecological impacts.

Table 14

Inclination of online shoppers to change online shopping habits with regards to better access to information about the environmental consequences	Frequency	Percentage
Maybe, depends on the information	27	22.9
No	5	4.2
Yes, definitely	55	46.6
Yes, to some extent	31	26.3
Total	**118**	**100.0**

Source- Online Survey

The findings of the Table 14 showed that 22.9% of the respondents depending on the information may be had the inclination to change online shopping habits with regards to better access to information about the environmental consequences, 4.2% of the respondents had no inclination to change online shopping habits with regards to better access to information about the environmental consequences, 46.6% of the respondents definitely had the inclination to change online shopping habits with regards to better access to information about the environmental consequences, and 26.3% of the respondents had the inclination to some extent to change online shopping habits with regards to better access to information about the environmental consequences.

Result of Hypothesis Testing

H_0- There is no significant impact of awareness regarding the environmental degradation on the inclination to avoid shopping online.

H_1 - There is a significant impact of awareness regarding the environmental degradation on the inclination to avoid shopping online.

Table 15- Pearson Chi-Square Test to examine the impact of awareness regarding the environmental degradation on the inclination to avoid shopping online

Cross tabulation		Have you intentionally avoided making online purchases due to concerns about their environmental impact?		Total
		No	Yes	
Are you aware that online shopping can contribute to environmental degradation?	No	30	16	46
	Yes	41	31	72
Total		71	47	118

Chi-Square Tests					
	Value	df	Asymptotic Significance (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	.802[a]	1	.371		
Continuity Correction[b]	.494	1	.482		
Likelihood Ratio	.807	1	.369		
Fisher's Exact Test				.442	.242
N of Valid Cases	118				

Source- Online Survey

The analysis of the Chi-Square test results, as presented in Table 15, suggests that there is no statistically significant impact of increased awareness concerning the environmental degradation attributed to online shopping on the inclination to avoid shopping online. The associated p-value of 0.371 exceeds the commonly used significance threshold of 0.05.

This finding implies that, based on the data at hand, there is no strong evidence to conclude that an elevated awareness of the environmental consequences linked to a greater inclination among individuals to abstain from shopping online. The lack of statistical significance indicates that factors beyond environmental awareness might play a more influential role in shaping consumers' decisions to avoid online shopping. However, it's

important to note that this conclusion is drawn solely from the provided dataset and may vary if other variables or a larger sample size were considered.

LIMITATIONS OF THE STUDY

➢ The study was constrained to the people who are residing in Mumbai city only.

➢ Sample Size is constrained to 118 respondents only.

➢ The study was limited to selected variables only.

➢ The study's findings are based on a specific timeframe, which might not account for potential changes in attitudes, preferences, or behaviours over time.

RECOMMENDATIONS AND CONCLUSION

• Environmental education is necessary to educate and create awareness among consumers in terms of their online shopping traits and its impact on environment so that they can make rational decisions while shopping online or making purchases in future.

• Online retailers should take necessary steps such as usage of plastic bags, bubble bags should be avoided instead it can replace by cloth bags, old newsprint and recycled paper more use of eco-friendly packaging should be done.

• Use durable packaging i.e. reusable packaging service When the customer has received the product they ordered; they can fold up the durable packaging and can return them during their next purchase order is delivered and when the reusable packaging is returned the customer can be incentivized by a discount coupon, voucher or cashback.

• Organisations should adopt 'Reduce, Reuse, Recycle' methods and better environmental practices.

• Government and non-government agencies should create more awareness and programs of environmental sustainability which are related to reduce the negative impacts of online shopping towards the environment.

• This exploratory study found that there is a need sensitization and awareness among people with regards to the environmental degradation which is caused by online shopping. There is also a need to consider environmental sustainability and proper education for sustainable development.

Collectively, these suggestions reflect the potential for a balanced approach to online shopping—one that preserves the convenience while addressing the environmental concerns associated with digital commerce.

FUTURE SCOPE OF THE STUDY

With the continuous rise of e-commerce and online shopping purchases which creates significant impacts on the environment it is very important for saving our environment and also to create a sustainable environment. The study of this nature can be conducted in other cities like Nashik, Nagpur, Pune, Aurangabad etc. It can also be extended to the state level & National level and on large scale. The study can also be conducted for specific topics like Perception of people on environmental impacts of online shopping, study on how to create online shopping more environmentally friendly etc.

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A STUDY ON THE IMPACT OF TAX TERRORISM ON BUSINESS IN MAHARASHTRA STATE

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ABSTRACT
Taxation and Tax raids have become the talk of the town in our country.The concept of retrospective tax is much highlighted as Tax Terrorism There are several businessmen who are the tax evaders. Creation of black money is the root cause of tax evasion. It is also a known fact that there are some businessmen who pay the taxes but still they are being troubled with penalties. There may be some political intention or these businessmen do not follow the legislative rules laid down. Every legislation has loop holes and certain people take the advantage of this loop holes for their benefit. The study aims at finding how tax terrorism takes place, the effect on the economy and how to minimize the tax terrorism. The study will also examine some of the cases so far. The article will also highlight on misuse of the power and authority by the tax authorities

Keywords: Taxation, Tax Terrorism, Tax evasion , Tax avoidance, Tax Amendments

INTRODUCTION
Maharashtra is the financial capital of India. It has several well established business houses. More than 12 crores people live in Maharashtra. It is one of the vibrant state in India. People migrate to Maharashtra for employment or to set up business in the state. Many industries thrive in Maharashtra because of several reasons like the humid climate, sea routes, well developed airports and sea ports, excellent infrastructures, metros and rail routes and availability of raw materials from the state itself and the best part is the industrial friendly policy of the government which has encouraged industrial development of Maharashtra. The share of Maharashtra's GDP is one of the highest in India. The state contributes on an average of 20% of the National Industrial output.

The contribution towards the economy in the form of payment of taxes is very much commendable from the industries of Maharashtra mainly corporate tax. It is the highest tax paying state in India. Maharashtra has housed different type of industries and believed to be prompt in payment of requisite taxes.

But still there prevails tax terrorism by the tax authorities directed by some higher authorities.

Tax terrorism mean the undue pressure exerted on the honest tax payers with certain intention to harass the tax payers. This concept of tax terrorism arouses when there was amendment to Income Tax Act by Finance Act 2012 It can be both due to Executives or the legislature. Here the Tax Acts are modified, the tax rates are kept higher so that some entity may evade tax and then summons will be sent and collect huge amount as penalty with retrospective effect. Sometimes even the tax authorities set target to their subordinate officers to collect huge unreasonable amounts also which will lead to tax terrorism. Many at times it has been observed that a custom officer or a liquor baron or any big industrialist is targeted. Every coin has two sides. Sometimes even a businessman makes mistakes by evading tax or paying it late. Sometime the tax administrators have pre-determined targets and so they change the tax legislation and set high rate of tax to collect unreasonable amount from a certain person or certain entity and this is what we call as tax terrorism because the Income tax authorities forcibly collect tax by threatening the assesses.

OBJECTIVES OF THE STUDY
1. To study the concept of Tax Terrorism

2. To study the negative impact of Tax Terrorism on the state

3. To suggest ways and means to minimize Tax Terrorism.

4. To exhibit the cases where tax terrorism has taken place

RESEARCH METHODOLOGY:
The study will involve the Primary data as well as Secondary data.

Some of the Businessmen, Chartered Accountants and tax authorities will be interviewed regarding the case. Data from Newspaper, Journals, Magazines etc. will be collected and analyzed.

HYPOTHESIS
H0: Tax Terrorism has positive impact on the economy

H1: Tax Terrorism has negative impact of the economy of Maharashtra State

REVIEW OF LITERATURE:

According to **Narendra Pani,** Professor of School of Social Science at the National Institute of Advance Studies is of the opinion that the harassment meted out by the tax authorities, is striking parallel to emergency period where select industrialist are promoted and some are investigated. He further says that the battle against corruption should be a social movement and the legal machinery should be involved against it. The person who opposes the government's working is been targeted.

According to **Sourabh Soparkar**, a senior advocate, it is the harassment of tax payers by the Income tax authorities and he stresses on lack of accountability by the tax authorities. There is abuse of power and authority by the tax authorities. There should be check and balance among the institution so that there will be no misuse of power by the tax authorities.

What happens actually and why does it happens?

There are several dishonest businessmen in Maharashtra who do not pay taxes. There is tax evasion and tax avoidance. This will directly or indirectly create black money and this will create inequality of income. So as soon as the government comes to know about the tax evasion, it sends notice to the businessmen to pay the tax but they turn deaf ears and this needs a stricter action to recover the tax amount. Secondly it is also agreed there are a small percentage of people who are honest but could not pay the tax, they feel there are forced to pay. Definitely it is correct to take stricter action on those tax evaders.

It is also believed that there are cases where some of the tax authorities have taken the law into their hands and have shamed the government by enforcing some honest tax payers or otherwise to pay tax and the amount recovered was used for personal use instead of paying into the government treasury. Since the government is committed to fight corruption, it has either removed the corrupt tax authorities or has told them to go on leave. The people were enraged with this corrupt practice of the tax authorities.

The saddest part was the amendment of the tax laws for the personal benefit of the government. The government has amended the past tax laws and compelled the tax payers pay the tax with retrospective effect which in anti-social or illegal, thereby creating uncertainties in the minds of the investors of India and abroad. This has killed the underlying concepts of ease of doing business

Case Study:

Cairns Energy Plc: There was a seven-year dispute between Cairn Energy Plc and the government of India. Cairn Energy was an Indian gas and oil exploration company and it merged with Vedanta Limited. This company was harassed by the tax authorities of India and the case finally was in favor of Cairns Energy and the Indian government had to pay back Rs.7900 crores. This has tarred the country's image with respected to foreign investment. Foreign investors are afraid to invest in India due to this case. It was the case of retrospective tax case. There was a internal arrangement during 2006-07case that Cairn India Holding has transferred its shares to Cairn India and the government of India thought there is capital gain and so Cairn India Holding should pay capital gain tax up to 24500 crores and Cairns Holdings moved the case to International court and finally the Indian government was informed to take back the case and finally it had to pay 7900 crores back. Our government should be careful in case of retrospective taxation.

Vodafone: The second case was of Vodafone and Hutchison case where Vodafone acquired a company called Hutchison through an overseas holding company and paid 11 billion dollars. The Indian government sent a notice to Vodafone company and it was challenged in the Supreme Court of India and the case was in favor of Vodafone which means the case was won by Vodafone Company. The Government of India could not tolerate this and so they made amendments in the tax law and introduced retrospective tax bill on the Vodafone and thereby there was a breach of agreement between India and the Netherland there by question of how safe is the scheme of ease of doing business and the reputation was tarnished.

The negative impact of tax terrorism in Maharashtra State

- The businessmen of India and abroad will not trust the schemes brought in by the government of Maharashtra

- The tax terrorism has very badly damaged the image of the state as an investment destination of ease of doing the business

- Many Indian and foreign entities are of the opinion that whatever the government of Maharashtra speaks about retrospective tax is nothing but tax terrorism and they are afraid to invest in Maharashtra.

- Many business firms are discouraged and they stopped business in Maharashtra State

- Most of the Industries in MIDC areas are closed and one of the reason is tax terrorism

- There is no grievance redressal body for tax terrorism in Maharashtra

- It has also been observed that most of the politicians of Maharashtra own different business where they evade taxes and they are not being questioned

- The amendments in certain Income Tax Act has empowered the tax authorities to conduct raids or reopen assessments of cases of a decade old and they can charge any quantum of penalty for the default period.

- Big industries are leaving Maharashtra and going to different states as well as closure of different businesses are seen which will affect both income and prosperity of the state

- Due to losing business in Maharashtra, the state lost its job market

SUGGESTIONS AND RECOMMENDATIONS

- The power of decisions making among the tax authorities should be decentralized

- There should be a long term decision on the tax matters and not always should there be amendments which embarrasses the tax payers

- The properties of tax evaders should be sealed and appropriate punishment or penalties should be awarded.

- The concept of retrospective tax should be abolished and the investors should be assured of best treatments

- Many things like easy registration, tax holidays, availability of different facilities should be ensured that the investors should feel happy to invest in Maharashtra State

- Special attention should be given regarding the tax payments by the politician and should be seen that they pay taxes regularly

- Benami properties still prevail in Maharashtra State, those should be recognized and appropriate actions should be taken to get good amount of taxes.

- There should be such a system that every transactions of the businessmen should reflect with the income tax authorties so that the accurate tax can be levied and this will discourage tax evasion or tax avoidance.

- It has been observed that the businessmen go for cash transactions to avoid tax and there will be no record of the same. So some system should be brought into effect to avoid this.

CONCLUSION

Soon the government will realize the best way to tackle the problem of tax terrorism and a serious thought will be given to give a great tax law to satisfy all the stake holders of the society

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THE STUDY OF THE GROWTH OF THE AYURVEDIC INDUSTRY IN INDIA

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ABSTRACT
Ayurveda is an age-old science and healthcare system that has been adopted by different cultures globally. Ayurveda analyses and cures diseases after understanding an individual's physique, pulse, appearance, vision, etc. There are various codes of conduct and treatments in the Ayurvedic system to correct ailments using herbs, plants, exercise, diet, and changes in lifestyle. The Indian wellness industry—estimated at Rs. 49,000 crores (US$ 6.70 billion)—is gaining momentum on the back of the government's focus on building a healthy and fit India. The Indian ayurveda industry has several large players, with the micro, small, and medium enterprises (MSMEs) capturing 80% market share. There are various segments of Ayurvedic healthcare and personal care products are available throughout the country. In the personal care category, the market is divided into oral care, skin care, make-up, hair care, and fragrances. Whereas, for the healthcare category, the market is segmented into ayurvedic nutraceuticals, ayurvedic medicines, and dietary supplements. Organizations throughout the country are engrossing more on developing innovative ayurvedic products and generating awareness among consumers. Ayurveda is witnessing a resurgence in India because people have accepted this as a way of life as opposed to the earlier notion of Ayurveda as an alternative area of medicine.

Keywords: Ayurveda, AYUSH, MSME's,

❖ INTRODUCTION:

2. About Indian Ayurveda
Ayurveda, also called **Ayurvedic medicine**, traditional system of Indian medicine. Ayurvedic medicine is an example of a well-organized system of traditional health care, both preventive and curative, that is widely practiced in parts of Asia. Ayurveda has a long tradition behind it, having originated in India perhaps as much as 3,000 years ago. Today it remains a favoured form of health care in large parts of the Eastern world, especially in India, where a large percentage of the population uses this system exclusively or combined with modern medicine.

3. The practice of Ayurveda
The Indian Medical Council was set up in 1971 by the Indian government to establish maintenance of standards for undergraduate and postgraduate education. It establishes suitable qualifications in Indian medicine and recognizes various forms of traditional practice including Ayurveda, Unani, and Siddha. Projects have been undertaken to integrate the indigenous Indian and Western forms of medicine. Most Ayurvedic practitioners work in rural areas, providing health care to at least 500 million people in India alone. They, therefore, represent a major force for primary health care, and their training and deployment are important to the government of India.

Like scientific medicine, Ayurveda has both preventive and curative aspects. The preventive component emphasizes the need for a strict code of personal and social hygiene, the details of which depend upon individual, climatic, and environmental needs. Bodily exercises, the use of herbal preparations, and Yoga form a part of the remedial measures. The curative aspects of Ayurveda involve the use of herbal medicines, external preparations, physiotherapy, and diet. It is a principle of Ayurveda that the preventive and therapeutic measures be adapted to the personal requirements of each patient.

4. History of Ayurveda
Ayurveda is attributed to Dhanvantari, the physician to the gods in Hindu mythology, who received it from Brahma. Its earliest concepts were set out in the portion of the Vedas known as the Atharvaveda (*c.* 2nd millennium BCE). The period of Vedic medicine lasted until about 800 BCE. The Vedas are rich in magical practices for the treatment of diseases and in charms for the expulsion of the demons traditionally supposed to cause diseases. The chief conditions mentioned are fever (*takman*), cough, consumption, diarrhea, dropsy (generalized edema), abscesses, seizures, tumours, and skin diseases (including leprosy). The herbs recommended for treatment are numerous.

The golden age of Indian medicine, from 800 BCE until about 1000 CE, was marked especially by the production of the medical treatises known as the *Caraka-samhita* and *Susruta-samhita*, attributed respectively to Caraka, a physician, and Susruta, a surgeon. Estimates place the *Caraka-samhita* in its present form as dating from the 1st century CE, although there were earlier versions. The *Susruta-samhita* probably originated in the last centuries BCE and had become fixed in its present form by the 7th century CE. Of somewhat lesser importance are the treatises attributed to Vagbhata. All later writings on Indian medicine were based on these works, which analyze the human body in terms of earth, water, fire, air, and ether as well as the three bodily humors (*vata*, *pitta*, and *kapha*).

★ **About the Ayurvedic Industry in India**

The Ayurveda business in India is one of the most rapidly expanding sectors of the country's economy, with a compound annual growth rate (CAGR) of 16.06% expected between 2019 and 2024.The growing demand for natural and organic products, expanding knowledge of the advantages of ayurveda, and government backing for promoting and globalising this traditional system of treatment are driving the sector.

Personal care items, food and drinks, home products, healthcare products, healthcare services, and spa and rejuvenation services are all available through India's ayurveda business.

A big number of local and foreign visitors seek ayurveda treatments and products for a variety of health and wellness goals.

Some obstacles confront the sector, such as a lack of standardisation, quality control, and scientific validation of ayurvedic goods and practices.

However, the sector has enormous potential for innovation, R&D, and collaboration with contemporary technology and science to improve the quality, efficacy, and accessibility of ayurvedic goods and services in India and throughout the world.

➢ **Reputed Ayurvedic brands in India**

★ Dabur India

★ Hamdard India

★ Patanjali Ayurveda

★ Vicco Laboratories

★ Himalaya Herbals

★ Zandu Care

★ Baidyanath

★ Sandu Pharmaceuticals

★ Zoic Pharmaceuticals

★ Charak Pharma

➢ **Role of Ayush in the growth of the Ayurvedic industry in India.**

The AYUSH (Ayurveda, Yoga & Naturopathy, Unani, Siddha, and Homoeopathy) market is presently worth $10 billion and is expected to grow by 50% over the next five years. With minimal FDI restrictions, this industry has enormous potential for exponential expansion, particularly during public health emergencies. India is one of the few countries in the world with an entire ministry dedicated to the study and development of such 'alternative' medical practises, ensuring the effective promotion of advancements in the area. The Ministry of AYUSH, which was established in 2014, has taken various initiatives to encourage study and knowledge of these ancient Indian practises and their history. The ministry has seen the enormous potential for FDI and export in this industry and has created an ecosystem that includes extensive research infrastructure and practise institutions available to both domestic and foreign companies.

India has emerged as a world leader in this field of medicine, with over 3000 hospitals and 500 universities committed to the spread of AYUSH practises. Several wellness parks have been constructed around the nation to emphasise the relevance of AYUSH practises. These have played a significant influence in popularising the concept of such therapy among the urban populace. With historic roots in such practises, the rural populace of India has long relied on Ayurvedic home cures, further strengthening the sector's position. An almost similar degree of penetration in both the rural and urban sectors yields tremendously profitable results.

This approach has been strengthened by an increase in the AYUSH budget as well as an emphasis on standardisation. Current industry giants Dabur, Himalaya, and Patanjali, among others, have demonstrated that

the success of such medical practises in India is an established and tested concept with room for expansion. Moderate market saturation allows for reasonably simple market entrance, which will be aided by the country's high levels of ease of doing business. With a large population, India has a large local workforce that is youthful and varied. India has one of the largest cohorts of STEM graduates available for research and development. India, the world's second largest exporter of alternative medicine, also sells to countries where these practises are becoming more popular. Yoga, acupuncture, and other health practises are becoming increasingly popular, particularly in industrialised nations, making for an even more intriguing debut into the industry. Over the projection period, the worldwide market grew at a CAGR of 19.9%, led by India, which has a stronghold in both domestic production and exports. Success in this industry has a knock-on effect on the healthcare and cosmetics businesses. The global and Indian need for non-chemical remedies to different health conditions and skin care is expanding. Patanjali, Dabur, and other industry giants have already entered these markets, hastening their expansion.

India is the world's second largest exporter of Ayurveda and alternative medicine, and it is constantly boosting its export interests. Given India's existing historical expertise and well-developed distribution systems, this export industry will only grow owing to increased demand from overseas markets. India's biggest AYUSH export partners include the UAE, Russia, the United States, Japan, and a plethora of other nations from other continents. This variety reflects an increasing interest in these practises. The Asia Pacific market, which Indian exporters now dominate, is predicted to grow at an exponential rate over the next five years. Furthermore, the Latin American and African markets are likely to develop significantly, providing opportunities for both Indian AYUSH conglomerates and potential FDI enterprises eager to capitalise on India's well-established success in the field. In late 2019, the AYUSH ministry announced the formation of the AYUSH research and export council, which would focus on facilitating India's export potential and will continually seek to promote research and development in the business. India is one of the few countries with government sectors committed to the development of these practises, and given the market's growth potential, this is undoubtedly the perfect site for FDI.

Unprecedented worldwide calamities, like as the COVID-19 pandemic, have long-term consequences for nearly every area of the economy. Patanjali, an Indian alternative medicine conglomerate, has released Coronil, an immune booster that they say has shown highly great outcomes in assisting COVID patients in recovering. This is a significant potential, especially in a post-COVID future when people may go to alternative home treatments to avoid having to rely on allopathic care. Because of India's dominance in Ayurvedic immunity-boosting practises, it is in an excellent position to meet current and future international demand, which foreign businesses may capitalise on. The government of India has developed several initiatives to encourage AYUSH activities, as well as specific research councils for each AYUSH system, demonstrating its involvement in fostering this expanding business.

The label 'alternative' creates a stigmatised bubble around these practises, deeming them unproven and untrustworthy. While these practises do not replace scientific medicine, they do supplement it. As a result, attempts must be done to de-stigmatize this concept, particularly in the Western world, in order to stimulate export activity.

Overall, India's deeply integrated ancient knowledge, along with its present modern approaches to the development of AYUSH practices, makes it one of the greatest places for anyone looking to begin or advance in the profession. A constantly expanding market, along with zero FDI limitations and government backing, will facilitate a smooth transition. The presence of established infrastructure and qualified labour with existing expertise makes India even more appealing for FDI. A big domestic market with an increasing middle-class population makes India much more appealing. Multiple government programmes have been formed to support this cause, giving it much greater legitimacy in the local market. Increasing demand from India's key AYUSH export partners, particularly the United States, Japan, the United Arab Emirates, and other developed countries, provides stability both domestically and globally.

❖ **SIGNIFICANCE OF THE STUDY:**

Ayuverda is an ancient system of medicine that originated in India and has been practiced for thousands of years. Ayuveda is based on the principle of balance and harmony among the body, mind, and spirit. Ayuveda offers a holistic approach to health and wellness, addressing not only the physical symptoms of diseases, but also the underlying causes and the emotional and mental aspects of well-being.Studying ayuverda can benefit anyone who wants to learn more about themselves and their health. By studying ayurveda, you can gain a deeper understanding of your own constitution, or dosha, which determines your unique physical and psychological characteristics. You can also learn how to balance your dosha through diet, lifestyle, herbs, yoga,

meditation, and other natural therapies. Studying ayurveda can also help you to prevent diseases and promote longevity by enhancing your immunity, vitality, and happiness.

Ayuverda is not only a system of medicine, but also a way of life. By studying ayuverda, you can discover how-to live-in harmony with yourself, with others, and with nature. You can also learn how to respect and appreciate the diversity and interconnectedness of all living beings. Studying ayuverda can enrich your personal and professional growth, as well as your spiritual development.

❖ **LITREATURE REVIEW**

Sen & Chakraborty (2016) in their article studied the importance, challenges, and future of Indian traditional herbal medicine in the mainstream. The objective of this study was to assess whether these traditional medicines are well modernized for clinical practice. In this study secondary data was used. In this article, it was considered that along with Allopathic drugs it will be a healthy lifestyle to provide sound health for all. **Sarkar, Kumar, et.al (2015)** presented an article that highlighted the traditional and ayurvedic foods of Indian origin. The purpose of this article was to find out about various Ayurvedic health foods in grains, vegetables, and fruits, and milk-based and other liquid and solid foods. This study was based on secondary data. It was concluded that nationwide research should be done for the same to create a database of preserving knowledge of dietary guidelines etc. **Pandey, Rastogi & Rawat (2013)** posited the Ayurvedic system of medicine and its role in traditional medicine in curbing malnutrition and other related disorders. The purpose of this study was to identify and explore the use of traditional medicinal plants for curing many illnesses. For this study secondary data was used. This study is based on the Complementary and Alternative Methods (CAM). It is concluded that these ayurvedic traditional medicines are fruitful in treating not only inflections, Asthma, and allergies but also heart disease and cancer in adulthood. **Suvarna Deshpande (2015)** Studied the current market scenario and marketing prospects against changing attitude of consumers towards buying Ayurvedic medicines in India. The main aim of this study was to highlight the growing use of age-old heritage (Ayurvedic Products) all over the world. This study was based on data collected from secondary sources. In this study, it was found that consumers show a keen interest in Ayurvedic medicines over Allopathic for Chronic diseases making it a lifestyle. Due to this huge demand for Ayurvedic medicines, it will have better prospects in the future. **Sukh Dev (1999)** explored ancient -modern concordance in Ayurvedic plants. The main purpose of this study was to understand the modern scientific evaluation of some Ayurvedic medicines. This study was based on data collected from secondary sources. The researchers concluded that the knowledge of such medicines will be valuable for all further studies/research.

➢ **OBJECTIVES OF THE STUDY:**

1. To highlight the nature of the Indian ayurvedic industry

2. To analyze the growth of the Ayurvedic industry in India

3. To analyze the export performance of the Ayurvedic industry in India

❖ **RESEARCH METHODOLOGY:**

This paper is based on secondary data sourced from the annual reports on the ayurvedic industry in India and other authentic publications. Various articles, theses, and reports have been used to show the growth of the ayurvedic industry in India.

❖ **ANALYSIS OF THE DATA:**

A) Growth of Ayurvedic industry

Chart 1

Years	INR in billion
2021	**515.5**
2027	**1,536.90**
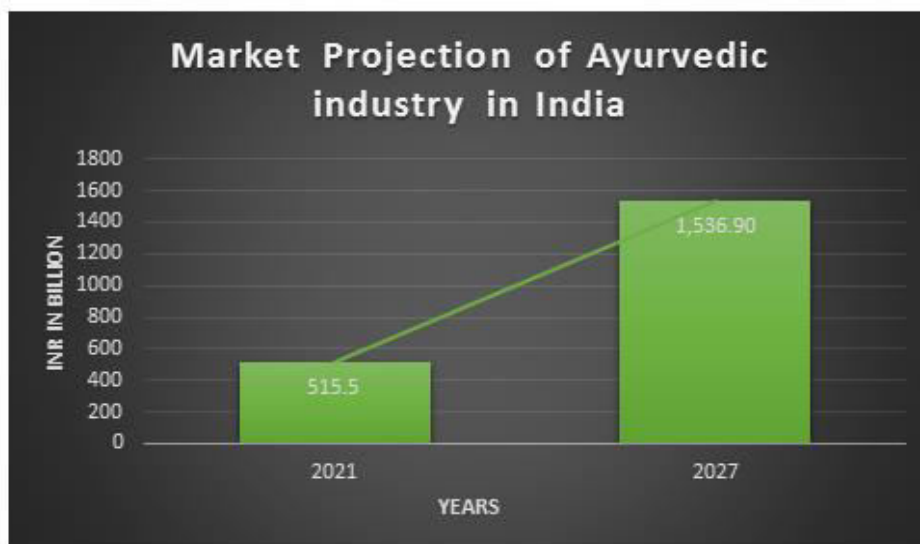
Source: IMARC group's report

Chart 1 shows that Indian ayurvedic industry has been expected to grow from present 515.5 billion INR in 2021 to 1,536 billion INR in 2027. The high projection is mainly due to the awareness & promotional developments taking place at regional, national and international forum by Ministry of AYUSH Government of India, NGO's and Ayurvedic based Companies.

B) Export performance of the ayurvedic industry

Chart 2

Financial years	Export value in million U.S. dollars
2023	628.48
2022	612
2021	539.87
2020	428.08
2019	446.13
2018	456.12
2017	401.68
2016	364
2015	354.68
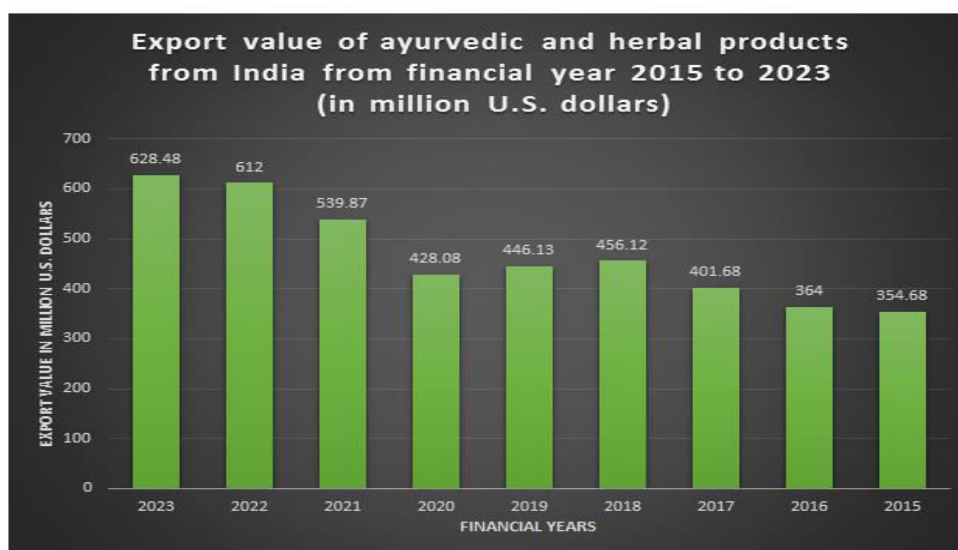
Source: Statista 2023

In chart 2 it is shown that the export value of ayurvedic and herbal products from India in million U.S. dollars from 2015 to 2023. Export value has been steadily increasing over the years, with the lowest being 354.68 million in 2015 and the highest projected at 628.48 million in 2023.

C) Year-over-year (YoY) growth in demand of select Ayurveda products in India as of March 2021

Chart 3

Ayurvedic Products	Growth in demand
Turmeric	**40%**
Honey	**45%**
Chyawanprash	**85%**
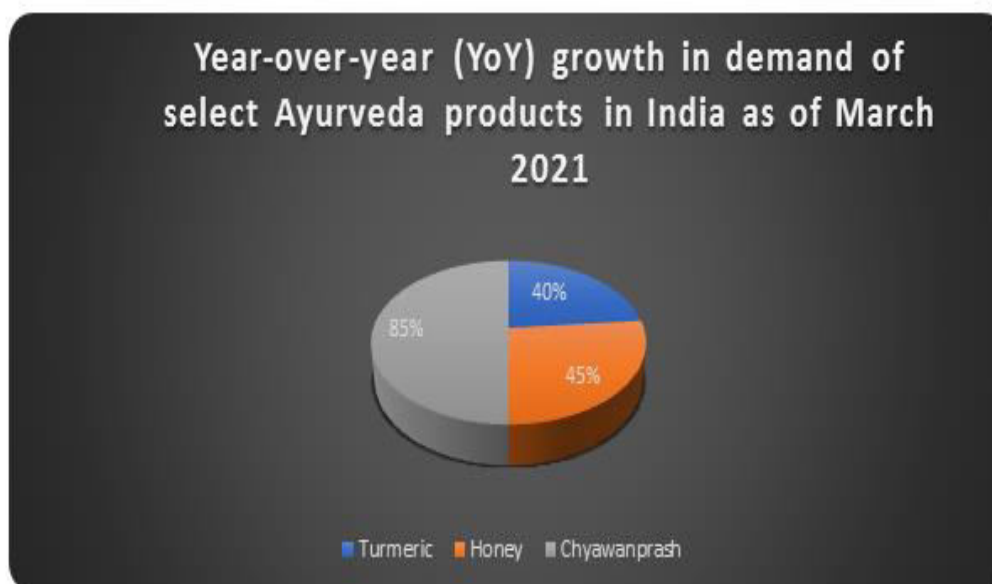
Source: Statista 2021

Chart 3 shows that the growth in demand for three products - turmeric, honey, and chyawanprash. Chyawanprash has the highest growth in demand at 85%, followed by honey at 45% and turmeric at 40%.

❖ **LIMITATION OF THE STUDY**

★ A study was only restricted to market projection of ayurvedic products from the year 2021 to 2027.

★ A study was only focused only on the demand of three ayurvedic products.

❖ **CONCLUSION**

It is certainly encouraging news for the ayurvedic industry to see positive growth and a rise in demand for herbal medicines in the future. Creation of a separate ministry of AYUSH by Government of India boosted the speed of its awareness and sales. The easy and cheap availability of herbal medicines can help people reduce the burden on their pockets. This exponential growth in the ayurvedic industry will give rise to new employment opportunities and expand the market at a global level. The use of ayurveda will help people find an alternative to allopathy, which will reduce dependency, at least for certain ailments.

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THE STUDY OF FEMALE TEENAGERS BEHAVIOR TOWARDS MULTI- LEVEL COSMETICS BRAND COMPANIES AND TRADITIONAL COSMETICBRAND COMPANY IN KALYAN AND DOMIVLI REGION

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ABSTRACT

Cosmetics market is one of the emerging markets at universal level and many companies are striving to be in a market with the enhancement of product line and providing qualitative goods. The new business model like MLM companies also stepped up in the market to provide cosmetics goods to the customers with low marketing strategies with the help of referral marketing which is one of the time lengthy processes but still applying the same model to tap the market. Advertising is one of the important tools to target mass audience and backup of distribution channel make the goods available to the customers. MLM companies practices organic marketing , internet usage, social media platform which results in capturing less audience and hardly generate the revenue.

Keywords: Multi-level marketing, Traditional Companies, Organic Marketing.

INTRODUCTION

Every individual whether the girl or a boy wants to look smart, beautiful and elegant, for that individuals uses various skin care creams, tonners body care lotions for the protection of skin and nurturing the skin. Such likeness and interest of the individuals many companies like Lakme, Fair and lovely, Loreal, Dove, Mama-earth, lotus, sugar cosmetics and many more competing with each other with the help of launching new products line in the field of cosmetics to target the mass audience for the purpose of selling their cosmetics products. In India, the market of cosmetics is 25 billion US dollars and by 2028, the market will achieve the value of 38 billion US dollars. Definitely it is one of the emerging and opportunistic market for the people or individuals to step up and form the company in cosmetics field. As seeing the opportunity and interest in the mind of customers towards cosmetics, many multi-level marketing (MLM)firm entered in selling of cosmetics through their brand name. MLM is the emerging business model dealing in various product categories like household items, body-care, skin care, and cosmetics, Fmcg, medicinal, health supplements and many more. MLM started their operation in India in the mid 1990's.

Oriflame is the first MLM company entered in India and started selling the products which deals in health supplements, ayurvedic ointments, cosmetic products like skin tonner, skin moisturizers, nail paints etc. the working style of MLM is very simple. They recruit distributors or individuals who work for the basis of commission and influence other to purchase the products. It is also called as referral marketing.

Distributors uses social media platforms like whatsapp, facebook, telegram, instagram and other social media platforms to promote the products and enhance the sale of the company who pay commission to them in each and every sale and joining the members adding the more value in their income. Distributorstarget the audience and refer the products for the purpose of sale. Normally they do organic marketing in which they invest less amount on marketing and sell the products through the websites and other social media platforms. Friends, relatives, family members are the normal customers for the MLM distributors.

REVIEW OF LITERATURE.

1. **Adrienne Reavis 2014**, thesis titled "**The misunderstanding of Multi-level Marketing**" discusses the misunderstanding in the mind of people towards pyramid scheme practiced by Multi-level marketing. The salesperson follow pyramid scheme technique to add members in the company and influence them to purchase the goods not any investment schemes. The author has highlighted 3 MLM cosmetics brand in the thesis. They are Amway , Avon, and Mary Kay cosmetics. Distributors refer these brands to their friends, family members and relatives for making them to purchase for the purpose of usage and help to generate income for the company and for themselves. Authors findings states that Mary-Kay cosmetics pay high commissions to their distributors and that is the motivational factor for the member which have interpretation the high sales. The people are not to be forced to purchase or join MLM as a networker or distributor. Price of Mary-Kay cosmetics is reasonable and affordable which help the distributor to targetthe mass audience in an effective manner. Amway deals in multiple product categories in which distributors get option deal in multiple products for the purpose of sale. Amway cosmetics brands have fewer sales and

generate high income from other product category. Avon cosmetics sell their products through offline and online mode. High volume of sale will enhance the commission. 5 % bonus will be added if they sell more during the month ended and sale exceed the target. Avon has observed the high sale during the festive season.

2. **Umaporn Oonsuphab & Visut Charoenrungsiri -2010,** discuss in their master thesis titled "**Multi-level marketing products in Thailand**" stated that the data is collected through primary and secondary method with the help of telephone interview and various books, websites and magazines. They convey that people of Thailand normally buy non-durable goods and shopping goods. MLM have to create distinct image and uniqueness in their products. People like to see demonstration and experiments through the usage of products. It builds trust in the mind of people. Thai-people compare the goods with other options before making purchase decisions. Cosmetics brand also have to take initiative to sell the products through demonstration. If the products are effective, people will buy it any how. Skin whiting creams have a huge demand from Thai people.

3. **Der-Fa Robert Chen, Pei-yi Chen, Shiuh Tarang Cheng,** discusses in their research paper titled "**The common product traits among popular multi-level marketing products**" conveys that MLM companies now dealing in retail sectors. They also have stated that the MLM is the modern method of selling goods and provide the opportunity to earn income for self. For gaining the success and profit for the business, some trait has to be follow. They are distinctive image of the product, demonstrative aspect in the product, effective, non-error, after sales service, reasonable price, offering market familiarity products, re-purchasing quality, long product life cycle etc. analysis of market demand and target with the right product mix which help the MLMto earn high profit. Service devotion aspect to be followed for the purpose of long survival in themarket.

4. **Dr. Ogr Uyesi Hulya, akdemir Cengiz 2020,** stated in their research paper titled "**The perception of multi-level marketing by its member in Turkey**" that MLM is one of the alternate of distribution channel especially for product selling firms. The member generate revenue by selling the MLM products and adding new member in the business for the purpose of making them purchase the product and refer other to purchase and join the MLM. Motivation factor influences the performance. During the research distributors stated that they are happy withthe MLM working style and their benefits. Normally they used internet as a tool for selling the products. People prefer quality products. Most of the distributors are women and they are delighted with the working MLM.

5. **Madjegu, Kindangen Tielung, 2019,** stated in their research paper titled "The role of Trust on direct selling of Oriflame's multi-level marketing" that MLM is rapidly growing in north Sulawesi and enhance the economic growth. The people normally purchase the goods from the trusted distributors. Building trust is the integral part for MLM. If the commitment is broken fromdistributor side, customer never ever trust again and never purchase the products from them. In this oriflame company is taken in to the consideration. The products of oriflame is not too expensive, safety in nature, natural ingredients were used during the manufactures, unique packaging help to attract the customers. They also stated that if they go for television advertising, their sales will rise.

OBJECTIVES OF THE STUDY.

1. To Study The Interest Of Female Teenagers Towards The Purchase Of Cosmetics Brands WhichIs Available In The Market From MLM Companies And Traditional Companies?

2. To Highlight The Effectiveness And Satisfaction Related To The Usage Of Cosmetics Brands By Female Teenagers.

3. To Analyse The Behaviour Of Female Teenagers In Terms Of Affordability During The Purchase Of Cosmetics Brands Of MLM And Traditional Cosmetics Brand Companies.

4. To Study The Worthiness Aspect During The Purchase And Usage Of Cosmetics Products ByThe Female Teenagers.

HYPOTHESIS OF THE STUDY.

1. H0:- Female teenager does not prefer Traditional Companies cosmetics brand over MLM Companies cosmetics brand.

H1:- Female teenager prefer traditional Companies cosmetics brand over MLM Companies cosmetics brand.

2. H0:- there is no significant relationship between the purchase of cosmetic brand and affordability.

H1:- There is a significant relationship between the purchase of cosmetic brand and affordability.

RESEARCH METHODOLOGY.

1. **Type of Research**: the research is based on descriptive and qualitative in nature. Researcher wants to add up some traits related to affordability, worthy and satisfaction aspects during the research.

2. **Research Design**:- the descriptive research design begins with the selection of topic which have a wide opportunity for the people who can gain relevant information related to cosmetic brands usage. Selection of target audience, framing of questionnaire, collection of data through primary and secondary sources to check the reliability and validity of the study. Statistical tools like SPSS software will be used to check the relevance of data and provide the interpretation of the data collected.

3. **Sampling Method and Data Testing Method**: - probability sampling method is used. In that stratified sampling method is executed to collect the data. F –test coefficient of correlation test is used to check the results.

4. **Sample Size and Target Audience**:- approximately 92 respondents are taken for the collection of data and the target audience is female teenagers age between 17-21.

5. **Area Selection:**- kalyan, Dombivli, Ulhasnagar region.

6. **Data Collection Method**: - primary source and secondary source. Primary data is collected through questionnaire is send via email, telegram and whatsapp mode. Secondary data source is websites, google scholar and research articles.

Data Analysis and Interpretation.

Q.1.Do you use skin care cosmetic products for skin protectionAns: Option A:- YesOption B:- No

Interpretation:- out of 92 female teenager, 85 respondents said yes that they use the skin care cosmetics products for skin protection and 7 respondents said no which states that they do not use skin care cosmetics products for skin protection.
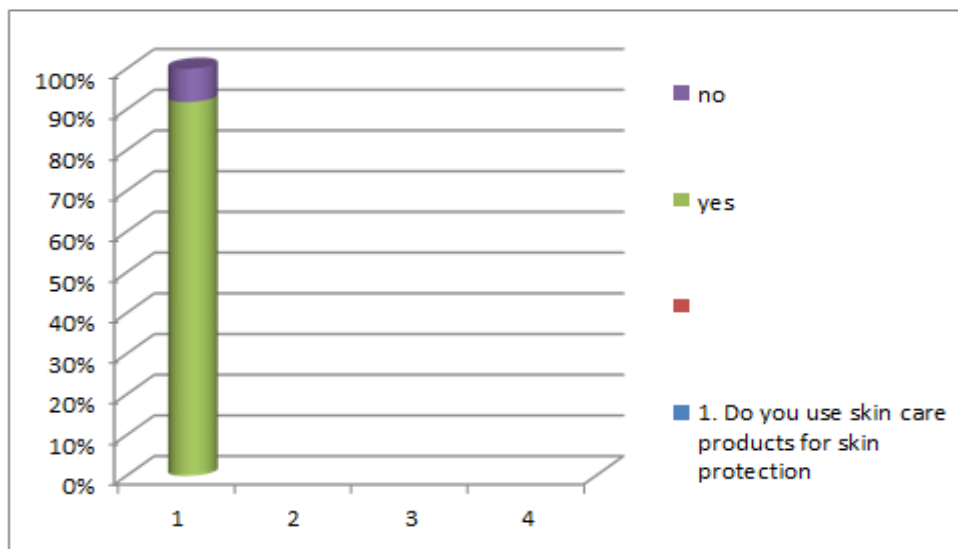
Q.2.If yes, which brand you prefer for your skin care?

Ans:- Option A:- Amway, avon, oriflame, vestige, herbal-lifeOption B:- fair and lovely, loreal, lakme, himalya, mac,

Interpretation:- out of 86 female teenagers, majority of the respondents selected traditional cosmetic brands over MLM cosmetic brands

Amway, avon, Oriflame, Vestige, Herbal - life.	14
Fair and lovely, Lakme, Loreal, Himalaya, MAC, Mama-Earth	78
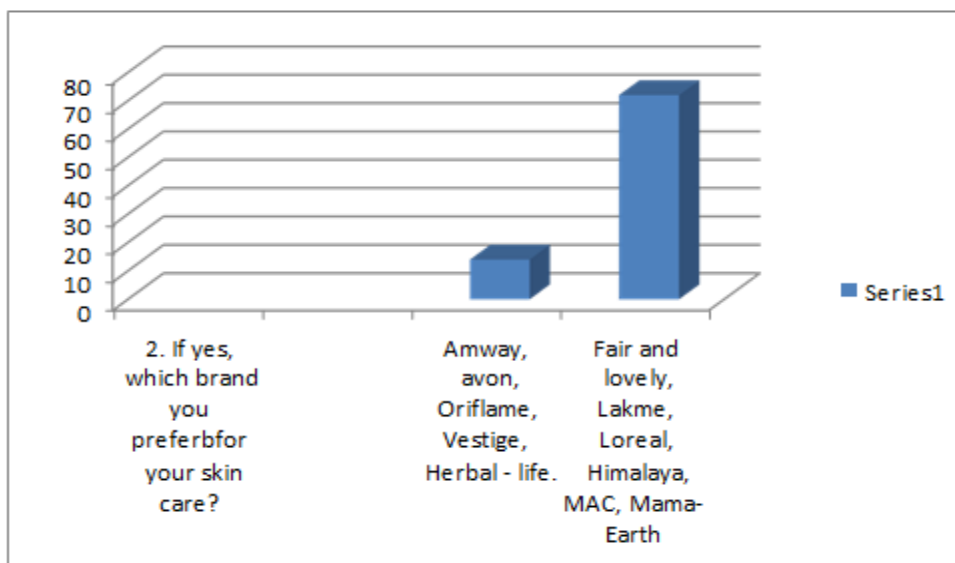
whether the selected brand which you purchase is ?

Ans:- option A- affordable and option B – costly

Interpretation:- out of 92 respondents majority of the respondents stated that the products which they purchase is economical and affordable and few respondents feel that the cosmetic brand is costly and hardly affordable.

affordable	77
costly	15
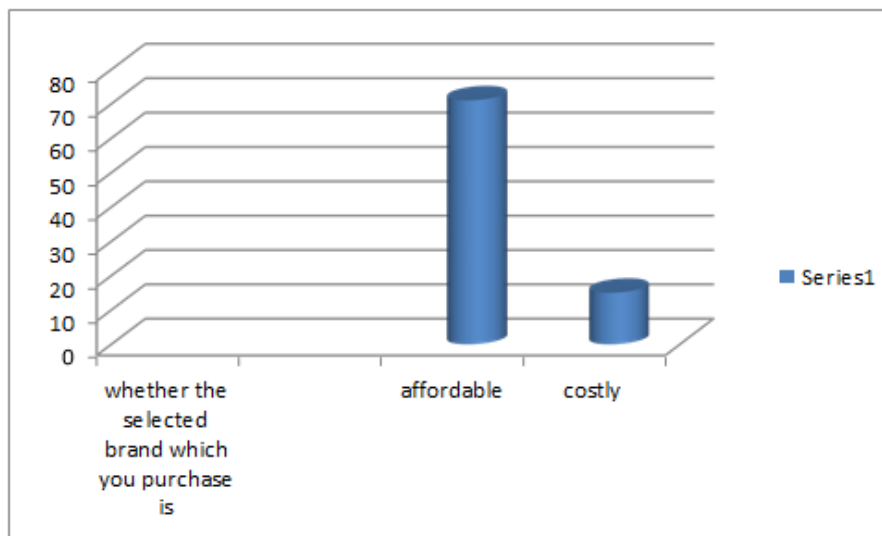
Whether the selected brand is worth for money?

Ans:- Option A- Yes   Option B- NO

Interpretation:- out of 92 respondents, 79 respondents stated that the brand which they have selected for the usage is worth for money, 13 respondents conveys that the product which they purchase is of no use and it is not worth for money.

yes	79
no	13
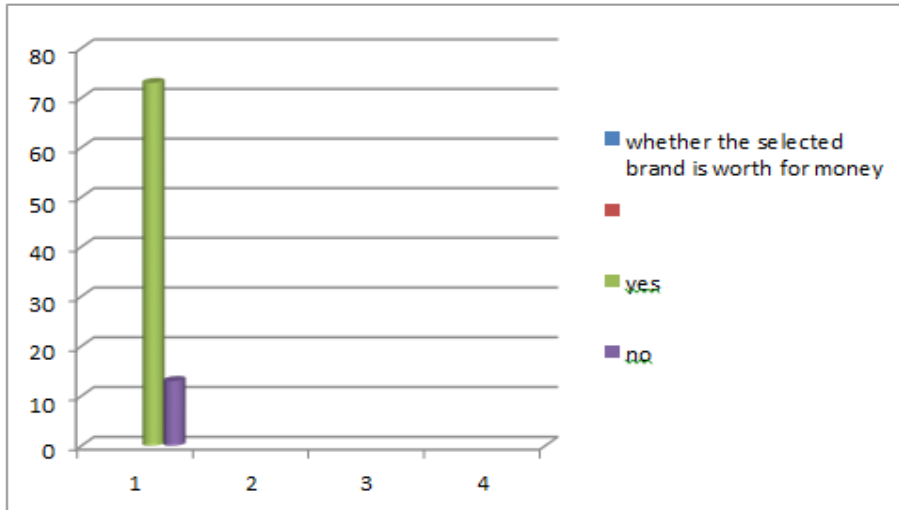
Do you recommend the selected brand to others?

Ans:- option A- yes   option B- no

Interpretation:- out of 92 respondents, 79 respondents are happy with the brand which they have selected for the usage and definitely going to recommend others for the purpose of making them purchase. 13 respondents are not happy with the selected brand and never recommend the brands to others.

Do you recommend your selected brand to your closed one's?	
yes	79
no	13
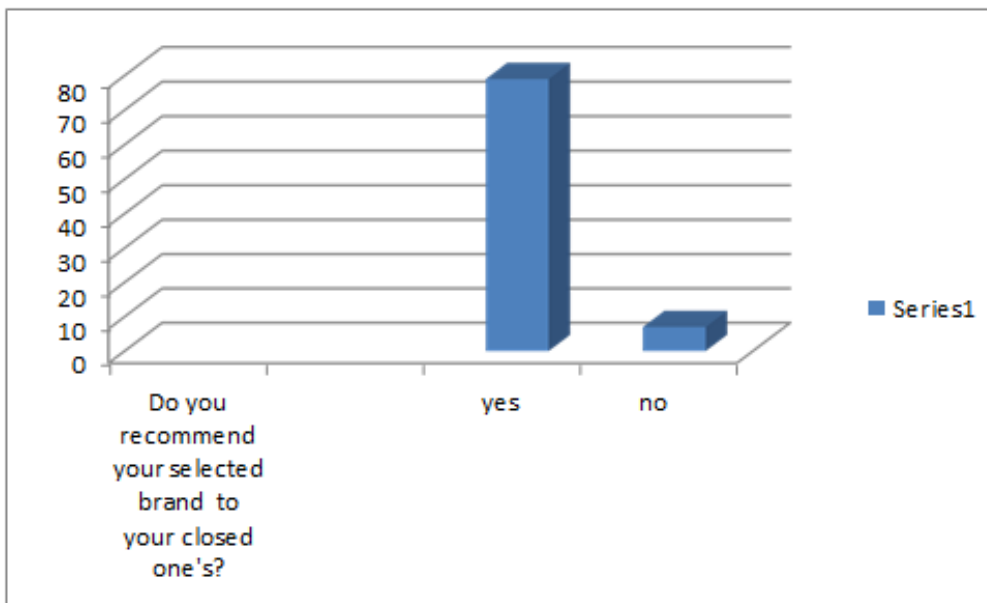
Q.6:- Are you satisfied with the selected brand in terms of satisfaction?

excellent	35
very good	26
good	20
average	6
worst	5

Interpretation:- out of 92 respondents 35 respondents feels the product which they have selected makes them delighted, 44 respondents are happy with products. 6 respondents are neither happy nor sad with the products. 5 respondents have rejected the brands
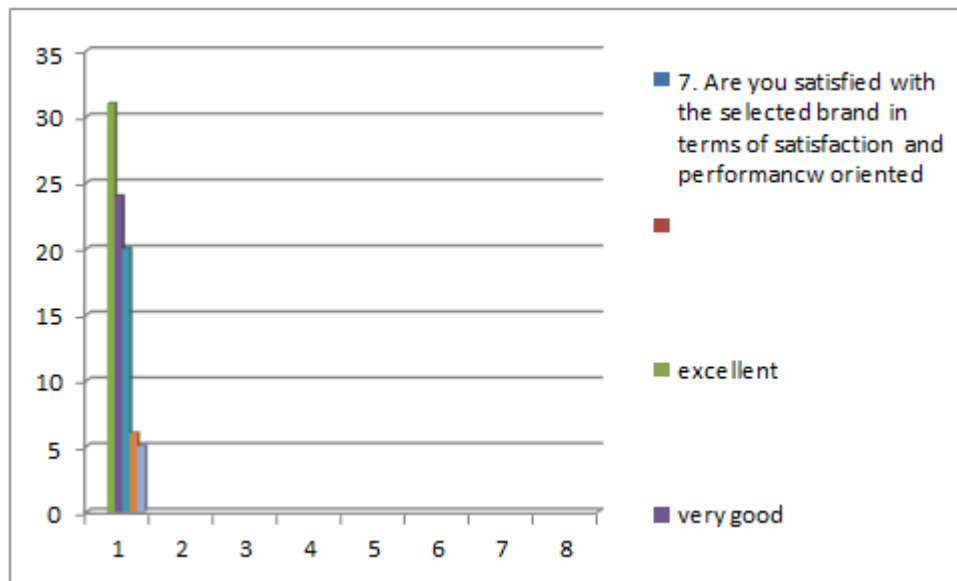
Hypothesis testing – 1

⊙ Parametric test – F-test conducted to test the first hypothesis

⊙ Significant value – 5 %

⊙ After conducting the test, the outcome value is 0.04which is less than 5 % (0.005) thus we reject the null hypothesis and accept the alternative hypothesis which stated that female teenagers prefers traditional cosmetics brand over multi-level marketing companies cosmetic brands.

Hypothesis testing - 2

⊙ Coefficient of Co-orelation test

⊙ Significant value:- 0.05 (5%)

⊙ Outcome result 0.03 which less than the significant value 0.05 which conveys that we reject null hypothesis and accept alternative hypothesis which states that There is a significant relationship between the purchase of cosmetic brand and affordability.

FINDINGS OF THE STUDY.

1. MLM companies have to forecast on marketing aspects because still many people or individualsare unaware of their products.

2. Traditional cosmetic companies are still dominating the market with heavy expenditure onmarketing which make the customers aware and remind about their presence in the market.

3. In terms of quality, traditional companies provide qualitative goods as compare to MLMcompanies

4. MLM firm should changes the policies relating to bonus and income generation scheme whichinfluence them to conduct high sales.

5. For the survival point of view, they have to select marketing components to target mass audiencewith less efforts.

CONCLUSION

From the study, I conclude that, customers are going to look out their core benefits while purchasing theproduct. They never see the price in terms of satisfaction and worthiness. Traditional companies is still leading in the market with the help of high promotional activities and dominating the market which results in MLM find it difficult to grab the market share with less promotional activity and rely on distributors. To enhance sale and growth for the company they have to modify the marketing mix and positioning strategy to earn monetary benefit and leading to long term survival in the market. Rely on social media platforms will not boost the large market share, proper research and development aspect have to be executed to stepped up in the market with a bang and try to solve the customers problem through the products and services.

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2. https://www.pinkvilla.com/fashion/beauty/india-cosmetic-brands-1202870:-

annexure 1.Do you Use Skin care products for skin protection?a.Yes b. no

2. If yes, which brand you preferbfor your skin care?

a. Fair and lovely, Lakme, Loreal,Himalaya, MAC, Mama-Earth

b. Amway, avon, Oriflame, Vestige, Herbal- life.

3. Whether the selected brand which you purchase is

a. Affordable and economical

b. costly

4. Whether the selected brand is worth for money?

a. yes.

b. no

5. Do you recommend your selected brand to your closed one's?

a. yes

b. no

6. Rate the product in terms of Quality?

a) Excellent

b) Very good

c) Good

d) Average

e) Not worth it at all

7. Are you satisfied with the selected brand in terms of satisfaction and performanceoriented?

a) Excellent

b) Very good

c) Good

d) Worst...no need to recommend others

BUILDING RESPONSIVE SUPPLY CHAIN FOR SRH SUPPLIES - CHALLENGES AND INNOVATIONS

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ABSTRACT

Sexual and reproductive health (SRH) products are of vital importance in the modern world. Accessibility to these products can save lives, cure or prevent disease, protect children, and allow people—particularly women and girls—to make informed choices about their sexual and reproductive wellbeing.

Human and man-made disasters disrupt and hamper the supply channels for these products and magnify the challenges faced by women and girls, in context of their specific health needs. Factors effecting are varied and include combination of one or more of the following: lack of space, facilities and basic necessities, difficulty in managing monthly menstruation in a safe, private and dignified manner; likelihood of women in the childbearing age being pregnant, limited or no use of private and public toilets , rampant open defecation and compromised personal hygiene.

Availability of a family planning tool, treatment for a sexually transmitted infection, or an injection to stop a new mother from haemorrhaging after childbirth, or even accessibility to menstrual hygiene supplies play and important role in mitigating the impact on the health and psyche of the effected population.

Building a resilient supply chain for sexual and reproductive health (SRH) supplies in humanitarian settings is crucial to protect communities in crises.

This paper is an attempt to examine and compile challenges encountered and innovations and procedures followed by different organizations world-wide to establish responsive, agile and resilient supply chain for SRH supplies in times of crisis and pandemic situation and otherwise.

Keywords: SRH supplies, Supply Chain Management, Humanitarian settings, Agile, Responsive, Resilient. Innovation

1.1 INTRODUCTION

Reproductive health as a state of any individual being in a physical, mental and social state encompassing all components of the reproduction system, its activities and processes. It is not considered as merely the absence of sickness or infirmity.

Public health England defines reproductive health as a "*…state of physical, mental and social well being in all matters relating to reproductive system.*"

There are three main components of reproductive health:

- Family planning

- Sexual health

- Maternal health

Products of SRH supplies play in saving lives, curing and preventing diseases, protecting children and enabling girls and women have access to making informed choices about their health. The health supply chain is a critical component of healthcare systems that ensures the availability and accessibility of essential products and services related to sexual and reproductive health (SRH). This supply chain is responsible for the procurement, storage, distribution, and management of various reproductive health commodities and services, including contraceptives, medicines for managing reproductive health conditions, testing kits, and other related products.

"Access to sexual and reproductive health services enable people to exercise the right to sexual and reproductive well-being. It can take the form of medical care related to the reproductive system; to treat a sexually transmitted infection, or the facilitation of reproductive autonomy with the provision of contraception and abortion care."

In spite of the above stated fact, SRH remain out of reach for many. Barriers causing obstruction to easy access to reproductive are often due to one or more of the following reasons:

- Inadequate financial support

- Inconsistent and inadequate distribution

- Ineffective regulation

- Lack of awareness

- Socio-religious taboos

- Irregular and broken supply chain

2.1 Background

The supply chain for health supplies involves multiple levels and players working together to ensure the availability of essential medical products and equipment. These players collaborate to manufacture, distribute, and deliver medical supplies to healthcare facilities and ultimately to patients. Listed below are some of the key levels and players in the supply chain of health supplies:

1. **Manufacturers and Producers**: These are the companies or organizations that produce medical supplies, equipment, and pharmaceutical products. They are responsible for manufacturing, quality control, and ensuring regulatory compliance.

2. **Suppliers and Distributors**: These entities distribute the manufactured products to various points in the supply chain. They may operate on a regional or national level and often have warehouses for storage and distribution.

3. **Wholesalers**: Wholesalers purchase large quantities of medical supplies from manufacturers and distribute them to healthcare facilities such as hospitals, clinics, and pharmacies. They often serve as intermediaries between manufacturers and end-users.

4. **Healthcare Facilities**: Hospitals, clinics, nursing homes, and other healthcare facilities are the end-users of health supplies. They order and stock various medical products to provide care to patients.

5. **Pharmacies and Retailers:** These are outlets where patients can directly purchase over-the-counter (OTC) medicines, medical devices, and other health supplies.

6. **Government Agencies:** In many countries, government agencies play a crucial role in regulating, overseeing, and coordinating the supply chain for health supplies. They may be responsible for procurement, allocation, and distribution of essential medical products during emergencies.

7. **Non-Governmental Organizations (NGOs):** NGOs often work in collaboration with governments and other entities to provide medical supplies to underserved or disaster-affected areas. They may play a critical role in emergency response efforts.

8. **Logistics and Transportation Companies:** These entities are responsible for the physical movement of products throughout the supply chain. They handle transportation, warehousing, and delivery to ensure products reach their intended destinations.

9. **Regulatory Authorities:** Regulatory agencies oversee the safety, quality, and efficacy of medical products. They establish guidelines and standards that manufacturers and distributors must adhere to.

10. **Healthcare Professionals:** Doctors, nurses, and other healthcare providers play a role in the supply chain by prescribing, using, and administering the medical supplies to patients.

11. **Technology Providers:** In recent years, technology companies have been developing solutions to improve supply chain visibility and efficiency, such as tracking systems, inventory management software, and data analytics platforms.

12. **Patients and Caregivers:** Ultimately, patients and their caregivers are at the receiving end of the supply chain. They rely on the availability of medical supplies to receive appropriate care and treatment.

The collaboration and coordination of these various levels and players is of vital importance for setting up a reliable and robust supply chain for health supplies, especially during times of crisis like earthquakes, floods or other humanitarian settings.

3.1 Responsive Supply Chain

A responsive supply chain is said to be one which has the ability adapt to changes in demand, environmental conditions, or other any factors that may impact the functioning of the supply chain.

The main objectives of setting up a responsive supply chain is to

- Minimizes delays,

- Optimize inventory management, and

- Maintain seamless collaboration among manufacturers, distributors, healthcare facilities, and regulatory authorities.

The main strategy for the above focuses around real-time data analytics, forecasting models which can help anticipate demand variations, enabling proactive adjustments in production and distribution. Some of the above characteristic features of a responsive supply chain can be elaborated as:

1. **Real-time Visibility:** this feature is about using advanced tracking and monitoring technologies to enable real-time visibility into inventory levels, production processes, and distribution networks. This allows for quick identification of disruptions and better decision-making.

2. **Demand Sensing:** means employing data analytics and predictive modelling to anticipate fluctuations in demand. It is about understanding customer preferences and market trends, companies can adjust production and distribution accordingly.

3. **Agile Manufacturing:** Implementation of flexible production processes and modular manufacturing setups can help making rapid shifts in production volumes and product variants.

4. **Collaborative Partnerships:** a deep, penetrating and strong relationships with suppliers, distributors, and other partners fosters open communication and information sharing. This enhances the ability to respond collectively to supply chain disruptions.

5. **Multi-channel Distribution:** Offering diverse distribution channels, including online platforms and brick-and-mortar stores, accommodates customer preferences and provides multiple touchpoints.

6. **Use of Adaptive Technology:** Embracing advanced technologies like IoT, AI, and machine learning enables automation, data-driven insights, and efficient decision-making.

7. **Presence of Cross-functional Coordination:** Effective collaboration across different departments, such as sales, marketing, and operations, ensures alignment with changing market conditions.

Developing a resilient supply chain for health supplies is a dynamic process and needs to be able to swiftly address fluctuations in demand and disruptions

4.1 Sexual and Reproductive Health Supply Chain-the logistics mix

The logistics mix of health supplies refers to the various components and factors involved in effectively managing and distributing essential medical and healthcare products. This involves a combination of strategies, processes, and resources to ensure that health supplies reach their intended destinations in a timely, efficient, and cost-effective manner. Some of the essential components of the logistics mix related to a resilient and responsive, reproductive health supply chain include:

Procurement: This involves identifying and sourcing the necessary reproductive health products from manufacturers or suppliers. It's essential to ensure a stable and reliable supply of quality products.

Warehousing: Reproductive health commodities need to be stored in appropriate conditions, including temperature-controlled environments, to maintain their quality and effectiveness.

Distribution: The efficient distribution of products from central warehouses to regional or local facilities, such as clinics and health centers, is crucial to ensure timely availability.

Inventory Management: This involves tracking stock levels, expiration dates, and demand patterns to prevent stockouts or wastage.

Forecasting and Supply Planning: Accurate forecasting of demand is vital for effective supply planning, helping avoid shortages or excessive stockpiling.

Quality Assurance: Ensuring the quality and safety of reproductive health products is of utmost importance. Quality checks must be conducted throughout the supply chain.

Information Systems: Proper record-keeping and information systems are essential for monitoring stock levels, tracking distribution, and identifying potential issues.

Training and Capacity Building: Health workers and supply chain staff need to be adequately trained to manage SRH commodities effectively.

Monitoring and Evaluation: Regular assessment and evaluation of the supply chain's performance help identify areas for improvement and ensure that the system is functioning optimally.

Collaboration and Partnerships: Collaboration between government agencies, non-governmental organizations (NGOs), manufacturers, donors, and other stakeholders is essential for a well-functioning SRH supply chain.

5.1 Challenges:

A health supply chain is a complex network that ensures the efficient and timely distribution of medical products, equipment, and medications. A robust health supply chain is vital for delivering quality healthcare services, responding to emergencies, and controlling disease outbreaks. Advanced technologies such as data analytics and blockchain are being increasingly being integrated in established supply chains. But there are some characteristic factors which pose a challenge in setting up of the same. to enhance transparency, traceability, and overall effectiveness in managing the flow of essential health commodities. Some of the prominent ones are as follows:

1. **Lack of long and full pipelines for SRH products-**Supply chain pipelines for SRH supplies is often marred by obstructions and discontinuation due to difference in government regulations, thus seriously effecting the "**last mile delivery**" of these supplies.

2. **Geographic concentration of Active Pharmaceutical Ingredient-** Health supply chains are global in nature, where products are manufactured in various countries requiring inputs from other countries like India and China. The geographical concentration of active pharmaceutical ingredients (APIs) and finished pharmaceutical manufacturing is a challenge to global supply chain.

3. **The pandemic effect-** The stocking of PPE kits (Personal Protection Equipment) and Covid-19 vaccines remain a high priority option for most countries and logistical infrastructure is diverted away from SRH supplies.

4. **Inefficient data flow-** Lack of efficient and consistent data flow mechanism in SRH supplies causes lack of accurate and real time data causing stockouts of SRH products. For instance, in South Africa in June 2022, 40 % of all medicine stockouts, was of contraceptives as per the report of "**Stop stockout Projects**"

6.1 Innovations in Reproductive Health Supply Chain

Creation of a responsive supply chain for sexual and reproductive health supplies is crucial to ensure that individuals have access to essential products and services. Some innovative initiatives and approaches that have been implemented at the global level to achieve a responsive supply chain for sexual and reproductive health supplies can be enumerated as follows;

1. **Contraceptives and Family Planning Supplies in Rwanda:** The Rwandan Ministry of Health, in collaboration with partners like the United Nations Population Fund (UNFPA), implemented a supply chain system that uses drones to deliver contraceptives and family planning supplies to remote and hard-to-reach areas. This initiative ensures timely access to these supplies, particularly for women in rural communities.

2. **Emergency Contraceptives in Nigeria:** In Nigeria, the Society for Family Health (SFH) established a responsive supply chain for emergency contraceptives, commonly known as the "morning-after pill." SFH partnered with private sector pharmacies, community health workers, and informal drug vendors to expand the distribution network and increase accessibility to emergency contraceptives, especially for young women.

3. **Mobile Clinics and Telemedicine in India:** In rural and underserved areas of India, organizations like Population Services International (PSI) have set up mobile clinics equipped with telemedicine capabilities. These clinics provide sexual and reproductive health services and supplies, including contraceptives, through virtual consultations and in-person visits, improving access for remote populations.

4. **Community-Based Distribution in Malawi:** In Malawi, the Ministry of Health and UNFPA established a community-based distribution system for sexual and reproductive health supplies. Trained community health workers deliver contraceptives, condoms, and other supplies directly to individuals within their communities, ensuring availability and reducing transportation barriers.

5. **Youth-Friendly Health Centres in Tanzania:** In Tanzania, organizations like Marie Stopes International have established youth-friendly health centres that provide comprehensive sexual and reproductive health services, including access to contraceptives, education, and counselling. These centres are designed to be welcoming and comfortable for young people, helping to break down barriers to accessing supplies and services.

6. **Supply Chain Innovation in Senegal:** Senegal's Ministry of Health and Social Action, with support from partners like UNFPA and the Global Fund, has introduced supply chain innovations such as electronic logistics management information systems (e-LMIS) and mobile applications to monitor and manage the distribution of sexual and reproductive health supplies. These technologies improve data accuracy, streamline inventory management, and enable quicker response to supply chain challenges.

These initiatives have prioritized accessibility, equity, and timely distribution to ensure that individuals, especially women and girls, have access to the necessary products and services, to make informed choices about their sexual and reproductive health.

7.1 CONCLUSION
Nations can improve access of essentials of reproductive health services and commodities to their population at large. Reproductive health supply chain can be strengthened by reducing stockouts, ensure consistent product quality, and ultimately enhance the overall quality of care.

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STRATEGIC HUMAN RESOURCES MANAGEMENT AS A TOOL TO BUILD EFFECTIVE ORGANISATIONS: AN APPROACH FOR INDIAN SMES

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Human Resources Management (HRM) has become indispensable department because of the impactful role HR people exhibit in orgnisations. Simultaneoulsy, HRM has transfigured itself so much that it can change and cause organisational development through its qualified people. Strategic Human Resources Management (SHRM) has been a subject thought in the contemporary times and is seen as a great field for HR professionals to exhibit an expert role for the greater cause of accomplishing organisational mission and goals and make organisations stay firm in the most competitive world.

In the contemporary times, strategic action plays an effective role in organisations. In simple words, short-term and long-term strategies are required for the cause of achieving organisational objectives; a way forward to create a niche for themeselves. Strategic Human Resources management (SHRM) is a relationship between HRM and Strategic Management in the organisations. It refers to the overall direction that businesses desire to pursue in accomplishing the goals and objectives through people they employ.

Today it is absolutely important to believe that people are the key to organisational accomplishments because it is people who are comparatively more resourceful than anything else. In the present times, workplaces are people-centred. Strategies all come from employees working in an organsiations and so if employees are considered, organisations will be able to integrate work with technology and intelligence and help in the sustenance and continuous growth of business. It is employees who can enhance efficiency and effectiveness, reduce wastes and costs and so on. It is they who can bring innovative and creative changes in work, products, services and in every that they do provided they are cared for.

Strategies at all levels and in all areas of work are formulated, implemented and evaluated by people. So even business strategies that are crucial to organisational growth and sustainability come from people. If business strategies are so important, than Strategic Human Resources Management must be the forerunner to drive organisation into action to build strong, healthy and impactful organisations.

After working for about 7-8 small companies, our experiences is that they just operate as things flow and achieve little, meaning they hardly make deployments of strategic initiatives. That is why, even after two and half decades, we could find them at a stagnant position with less overall growth. So after viewing those companies, we have felt it necessary that Strategic Human Resources Management applications and approaches should be of great help; as a tool to build effective organisations.

In this paper, we have conceptualised our understanding and after knowing the threats and weaknesses of SMEs, we can suggest this topic to such organisations to enable them to look forward in a holistic and universalistic way to boost their performance and come out as winners or achievers in accomplishing their goals and objectives. We intend to do primary research in SMEs.

Strategic HRM – Concept
Strategic HRM is relatively a newer concept which differenciates itself from the traditional concept of HRM explains Alina Sampras. And as observed, SHRM has been a concept for around two decades only. However, SHRM implies a concern with the ways in which HRM is critical to organizational effectiveness (Peter Boxall, John Purcell).

According to Leolingham – 2000, 'Strategic Human Resources Management is an approach to making decisions on the intentions and plans of the organization concerning the employment relationship and its recruitment, training, development, performance management, reward and employee relations strategies, policies and practices.'

In short, SHRM is an approach to making decisions on the intentions of the organization concerning people-essential components of the organization`s business strategy. From this definition, it becomes clear that SHRM encompasses all the functions and activities of the HR department.

Aline Sampras has defined SHRM as an alignment of strategic business goals of the organization with human resources, so as to foster innovation and improve motivation, satisfaction, productivity, and eventually overall performance.

Objectives of SHRM

In the recent times, SHRM has gained lot of significance because of it approach towards the accomplishment of organisational goals and objectives. It encompasses all the functions of HRM in making it both efficient and effective.

The objectives of SHRM in brief would as follows (Alina):

◆ To build and maintain organisational culture by blending philosophy of the management with the policies of the organisation.

◆ To create high performance management through people by focusing on improving the productivity, growth and profitability.

◆ To enhance quality and commitment of people through their involvement and participation and even partnering them in the affairs of business.

◆ To attain a suitable strategic fit for the organisation through the integration of various resources for smooth and profitable conduct of business of the organisation.

◆ To establish a sustainable business by building goodwill and reputation of the organisation through vaarious welfare and CSR programmes.

◆ To design and develop organisation sustainability processes and programmes consistently for achieveing a competitive advantage.

Roles and functions of SHRM

The diagram below diagram integrates both functions and roles and can differ from organisations to organisations. SHRM is simply an effective implementation of HRM functions through an approach whereby all areas of HR work and processes are made fruitful.

For effective implemention of SHRM, support and cooperation between the top management and the HR heads/departments is crucial to overcome the growing challenges of HRM in this VUCA world. Often SHRM is found relevant for global entities but today it also relevanat for domestic companies too.

(The diagram is taken from the write up of Alina sampras which highlight the important roles of SHRM.)

The Requirements for Strategic HRM

Often Strategic HRM is likely to be practiced in organizations when they have :

• Strong leadership from the top management who should be visionary and charismatic.

• Well-articulated vision, missions, goals, values and philosophy.

• Clearly expressed business strategies which had been previously implemented successfully.

- Every effort well focused with positivity in achieving the critical success factors.

- Products and services provided to the customers that are of good quality and standard to ensure goodwill and reputation of the organization in the business world.

- People who are work cohesively as a team with proper cooperation, coordination and involvement.

- HR heads and sxperts who plays an active part in discussing corporate/business issues as well as making an effective business-oriented contribution on HR matters that are supported by the top management.

Therefore, it necessary that for the implementation of strategic HRM, corporates need to have an excellent mind set, that the people are treated as an asset to the company who care, share, innovate and perform, that there is focus on achieving organisational excellence and that all things happen under the umbrella of healthy organisational culture. This task of SHRM is vested in the hands of HR personnel who exhibit acumen to confront all organisational challenges and are also committed to perform and achieve milestones.

Challenges of SHRM

In the contemporary times, the challenges of SHRM could be diverse and multifarious and may differ from organisations to organisations and from countries to countries. However, these challenges are inevitable and therefore the best way is to confront them proactively. The challenges of SHRM however are as follows: (summarised from zeotalentsolutions.com and hrconsultantuk.co)

1. **Support from the Top Management:** Often management expects extraordinary changes without actually supporting it. However, without approval, HR procrastinates the activities and in the long run, it is the organisation that suffers. HR is often looked down and seen as an unproductive activity.

2. **Measurement of HR as well as Organisational Effectiveness:** Many tools are required to measure various aspects of HR and the organisation. This also calls for expertise in the field area of work. How can measurement of work activities can take place if people are not qualified enough or trained enough ? And even if people are qualified or trained, how can they undertake measurement if the tools are not made available to them?

3. **Change Management:** The world is changing exponentially and it calls for adoption of change management for growth and sustainability. If change management isn't the focus in the modern times, then the organisations which do not bring or cause change will be falling behind in the conduct of their business.

4. **High Level Commitment And Performance from People:** People can be an asset to the company if they are nurtured well, in the sense that they are compensated well, trained, empowered, respected and made work in a conducive work environment with healthy relations. This is a big challenge for HR people when they do not get support and approval form the top management, though they are people enablers.

5. **Leadership Development:** Today we need leaders in every walk of life and also in every field of work. Organisations have to foster leadership development among its employees so that they are empowered to take risks and responsibilities to tackle conflicts and situations thaat arise in the course of functioning of the organisations. We need people to exhibit commitment, communication, collaboration to perfrom and motivate people around the workplace.

6. **Attracting and Retaining good Talent:** Either of the two is a challenge for corporates. Often HR personnel find it difficult to attract people with good talent because corporates do not offer good packages and especially when they jobs available to them from abroad. Similarly, in the present times, retaining experienced talent is equally challenging because people keep changing jobs for better prospects mostly.

7. **Implementation of New Systems and Technology:** For carrying out HRM functions, keeping updated new systems and technology is extremely necessary for quick and productive execution of tasks.While implementation of a HR system allows the minimization of errors, technology offers greater ease of access to processes.

8. **Resolving of Conflicts:** Conflicts are inevitable and will continue till the end of civilization. So the only solution is to resolve conflicts, maintain healthy relationships and team work and avoid unnecessary impediments. Bad relations beget bad culture and that will certainly hinder the gowth and progess of organisations.

9. **Building a suitable Organisational Culture:** A good healthy culture is attainable only if we humanise relationships at workplaces. Workplaces should focus on people's value addition instead of finding faults

with them. Employees look forward for quality life in organisations and   always   want   to   take challenges, meaning they would like work in a responisbk

SHRM and Organisations: Strategic Human Resources Management as a Tool to Build Effective Organisations

Though the concept is new, rich have been the rewards for the organisations who have implemented SHRM approaches. As per Emeritus, SHRM is a process of that links the employees with the core strategies, objectives, and goals of an organization by focusing on the following aspects:

- It ensures practices that foster flexibility and give a competitive advantage to the organization.

- It fosters organisations in building a healthy culture that will ensure people to work with commitment and affinity.

- It will impact superior business performance in the organisation for mutual gain for people and the organisation.

Though implementation of SHRM concept could be challenging, organisations can foresee excellent results and if the focus is maintained, the organisations can harvest fruitful results. So we can see a strong connection and necessity between SHRM and Organisations; the former becoming instrumental and a tool for building effective organisations.

Thus, it can be said that as per Emeritus, SHRM is a integrated approach that works in tandem with other functional areas of the organisation in accomplishing the ultimate goals set for the organisation.

Indian SME's and their challenges

This study on the subject of SHRM is deliberated to understand the challenges faced by them and help them to design a suitable strategic fit in our Indian scenario supposing that they are vulnerable to withstand amidst the complexities of the business world. As known, Indian SMEs do face very many challenges and they are enumerted below: (summarised form the writings of Oluwatosin Odebunmi, Neel Achary and Naoyuki Yoshino and Farhad Taghizadeh-Hesary)

1. **A difficult beginning due to lack of expertise and experience:** These SMEs often come up a hard way because of shortages of money, people and other resources. They begin as a startup and a few of them survive in due course as they are unable to meet and comply to the requirements of running business. They lack knowledge and expertise, required experience, resources and   necessary support to go on with their business.

2. **Monetary issue**s: Most of the SMEs essentially face financial crunches now and then in their journey to grow and remain in healthy financial position. In the present times, financial support   is   available, but whether all benefit from it is the question? Securing and managing funds could be another issue as they may be aware of working capital loans, crowdfunding, venture capital, and government schemes.

3. **Wrong partnering:** Often it is noticed that few friends or partners join a business without first deciding how to go about and what contributions in terms of finances each has to make and what   actual   work will undertaken by faith. Thereafter, conflicts begin impacting the enterprise and dissolution is sure.

4. **Ever Rising Inflation & Reduced Revenue from Businesses:** As new starups go on to conduct   their businesses, they find the costs rising due to inflation that in turn reduces their income from   their   efforts. Inflation may give rise to increased cost of raw materials and insurance costs that   may   further   lower demand for their products and services and other general business costs and issues. This may hamper their business and due to poor ratio of profitability, they may think of even winding up businesses.

5. **Talent Acquistion:** Acquiring people is often an issue because best of the people may not wish to take up jobs in small undertakings. So there is often a skill and talent shortage especially when   they   have   to be competitive to survive in the business.Even if some take up jobs in SMEs, they   tend   to   leave   those jobs as they may get better jobs elsewhere after gaining some experience as larger   firms   can   promise personal growth and career stability to them. On the other hand, SMEs   too   cannot   afford   good compensation to attract and retain employees.Isn't this a big issue for them then?

6. **Attracting New Clients:** Just as talent attraction is an issue, so also attracting new clients or customers an issue, especially when there big businesses providing better products that have a brand and are made

available at reasonable prices. And if the clients keep shifting to other, then certainly it is a big issue for survival, unless SMEs are supported by giant companies.

7. **Impact of Technology:** Adoption of technology when an issue, it is definitely going to impact SMEs businesses. When digital adoption, automating business processes, embracing technology, or poor use of technology are issues, then competing business in the world of technology is a big challenge. Today, we can say that technology is only a tool to help businesses that they need the most at all workplaces.

8. **Marketing and Advertising: M**arketing and advertising of SMEs products and services is also one of the toughest challenges which their counterparts do not have. In the course of marketing their products, prices, promotional activities, publicity and advertising, distribution and reaching out targets, getting product a brand name, launching of products, utilising social media etc. all only add up to the challenges.

9. **Lack of proper infrastructure:** When infrastructural facilites such as power connectivity, transportation, water supply, right space for work, high-speed Internet connectivity and such other amenities are lacking, operating business effectively and efficiently and reaching out customers becomes difficult.

10. **Market Competition and Concentration from larger enterprises:** When SMEs have their own issues and problems, market competitiona and concentration from larger enterprises adds up to their challenges which is caused by globalization and economic integration. Then, we know how survival can be possible when SMEs can't make that reach.

11. **Compliances:** There are number of compliances that need to be adhered to in dealing with various governement authorities under various regulations. Without adequate knowledge and understanding of things to be complied with, operations would be hindered. In such cases, consultants and other professional advisors need to hired to add to the expenses.

12. **Lack of HR focus and considerations:** Often in SMEs, the HR focus is lost and they somehow manage businesses with HR considerations. This would render number of difficulties in talent acquisition, compensating them, planning systematic operational activities and so on.

Indian SMEs and SHRM

Organizational excellence should be the core aim of any business whether big aor small. So, there is a growing importance SHRM for SMEs as observed by Maryse J. Brand & Erik H. Ba. This is because according to them, human resources play a vital role in developing and sustaining their competitive advantages. They also suggest sustainability of organizational excellence that requires integrated human resources management.

It is opined by Mohamad Noor Al-Jedaiah and Rokaya Albdareen that many researchers recommend the organizations to formulate a strategy of excellence and investigate the human resources requirements to achieve it. They too suggest that SHRM should be connected to other organization plans to accomplish excellence and lead integrated and sustainable business growth. So we see a strong connection between SHRM and SMEs as the fruits of the former can be reaped by the latter.

We have seen that SMEs have number of challenges to face and in such a situation, it is important that they they become strategic in their business and so should implement the concept of SHRM and help themselves build strong leadership, well-articulated vision, missions, goals, values and philosophies, ensure goodwill and reputation to attract and retain employees, establish good culture and relations and so on and so forth.

RESEARCH METHODOLOGY

A research was conducted to this study and a questionnaire was circulated among the working people and responses of 52 respondents were analysed. So it includes both primary and secondary data. At the same time, due to limited number of days, the research could not done to a satisfactory scale.

FINDINGS

1. It is known that SMEs face number of challenges and operating a SME business is quite cumbersome.

2. In the present times, many SMEs do have some HR functioning through HR personnel that gives lot of scope for HR activities.

3. HR experts/specialists can have job opportunities, if Indian SMEs can offer them jobs.

4. One third of the SMEs are found to be outsourcing their HR functions and at the same time 50% of them even engage labour consultants to support their functioning meaning that they do not engage adequate number of HR personnel.

5. Most of the SMEs do have AI adopted in their work and have systems/tools like Chat GPT, Application Tracking System (ATS), Sourcing App, Bank Monetary System,

6. The HR practices are mostly conventional and less SHRM practices are followed.

7. It is found that in SMEs 85% of the HR people feel valued by other departmental employees which is a positive sign.

8. There are quality procedures followed in most of the organisations (95%).

9. Similarly, 85% of the respondents opined that there are trainig programmes conducted in their workplaces and that the workplaces have made them enpowered and enthused to work in their companies.

10. At the same time, 90% of the employees also felt happy and contented in their workplaces.

11. In SMEs, 52% of the respondents felt that they 'People and Relations' are valued more in their companies in comparison to Work - standards & procedures, Money (Profits) and Technology.

12. Most of the respondents (82%) felt that best HR practices have been implented in their SMEs and also that good prctices in HR have been initiated.

13. 70% of the respondents also agreed that HR Strategies are being adopted in their SMEs.

14. To the question about best practices they foresee to be implemented in the company, some of them said Training, Personality Development, Work Life Balance, Handling Employee Grievances, HR Analysis

15. In many SMEs, 82% of the respondents agreed that Appraisal System is being regularly practiced in their companies and 61% opted for Induction Programme. To say, many SMEs have HR people and HR functioning is also implemented.

Overall, we can say the HR departments are found in most of the SMEs and also have best practices implemented. However, they are far behind compared to large companies.

SUGGESTIONS

What now remains is about those SMEs which do not have HR departments and good HR practices that give lot of scope for HR and SHRM initiatives to be implemented in their enterprises. It can also be construed that they are far from being effective organisations. Therefore, it is for them to have HR departments established in their companies and ensure SHRM initiatives to make themelves effective and vibrant.

CONCLUSION

SHRM is found to be very effective in organisations and so it should be well articulated and understood. In fact, SHRM not only restores the ambiguity in operating business, but also supports it with a very strong foundation across people, processes, practices, policies, performances and philosophies in SMEs and othe organisations too. SHRM does prove itself at its core, how organisations can be made effective and efficient and greatly supports organisational growth and sustainability. This in fact, highlights the vital role of HR personnel in organisations who can add value by accomplishing the goals and objectives of the organisation. Therefore, it can be summarised that SHRM has a pivotal role in building organisations and in due course is proving to be an indispensable process for organisations in the contemporary times.

Indian SMEs, should be able to benefit from the SHRM process by conscientiously implementing it in their enterprises. In the modern world, enterprises however big or small need to work competitively and to survive have to adopt most competitive practices. They have to keep changing and adopting to best new practices from time to time. Definitley, SHRM will be a tool towards their progess and thus set a way to establish good, healthy and vibrant oranisations.

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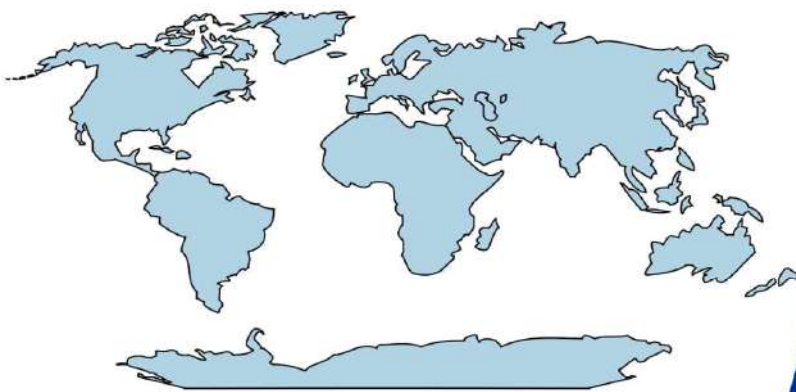
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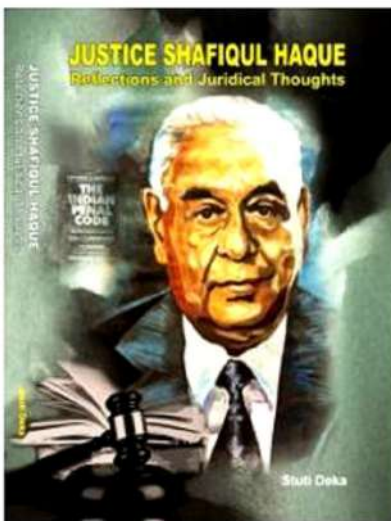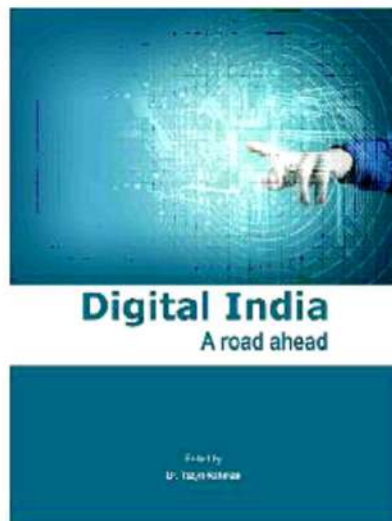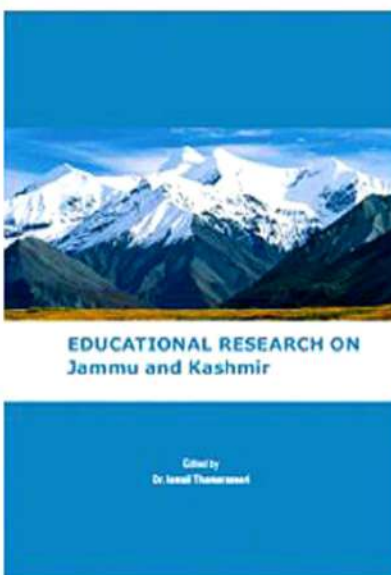
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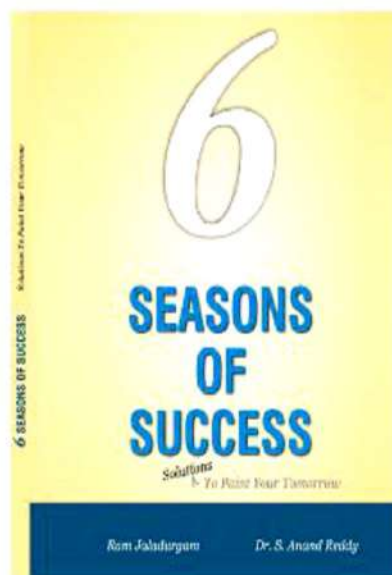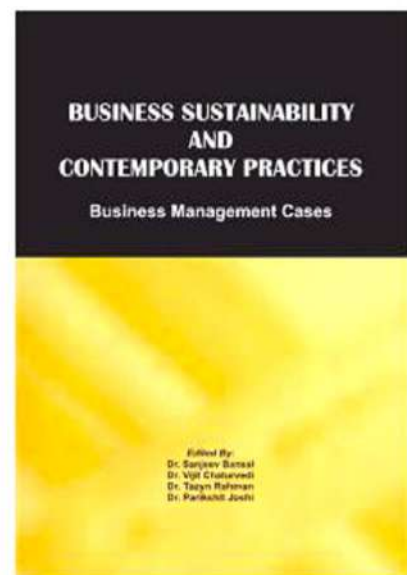
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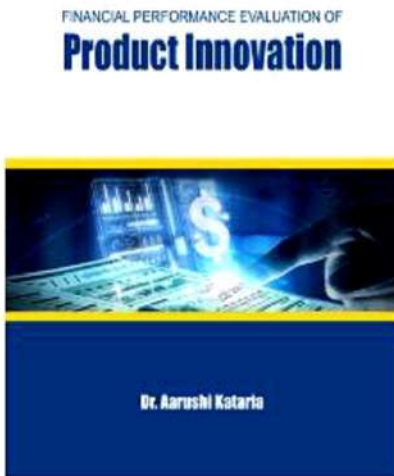
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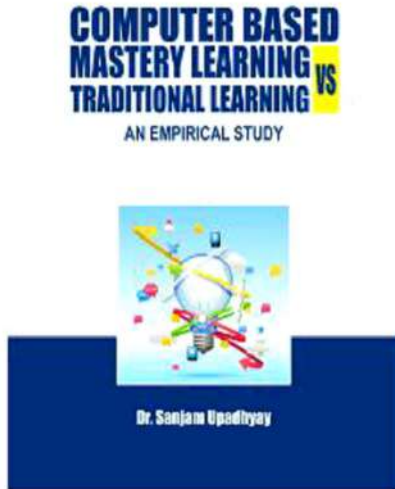
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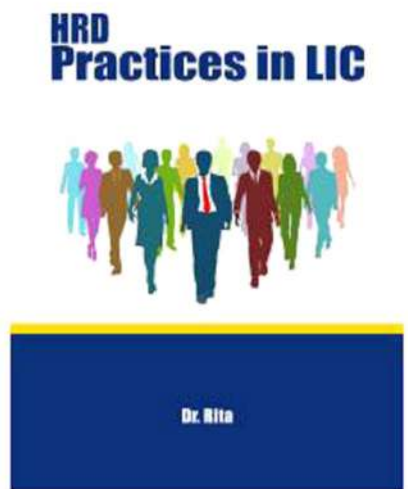
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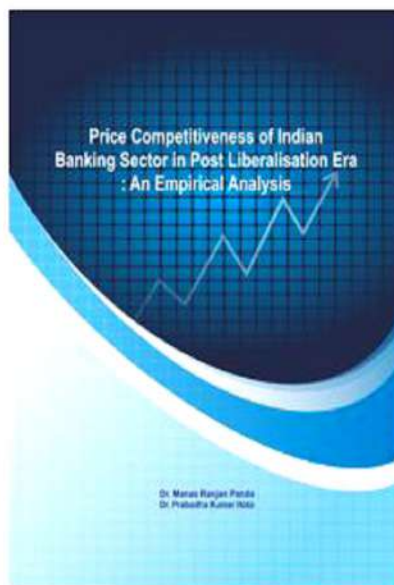
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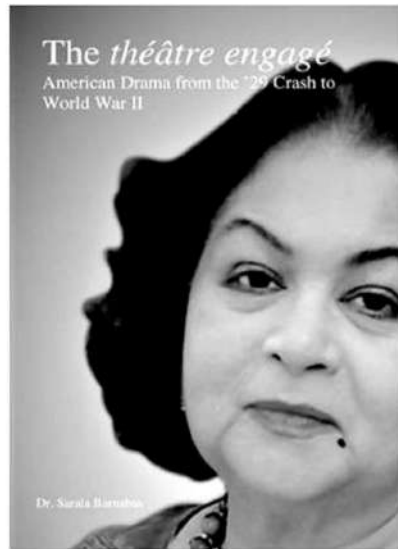
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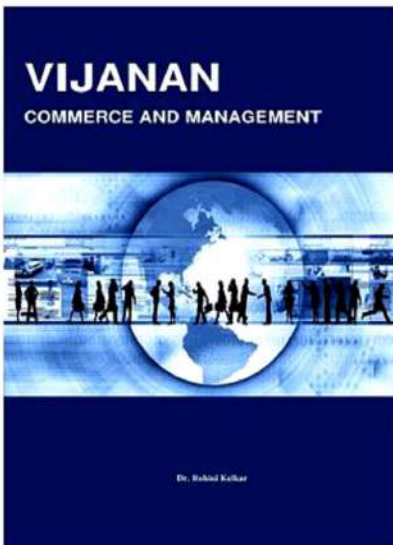
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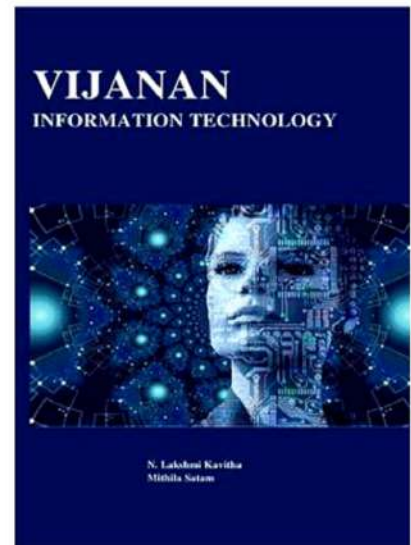
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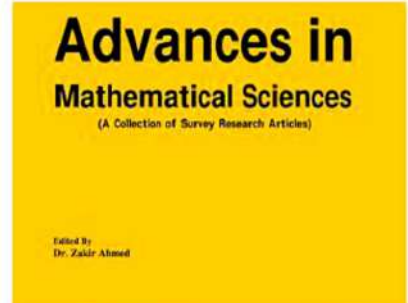
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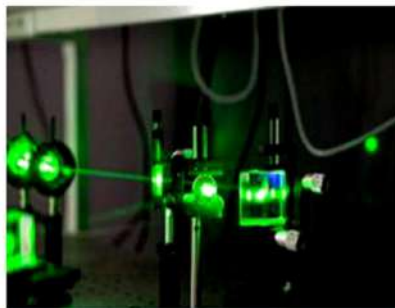
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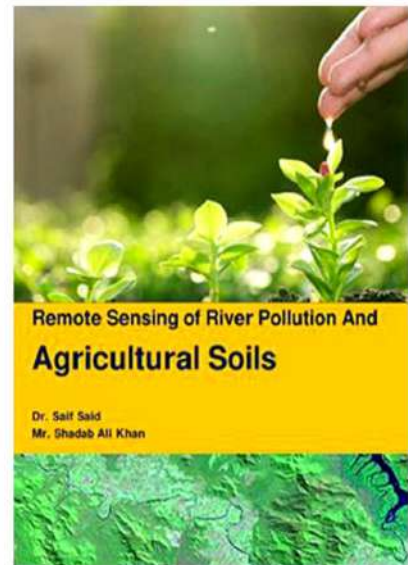
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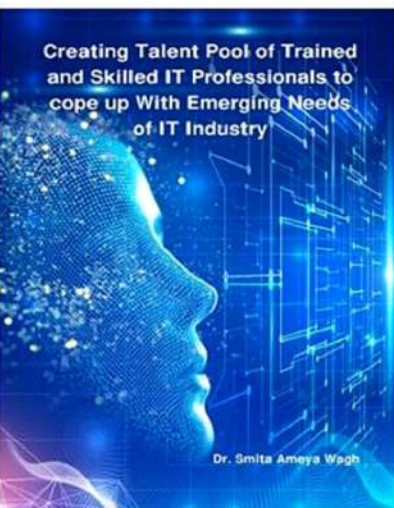
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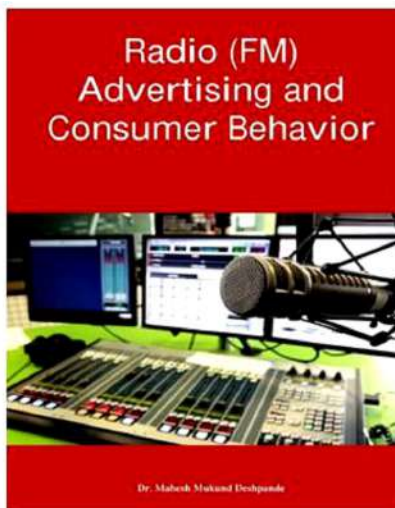
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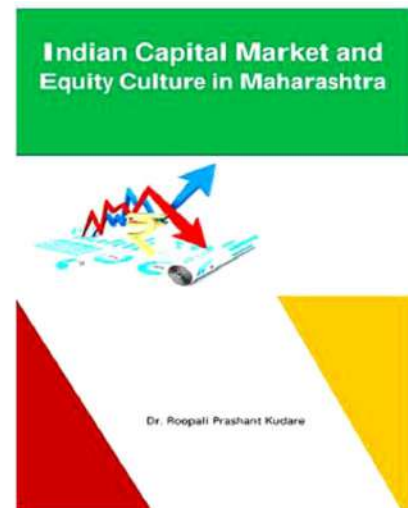
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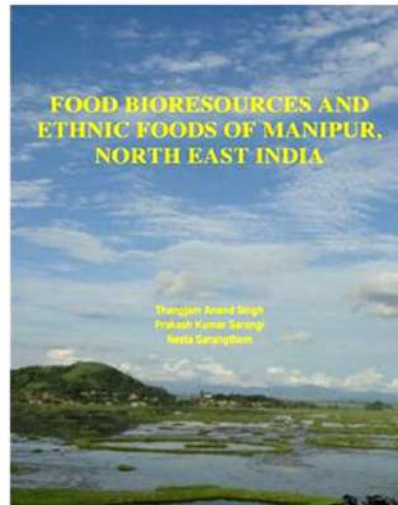
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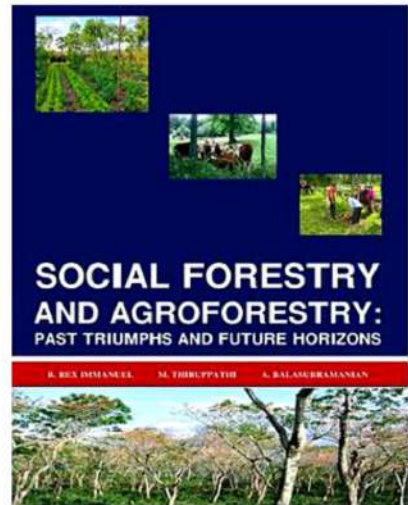
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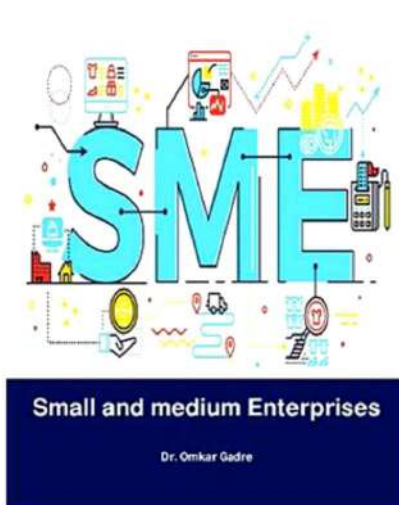
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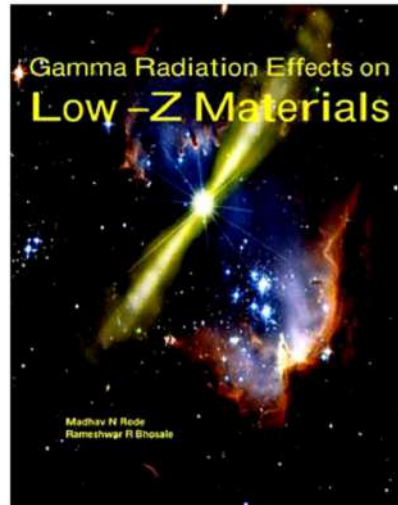
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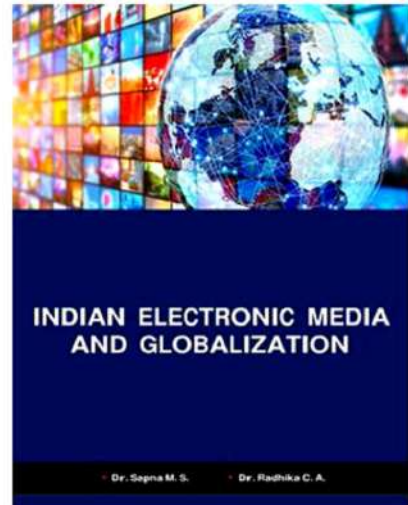
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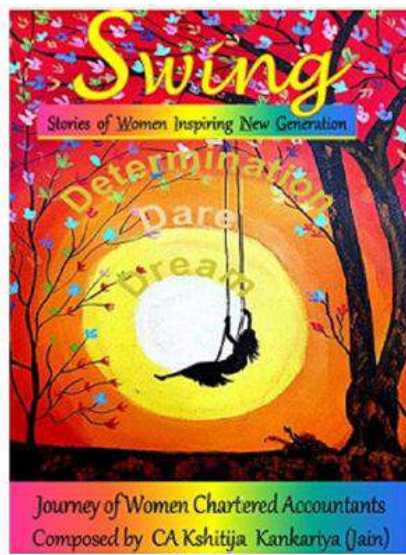
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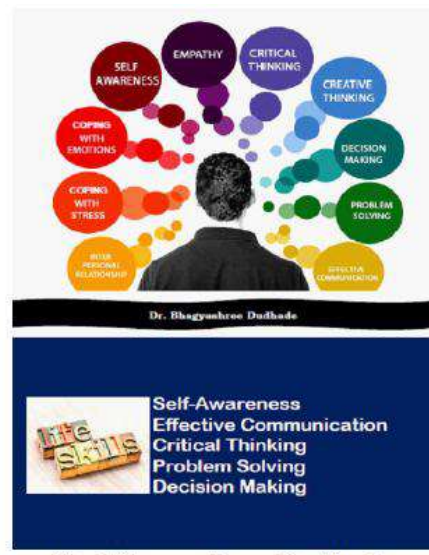
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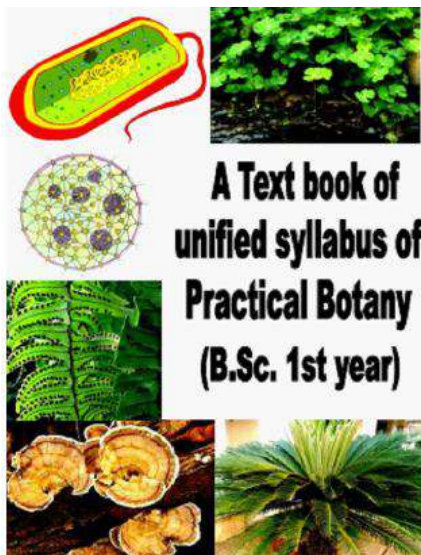
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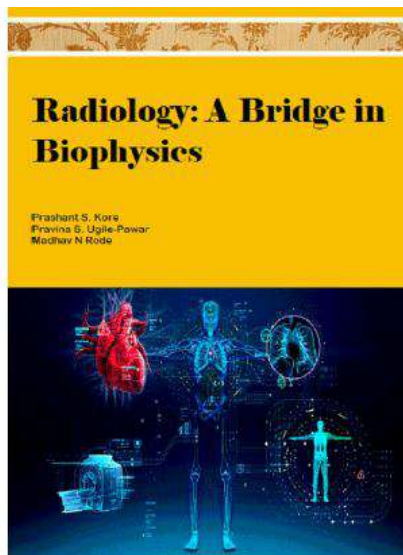
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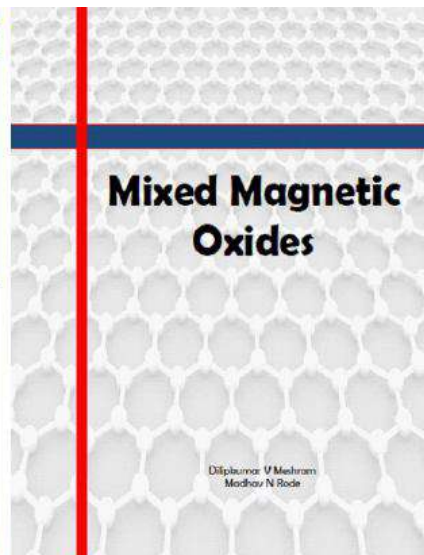
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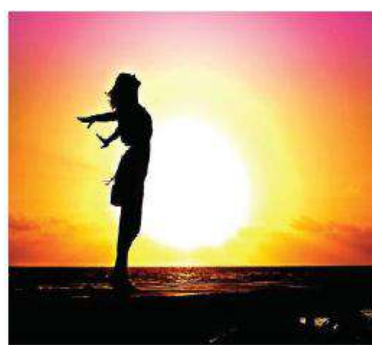
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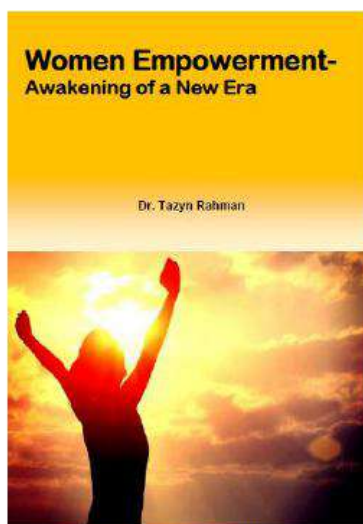
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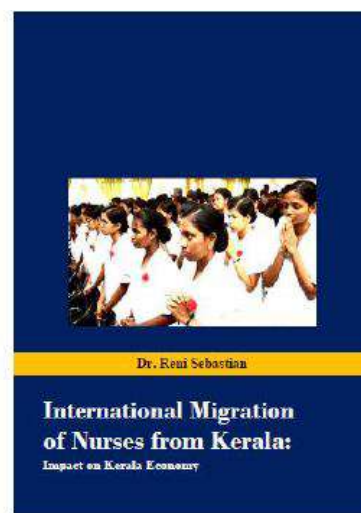
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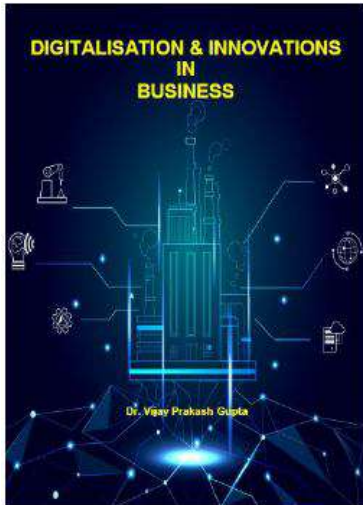
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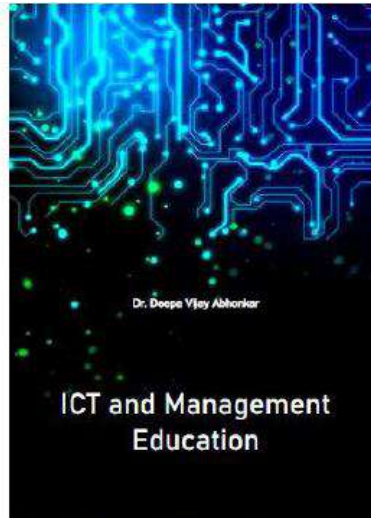
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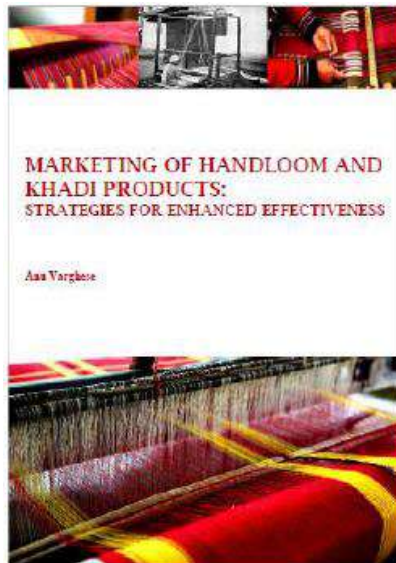
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